

**Alexandria Commission for the Arts
Regular Monthly Meeting**

Meeting Information

Objective:	To address Arts Commission business.		
Date:	December 18, 2017	Time:	Begin: 7:00 PM End: 9:00 PM
Location:	Activity Room, Lee Center 1108 Jefferson St Alexandria, VA	Meeting Type:	Regular Monthly Meeting
Called by:	Matthew Stensrud, Chair	Note Taker :	Allison Nance and Karen Thomas
Facilitator:	Matthew Stensrud	Timekeeper:	Matthew Stensrud
Secretary/Minutes	Karen Thomas/Karen Thomas		
Attendees:	Allison Nance (1 st Vice Chair); Catherine Barrett (2 nd Vice Chair); Karen Thomas (Executive Secretary); Allison Heck; Beth Coast; Chris Kurowski Gayle Converse; Kate Elkins; Mike Detomo Susie Cohen; Shaan Shuster; Shirley Downs; Tamsin Green		
Excused Absence:	Matthew Stensrud (Chair); Amber Gordon; Sara Lavan		
Vacancy(s):	None		
Observers:	Diane Ruggiero, Deputy Director, Cultural Arts, RPCA		
City Staff:	Matthew Harwood, Public Art Manager, RPCA/Office of the Arts		

Agenda items

Presenter

	Agenda items	Presenter
1.	Call To Order	Allison Nance
2.	Public Comment	Allison Nance
3.	Approval of the Minutes a. November 16 th Regular Meeting	Allison Nance
4.	Presentation – Focus Music	Herb Cooper-Levy
5.	Committee, Task Force and Liaison Reports a. Advocacy and Outreach Committee b. Grants Committee i. Update on Community Engagement Grant and FY2019 Application Forms c. Duke Street Tunnel Task Force i. Update on ZeroZero Project Status d. Torpedo Factory Community Engagement Task Force e. Waterfront Commission Liaison	a. Gayle Converse b. Allison Nance i. Allison Nance c. Tamsin Green and Gayle Converse i. Tamsin Green and Gayle Converse d. Catherine Barrett & Beth Coast e. Susie Cohen
6.	Office of the Arts Update	i. Matthew Hardwood
7.	Fitzgerald Square i. Motion to Appoint Community Member ii. Task Force Update	Name ii. Allison Nance iii. Allison Nance and Susie Cohen

	iii. Presentation iv. Fitzgerald Square Project Plan	iv. Diane Ruggiero, Todd Bressi, Meredith McKinley
8.	New Business	Allison Nance
9.	Good of the Order and Announcements	Allison Nance
10.	Adjournment:	Allison Nance

Discussion Summary

1.	<p>Call to Order The meeting was called to order at 7:01 PM by Ms. Allison Nance.</p>
2.	<p>Public Comment: No Public Comment</p>
3.	<p>Approval of the Minutes – November 16th Regular Meeting Commissioners for the Arts members present had no corrections or updates and Executive Secretary received no corrections or updates via email prior to the meeting. Minutes were approved unanimously with 10 votes (Ms. Gayle Converse, Mr. Mike Detomo, and Ms. Shirley Downs were not in attendance at the time of voting.)</p>
4.	<p>Presentation</p> <ul style="list-style-type: none"> • Mr. Herb Cooper-Levy presented a video to the Commission, presented their 2018 calendar, and then gave a short talk about Focus Music's history and program. Folk and acoustic music encompasses a wide range of musical styles. It's still being played and performed today, but isn't being called "folk" or "acoustic." With few exceptions, most don't make a living at their art and have second jobs to support their passion for the music. Their goals are to provide a place for the performers to go to and profitably perform their music and to keep the music alive. 75% of the ticket sales go back to the performers. Ticket prices are set so they are not a barrier for people to come and hear the music, but they are being raised slightly for 2018. They have a YouTube channel where people can view many of their past performances. • Mr. Detano asked what their biggest challenges are. Mr. Cooper-Levy said it is communication to spread the word. They offer a quality performance that is family friendly, metro accessible, and right in the backyard of most Alexandrians. They used to use primarily print but with social media, they are having issues reaching new audiences since they can only reach people they already know. Some commissioners had some suggestions for marketing/outreach including reaching out to AARP to get the retirement age group, boy scout and girl scouts, etc.
5.	<p>Committee, Task Force and Liaison Reports</p> <p>a. Advocacy and Outreach Committee – Ms. Gayle Converse</p> <ul style="list-style-type: none"> ○ Ms. Gayle Converse was not present. Ms. Catherine Barrett read Attachment 1: ACA Ad and Out Committee Dec 2017 report in her absence. ○ City of Alexandria's St. Patrick's Day parade is scheduled for March 3rd. If we have to pay a fee to march in the parade is still a question. Commissioners present expressed a desire to participate in the parade, but discussion postponed until January meeting. ○ Commissioners present agreed to send an advocacy letter about the Tax Bill / Arts Cuts to our congressional representatives and that Mr. Matthew Sterund and Executive Committee should write the letter.

b. Grants Committee – Ms. Allison Nance

- FY19 will not be two panels because staff does not have the capacity to do so, but they will be done in two separate sessions on the day of review (morning, break, afternoon)
- Community Engagement timeline has changed and will launch in October 2019
- Size of task force will change from 9 people to 5, to include 2 commissioners and 3 community members

c. Duke Street Tunnel Task Force – Ms. Tamsin Green and Ms. Gayle Converse

- The Carlisle group has decided to install an elaborate security system, and the ceiling piece designed for the current security system will no longer work. Artists will not get the new parameters for the new security system until after the new security system installation has been completed. Ms. Diane Ruggerio stated that staff is waiting for information regarding the type of public art that will work with their new security system. Staff has placed the installation of the mural/new panels on hold while they wait for this information as the task force's main interest was in the sculptural work. Staff is concerned that if they install the panels now, then they will be satisfied with just the panels and will not want to complete the other parts of the project. Task force members will get an email from Ms. Ruggerio when anything changes.

d. Torpedo Factory Community Engagement Task Force – Ms. Catherine Barrett & Ms. Beth Coast

- **Phase 1:** No major changes
- Surveys
 1. Artist Surveys: 1,000+ completed
 2. Intercept (in person paper): 320
 3. Intercept (sent via email from Art League): 280
- Focus Groups
 1. 3 artist focus groups completed
 2. 3 non-artist focus groups
 3. 3 more still planned
- Consultants are analyzing this data from this survey/focus groups and comparing it to data from previous surveys/focus groups. They will send their findings report to the task force to review upon completion. They will also be using data from the many past reports in their analysis. Phase 1 ends with delivery of the report to the City of Alexandria City Manager.
- **Phase 2:** The City Manager will decide if phase 2 will include the Alexandria Commission for the Arts. Separate consultants will be hired to take the findings and layout the pros and cons of the different types of big-picture management structures (i.e. Completely artist-run, Completely City run, Separate non-profit, Separate for-profit, etc.) The consultants will not be making a recommendation to the City Manager, only submitting the different options with the pros and cons of each option.

e. Waterfront Commission Liaison – Ms. Susie Cohen

- The boat club is being demoed and construction on the connecting walk-way is beginning.
- Windmill Park is also coming along, so all of these items together. This means that a lot of the ideas and concepts are anticipated to be in place over the next year.

<p>6.</p>	<p>Office of the Arts Update – Mr. Matthew Harwood</p> <p>a. Alexandria Art Purchase Award – Mr. Matthew Harwood</p> <ul style="list-style-type: none"> ○ Alex Art Purchase Award was discussed first. One of the artists dropped out of the show. Artists are dropping of their artwork this Friday at noon. Mr. Mike Detano said that the rating was a nice way to narrow the artists to the top artists. He expressed appreciation for the two-step process of rating the artists. There’s a buzz in the art community to prepare submissions for the next award. City Manager stated that he liked the artwork. <p>b. Trails and Paths – Ms. Dianne Ruggerio</p> <ul style="list-style-type: none"> ○ Trails portion is under Parks purview and the Paths portion is under TE&S purview. Task force is on hold while staff is working with both divisions to determine next steps. Ms. Allison Heck asked if the Task Force was going to be informed of anything as the task force has not received any information. Ms. Ruggerio said that they are still gathering info and doing research so they bring a complete picture to the task force ○ Ms. Heck asked if there could be possible additional funding from TE&S, different grants, etc. Ms. Ruggerio said that TE&S has indicated that they might have some. They will look into it to confirm. <p>c. Fitzgerald Square – Ms. Dianne Ruggerio</p> <ul style="list-style-type: none"> ○ Staff brought forward Mr. Clint Mansell, Director of Principle Gallery and Art Consultant as consideration for the new community member addition to the task force. Mr. Mansell owns several restaurants on the waterfront. Motion was made by Ms. Beth Coast to approve Mr. Mansell as the new community member to task force. Ms. Shirley Downs seconded, and the motion was passed by unanimous consent. ○ No formal presentation was given. Ms. Ruggerio said that a presentation was never intended to be given, therefore it was a mistake on the agenda. Ms. Ruggerio did briefly review the project plan. (Attachment 2) ○ Ms. Cohen mentioned that when the updated plan was emailed to Task Force, it was unclear to her that any changes had been made or that a vote was going to be made at the meeting. Ms. Ruggerio said all the changes the task force asked to be made were implemented. ○ Ms. Ruggerio said that TE&S has indicated that they might have some. They will look into it to confirm. ○ Ms. Tamin Green asked about lines of communication given the Duke Street Tunnel project situation. Ms. Ruggerio stated that lines of communication are open and efforts are being made to avoid miscommunications. Ms. Coversse asked if Fitzgerald Square is the interim name or permanent name. It’s the interim name at the current time. <p>d. Alexandria Renew – Mr. Matthew Harwood</p> <ul style="list-style-type: none"> ○ Task force report was taken off the agenda. <p>e. Burke Library – Mr. Matthew Harwood</p> <ul style="list-style-type: none"> ○ Ms. Catherine Ahern, Ms. Allison Heck, and Ms. Shirley Downs expressed interest in serving on the task force. Ms. Allison Heck withdrew her name from consideration.
<p>7.</p>	<p>New Business:</p> <ul style="list-style-type: none"> ● Ms. Shirley Downs mentioned that Arlington has a program that allows individuals in government housing are allowed to select artwork to be in their homes. Ms. Heck and Mr. Mike Detano both brought up that our Plan or Policy does not allow any Public Art money to be used in subsidized housing or schools. Commissioners would like to readdress this part of the Plan/Policy in the new year. Staff agreed to get more information about this.

12.	Good Of The Order & Announcements <ul style="list-style-type: none"> Commission Instagram received a message from an Alexandria artist who organized a pop-up art show in a vacant building on Mount Vernon Ave this past Thursday. Ms. Barrett will send the information to the Commission.
13.	Adjournment: Ms. Nance adjourned the meeting at 8:33 PM

Attachments

1.	ACA Ad and Out Committee Dec 2017 report
2.	Fitzgerald Square Draft Project Plan
3.	ACA Chair Report - December 2017

Motions

1.	Ms. Beth Coast made a motion to approve the Firtzgerald Square Public Art Project Plan. Motion passed unanimously 13-0
2.	Ms. Allison Nance makes motion to appoint Clint Mansell to the Fitzgerald Square Public Art Task Force, Seconded by Ms. Karen Thomas, passed unanimously 13-0
3.	Ms. Allison Nance makes motion to appoint Ms. Catherine Barrett and MS. Shirley Downs to the Burke Library Task Force, Seconded by Mr. Mike Detomo. Motion passed 12-0 with Ms. Allison Heck abstaining from voting.

New Action Items

		Responsible	Due Date
1.	Finalize details of 2018 City of Alexandria St. Patrick's Day Parade participation	Commission Members	At January Commission Meeting
2.	Write letter re Tax Bill / Arts Cuts	Mr. Matthew Sterund / Executive Committee	ASAP
3.	Need to implement new commission binders.	Mr. Matthew Sterund / Executive Committee	Discussed this at retreat, so we need to implement
4.	Need to determine who is responsible for generating new commissioners name tags as this has been provided by the City of Alexandria prior to the December 2017 meeting.	Mr. Matthew Sterund	ASAP
5.	Need to determine who is responsible for taking minutes during Commission of the Arts meeting as this has been provided by the City of Alexandria prior to the December 2017 meeting.	Mr. Matthew Sterund	ASAP
5.	Need Commissioners of the Arts to appoint Commissioners to a task force for vinyl wraps (possibly using leftover money)	Mr. Matthew Sterund / Executive Committee	At January Commission Meeting
6.	Review Public Art Policy/Plan regarding language dealing with schools and public housing	Mr. Matthew Sterund / Executive Committee	Agenda item for January Commission Meeting

Other Notes & Information

“PARKING LOT” – Future Discussion/Agenda Items:

11-16-17

- Creating an Arts Advocacy Organization.
- Creating an Emeritus Commissioner position.

03-21-17

- Setting goals for Arts Commission to align with the Arts and Culture Plan.
- Setting a date for the Arts Commission’s Retreat.

02-21-17

- Create a glossary in the Arts and Culture Plan, or in another document that would reference all the other City Plans where Art, Culture and Public Art are referenced.

09-20-16

- Auditorium/Performance Space: First step is to find document created in past on this area and explore history of Commission involvement to ensure we are not retracing steps.
- Fee-Free Parades: Ms. Ruggiero is working with groups like the Scottish Walk so they are fee-free in the future for City Commissions.
- New parking lot issues will be reviewed at the end of each meeting to determine the next steps.
- Art and Health Collaboration (i.e. color run partnership with Pacers), Ms. Allison Nance and Ms. Gayle Converse.
- Attendance at the Multicultural Festival sponsored by RPCA, Ms. Amber Gordon.
- Public input and requests for public art, Ms. Amber Gordon.
- Could the ACA approach WMATA/Metro to encourage the Transit system to purchase art from local artists? Ms. Shirley Downs.
- An Accessibility Workshop should be scheduled for the Arts Grant Program’s grantees (possible with Imagination Stage), Ms. Allison Nance.

08-16-16

- Making a crosswalk Arts Task Force. 08-16-16, Ms. Shirley Downs
- Create a call for “Sidewalk Chalk” Project – Local Artists – one day, might generate a “Good News” story, Mr. Michael Detomo.

7-19-16

- ACA “Budget” do we have \$ for event participation, Ms. Gayle Converse.
- Field Trips, Ms. Gayle Converse.

7-12-16

- Lee Center Kaufman Auditorium/Center, 7-12-16, ACA Special Meeting, Mr. Michael Detomo.

Draft Notes Prepared by:	Karen Thomas	Draft Minutes Sent to Commissioners	Jan 3, 2018
Approved by:	Alexandria Commission for the Arts	Date:	Jan 16, 2018

**Alexandria Commission for the Arts
Advocacy and Outreach Committee
December 2017 Report
--G. Converse, chair**

- I. Scottish Walk
 - a. 30-ish participants
 - b. Thank-you's: Sean, Allison N., Allison H., Kate, Matthew, Pat Miller, Lisa, Chris, UpCycle
 - c. Penguins – will Allison N. speak with Lisa for permission to re-use penguins by ACA?

- II. St. Patrick's Parade 2018
 - a. Registration open
 - b. Fees?
 - c. Penguins?

- III. Federal Tax Bill – Effects on Arts
 - a. ACA awareness
 - b. Letter? (DEPENDING ON TUESDAY HOUSE VOTE)

FITZGERALD SQUARE: TEMPORARY PUBLIC ART EXHIBITION

DRAFT PROJECT PLAN FOR PILOT PROJECT

November 16, 2017

DRAFT

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DRAFT

I. Introduction

The City of Alexandria's Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhood Identity, and Urban and Natural Systems.

The Plan also sets out a process for the commissioning of new public art. For each project approved in the Annual Public Art Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline and communications strategy. The Project Task Force then selects an artist, through a process set out in the Project Plan. The artist develops a concept, which is then approved by the Project Task Force and the Commission for the Arts.

This document is the Project Plan for the first, or pilot, temporary sculpture exhibition at Fitzgerald Square.

II. Site and Context

Fitzgerald Square is the working name for a new public plaza at the foot of King Street, which was called out in the City's Waterfront Plan. The plaza encompasses 1 & 2 King Street, and the existing King Street Park, totaling about one acre of land. It is adjacent to, but does not include, Waterfront Park.

The overall concept for Fitzgerald Square and other waterfront public spaces was approved in 2014, but it may be a decade or more before the planned flood mitigation infrastructure is in place and the permanent plaza can be constructed. When the Old Dominion Boat Club relocates to a new facility at the foot of Prince Street, the City will create an "interim" public space that can be enjoyed until construction begins on the permanent plaza. The project is being led by the City's Department of Recreation, Parks and Cultural Activities, along with the City's Department of Project Implementation. The Commission for the Arts and the Waterfront Commission serve as advisory bodies.

The interim Fitzgerald Square design calls for a Promenade walkway of crushed granite that runs along the Potomac River, connecting walkways to the north and south of the park; the Marina Terrace, with a large shade structure, movable tables and chairs, and crushed granite surface; the Center Green, an open lawn space; the River Terrace area closer to the Potomac with synthetic turf; and an asphalt plaza with trees in planter boxes. It is anticipated that the plaza will be used both for passive enjoyment and for programming with performance, festivals, food trucks and, potentially, an ice skating rink in the winter.

Fitzgerald Square is sited at the base of King Street, the main commercial street in historic Old Town Alexandria, with popular shops, restaurants, hotels and other destinations. The creation of the plaza will create new views from King Street to the Potomac River, and with that the potential for a work of art that serves as a visual focal point. According to City staff, restauranteurs plan to take advantage of the plaza by creating outdoor seating and otherwise opening up their facades to address the new public space.

III. Goals

The Alexandria Public Art Program is interested in commissioning artists to create a site-specific, temporary work of art for Fitzgerald Square that will be on display for up to twelve months.

The program goals of the Fitzgerald Square Temporary Exhibition are to:

- Amplify Alexandria’s reputation as an of-the-moment arts destination on the water with a new work of art that captures the public’s imagination and is unlike anything else you can experience in the region.
- Highlight Fitzgerald Square as a new civic space that gives prominence to the location where the mercantile city meets the river.
- Bring a new work of art to Alexandria that is informed by the context of the site.
- Foster engagement and interaction with a contemporary work of art on Alexandria’s historic waterfront.
- Attract visitors to experience a dramatic, visually compelling and unique work of art.
- Encourage repeat visits with work that changes between day and night or through the seasons.

In addition, the Public Art Program has identified the following internal goals related to the project:

- Take advantage of the interim nature of the site to test out different approaches to public art for this location.
- Create a signature exhibition that raises awareness of the City’s public art program.
- Accommodate plaza programming and other plaza uses.

IV. Selection Process

For the *Fitzgerald Square Temporary Exhibition* pilot project, the Office of the Arts has engaged Meridith McKinley of the consulting firm Via Partnership, working with Todd W. Bressi, to facilitate artist selection and manage the overall project.

Fitzgerald Square Task Force

The *Fitzgerald Square* Task Force helps shape the Project Plan for the exhibition and recommends selection of artist(s) and approval of concept(s).

The two Commission for the Arts representatives on the *Fitzgerald Square* Task Force are:

- Alison Nance
- Susan Cohen

The Community Stakeholders for the Task Force include:

- Claire Mouldoux, Visit Alexandria
- Future member TBD

Project Stakeholders from the Department of Project Implementation and the Department of Recreation, Parks and Cultural Activities for the Task Force include:

- Jack Browand, Division Chief, Department of Recreation, Parks and Cultural Activities
- Anthony Gammon, Deputy Director, Department of Project Implementation

Artist Selection Process and Concept Approval

An invitational process will be used to select artists for the *Fitzgerald Square Temporary Exhibition Pilot Project*.

Based upon the approved Project Plan, the Office of the Arts, working with its project consultants, will draft a Call to Artists. This call will be sent to a short-list of artists developed by the Office of the Arts, the project consultants, and the Task Force. Interested artists will be invited to submit a letter of interest and qualifications.

The Task Force will review the letters of interest and qualifications and recommend an artist for the project. The Task Force will have the option of selecting two artists, one for an installation in 2019 and one for an installation in 2020. The selected artist/s will be approved by the Commission for the Arts.

The selected artist/s will develop Concept Proposal/s in collaboration with the Office of the Arts staff, consultants and other partners. The Concept Proposal/s will include a rendering, narrative description, fabrication methods, budget and timeline. The Concept Proposal/s will be reviewed for feedback by the Task Force. The Concept Proposal/s will be approved by Commission for the Arts prior to execution.

V. Timeline

November 2017	Task Force reviews and approves Project Plan.
December 2017	Project Plan submitted to Commission for the Arts for approval. Task Force members recommend names for artist invitation. Final list submitted to Task Force for review.
January 2018	Issue Call for Artists to invited list.
March 2018	Review qualifications and select artist.
April 2018	Artist contract.
May 2018	Artist site visit.
August 2018	Selected artist presents proposal.
August 2018	Proposals approved by Task Force, Commission for the Arts.
Sept 2018	Anticipated opening of Fitzgerald Square
Nov 2018	Artist submits final design for technical review
March – Nov 2019	Exhibition

VI. Budget

From Public Art Fund	
Artist design, fabrication & installation	\$80,000
Contingency	\$8,000
Programming & communications (specific to the public art project)	\$12,000
Total	\$100,000

VII. Community Engagement, Marketing and Communications

Community engagement, marketing and communications should be geared toward engaging with existing stakeholders as well as bringing new audiences to experience the artwork.

Stakeholders

Community engagement, marketing and communications should build upon the existing stakeholder base for art and tourism in Alexandria and the stakeholders in Old Town and along the waterfront.

These will include, but may not be limited to, representatives from:

- *Fitzgerald Square* Task Force members
- Commission for the Arts
- Visit Alexandria
- The Torpedo Factory
- Waterfront Commission
- Parks and Recreation Commission
- Old Town Business and Professional Association (OTBPA)
- Old Town Civic Association

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy that will include:

- Web-based information about the exhibition.
- Social media announcements about specific events.
- Print materials about the exhibition to be distributed at local tourist information areas.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.
- Micro-targeted online / social media advertising.

VIII. Evaluation

The Office of the Arts should conduct an evaluation to learn more about the audience for the project and their reaction to it. The primary purpose of the evaluation should be to help the Office of the Arts plan future projects and marketing. The secondary purpose, to the extent the data allows, should be to determine if public art drives tourism to the waterfront. The evaluation should not consider economic impact as those studies involve data collection and analysis techniques that require far more resources than available for this project.

These issues should be considered in an evaluation:

- Audience demographics.
- How did visitors learn about the project?
- First time or repeat visitor to the project? To the site?
- What is their impression of the installation?
- How does public art impact their experience of the waterfront?
- Previous awareness of Alexandria's public art program?
- Would they like to follow the public art program?
- Did they come specifically to see the art on the waterfront?
- Would they attend future public art projects in this location?
- Would they attend future public art projects elsewhere in the city?

Given the resources available, a partnership with a university, such as Virginia Tech architecture and planning faculty, will be sought for assistance in developing and implementing the evaluation.

In addition, a questionnaire should solicit feedback from the Task Force and the artist on the overall project development process.

DRAFT

**Alexandria Commission for the Arts
December 19th, 2017 Regular Meeting
Chair Report
Submitted by Matthew Stensrud**

Happy Holidays!

Wishing everyone a wonderful holiday season and Happy New Year! I look forward to making 2018 a wonderful one for the arts in Alexandria.

Hellos & Goodbyes

Welcome to Chris Kurowski for his appointment to the Commission, filling Lisa Baranello's position for the remainder of her term. Many of us already know Chris, as he has attended Commission meetings and events recently, and we look forward to working with him as we continue to push for more support for arts in Alexandria.

Arts in the News!

Check out the Alexandria Gazette-Packet from last week for an amazing Op-Ed from Patricia Washington, Pat Miller and me on the arts in Alexandria and its impact on the local economy. Thank you to Patricia and Pat for helping put together a great opportunity to build awareness for the arts!

Check out page 12: <http://connectionarchives.com/PDF/2017/120617/Alexandria.pdf>

OPINION

Arts and Culture: \$111.8 Million Contributor to City's Economy

BY MATTHEW STENSrud
CHAIR, ALEXANDRIA COMMISSION FOR THE ARTS
PAT MILLER
PRESIDENT, ALEXANDRIA ARTS ALLIANCE
PATRICIA WASHINGTON
PRESIDENT & CEO, VISIT ALEXANDRIA

With the holiday season upon us, it is evident that arts and culture are at the center of the Alexandria experience.

Whether it's attending a festive concert or theatre performance, "shopping small" at one of the many markets, galleries and maker spaces, or sharing in a major holiday event such as the Scottish Christmas Walk Parade or First Night, arts, culture and creativity are at the core of who we are. They draw millions of visitors to our city

every year and play a significant role in attracting new residents, companies and employees.

It's not just during the holidays that the arts are important to Alexandrians. Year-round, the arts enrich our lives, fill us with joy, and contribute to a high quality of life.

While we recognize these intrinsic values, arts and culture are also big business. Alexandria's nonprofit arts and culture sector is a \$111.8 million industry supporting more than 2,600 full-time jobs, generating over \$56 million in household income to local residents and contributing \$7.5 million in state and local revenue. These economic impact stats are from the



Stensrud



Miller



Washington

at the arts in a bold new way — as essential to our most pressing challenges, from educating our children during school and non-school hours to activating public spaces within retail corridors and the new waterfront to strengthening our community by celebrating our diversity and inclusiveness.

Americans for the Arts' Arts & Economic Prosperity 5 study and the latest results were recently touted by the city's Office of the Arts. Alexandria's stats show that arts and culture are more than a "nice to have" frill, they are a significant economic contributor.

With the city's budget season also upon us, now is an opportunity to look

Building on what we know about the power of arts and culture to make us more competitive, distinctive and stronger as a city, we encourage our City Council to increase investment in the arts and creativity as a partner to education, youth development, tourism, and economic development.

Social Media Tips

Join us on Facebook and Instagram!

Facebook --- <https://www.facebook.com/AlexandriaArtsCommission/> 280 likes +10 since Nov '17

Instagram --- <https://www.instagram.com/alexandriaartscommission/> 482 followers +150 since Nov '17

Tweet Possibilities:

Looking forward to @AlexandriaVAGov presentation on #FitzgeraldSquare at Arts Commission December meeting! #arts #publicart #waterfront #OldTown #AlexandriaVA

What are you doing this holiday season in #AlexandriaVA? Spend an evening with a phenomenal arts group taking in a show, a concert, stopping by a gallery or more! #arts #advocacy @AlexandriaVA

Upcoming Dates

Executive Committee - Tuesday, January 9th, 7pm, Mt. Vernon Recreation Center

Commission Regular Meeting - Tuesday, January 16th, 7pm, Lee Center