

## Alexandria Commission for the Arts – Regular Meeting

Tuesday, April 18, 2023

7:00 pm

Lee Center, Conference Room #4  
1108 Jefferson St., Alexandria, VA 22314

### MEETING NOTES

- I. Call to Order. With a quorum present, Chair Brian Kelley began the meeting at 7:00 pm. See [Attachment 1](#) for the meeting agenda. Note: Arts Commissioners Mary Beth Gaiarin and Judy Heiser resigned. Jason Longfellow was appointed by City Council but had not yet taken his oath of office.
- II. Roll Call. See [Attachment 2](#) for the Attendance Sign-In Sheet.
- III. Public Comment. There was no public comment.
- IV. Approval of Minutes/Record
  - a. Tuesday, March 21, 2023, Regular Meeting. The March minutes were approved unanimously without edits.
- V. Chair Report. Brian Kelley gave the Chair Report. See [Attachment 3](#).
- VI. Committee, Liaison, and Task Force Updates
  - a. Outreach Committee – Ryan Belmore reported.
  - b. City Council Committee – Dawn Rogala and Tiffany Williams reported.
    - i. Share Draft Template Letters. Example letters to City Council were formatted for use by the Arts Commissioners. See [Attachment 4](#).
  - c. Waterfront Commission Liaison – Marcee Craighill reported.
  - d. Alexandria Arts Alliance Liaison – Gayle Converse reported.
  - e. ACPS Update – Betty Amron reported.
- VII. Nominations Committee. Brian Kelley requested volunteers to form the Committee.
  - a. Appoint Two Commissioners to Committee. Allison Heck moved, with a second by Paul Painter, to appoint Tiffany Williams and Marcee Craighill to the Nominations Committee to bring forward candidates for the Executive Committee. See [Attachment 5](#). The motion passed 11-0-0.
- VIII. Park Planning. Brian Kelley presented the draft letter to City Council in support for the Public Open Space Zone Text Amendment. See [Attachment 6](#).
  - a. Approval of Letter to City Council. Ryan Belmore moved, with a second by Marcee Craighill, to approve the letter with a few edits. See [Attachment 7](#). The motion passed 11-0-0. See [Attachment 8](#) for the approved letter with edits.
- IX. West End Transitway Public Art Task Force
  - a. Appointment of Project and Community Stakeholders. This item was tabled for further consideration.
- X. Wilkes Street Park Public Art Task Force. Diane Ruggiero gave an overview of the

project.

- a. Appointment of a Commissioner. Paul Painter moved, with a second by Dawn Rogala, to appoint Marcee Craighill to the Task Force. See [Attachment 9](#). The motion passed 11-0-0.
- XI. TFAC Door Public Art Task Force
    - a. Appointment of a Commissioner. Dawn Rogala moved, with a second by Allison Heck, to appoint Paul Painter and Marcee Craighill to the Task Force. See [Attachment 10](#). The motion passed 11-0-0.
  - XII. Office of the Arts Division Update
    - a. Map of upcoming Task Forces in need of Task force members. As requested by the Arts Commission, Meika Daus presented a map of Alexandria showing upcoming project Task Forces in need of Community Stakeholders. See [Attachment 11](#).
    - b. Presentation of Evaluation of the Grant Program. Cheryl Anne Colton shared the analysis of the City's Annual Arts Grant Program by the Washington Evaluators' "Evaluations Without Borders" program. See [Attachment 12](#).
  - XIII. Torpedo Factory Art Center Update. Diane Ruggiero notified the Commission that the Torpedo Factory Art Center 2023 Open Call for Artist was concluding by the end of the day. There are 27 studios being considered. Over 60 applications have already been received.
  - XIV. New Business. Arts Commissioners were invited to attend a reception for StudioKCA on May 24.
  - XV. Good of the Order and Announcements
  - XVI. Adjournment. Brian Kelley ended the meeting at 8:56 pm.

## Alexandria Commission for the Arts - Meeting

Tuesday, April 18, 2023

7:00 – 9:30 pm

Lee Center

Activity Room, 1<sup>st</sup> Floor

1108 Jefferson St., Alexandria, VA 22314

- I. Call to Order (7:00 pm)
- II. Roll Call (5', 7:00 – 7:05 pm)
- III. Public Comment (5', 7:05 – 7:10 pm)
- IV. Approval of Minutes/Record (5', 7:10 – 7:15 pm)
  - a. Tuesday, March 21, 2023 Regular Meeting
- V. Chair Report (10', 7:15 – 7:25 pm)
- VI. Committee, Liaison, and Task Force Updates (25', 7:25 – 7:50 pm)
  - a. Outreach Committee – Ryan Belmore (5', 7:25 – 7:30 pm)
  - b. City Council Committee – Dawn Rogala (5', 7:30 – 7:35 pm)
    - a. Share Draft Template Letters
  - c. Waterfront Commission Liaison – Marcee Craighill (5', 7:35 – 7:40 pm)
  - d. Alexandria Arts Alliance Liaison – Gayle Converse (5', 7:40 – 7:45 pm)
  - e. ACPS Update – Betty Amron (5', 7:45 – 7:50 pm)
- VII. Nominations Committee (10', 7:50 – 8:00 pm)
  - a. Appoint Two Commissioners to Committee
- VIII. Park Planning (10', 8:00 – 8:10 pm)
  - a. Approval of letter to City Council
- IX. West End Transitway Public Art Task Force (10', 8:10 – 8:20 pm)
  - a. Appointment of Project and Community Stakeholders
- X. Wilkes Street Park Public Art Task Force (10', 8:20 – 8:30 pm)
  - a. Appointment of a Commissioner
- XI. TFAC Door Public Art Task Force (10', 8:30 – 8:40 pm)
  - a. Appointment of a Commissioner

Alexandria Commission for the Arts – Meeting Agenda

XIII. Office of the Arts Division Update – Diane Ruggiero (20', 8:40 – 9:00 pm)

a. Presentation of Evaluation of ACA's Grant Program – Cheryl Anne Colton

XIV. Torpedo Factory Art Center Update – Diane Ruggiero (5', 9:00 – 9:05 pm)

XV. New Business (10', 9:05 – 9:15 pm)

XVI. Good of the Order and Announcements (15', 9:15 – 9:30 pm)

XVII. Adjournment (9:30 pm)

*\*Times are approximate. Please allow for the possibility that some items or the meeting in general may run longer than announced.*

**ATTENDANCE SIGN-IN SHEET**  
ALEXANDRIA COMMISSION FOR THE ARTS  
ALEXANDRIA, VIRGINIA

Meeting: Regular/Special

Date: Tuesday, April 18, 2023

Meeting Place: Lee Center

MEMBERS OF COMMISSION:	(Please sign name.)
Brian Kelley, Chair	<i>Brian Kelley</i>
Allison Heck, 1 <sup>st</sup> Vice Chair	<i>Allison Heck</i>
Ryan Belmore, 2 <sup>nd</sup> Vice Chair	<i>Ryan Belmore</i>
Gayle Converse, Secretary	<i>Gayle Converse</i>
AA Sumrien Ali	
Betty Amron	<i>Betty Amron</i>
Christina Calloway BAUCOM	<i>Christina Calloway</i>
Marcee Craighill	<i>Marcee Craighill</i>
RESIGNED Mary Beth Giairin	
AA Chris Kurowski	
NOT SIGNED IN YET Jason Longfellow	
Paul Painter	<i>Paul Painter</i>
David Pritzker	<i>David Pritzker</i>
Dawn Rogala	<i>Dawn Rogala</i>
Tiffany Williams	<i>Tiffany Williams</i>
<b>City Staff:</b>	
James Spengler, Director, RP&CA	
Diane Ruggiero, Deputy Director, Cultural Arts	<i>Diane Ruggiero</i>
Cheryl Anne Colton, Program Director	<i>Cheryl Anne Colton</i>
Brett Johnson, Curator of Artistic Advancement	
Meika Daus, Public Art Senior Manager	<i>Meika Daus</i>
Matthew Harwood, Public Art Manager	<i>Matthew Harwood</i>

GUEST(S) ATTENDANCE (Please print)

NAME	ORGANIZATION	EMAIL ADDRESS
Robert Jacobae		R-i A cobacci@Photomail.com
John C. Good	WAZA	DRECR20@WAZA.ORG
	WASHINGTON AREA LAWYERS FOR THE ARTS	

# Chair Report

April 2023

## Introduction

We are now fully into warm, spring weather, with all the flowers and tree pollen that comes with it. I want to thank everyone who was able to make it to the opening reception for Nina Cooke John's *Two Boxes of Oranges and Admonia Jackson* at Waterfront Park. It was well attended by Commissioners as well as members of City Council! This month's meeting will cover several important topics, including the creation of the Nominations Committee, appointments to public art task forces, and the Park Planning letter. As always, I am grateful for your continued commitment to serving the citizens of Alexandria through our work.

## Spring Retreat

Mark your calendars for Saturday May 13, 10 am – 2 pm, for the Spring Retreat. The location is still TBA, but it will likely be the Charles Houston Recreation Center, like last year. The theme for the retreat will be one of maps: where we live, where the public art projects are, where the arts nonprofits are, where we need to look for community stakeholders, etc., and if we can find patterns and synergies from the map. As always, the retreat is not mandatory, but I highly encourage you to come. Food will be provided.

## Nominations Committee

The annual Executive Committee election cycle starts in April with the creation of the Nominations Committee. We need two Commissioners not interested in running for office to join this Committee. The role of the Nominating Committee is to put forth a recommended slate of officers for the Commission in time for the May meeting. This is typically started by contacting individual Commissioners and first determining who is interested in serving on the Executive Committee.

## Park Planning Letter

In March, the Commission made a motion to draft a letter on Park Planning for City Council. The Executive Committee will present a finalized letter for the approval of the Commission.

## Thank You to Judy Heiser

Judy Heiser has resigned from the Commission. I want to thank her for her service during these last two years, which includes serving on the TFAC Stakeholder Task Force, the Waterfront Commission liaison, Wilkes Street Public Art Task Force, and TFAC Door Public Art Task Force.

## Public Art Task Forces

This month, we are planning on appointing Project and Community Stakeholders to the West End Transitway Public Art Task Force. As Judy Heiser is now no longer on the Commission, this has created two task force vacancies, one for Wilkes Street and one for TFAC Door.

In addition to the meeting agenda, chair report, and draft March minutes, please make sure to read the draft Park Planning Letter and the City Council Committee draft letter templates prior to the meeting.

As always, if you have any questions or comments, please feel free to reach out to me.

Sincerely,

Brian Kelley

Chair, Alexandria Commission for the Arts



SAMPLE #1

Dear [City Council Member],

I am writing to express my sincere gratitude for your support of [ISSUE] during the **city's most recent meeting [DATE] on [ISSUE]**. I have been a resident of Alexandria for [LENGTH OF TIME], and appreciate this city for [REASON]. I am also a commissioner of **the Alexandria Arts Commission which is another reason why I'm following this issue** so closely. Your support helps to ensure that art and its benefits continue to be an important part of our community, and I am grateful for your commitment to making a difference.

Thank you again for your support.

Sincerely,  
[Your Name]  
Alexandria, Virginia

SAMPLE #2

Dear [City Council Member],

I have been a resident of Alexandria for [HOW LONG], and appreciate this city for [A REASON]. I am also a commissioner of the Alexandria Arts Commission, and sit on the **[RELEVANT TASK FORCE for this issue] which is another reason why I'm following** this issue so closely. However, I would like to express my frustration and concern that [YOUR CONCERN]. I am aware that [WHAT HAS ALREADY BEEN DONE OR RESOURCES AVAILABLE IF ANYTHING-optional], but I feel that [CONCERN ABOUT CURRENT RESOURCES/OPTIONS].

Because Alexandria is [ISSUE], I feel this would be an effective way to [GOAL OF PROPOSED CHANGE].

Due to the [ISSUE], I believe this [SERVICE/POLICY] would be an excellent way to do our part, considering [ISSUE IN CITY POLICY]. Our community has already been affected by [ISSUE] [HOW YOU HAVE OR WILL BE AFFECTED].

While I would love to see my local officials [LARGE SCALE CHANGE TO ASK FOR LATER OR REJECTED POLICY], this would also be an improvement for our city.

Sincerely,  
[Your Name]  
Alexandria, Virginia

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, April 18, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Allison Heck	Paul Painter	Yes-- 11 No-- 0 Abstained-- 0

ACA Motion

Agenda Item #:

Motion:

Appoint Marcee + Tiffany to the  
nominations committee.



*The Honorable Mayor Justin Wilson and Members of the Council  
City of Alexandria, Virginia*

*RE: Support for Public Open Space Zone Text Amendment  
[March 25, 2023 – update date]*

Dear Mayor Wilson and Members of City Council:

The Commission for the Arts supports the Public Open Space Zone Text Amendment proposed by the Public Arts Commission. On March 21, during our regular meeting, we were given a presentation on the proposed amendment by city staff. As the Commission for the Arts works regularly with staff in Recreation, Parks, and Cultural Activities, and much of Alexandria's public art is situated in parks, we have some familiarity with the complexity of regulations for these public spaces.

Updates such as increased efficiencies in planning and approval processes would allow parks to be designed and redesigned at a faster and more responsive pace. This could positively impact public art projects that might otherwise be delayed pending approval for park designs. Increasing structure heights from 15 to 30 feet or up to 50 feet with a Special Use Permit would ultimately allow for the possibility of larger or taller works of public art. Particularly in parts of Alexandria in which there is higher zoning density and therefore taller nearby structures, this would allow for greater flexibility in aesthetically harmonizing the scale of public art with its surroundings. Finally, reducing the amount of uses requiring a Special Use Permit could allow for greater access of local arts non-profits to use public spaces for performances, workshops, or other community events.

While there are many reasons to support the proposed amendment, particularly how it is designed to streamline typical recreation uses, we think that the amendment will also have a positive impact on art and culture for Alexandria. It is our understanding that other Commissions are writing to you about this amendment, so this letter focuses mostly on the arts perspective. Please reach out to the Commission for the Arts, should you have any questions or comments about this letter.

Most Cordially

[Insert Signature Here – upon finalization]

Brian Kelley  
Chair, Alexandria Commission for the Arts

Cc: Members, Alexandria Commission for the Arts  
James F. Parajon, City Manager  
Debra Collins, Deputy City Manager

Emily Baker, Deputy City Manager  
James Spengler, Director, Recreation, Parks & Cultural Activities  
Diane Ruggiero, Deputy Director, Office of the Arts (RPCA)  
Matthew Harwood, Staff Liaison, Alexandria Commission for the Arts

DRAFT

## ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, April 18, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
<i>Ryan Bernard</i>	<i>Marcel Craiguel</i>	Yes-- 11 No-- - Abstained-- -
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b> <p style="text-align: center;"><i>motion to approve letter on Park Planning and to Power Chair to send to City Council as soon as possible. Approval to make minor edits.</i></p>		



*The Honorable Mayor Justin Wilson and Members of the Council  
City of Alexandria, Virginia*

*RE: Support for Public Open Space Zone Text Amendment  
April 18, 2023*

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Brian Kelley  
Chair, Alexandria Commission for the Arts

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James F. Parajon, City Manager  
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REGULAR MEETING

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Motion Made By:	Motion Seconded By:	Vote Count
<i>Paul Painter</i>	<i>Dawn Rogala</i>	Yes-- 11 No-- 0 Abstained--0
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b> <i>motion to appoint Marlee Craigall to the Wilkes Street Park Public Art Task Force.</i>		



## ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, April 18, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
<i>Dawn Pagan</i>	<i>Allison Heck</i>	Yes-- 1) No-- 0 Abstained--
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b>  <i>Motion to appoint Paul + Mercedes  to The TFAC Dear Public Art  Task Force.</i>		

# City of Alexandria Public Art Projects

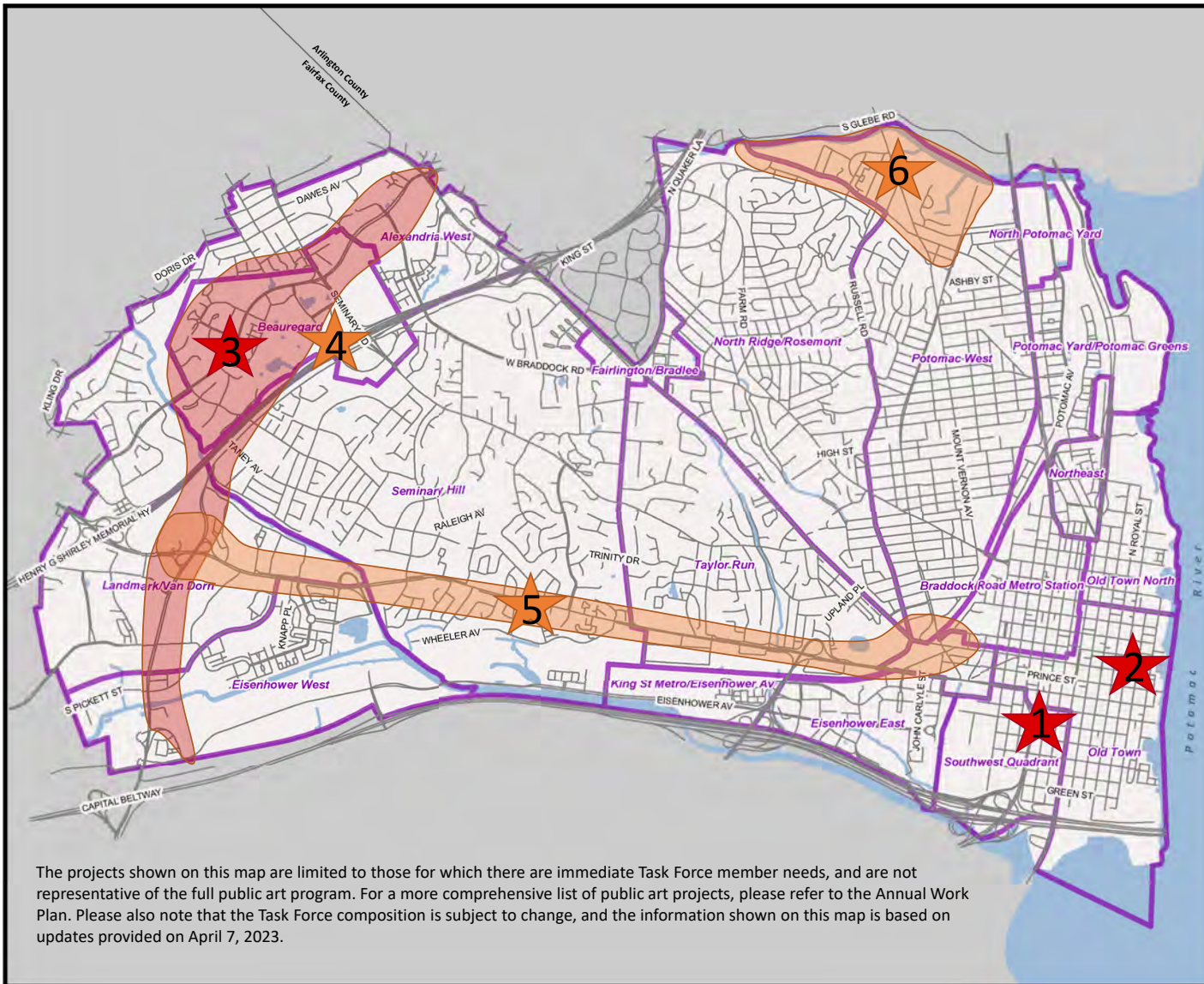
Highlighting Locations for Task Force Member Selection

Recommendations for Task Force members are *currently requested* for the following projects (in red):

1. Wilkes Street Park
2. Torpedo Factory Art Center Loading Door Replacement Mural
3. West End Transit Corridor

Recommendations for Task Force members will be requested for the following projects (in orange) in the near future:

4. Department of Community and Human Services (DCHS) at the Mark Center
5. Duke Street Transit Corridor
6. Arlandria Chirilagua Projects
7. Time and Place (not shown on map- location(s) yet to be determined)



The projects shown on this map are limited to those for which there are immediate Task Force member needs, and are not representative of the full public art program. For a more comprehensive list of public art projects, please refer to the Annual Work Plan. Please also note that the Task Force composition is subject to change, and the information shown on this map is based on updates provided on April 7, 2023.

## ANNUAL ARTS PROGRAM GRANT AND HISTORICAL OVERVIEW



City of Alexandria  
**OFFICE OF  
THE ARTS**

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## CITY OF ALEXANDRIA ANNUAL ARTS PROGRAM GRANT

Since 1984, the City of Alexandria has supported the arts through various programs and services, including the Office of the Arts annual Grant Program established in 2008 which, to date, has granted over \$4.9 million to arts organizations and individual artists.

The City of Alexandria Arts Grants are designed to encourage artistic excellence by assisting artists and organizations in providing opportunities for Alexandria's residents and visitors to engage and experience quality arts programs throughout the city.

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## ANNUAL ARTS PROGRAM GRANT GOALS

The Annual Arts Program Grant goals:

- To strengthen Alexandria's creative capacity by providing its residents with diverse opportunities to meaningfully engage with the arts;
- To improve the capacity and stability of Alexandria-based organizations to create, perform, and present works of artistic excellence and innovation through organizational support and program funding; and
- To create a vibrant urban environment by supporting diverse individual artists, organizations, and other entities in the creation, performance, and presentation of high-quality works of art across the City of Alexandria.

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## ANNUAL ARTS PROGRAM GRANT

Funding to non-profit organizations to support ongoing or short-term arts programs performed or presented to substantially engage or benefit the citizens of the City of Alexandria. Requests can be for new or ongoing arts programs:

50% of Program Cost, up to \$10,000

50% Upon signing of grant agreement, remaining 50% provided when the program is completed and a satisfactory final report has been received.

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### ANNUAL ARTS PROGRAM GRANT

Fiscal Year 2024 Arts Program Timeframe:  
July 1, 2023 through June 30, 2024

Required attendance at one three Fiscal Year 2024 Annual Arts Program Grant webinars or to have one-on-one meeting with Office of the Arts staff to learn about the grant program and to navigate the new Foundant Grant Management System.

Grant deadline Friday, April 14, 2023, 5 p.m.



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### GRANT TASK FORCE'S: ROLE & RESPONSIBILITY

**Role:** Reviews and scores all eligible grant applications.

**Composition:** Up to 5 members comprised of Arts Commissioners, arts administrators, artists, community members, and patrons. Task Force Members are selected by staff.

**Conflict of Interest:** No members of the Task Force are allowed to have any conflict of interest with any grant applicant.



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### FISCAL YEAR 2024 GRANT TASK FORCE



**Catherine Dehoney**  
President/CEO  
Chorus America



**Dawn Rogala**  
Member  
Alexandria Commission for the Arts



**Jackie Dubin**  
Grant Manager  
ArtsFairfax



**John C. Good**  
Executive Director  
Washington Area Lawyer for the Arts



**Paul Painter**  
Member  
Alexandria Commission for the Arts



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### GRANT TASK FORCE: SCORING

The volunteer members of the Grants Task Force read and score each application utilizing the criteria rubrics. The Grants Task Force does not provide funding recommendations.

Task force members score the application based on its content alone, even if they are familiar with the organization. This works to eliminate/reduce bias and making sure all applications receive a fair and balanced evaluation and to reduce subjectivity in the review process.

*Grants Task Force scores are considered final.*



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### GRANT TASK FORCE SCORING

- Grants Task Force Member to read and score all grants
- Criteria Weights: Artistic Content = 45%; Impact & Engagement = 35%; Management and Budget = 20%
- Score on scale of 1-6

High	6	Exceptional	Exceptionally strong with no material weaknesses
	5	Excellent	Very strong with only a few minor weaknesses
Medium	4	Good	Strong with at least one moderate weakness
	3	Average	Some strengths but several moderate weaknesses
Low	2	Fair	Some strengths and at least one major weakness
	1	Poor	Few strengths and numerous major weaknesses

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### OFFICE OF THE ARTS' STAFF: ROLES & RESPONSIBILITIES

- Arts Grants are City issued therefore, the Office of the Arts staff are the administrators of the grant program. Staff will:
  - Offer grant webinars along with offering one-on-one meetings to all potential grantees.
  - Receive grant applications and review the applications for eligibility.
  - Solicit, select and train Grant Task Force members to review applications.
  - Prepare the funding scenarios for consideration by the Arts Commission.
    - Will prepare a red line scenario and two scenarios based on the applicants' scores and funding available.
  - Prepare award letters, certification forms, payments, and monitor receipt of Final Reports.
  - Monitor grantees' programs, if changes occur, the grantees should contact the Office of the Arts.

City of Alexandria  
**OFFICE OF THE ARTS**



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### ART COMMISSIONERS': ROLES & RESPONSIBILITIES

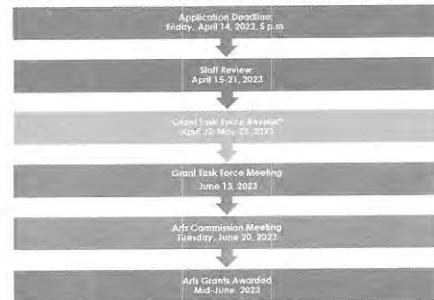
- Receives the Office of the Arts staff recommendations and funding scenarios which are based on the Grant Task Force scoring of applications.
- Arts Commissioners do not prepare funding scenarios. No additional funding scenarios are created during the Arts Commission meeting. If an additional scenario is need, staff will prepare the scenario and present at the next Arts Commission meeting.
- Current funding guidance is applications scoring below 75% will not be recommended for funding.
- The Arts Commission needs to vote on the preferred funding scenario.

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### ARTS GRANT PROGRAM TIMELINE/PROCESS \*



City of Alexandria  
**OFFICE OF THE ARTS**

\* Dates are subject to change

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### “EVALUATIONS WITHOUT BORDERS”

The Washington Evaluators' "Evaluation Without Borders" (EWB) Program aims to match evaluators with community-based organizations and nonprofits seeking program planning, measurement, and evaluation services.

To better measure the impact of the Annual Arts Grant Program, the Office of the Arts collaborated with the Washington Evaluators' "Evaluation Without Borders" initiative to explore options for evaluating the grant program.

The EWB's evaluators were Emma Duer, MPH, Dainis & Company, Inc.; Mallory St. Claire; and S. Mona Reza, Stellar 5 Consulting, LLC.



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### “EVALUATIONS WITHOUT BORDERS” ASSESSMENT

Over a 6-month period, the pro-bono evaluators reviewed the history of the Arts Grant program, the Fiscal Year 2022 Annual Arts Program Grant applications and Final Reports along with the Grant Task Force Member evaluations.

The City of Alexandria began the Arts Grant Program in 1985 with \$87,000 and increased to a high of \$209,937 in FY 2005.

Funding for the Arts Grant Program has remained consistent over the past 10 years with an annual average of \$177,677.



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### “EVALUATIONS WITHOUT BORDERS” ASSESSMENT

The total funds available each year are sourced from City Funds (96.2%), with additional funds coming from the VCA Local Government Challenge.

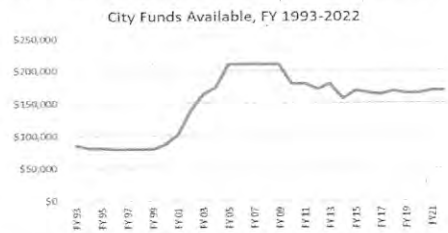
In Fiscal Years 2002 and 2005, funding availability was impacted by a 3% spending reduction mandate (totaling \$9,567).

In Fiscal Year 2022, additional funding for the Grant Program came from the American Rescue Plan Act (ARPA: \$110,000) and the National Endowment for the Arts (\$30,000).



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### TOTAL AMOUNT OF CITY FUNDS AVAILABLE FOR ANNUAL ARTS GRANT PROGRAM, FY1993-2022



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### “EVALUATIONS WITHOUT BORDERS” ASSESSMENT

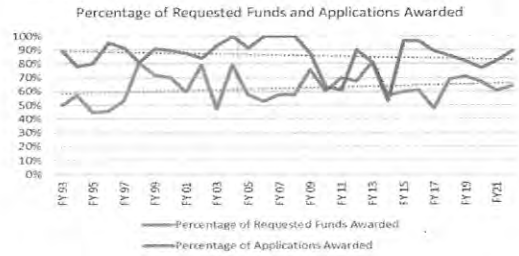
- The average amount of individual awards peaked in Fiscal Year 2011 at \$8,406 and has averaged \$6,466 annually since then.
- On average, awarded applicants receive 62% of the funds they request.
- This percentage has trended slightly upward over the history of the Program while the percentage of applicants funded has decreased, indicating a shift in the Program toward more fully funding a fewer number of applicants.

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**OFFICE OF THE ARTS**



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### PERCENTAGE OF REQUESTED FUNDS AWARDED AND APPLICATIONS FUNDED FY 1993-2022



City of Alexandria  
**OFFICE OF THE ARTS**



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### GRANTEE CHARACTERISTICS OVER THE HISTORY OF THE GRANT PROGRAM

- 73 unique organizations who have been funded since the beginning of the Program.
- 60 (82.2%) have been repeat grant recipients.
- Average grantee received 10 awards in the past 38 grant cycles, averaging \$5,654 per year.
- Each grantee received on average a total of \$70,685 in grant funds over the life of the Program, ranging from a one-time award of \$1,000 to a total of \$432,089.

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### CURRENT STATE OF THE ARTS GRANT PROGRAM

In the most recently completed funding year, Fiscal Year 2022:

- 24 grants were awarded ranging from \$1,000 to \$7,500.
- A total of 82% of the applications received were awarded and received on average 60% of the funds they requested.
- The average reviewer score received by Fiscal Year 2022 applications was 85%,
  - Applicants scoring highest in the area of Artistic Content (average of 5.2/6.0).
  - Lowest in the area of Impact and Engagement (average of 4.8/6.0).
- Grant reviewers had high overall agreement on scoring (85%), indicating that the review process is valid and consistent.

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### CURRENT STATE OF THE ARTS GRANT PROGRAM

- Out of the 28 applications reviewed in Fiscal Year 2022, 25 (89%) had previously received funding from the Grant Program
- 16 (57%) received funding in the previous Fiscal Year
- Applicants' primary arts medium ranged from Choral (5), Theater (5), and Visual Arts (5), to Dance (4) and Film (1)
- Two applicants were considered General (or multimedia) programs.

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### DIVERSITY OF GRANT APPLICANTS

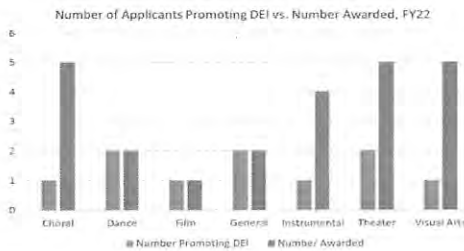
- About a third (37%) of Fiscal Year 2022 applicants were considered to have a focus on diversity, equity, and inclusion (DEI) through either their organizational mission statement or the goals of their funding proposal.
- A breakdown of the review process and award decisions for different types of organizations indicated that visual arts programs received the highest review scores and were most likely to be funded, but least likely to have a focus on DEI.
- Applicants with a DEI focus received higher review scores and were more likely to be funded.

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### MISSION PROMOTING DEI AND NUMBER OF APPLICANTS FUNDED BY ARTS MEDIUM



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### FINDINGS - GRANTEE PERFORMANCE

- Funded Fiscal Year 2022 programs held a total of 507 events or sessions during Fiscal Year 2022, engaging approximately 1,188 artist participants and 2,497 audience members.
- Other outcomes reported by grantees included mostly positive findings such as increased ticket sales or event attendance, increased community engagement (such as memberships, subscriptions, or social media following), and reported participant satisfaction with programming.

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### FINDINGS - GRANTEE PERFORMANCE

- Several grantees also reported on results of outreach efforts to include underserved and underrepresented members of the Alexandria community.
- With 24 Final Reports received, only 9 Final Reports (38%) provided actual or estimated demographic information about participants, the makeup of participants (artists and/or audience members) was 44% male, 61% White, and 12% Hispanic.



### FINDINGS - GRANTEE OUTCOMES

For the grantee Fiscal Year 2022 Annual Arts Program's Final Reports, the level of detail reported by grantees on program outcomes varied from brief anecdotal observations to one grantee that published a journal article detailing statistical findings on participant impacts.

All final reports included a statement in this section regarding achievement of program outputs (e.g., whether they had delivered planned programming).



### FINDINGS - GRANTEE OUTCOMES

Of the 24 Fiscal Year 2024 Annual Arts Program Grant Final Reports, only 14 reports (58%), grantees described specific and measurable outcomes or impacts.

The most common outcomes reported included actual or estimated participation numbers (including social media followers and memberships/subscriptions) and satisfaction with events/activities.

Two grantees reported on the measurable impacts of their programming.



### EWB'S RECOMMENDATIONS

Based on the findings described in this report, the Evaluation Without Borders team proposes recommended changes to the application process, review and award process, and reporting process to improve the Program overall and increase its ability to assess progress toward the goals of the Grant Program. Highlights of these recommendations include:

1. Adding data collection requirements (including sample measurement strategies) to the grant application instructions.
2. Adjusting the review process to emphasize diversity in key areas of the Program.
3. Requiring specific performance metrics as part of the final report, including participant numbers and demographics.



### RECOMMENDATIONS IMPLEMENTED FOR FISCAL YEAR 2024 ANNUAL ARTS PROGRAM GRANT

- Data collection requirements to the application and with the Final Report:
  - Number of Artist(s) hired/engaged
  - Number of program occurrences
  - Number of arts programming hours
  - Number of Audience Members

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### RECOMMENDATIONS IMPLEMENTED FOR FISCAL YEAR 2024 ANNUAL ARTS PROGRAM GRANT

- Requiring applicants to describe up to three anticipated outcomes or impacts of their proposed activities, and how they plan to measure them.
- Requiring applicant to use SMART "Specific (simple, sensible, significant); Measurable (meaningful, motivating); Achievable (agreed, attainable); Relevant (reasonable, realistic and resourced, results-based); Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).

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### FUTURE CONSIDERATIONS FOR ANNUAL GRANT PROGRAM

- Continue to collect data points from the grantees' Final Reports to measure impact of the city grant program.
- Offer professional development workshops to grantees on data collection and program evaluation.
- Annually, review and modify as needed, the grant application, and Final Reports to better gather impact information.

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### FUTURE CONSIDERATIONS FOR ANNUAL GRANT PROGRAM

- To increase the diversity of applicants who are awarded, adjust the weight of the current review criteria (e.g., increase Impact /Engagement from 35%). In Fiscal Year 2022 two applications with <80% overall scores had higher than average Impact/Engagement scores, indicating that applications with greater potential for impact and engagement are being denied funding based on weaknesses in other areas.
- Add points to the review criteria in additional areas to address the Program's goals around diversity. E.g., applications could be awarded points based on their status as a first-time applicant, their size/age, the diversity of the organization and its mission, and the type of arts medium(s) they promote.

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**NEXT UP:  
ARTS COMMISSIONERS' ORIENTATION  
ON FOUNDANT FOR ANNUAL GRANT PROGRAM**



<https://www.grantinterface.com/Home/Logon?urlkey=cityalexandria>



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**THANK YOU**

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