



Commission on Arts and Humanities CAH (BX)

MISSION STATEMENT

The mission of the DC Commission on the Arts and Humanities (DCCAH) is to provide grants, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city.

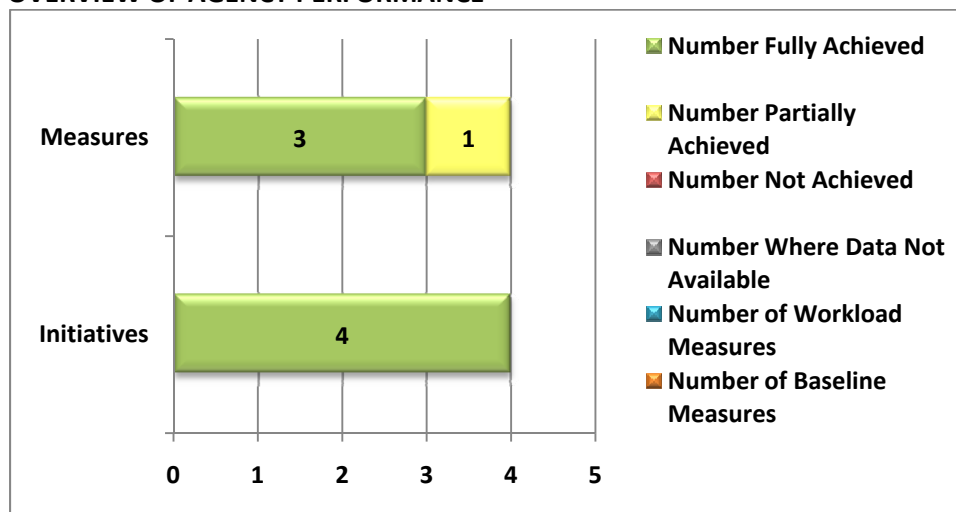
SUMMARY OF SERVICES

DCCAH offers a wide-range of grant programs to support practicing artists and arts organizations in the District of Columbia. In partnership with both national and community-based organizations, DCCAH promotes excellence in the arts by initiating and supporting programs and activities that reflect the diversity of art forms and population in the District.

ACCOMPLISHMENTS

- ✓ Sponsored 100 summer youth who worked on a pioneering East of the River business and community revitalization project using their newly acquired media arts skills. 20 professional media specialists and arts groups worked to train youth in the production of 43 different deliverables across radio, television, print, graphic, and online media.
- ✓ Leveraged over \$10 of private special events funding for every \$1 spent by the District Government.
- ✓ Funded 53 Artists in Schools, Arts Teacher Fellowship and Arts Education Projects grant programs through the Arts Education Projects.

OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

 Fully achieved  Partially achieved  Not achieved  Data not reported

OBJECTIVE 1: Provide access to the arts for all District residents.

● **INITIATIVE 1.1: Expand outreach to District artists and arts organizations to increase participation in DCCAH’s grant opportunities and increase the diversity of artistic offerings in DC.**

In FY 2010, DCCAH has hosted 20 workshops at six locations throughout DC. Of these six locations, five are located east of the Anacostia River: THEARC, Ward 7 Arts Collaborative, the American Poetry Museum, Thurgood Marshall Academy and Honfleur Gallery. Each workshop has assisted up to 20 participants, approximately 35% of which have been first time applicants. Workshops are marketed through DCCAH’s website (our grant page receiving approximately 8,000 hits, or 32% of the total amount of visits since its upgrade in May 2010), Facebook page (four postings/week on average), Twitter feed (four postings/week on average), and blog postings (grant-related posts generating on average 15 hits/day); as well as monthly mentions in our ART(202) Journal. The “It’s Grant Time” section in ART(202) Journal generates approximately 1,000 views per issue, on average. Each month we provide a listing of our FY 2010 grantees by category, as well as a listing of opportunities and deadlines in forthcoming months. Recently, we have sent 10 grants-targeted emails, accounting for 15% of the Agency’s mass email marketing. The overarching goals are to position DCCAH as the leader in all things arts and humanities related in the District, to be proactive and strategic in engaging District citizens and to educate District citizens of the grant and event opportunities that DCCAH offers. In addition, it is the Agency’s goal to raise the profile of its grantees through appropriate communication channels. We accomplish these goals through leveraging social media, engaging the blogger community and traditional media and through strategic advertising placements. DCCAH communicates its mission, programs and granting opportunities effectively by:

- Utilizing a design/media team to reinforce legacy branding images and messages improving on style, content and use of technology to: o Produce Art (202) Journal, to bring awareness to grantees and DCCAH events. The Journal creates a platform to expose our grantees to the public and to highlight their accomplishments. The Journal is emailed monthly to 8,359 constituents; o Produce high-end graphics for grant announcements and events; o Produce world-class digital media products to tell the story; o Produce Art (202) television, a one-hour television segment that showcases the diverse talents of the District’s art scene and further promotes grantees. Art (202) TV features not just DCCAH grantees, but arts programming throughout the city; o Produce content for website to increase accessibility and understanding of the Agency’s opportunities; and o Produce one high-end standard collateral piece to relay Agency services.
- Executing cost effective mass media campaigns for the general market by: o Creating electronic versions of projects in lieu of printing; o Leveraging media buys both in print and online for increased editorial coverage; o Utilizing PSA opportunities; and o Utilizing non-traditional online media opportunities, e.g., blogs/Facebook/Twitter.
- Executing relevant media campaigns to targeted audiences, for example: o Teachers for Arts



Education Grants; o East of the River for UPSTART or Cultural Facilities Grants; o ANC Commissioners for Public Art opportunities; and o BID's and DC Agencies for NIF's and Workforce Development collaborations.

- Executing grass roots campaigns by: o Further engaging ANC level participation; o Utilizing ward-appointed commissioners; o Better utilizing online tools, viral media and leveraging blogs; and o Creating and actively distributing At-A-Glance Grants one-sheets. In partnership with the Office of the Chief Technology Officer (OCTO), DCCAH has developed a smooth online application process that enables anyone with internet access to easily apply for a grant. In past years, applicants have had to wade through a process that stretched both time and financial resources—for many years DCCAH required that applicants hand-deliver 10 complete copies of their applications. DCCAH's collaboration with OCTO has resulted in an application system that eliminates the need for any paper copies, which allows applicants to polish their materials until the very last minute and, in the case of some of our grass roots applicants, saves them up to \$100 in printing costs. Reviews of this new process have been overwhelmingly positive and DCCAH has been pleased to hear that it makes applying for grants much easier. As FY 2010 unfolded, it became clear to the Agency that it could better serve its constituents through fewer grant programs rather than more. DCCAH has since undertaken research to identify best practices among other state arts agencies and anticipates developing a comprehensive plan for consolidating its grant-making going in to FY 2012. That being the case, DCCAH opted not to create a new grant program to address accessibility in FY 2010.

OBJECTIVE 2: Promote lifelong learning and interest in the arts and arts education for all ages.

- **INITIATIVE 2.1: Expand arts education opportunities to DC Public and Charter Schools.**
During FY 2010, DCCAH offered the Artists in Schools, Arts Teacher Fellowship and Arts Education Projects grant programs. Arts Education Projects (AEP) represent the single largest investment that DCCAH made through its grant programs, with a total of \$817,428 funding 53 different projects for youth in the District. We are pleased to report a 40% increase in the number of applications received for that grant program. In addition, the targeted outreach of DCCAH's arts education coordinator resulted in a 160% increase in the number of applications received for the Artists in Schools grant program. After many school visits and one-on-one conversations with educators, the arts education staff determined that one way to increase the presence of artists in the schools was allow individual teaching artists to apply for the grant, instead of restricting the application process to the schools themselves. Individual teaching artists constitute 33% of the grantees in the Artists in Schools program. The interviews conducted as part of the inventory process with schools revealed that a truly helpful mechanism for getting artists into schools was to supply a roster of pre-vetted teaching artists. Based on input from the schools and modeled after successful teaching artist rosters from around the country, DCCAH staff developed new evaluation criteria for the "Teaching Artist Roster" and, in lieu of the Artists in Schools and Arts Teacher Fellowship program, rolled the application out in the spring of 2010. The Teaching Artist Roster is a resource directory of high-quality teaching artists who are experienced educators that provide direct support in a variety of learning environments, such as DC Public Schools, DC Public Charter Schools, recreation centers, senior centers, prisons, and juvenile detention centers. Many of these teaching artists also provide professional development to classroom teachers and related staff. The Roster will be promoted to DC Public Schools, DC Public Charter Schools, facilities operated by the DC Department of Parks and Recreation, and other local community organizations. While there is no monetary compensation associated with placement on the Roster, it serves as a tool for



connecting teaching artists with employment opportunities throughout the area. DCCAH completed the proposed arts education inventory of schools throughout the District and developed a database to store the results. The database includes updated information on 222 educational campus around DC and allows us to cross-reference it with active teaching artists and community arts organizations. Using the database, we can track which geographic areas are most served through arts education and we can target schools and/or recreation centers where arts programming is lacking. We have found that 74% of the campuses provide some form of arts programming, through a mix of activities supported through DCCAH's grant-making and other activities. Our goal is to ensure that every campus has some type of programming and we will use the Teaching Artist Roster to pair the members with underserved areas.

OBJECTIVE 3: Enhance communities through public and private engagement in the arts.

● **INITIATIVE 3.1: Execute the FY 2010 Public Art Master Plan.**

In FY 2010, DCCAH implemented six to ten public arts projects in several neighborhoods – 20 public art projects were completed or are near completion within FY2010. (7 Murals DC sites, Columbia Heights, 2 at City Vista, 14th Street Bridge, Starburst Intersection, Windows into DC – phase II, 4 DCPL projects at Anacostia and Benning Libraries, 2 DYRS projects at DYRS, and DHCD Anacostia project.) Below details a few of the highlighted projects and future partnerships and projects in the pipeline. Murals DC project, slated for completion in September 2010 - Seven sites were selected by the Department of Public Works. Many of the murals are completed or near completion. All seven mural sites are being painted by DC artists – Words, Beats and Life, Midnight Forum, Joel Bergner, and Albus Cavus. Columbia Heights (a water-feature piece with mosaic details), slated for completion in July 2010 - Both the mosaic for the fountain and metro plazas are complete. The fountain plaza mosaic was installed in September 2009 and the metro plaza mosaic was installed in July 2010. The artist, Jann Rosen-Queralt, is currently working with the fabricator on 17 mosaic medallions designed by Columbia Heights residents and organizations that will be dispersed along 14th Street between the metro and fountain plazas. These medallions should be installed in early October 2010 depending on weather. City Vista (two sculptural installations), slated for completion in winter 2010 - These sculptures were successfully installed early 2010. A dedication of the work was held at 5th and K in early April 2010. Artists David Black from Columbus, OH and Ethan Kerber from San Francisco, CA were in attendance. DCCAH will optimize partnerships with several District agencies, such as the Department of Transportation, the Walter E. Washington Convention Center the Deputy Mayor's Office for Planning and Economic Development, the Department of Parks and Recreations and the Department of Consumer and Regulatory Affairs to implement public art projects and to develop artist space within the District, while offsetting costs to the Agency. DDOT has been a huge supporter of integrating public art into the city's infrastructure. Artist, Kent Bloomer, was selected to work with DDOT's engineers to integrate artistic elements into the NY Avenue Bridge. The final lighting touches will be added to the 14th Street Bridge Tenders House kaleidoscope project, by Mikyoung Kim in October 2010. In September 2010 a terrazzo mural by Steven Weitzman will be installed at the Starburst Intersection where H Street, Bladensburg Road, Maryland Ave., and Florida Ave., NE merge. We also worked closely with DDOT to complete the Columbia Heights mosaic installation as part of their streetscape improvements. We have completed our second phase temporary art installation at the Washington Convention and Sports Authority. Their storefronts are decorated with neon, painted window murals, portraits of DC residents, and site specific



installations. We continue to work with them in our efforts to install a large scale project at the Nationals Ballpark expected to be complete by December 2010. We are partnering with the Deputy Mayor's Office for Planning and Economic Development on several projects. Just recently a groundbreaking was held at the Howard Theater. We have been working with artist Zackary Oxman to fabricate a 20 foot sculpture of Duke Ellington entitled Encore that will be installed near the Theater. They have been strong supporters of our ongoing work with artist David Hess to integrate public art at Washington Canal Park in the Capital Riverfront area which is slated to be installed by Summer 2011. We have also started the planning process of integrating public art into the new development at the Walter Reed campus. DPR has been an ongoing partner to DCCAH on many projects. Just recently we have embarked on a large scale outdoor public art project for the new Deanwood Recreation Center. A Ward 7 artist was selected to be an apprentice and community liaison to the lead artist on this project. We are not only creating a high quality public art work we are creating job opportunities for Ward 7 artists. DCRA has been an ongoing resource for DCCAH. Their assistance in providing permits is integral to the installations of all our outdoor works. Just recently we provided them assistance as they embark on creative event called the Curbside Cookoff. This food festival will allow area food vendors and food markets to showcase their products and give the public a chance to vote on the best food in town. We are providing street performers and an array of visual and performing artists for the two day event. The event will take place on City Center Lot A at 11th and H Streets NW on October 7 and 8. We have also partnered with several other District agencies this year. We worked with DCPL to create 4 works of art for Benning and Anacostia Libraries. Ward 7 and 8 artists were selected create designs that were fabricated in a large scale format for the libraries. We worked with DYRS to select two artist to create works at the New Beginnings facility in Laurel, MD. Joey Tomassoni and Cheryl Foster worked with the youth to help create the work now installed. We are working with DHCD to create an installation to help welcome visitors and residents into Historic Anacostia at the corner of Good Hope Road and MLK Jr. Ave, SE. Billy Colbert and Tim Conlon were selected to create the artwork and work with youth through SYEP to research the neighborhood and create a design. The work is expected be installed in October 2010. We continue our partnerships with WMATA to assist in their Art and Transit program. Sam Gilliam, DC artist, was selected to create a mosaic installation at the Takoma Metro Station slated to be installed in April 2011. We have made new partnerships with private developers. In September and October 2010 we will be installing a temporary installation at 3rd and H Street NE. Developers, like Steuart Investments have shown great interest in activating their dormant space until they are able to break ground. DCCAH will work with the Office of the Chief Technology Officer to develop an online presence for the Agency's 2,000-piece Art Bank collection by September 2010. The Art bank collection was uploaded to our website in September 2010. Here is the link to the collection online: <http://dcarts.dc.gov/DC/DCARTS/About+DCARTS/DC+Arts+in+Pictures>

● **INITIATIVE 3.2: Develop the creative industry workforce.**

Media arts jobs represent 43% of the creative economy workforce in DC. This sector of the creative industry in DC is 26 times the national average. The potential is ripe to invest in, expose and train our youth for this opportunity. DCCAH successfully executed the Mayors Summer Youth Employment Program through a partnership with DOES and DHCD to provide hands on training for six weeks. Goals were exceeded in workforce development, job placement and readiness as well as college preparedness in media arts and communications for DC youth to enter the creative economy. 100 youth worked on a pioneering East of the River business and community revitalization project using their newly acquired media arts



skills. 20 professional media specialists and arts groups worked to train youth in the production of 43 different deliverables across radio, television, print, graphic, and online media. No youth dropped out.

Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

	Measure Name	FY2009 YE Actual	FY2010 YE Target	FY2010 YE Actual	FY2010 YE Rating	Budget Program
●	1.1 Percent of applications received from new applicants	56.85	8	41.70%	521.23%	
●	2.1 Number of DC schools; DPR Centers; and community centers benefitting from DCCAH grants	0	40	112	280%	ARTS LEARNING FOR YOUTH
●	3.1 Dollars invested from non-District Government sources per \$1 investment by DCCAH.	2.63	4	10.31	257.67%	
●	3.2 Percent of grant payments processed within six to eight weeks.	86.9	96	94.29%	98.22%	LEGISLATIVE AND GRANTS MANAGEMENT