

ALEXANDRIA CREATES

Community Engagement Findings Report

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Table of Contents

Introduction	3
The Community Engagement Process	3
Methodology Overview	3
Project Timeline	4
Survey Methodology	4
Research Review	4
Data Analysis.....	4
Key Findings	5
Introduction	5
Arts Leadership	5
Arts and Cultural Community Programming.....	5
Spaces and Facilities	6
Artists and Arts Organizations	6
The Community Vision for Alexandria.....	8
Alexandria Community Survey Summary	9
Respondent Profile.....	9
Summary of Findings.....	11
Personal Participation.....	11
Over 250 respondents described what they create using one word.	12
Attendance	13
Barriers.....	15
Satisfaction with Arts and Cultural Offerings.....	15
Community Priorities	16
Comments pertaining to City Priorities.....	17
Communications	18
Community Survey Verbatim Comments	19

Introduction

The Community Engagement Process

The Alexandria Creates community engagement process officially launched on February 23, 2016 continued through June 30, 2016 with the close of the community survey. A mixed-method research effort using both qualitative and quantitative methodologies was employed. Public engagement activities included:

- A Town Hall event
- Community open house events
- Stakeholder discussion groups and individual interviews
- A community survey

Additional efforts were made to ensure a wide range of responses. Materials and the survey were translated into Spanish. The following core questions were asked:

- What do you value about Alexandria's arts and cultural life?
- What is your vision for Alexandria's future?
- What do we need to accomplish the vision?

Methodology Overview

The triangulation approach to the community engagement process ensured authentic and deliberate engagement with a broad cross section of Alexandria's community members and stakeholders. The goals were to:

- Bring together multiple points of view to inform the planning process
- Create legitimacy and a sense of shared responsibility for the cultural plan
- Cultivate new partners/allies and collaborations
- Stimulate broad awareness and momentum for the plan

The approach provided multiple entry points for all residents, communities, and sectors of Alexandria to participate through community-based conversations, meetings, and interviews facilitated by the consultants, a town hall, and a community survey.

Project Timeline

October 2015 – November 2015: Background research, document review, and select interviews

February 2016: Town Hall event and community engagement week

March 2016 – June 2016: Continued community engagement

July 2016: Research analysis and preliminary strategy development

August 2016 – September 2016: Draft plan development, stakeholder workshops

Fall 2016: Plan adoption by City of Alexandria

Survey Methodology

As a complement to the other forms of community engagement, the Alexandria Community Survey provided an opportunity for residents to lend their voice to the planning process. The survey sought residents' opinions, attitudes and preferences of arts and cultural activities and events in Alexandria, as well as their opinions of and visions for the future of Alexandria's arts and cultural landscape. The main objectives of the survey were to explore:

- Personal participation in the arts
- Resident visions for the future
- Perception and satisfaction of arts and cultural programming and opportunities
- Arts programming needs
- Residents' opinions on citywide priorities

The online survey was open to residents of the City of Alexandria from February 2016 through June 2016. A total of 550 respondents completed the surveys. After a data review for duplicates and/or significantly incomplete surveys, 511 responses are deemed appropriate for analysis. Data is weighted to census demographics where appropriate. Significant differences are noted in the survey summary.

Research Review

A thorough review of previous demographic, social, and arts and cultural research conducted in Alexandria guides and aligns the Arts and Cultural Plan's development with the City's other policies, plans, and goals.

Data Analysis

The qualitative data from the community process includes meetings conducted in the community, and notes from meetings. Qualitative analysis tools and software (Dedoose) identified main themes across all data sets. For the Alexandria Community Survey, the results were analyzed with Statistical Package for Social Sciences (SPSS 24.0) and are based on the responses received for each question. Significant differences are noted where applicable.

Key Findings

Introduction

The overarching theme emerging from all conversations is the desire to balance preservation of the rich, deep history of Alexandria with a future of new, innovative arts and creative opportunities and events. This theme is a thru line through all of the conversations and engagement – Alexandria is seeking more substantial, progressive City arts leadership and funding for the arts; aligning beloved, traditional programming with creative, interactive, and innovative programming; preserving tradition while creating more collaborative opportunities for artists; utilizing arts organizations to play a larger role addressing community social issues and for community economic development; and working towards a culture of entrepreneurship for creative businesses and organizations.

The following are additional themes informing the plan development.

Arts Leadership

Many stakeholders expressed a desire to see a stronger, more robust arts office within the City with the resources to take arts culture in Alexandria to the next level. While many residents may not be aware of the Office of the Arts, they are looking to the leadership to expand arts opportunities to Alexandria's neighborhoods; support arts organizations and community artists; be a facilitator for current and new community programming; and to help streamline processes for new, creative businesses. There is a shared vision among stakeholders and organizations for arts leadership to foster connections among and between arts organizations and artists, and to provide opportunities for more innovative arts experiences in the City. Business stakeholders look to the arts leadership to help activate the community in areas where the culture is still developing, and is in need of temporary activations, and to ultimately help to build a creative, inclusive community attractive to the workers and businesses.

Arts and Cultural Community Programming

There is a great deal of programming taking place in Alexandria. During discussions and interviews, many participants described the programming happening in downtown as conservative and mainstream, whereas Del Ray is considered a more vibrant, inclusive neighborhood. Much of the programming is traditional, which is valued and celebrated by many communities and groups. However, different generations and different cultural groups, at times, seek different arts and cultural experiences. In Alexandria, the young adult population was the most difficult to reach during the planning process. Those we did hear from seek more collaborative, diverse, and modern arts experiences – those that happen at maker spaces, on the street level, are spontaneous and unexpected, and not restricted by City rules and regulations. Smaller cultural groups seek more multicultural experiences in programming and places. Many ask for relevance and accessibility, convenience, and a range of opportunities – in both art making and art

consuming. Vision statements (see list at end of report) indicate a desire for more participatory activities, rather than just observational, and more interesting programming for downtown.

Most all residents want to see more small-scale arts activities happening in the city including small neighborhood celebrations, events at community centers and libraries, and at non-traditional venues. They seek more culturally inclusive experiences and more accessible programming (times, locations, and type). The engagement process revealed that many communities have, for years, “built their own” arts and cultural activities based on culture and tradition. They are looking to the City for support systems to help their grassroots events and activities thrive and grow. Participants also call for more music events – there is a sense Alexandria lacks exceptional music.

Spaces and Facilities

There are a great number of wonderful arts and community facilities and spaces throughout the community including, but not limited to, The Torpedo Factory, Del Ray Artisans Center, The Durant Center, Metro Stage, Little Theater, and many more. Some of the engagement participants want to see these facilities better promoted, and/or utilized for artists, organizations, and residents. Others want to see new places or repurposed spaces providing more collaborative arts opportunities. For example, seniors and youth alike want intergenerational, welcoming spaces to create art, meet other likeminded people, and collaborate on projects. Artists see opportunity in many empty spaces throughout the City, where they can make types of art that may not be conducive to spaces such as the Torpedo Factory.

A majority of participants want art as part of the daily life in all of Alexandria and be more visible – whether through spontaneous outdoor programming, public art, or highlighting the history of Alexandria. Although participants understand the downtown is the hub of the city, the perception is there is busyness in the downtown core that can be expanded out into arts and cultural deserts in other parts of the City.

Artists and Arts Organizations

In discussions with individual artists, the conversations focused in a few areas – affordable housing; spaces for artists to practice their crafts; a desire for Alexandria to be more welcoming to contemporary experiences; and a desire for more ways to connect and network with artists outside of the traditional facilities in the city. Artists are seeking more opportunities for professional practice training and development workshops.

Resident participants and artist participants want to see artists more visible in the community. Examples include: more artists working in schools, working with youth in the community, offering community programs for all ages, and mentoring emerging artists. One participant cited they want to experience “chance encounters of artists on the street”.

Aligning with other discussions, arts organizations seek a balance between preservation and innovative creativity. There is a sense that Alexandria claims to be an arts town, although is not

providing the opportunities to artists and organizations to brand Alexandria as a next generation arts city. There is frustration among performing arts organizations about the lack of affordable rehearsal and performance space, and an expectation of city subsidy for spaces. Both artists and organizations think the City should invest more in the arts.

Arts organizations and artists think they can play a role for different cultures coming together to practice and show more diverse art in the community; create more access to the arts for underserved populations; and provide more inclusive opportunities at arts facilities, such as the Torpedo Factory.

The Community Vision for Alexandria

The following are direct quotes from meetings, interviews, and the survey describing a vision for Alexandria and the ideal state of the future if this plan is a success.

"A multicultural display of art activities. I do not see my culture reflected here (Columbian). We are a diverse community and even Afro American culture is not in the radar of the arts"

"A wider variety of gatherings, workshops etc. that are publicized more. More musical performances would be welcome"

"It would be nice if the arts and cultural activities embraced the outdoor spaces within the city more"

"Active and cutting edge public art - pushing the boundaries of what has previously been done"

"Affordable living spaces for artists, so emerging and working artists can be a part of our community"

"A much larger staff in the Office of the Arts, to support this initiative and the city's cultural life"

"More economic development opportunities for artists"

"Collaborative partnerships with developers and property owners that create pop-up, or temporary space to artists for the creation and exhibition of art"

"Alexandria as great center for arts"

"An art center for theatre, music, dance, improv for children or adults"

"An art center that would attract national and international exhibits and talent"

"An arts district that embraces and celebrates the arts"

"Space outside of the traditional - to allow for all city voices to be heard"

"An international, established venue known for its culture life immersed in diversity of the arts and artists"

"An interweaving of traditional and more modern forms of art e.g. digital, etc. More community support around local artists: musicians, filmmakers, writers, etc."

"[Alexandria] becoming even more of a Forward Artistic Town.... A recognized internationally as a destination for the creative"

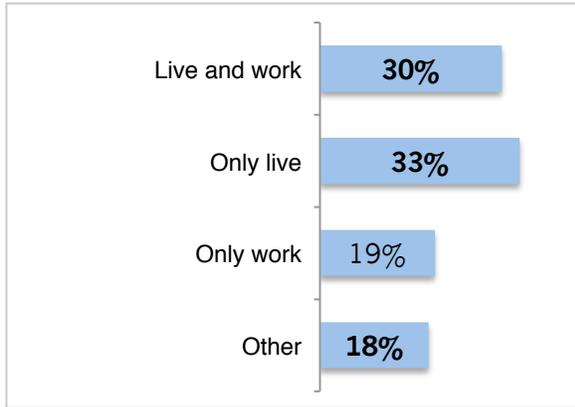
"Churches need to be more involved in the arts, hosting events and creating new creative content themselves, to encourage culture care and open doors to mutual understanding"

"Classes and workshops for learning disabled and autistic adults"

"More classes in a variety of neighborhoods that has regularly scheduled arts/creative courses and/or activities for residents to participate in"

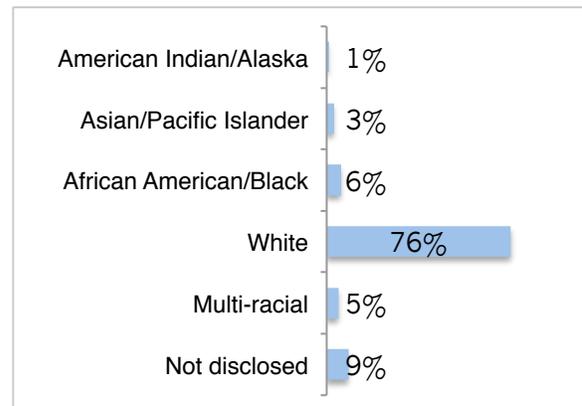
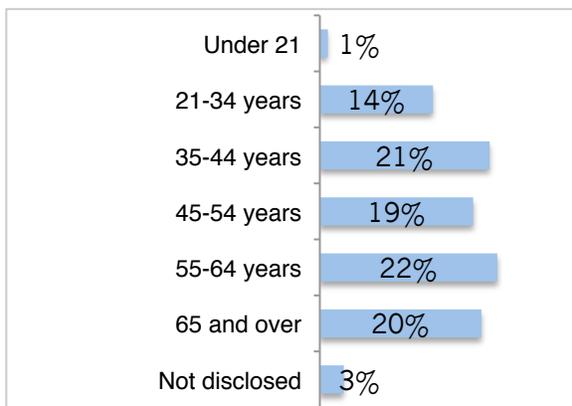
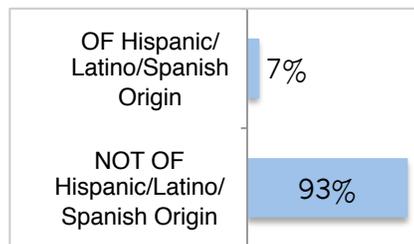
Alexandria Community Survey Summary

Respondent Profile



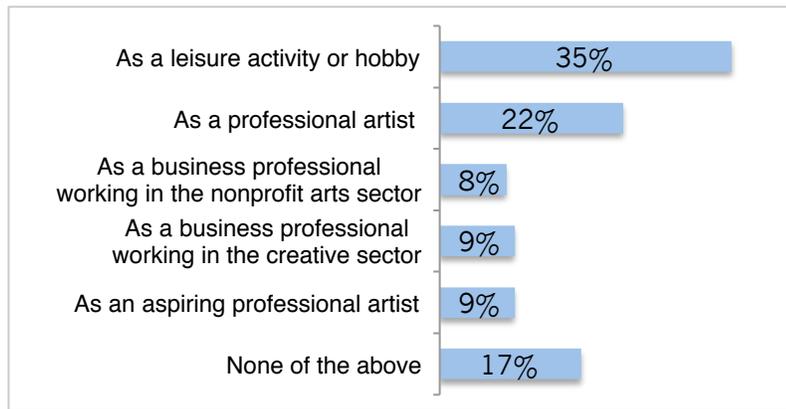
Approximately 63% of all respondents live in Alexandria with 30% of those working in the city. Nineteen percent (19%) work in the city but live outside of the city. The majority of the 18% of respondents who selected “Other” indicate they live outside the city, are visitors to Alexandria or are retired.

All of the demographic questions are optional for respondents. Forty percent (40%) choose not to disclose gender, 20% are male, and 40% are female. The age range of respondents is broad with 35% between the ages of 21 and 44 years, 19% between the ages of 45 and 54 years, and 42% over the age of 55 years. The majority of respondents (93%) are not of Hispanic, Latino, or Spanish origin. Of the 7% who are indicate they are, countries of origin include Argentina, Brazil, Mexico, Ecuador, Puerto Rico, Honduras, Guatemala, Columbia, and Spain. The majority identify as White (76%) with 6% African American or Black, 3% Asian/Pacific Islander, and 1% American Indian/Alaska. Five percent (5%) identify as multi-racial.



Although not professional artists, many describe themselves as artists. Sixty-six percent (66%) of the total respondents consider themselves to be an artist, craftsperson, or creative worker (regardless of earning income). Of those, 22% identify as professional artists and 9% identify as an aspiring artist, while 35% identify as artists who do art as a leisure activity or hobby. Thirteen percent (8%) are business professionals working in the nonprofit arts sector, 9% in the creative sector. Other descriptions include amateur artists, art lovers, involvement in culinary arts, and educators. Of the professional artists, 49% make the majority of their income (<50%) from their artistic craft.

Self-described participation... "Which best describes you?"



<i>% of total income</i>	<i>% of Professional Artists</i>
100%	25%
76%-99%	13%
51% -75%	11%
26% -50%	19%
1% – 25%	32%

Summary of Findings

Personal Participation

As demonstrated in the high number of respondents who consider themselves artists and/or creatives, the respondent pool reflects a community group with high personal arts participation. High participation creative activities are focused in the areas of literary arts, culinary arts, and visual arts.

74% *Read novels, short stories, or poems*

62% *Cook creative dishes or meals*

46% *Paint or drew pictures, or did print-making or collage*

39% *Make crafts such as jewelry, sewing, knitting, or quilting*

29% *Work with fiber arts such as knitting, sewing, and embroidery*

28% *Dance socially or with a group*

17% *Play a musical instrument*

16% *Make sculptures, woodwork, or ceramics*

16% *Sing in choir, with a group, or solo*

15% *Write novels, short stories, or poems*

13% *Make digital illustrations or 3-D digital art*

11% *Make videos, short films or animation*

4% *Write music, composed lyrics*

6% *Perform in storytelling events or poetry slams*

6% *Act in plays, musicals, or theatre*

3% *Choreograph dance, ballet, modern, etc.*

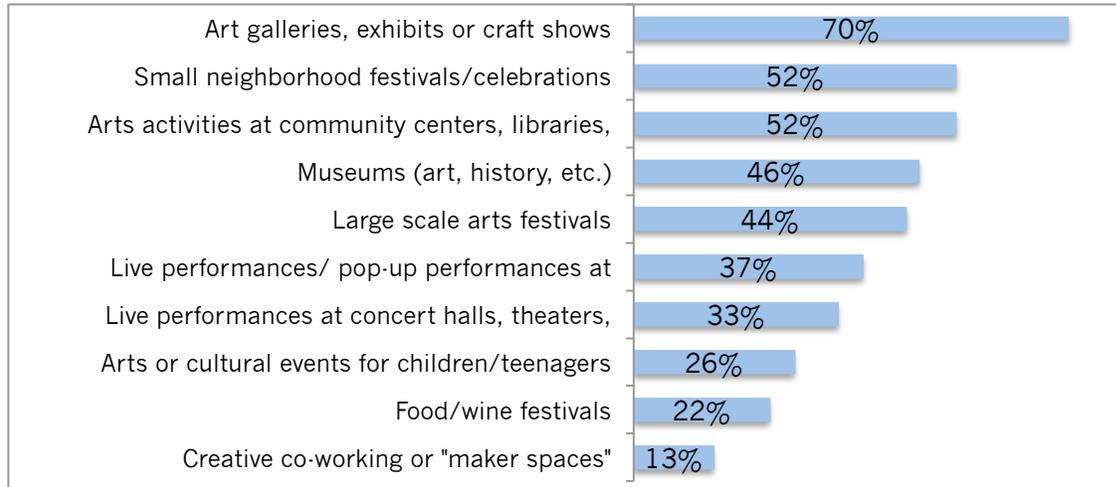
5% *Do mural or graffiti art*

Attendance

The majorities of respondents attend arts galleries, exhibits and/or craft shows, small neighborhood festivals and small-scale events at community centers and libraries.

Significant Differences: When comparing age groups, older residents (55 or older) attend art galleries and exhibits significantly more than younger residents.

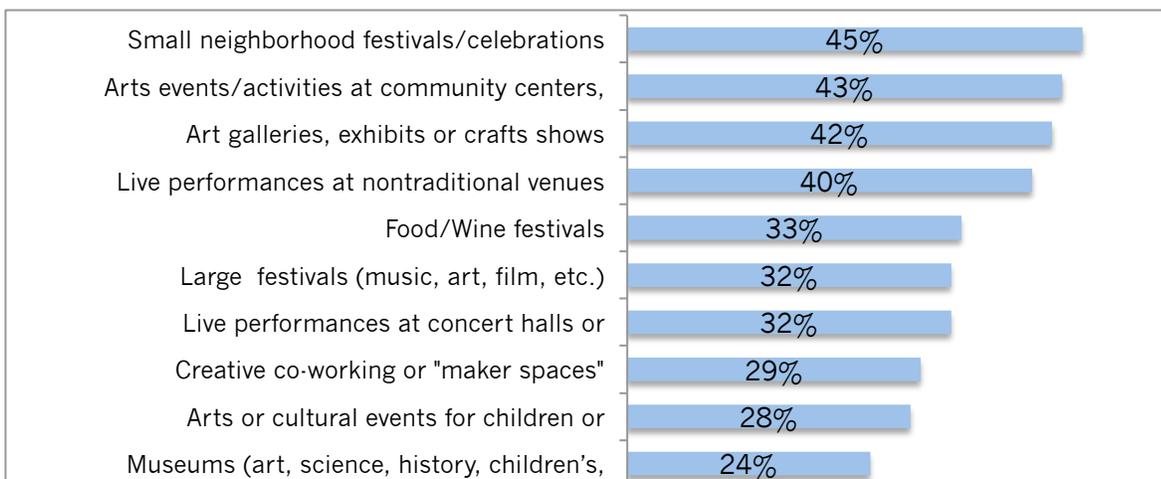
Attendance In Alexandria



Residents want to see more small-scale arts activities happening in the city including small neighborhood celebrations, events at community centers and libraries, and at non-traditional venues.

Significant Differences: When comparing age groups, younger residents (44 or younger) want more arts and cultural events for children and older residents want more art galleries and exhibits.

What Residents Wants More ...

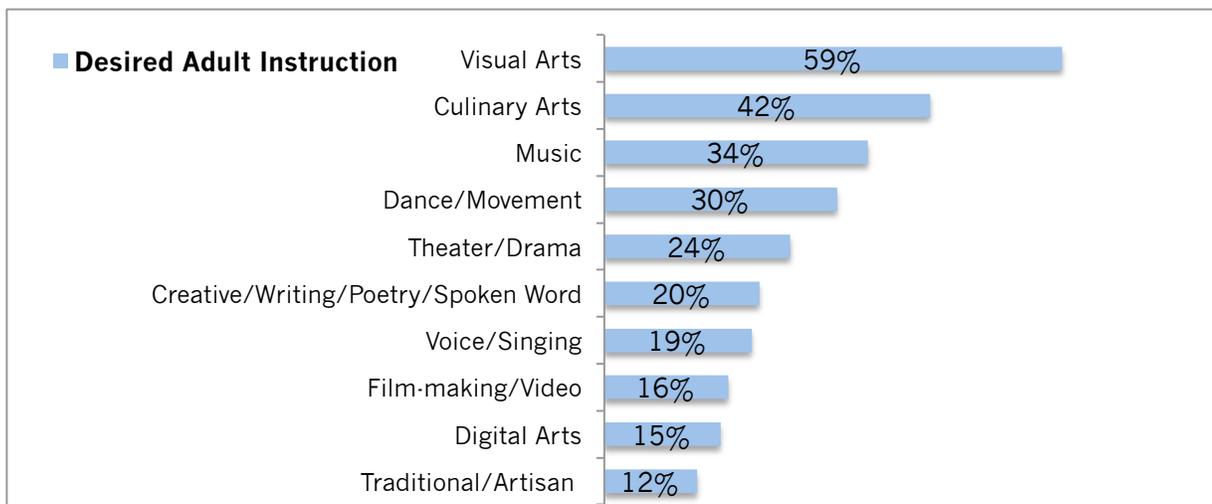
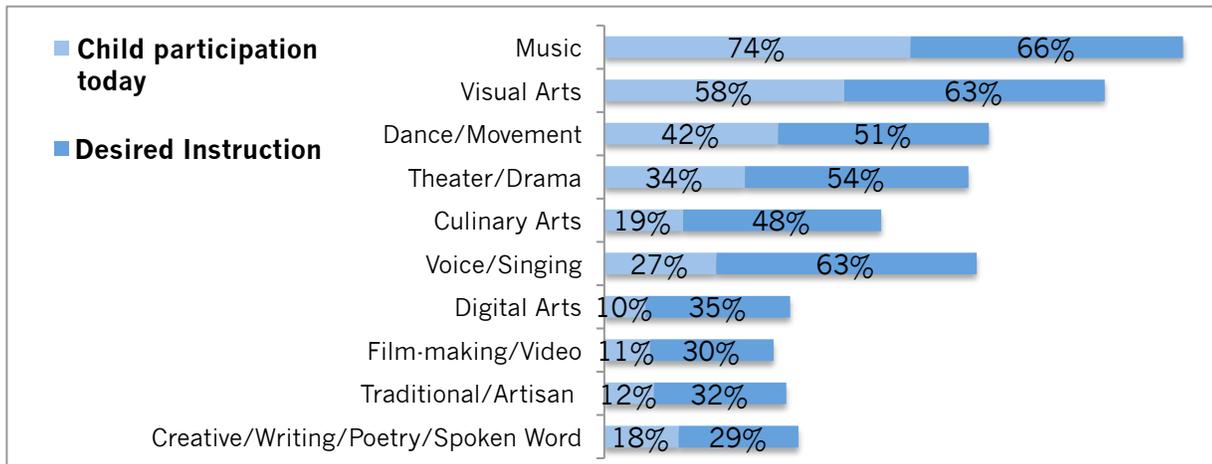


Only 24% of the respondents have children under the age of 18 in their households. Of those, 75% participate in arts and cultural activities at home, 80% at school, and 75% outside of school (parks, recreation centers, libraries, private instruction).

Respondents want to see more creative activities offered in the community for both themselves and for their children. The top choices are music, visual arts, dance/movement, and culinary arts classes.

Significant Differences: Younger respondents (44 or younger) desire dance/movement classes' more than older or male respondents and younger respondents (34 or younger) want digital arts classes significantly more than others. Older respondents (44 or older) want culinary classes more than younger respondents.

Desired Activities/Classes for Children

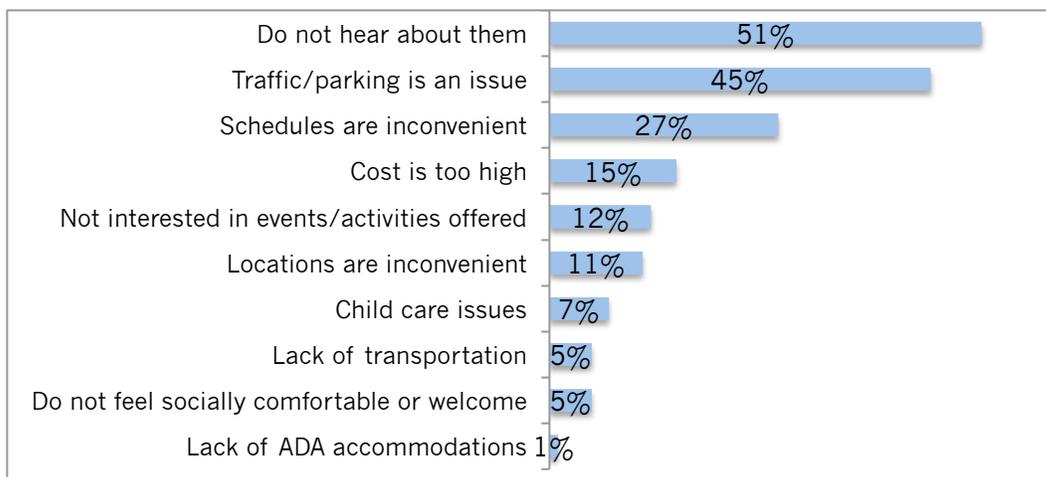


Barriers

When asked what obstacles the respondents experience in attending arts and cultural activities, the most prevalent barriers, cited by 51% and 45% respectively, are that people do not hear about activities and events and are challenged with traffic and parking. These may either be real or perceived barriers, and are always the top issues cited in most city planning processes. Other barriers include inconvenient schedules (27%), and affordability of events (15%).

Significant differences: For those with children, the primary barriers are affordability of activities for their children and work commitments. Many of the class/event opportunities are during working hours.

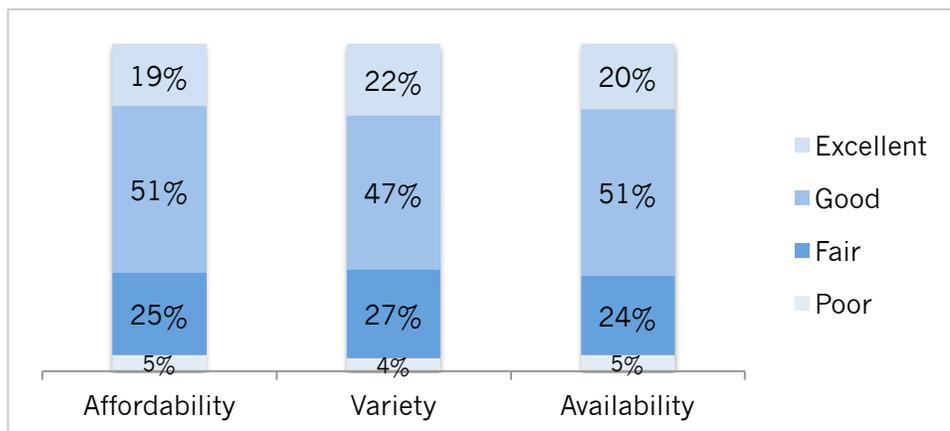
Barriers to Attendance



Satisfaction with Arts and Cultural Offerings

Satisfaction with the variety, affordability and availability of arts and cultural is fairly high with most respondents rating offerings as good or excellent.

Arts and Cultural Offerings Satisfaction

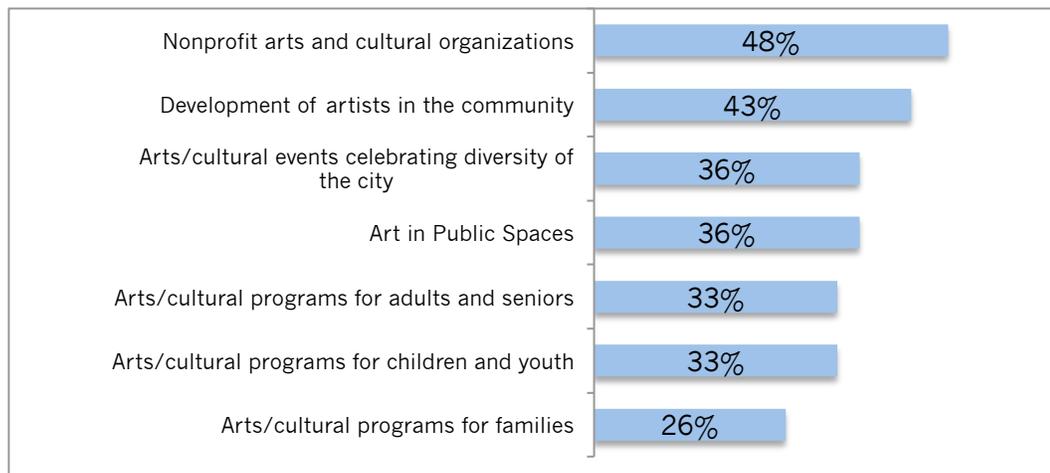


Community Priorities

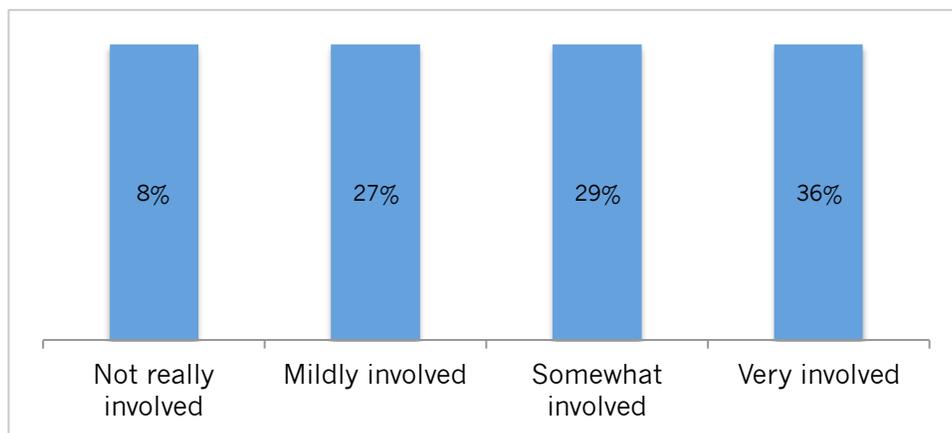
When asked what the City of Alexandria should focus on to meet resident's arts, cultural and creative needs, the top areas include support of nonprofit and cultural organizations, development of artists in the community, art in public spaces, and celebrating the diversity of the people residing in Alexandria. The majority of residents are active in the arts (see chart below), so the priorities of supporting nonprofit organizations and artists directly align with their interests. Comments to this question focused on equity, affordability of spaces for artists, and a need for spaces for youth, and supporting the Torpedo factory and Art League, specifically (see below).

Significant Differences: Younger residents (34 or younger) want the City to support programming for children and youth significantly more than older residents (44 or older). Older residents (55 or older) support the development of artists significantly more than younger residents (44 or younger).

City Support Priorities (residents only)



Level of involvement in arts and cultural activities/events ((residents only)



Comments pertaining to City Priorities

- Art therapy for lower income/homeless
- Increase diversity of artists: race, ethnicity, gender, orientation, religion, etc.
- More funding for special need communities (i.e. wounded soldiers, mentally retarded or brain injured of all ages)
- Better diversity of geographical locations where events take place
- Communications in relevant Spanish for those who only speak Spanish
- Making the arts accessible to underserved populations
- More things available in the West End
- Encourage and fund art in schools K-12
- Promote what is already available in the City
- Support Torpedo Factory and Art League
- Embed arts and artists in local establishments
- More events for singles
- Provide visiting artists temporary quarters
- Reduce red tape - laws and taxes that impede artists
- Teenagers need space to explore art (e.g. music and performing arts stage for informal practice and impromptu performance).
- Support the abilities for nonprofits and groups to have events with less hassle.

Communications

Not surprisingly, most respondents receive information on happenings around town through word of mouth, direct communications from organizations they have connected with, and social media. Flyers, posters, and newspaper communications is higher than most cities, although there is an increasing preference for these types of communication channels, with the high volume of advertising clutter in social media.

Where people go to find out about happenings in Alexandria

Word of mouth	70%
Direct communications from community organizations	54%
Facebook, Twitter, other social media	47%
Flyers, posters, banners around town	39%
Newspapers	38%
Online Community Calendars	35%
Radio	11%
Television/news	8%
None of the above	6%

Community Survey Verbatim Comments

Off Radar Creative Places or Programs

Alexandria Film Festival
Alexandria Presbyterian Church
Artists & Makers Studios
Fibre Space
Fort Ward Park
Four Mile Run Farmer's and Artisans Market
Potomac Mandolin Ensemble
Small Cultural groups as Guatemalan music/dance group and Bolivian dance group
The PTA Reflections program
Alexandria (International) Folk Dancers
Alexandria Citizens Band
Art Enables in Washington, DC for artists with disabilities
Artistic Artifacts Annex on Eisenhower
Arts on the Horizon UpCycle CRC
Charles Houston Center
Co-op wood shop behind the Birchmere music hall
Convergence
Del Ray Artisans
Del Ray Music Festival
Fibernate, a pop up that happens in Alexandria a few times per month

Galleries without walls, Del Ray Artisans partnerships
Goodwin House Alexandria
Grace Episcopal Church
GranFling Highland Dance School
Hooray for Books!
Inventor's Museum Freedmens Museum
Lee Street Artists Collective at the VanderZee Gallery
Little theater
Metropolitan School of the Arts
MetroStage
Northern Virginia Players Cornerstone Youth Theatre Project
Olly Olly in Fairfax
Opal Music Studio
Rainbow Rock at St. Elmo's Coffee Pub
Scottish Country Dance lessons
The Alexandria Singers
The Durant Center March 11.
The Takoma Mandoleers - a mandolin orchestra
Windsor Poetry Fence on Dewitt Avenue Gardens

Thinking ahead five years or so, what do you want to see different in the arts and cultural life of the City of Alexandria?

<p>...Affordable 'live' theatre and a movie house that shows classic films.</p>
<p>5 years from now ... 1) Art for art's sake. Art not for its potential to generate revenue for the city. 2) Space for artists to live and work in our community.</p>
<p>A central cultural venue, as well as smaller venues throughout the city in neighborhoods, and activities where they are currently, e.g., libraries, businesses, cafes, restaurants, parks and city spaces. Sharing resources with artists touring in WDC.</p>
<p>A line up of frequent events at a variety of venues that are well known to visitors and residents. More music - we lack a vibrant musical scene sadly. I have to go to DC for that most of the time.</p>
<p>A little edgier art scene</p>
<p>A maker's space. Studios for artist to rent at reasonable prices. Workshops with focus on introduction of style or material - engage the public.</p>
<p>A more vibrant theatre/film presence. Places like LTA are great. Need more. There is a great deal of interest in independent/professional filmmaking in VA. More of it should be produced here in Alexandria--not just showcased after it's made, as with AFF, although that is great too. I have no kids, so don't know how active arts programs are in Alexandria schools, but it is my opinion that there is probably never enough. So more of that.</p>
<p>A multicultural display of art activities. I love Asian music and dance as well as their food. I am from Central American but I did not see my culture reflect here when more people can experience too. We are a diverse community even Afro American culture is not in the radar of the arts. I would like to see more diversity and expose it to all of us. Also more affordable especially for families that have more than 2 children. More partnership with Smithsonian Institute.</p>
<p>A wider variety of gatherings, workshops etc. that are publicized more. I'm not sure where to look for different arts/cultural activities in the city. More musical performances would be welcome. I don't perform (anymore) but like to listen. It would be nice if the arts and cultural activities embraced the outdoor spaces within the city more.</p>
<p>Active and cutting edge public art - pushing the boundaries of what has previously been done.</p>
<p>Affordable live/work space for artists</p>

Affordable living spaces for artists, so emerging and working artists can be a part of our community. A much larger staff in the Office of the Arts, to support this initiative and the city's cultural life Economic development opportunities for artists Collaborative partnerships with developers and property owners that create pop-up, or temporary space to artists for the creation and exhibition of art A true commitment to arts learning in ACPS - for example, visual arts are offered for 45 mins per week in elementary schools A better connection between what happens in the arts office and in the communities that make up the city
affordable options with skilled teachers
Alexandria as great center for arts
Alexandria has a pretty vibrant Art scene with classes and access to learning, seeing, experiencing to be able to get involved. Continue expanding the classes offered to new and different types of things - especially to kids and teenagers. Though arts and culture are great for everyone we know from research that the effect of having these available and to kids and teens as they are learning is a huge benefit to them when they get older.
An art center for theatre, music, dance, improv for children or adults would be great.
An art center that would attract national and international exhibits and talent.
An arts district that embraces and celebrates the arts.
An infusion of space outside of the Torpedo Factory to allow for the rest of the city voices to be heard. I'd love to see progressive programs painting trash trucks, mosaic cross walks, and painted transformers
An international, established venue known for its culture life immersed in diversity of the arts and artists.
An interweaving of traditional and more modern forms of art e.g. digital, etc. More community support around local artists: musicians, filmmakers, writers, etc.
As much as I love the art scene already with Alexandria, I can really see it becoming even more of a Forward Artistic Town. I think that Alexandria is where our art for the Washington DC area is thriving and I fully believe that if it was pushed, it would become recognized internationally as a destination for the creative.
being more affordable
Better art shows

Better coordination between different offerings so I can go to one place to see them all!
Better marketing of Alexandria as an artistic destination.
Better performance venues
Better publicity of opportunities. We have many things, but I feel as if you don't hear about things unless you're tapped into the communities hosting events.
better support for the arts from the city government. We are way behind other jurisdictions when it comes to money budgeted for the arts.
Better use of the waterfront and other green spaces for art activities.
Can't think of anything right now
Children's activities in Old Town--we go to museums in DC for all kinds of cool activities (Hillwood Smithsonian)--often they do these around international events such as Chinese New Year. Would love to do this here in town.
CHILDRENS MUSEUM LIKE PLAYSEUM IN BETHESDA, MD
Churches need to be more involved in the arts, hosting events and creating new creative content themselves, to encourage culture care and open doors to mutual understanding and care
Classes and workshops for learning disabled and autistic adults. There are some accommodations and teacher assistance required to support this population.
Continue to make improvements to the Torpedo Factory - make it a rotating artist program instead of the same artists that don't open their studios or welcome the public. Continue to support the Art League and try to offer affordable classes - Continue to offer arts festivals, free concerts, and parades.
Continued diverse offerings for toddlers to include hip-hop dance festivals, plays /theater with African-American history and focus, celebration of Black History Month with theater, music festival, culinary festivals.
cultivation of more affordable art spaces
Develop a program to utilize available empty storefronts for 'pop up' art exhibits, classes, concerts.
Diversity from overseas. Cultural and artistic experience.
Don't know- it seems pretty great to me.

Efforts to be more inclusive. Greater diversity in who I see at events.
Emphasize arts in the schools. We have dropped many requirements or polluted our fine arts offerings with 'practical arts.'
Even more art events.
Even more events and arts festivals. I would love for us to have something like Crafty Bastards which tends to have more unique and varied art. I do want to know that the great arts community here is one of the reasons we moved here. I do wish there was more publications on clubs or groups to join...takes a bit to find what you are looking for.
Expanded art classes for all ages
Expanded hours and more inclusiveness at the Durant Center for other groups. Much lower or no fees for use of schools and city facilities for arts groups and endeavors.
expansion of the arts
Exposure to arts other than Acting or Concerts- More options for other activities.
free events
Harmony among the city leaders and the community in making space and accommodations for the city's discoveries. I am hoping to be very active in the planning for the ship found in the waterfront and finding solutions to bring those discoveries to the community. And to exhibit and pass along for generations the unique history that is Alexandria.
High quality art films Outdoor summer theater A central website that makes it easy to find events and classes (free and cost)
Higher quality
I hope that there are more dance opportunities. Dancing is a wonderful way to stay fit. Both Scottish and English country dancing enable participants to stay fit, and learn about different cultures and traditions. Alexandria was founded by a Scotsman, so it is very important to include opportunities for Scottish country dancing.
I hope we see the arts and culture offerings we do have as valuable assets, and we continue to nurture these and future providers. I hope, in the future, we are known for a thriving, findable/well promoted and accessible arts community.
I just don't want to see arts and cultural life dwindle.

I just think getting the word out of upcoming events in advance to ensure the entire community has an opportunity to attend. I have stumbled upon some of the events I have gone to.
I just wish Alexandria would be a little up to date in its artistry. Too much watercolor and federal art. The Alexandria Festival of the Arts needs to go away -- what an embarrassment. More maker-space festivals.
I like to see City of Alexandria to be know as a Cultural Metro Area to be seek out for besides it's history.
I like the way Arlington VA has visual arts around their county and would like to see some of that in Alexandria.
I love it just how it is!
I think for the size of Alexandria, our offerings are pretty amazing! I think more open community based arts, that envelope the community- such as art in public space would be great.
I want a TF with new lighting and 20% support from the city. I want another similar building the artist can rent as studios. I want the art league to have a long term lease with the city and rent that is subsidized so the it will be affordable . I want a waterfront that people could spend a whole afternoon exploring with parking somewhere!
I want more options and a larger variety.
I wish there were arts or (especially) music-focused after school programs for children. It is easy to fine aftercare in the form of martial arts / sports / recreation. Why not music instruction?
I would like for the arts to be visible in Alexandria. I would like it to be accessible to all gender, demographic, cultures, economic groups...to everyone. I would like for it to be participatory, not just observational. I would like the arts to be supported by the city and community.
I would like to ensure that the Scottish dance classes can continue to afford to be held in Alexandria. Under present plans this is unlikely.
I would like to have a visual artist provide input to city staff as they develop small area plans and general improvements/new developments. City Staff, developers, Planning commission, and Council have little understanding of aesthetic beauty and the positive impact that beauty has on the quality of life of citizens and visitors.
I would like to see a waterfront performance venue that has outdoor concerts and events nearly every day of the week during the summer.

I would like to see it reflect the diversity here: cultural, racial, age, etc. I would like to see more free things for children, especially children in less advantaged households where paying for this would be challenging to their family.

I would like to see more activities that represent the artistic contributions of people of color. I would like to see programs that teach about and encourage interest in African Art and the art of those in the diaspora. I would like to see these programs for children and adults. I would like to see more emphasis on African American History and the many contributions made to the city by people of color when visitors come to the city and are exposed to the city in a historical context. I would like more visual aids and historical markers around the city so that our history is also preserved for years to come!!!!

I would like to see more art incorporated into daily life. For example, places like Rec. Centers where people can come together and enjoy the company of others while working on various art projects. I'd like to see more people performing along walking routes, such as the Potomac Yard walkway, and see art themes pointing out pedestrian-friendly routes to schools or other public places. Generally, add more pleasant music and art as a part of the fabric of the City.

I would like to see more arts among our tourist area in Alex. We are losing creative brick and mortar stores along King St and in Del Ray. There are many reasons for the fading vibrancy on these streets but there has to be more than static shopping and dining to make people want to battle traffic and parking. The arts can provide this draw to Old Town and Del Ray by creating atmosphere. People have a need to create and experience creativity. Programs, street art, murals, art installations can create the out of the box experience that people crave during daily life. Think about the buzz created by Wonder at the Renwick or The Beach at the building museum. Alexandria is a more intimate area than those examples so something smaller scale could be as effective.

I would like to see more opportunities for working parents to attend workshops and classes with their young children outside of business hours. I would also like to see more opportunities like this at the Mount Vernon Rec Center, which is surrounded by MANY families with young kids but doesn't seem to have a lot of programming for them, esp. at times when working parents can participate.

I would like to see the art community have a larger representation of artists from minority communities. This would help the youth see someone like them making a living from their art to inspire them. I'm not sure they have this type of role model today.

I would like to see the city invest a great deal more in the arts than it does. The city receives tremendous and very tangible benefits from the arts, yet its tangible investment has been minimal for decades.

<p>I would like us to be competitive with Arlington County in the arts. We specialize in visual arts programs. I would like us to do more in the other arts.</p>
<p>I would love to see art in the community- having more sculpture out on the docks/new walkway. I would love to have later nights at art centers, so when I do get off my 9-5 job, I have the opportunity to see a poetry reading, live music or art opening. I think embracing art throughout the Alexandria City would be inspiring and an attraction to people visiting the DC area and to the local community.</p>
<p>I'd like to see more dedicated art spaces in Alexandria. Outside of the Torpedo Factory, there are only a small handful of galleries and visual /performing arts venues. I'd also like to be able to stay here in Alexandria and experience the same kind of arts and cultural programming that I currently have to go into the city to experience.</p>
<p>I'd like to see some more grittiness, risk taking, and young-adult propelled art. This is the main thing I think DC has that Alexandria doesn't. (Not that I want to get rid of the more traditional arts stuff we have... just want to supplement it.)</p>
<p>I'd love to see more child friendly activities. For example could the Alexandria symphony orchestra host concerts for children? By this I mean pieces such as Peter and the wolf but also just be child friendly morning or afternoon performances of things they always perform. A children's museum would be amazing!</p>
<p>Increase in attendees of Alexandria Folk Dancers More busking performances at the waterfront More community gatherings such as drum circles, etc.</p>
<p>integration of art in our outdoor spaces so the city 'feels' artsy; continued utilization of neighborhood (ie Del Ray; West End) 'micro cultures' to present arts and sponsor arts</p>
<p>It is important to maintain our current artistic resources (Torpedo Factory, Del Ray Artisans) as well as artistic/cultural events (e.g., Art on the Avenue). The city could host (or co-host)/sponsor shows and exhibits that draw national participation. They could also have activities that would provide resources for artists (e.g., business planning, website construction) and foster collaboration across artists</p>
<p>It would be nice to see people of all ethnic backgrounds coming into Old Town and feeling comfortable. It would be nice to see more public art.</p>
<p>Keep open spaces, more artwork in business areas and along roadways</p>
<p>Keep the Torpedo Factory and expand its presence to different locations. Keep the Alexandria Symphony. Let the new developments recognize the arts and history of the City. Allow all people of all incomes to participate. Stop pricing artists, etc. out of the Lyceum. Stop pricing small businesses out of the area. Bring back an independent book store. More coffee shops where</p>

artists can perform.
Keep the Torpedo Factory open for the artist and public. I have been a member of the Art League for 31 years. It is getting more difficult to attend functions with the parking meters going until 9 pm. Again it is greed.
Learning about arts of different cultures that make up our city
Less emphasis on city festivals, more on community classes
Less fringe and weird. More classical yet accessible. Less corporate (\$).
Looks good to me and I do not believe in government spending for additional non-essential programs such as listed above. You should ask survey respondents how much they want to spend for the programs they would like to see. Why do you think there is a need for more programs?
Maintain the quality of arts instructions in variety of media and initiate outreach programs for kids and you feel adults.
me gustaria ver a alexandria con centros recreativos para ninos y jovenos para mujer desarrollo <i>(Translation: I would like to see recreation centers for women and children's development).</i>
More accessibility and bringing together groups of people from different backgrounds.
More activities and festivals for children and teens, I think we need more teen focused activities
More activities for children under 5 and their families
More Activities for kids Outreach to local orbs and churches
More affordable so that it can be fully integrated into life and not always a 'choice' or privilege.
More art in public spaces.
More Art on the Avenue type of events
More art, more visibility of art, more promotion of local arts and artist, more celebration of art, and a 'branding' of the city that encourages artistic/creative aspirations.
More artisan craft offerings. Also more money and space dedicated to classes and workshops.

more artists/live cultural arts scene. more street festivals.
more arts and creative activities centers for the elderly population.
More availability
More casual encounters with visual art...interactive if possible such as the 'What do you regret' blackboard on Mt Vernon Ave. Opportunities for kids in Chirilagua & West end to participate in music making, skits, temporary art installations without cost. (Example: There is a musical park in Moab, Utah that offers a wide variety of objects suspended from branches, wedged into other spaces, that can be played. The sounds are pleasant, bell tones, chimes, marimba-like logs, shaker sounds, rain stick sounds of cascading seeds etc. Very joyful & fun place to improvise.) Kids could paint with water at local pools if there were brushes available. Perhaps have a shadow box installed where people could move behind the screen and others could enjoy watching them, before taking a turn behind the screen themselves. Perhaps have an interactive event by asking people to bring a cardboard box, cardboard lids, etc. The boxes would be available over the course of the event for improvisational play. (Cardboard tubes would be problematic - think 'light saber'). But box buildings, train cars, costumes, hide & seek, obstacle courses etc. could be lots of fun. Might want to encourage people to bring sidewalk chalk to use to decorate boxes.
More classes and activities offered.
More classes. I tend to go to Arlington for a better array of classes.
more classical music
more co-working type activities and shared creative spaces for those who don't have space or equipment or need a helping hand exploring a new medium
More community built or designed art installations, whether permanent or temporary. Interactive art installations Use of public art (both visual and performance) at places such as community gardens, Betty Ford Nature Center paths, libraries, neighborhood parks
More community outreach.
More concerts in the parks in the West end. Exercise programs for the elderly, anything for the West end. Most events are in Old Town or Del Ray.
More concerts. Keep up the movies and farmers markets.
More cultural/arts events in our public spaces, like parks.

more diversity
More diversity among the art community.
More diversity at events - often the demographic creating the event is the one attending it.
More diversity reflecting different heritages, styles, etc. more music, concert venue Literary events, more galleries, museums Affordable plays
More emphasis on film-making and writing (novels, screenplays, etc)
More emphasis placed on art in the schools. More spaces for creating and viewing art, for both professionals and amateurs. Lower priced arts venues.
more events
More events for children between 10-14.
More events for families - Art galleries
More events that speak to the cultural differences of residents.
More events. Just saw Alex Film Festival last year for the first time and they said they have been around for years!! Really? What else is going on I don't know about?
More experimental forms of art, expanding the public's perception of what art is & can be. Perhaps also showcasing up-&-coming artists or established artists whose work is truly outside of the box.
More exposure to the outside world.
more family arts
More galleries. Love the variety of offerings at the Lyceum. I enjoy going to the Old Town Art Fair but the are is generally uninteresting. More high-end craft exhibits and shows. More small venue music clubs.
More gallery opportunities for amateurs
More inclusion of art of the populations that are represented in Alexandria: Honduran, El Salvadoran, Guatemalan, Peruvian, Columbian, Mexican. It's be great to have an annual event showcasing art/dances from all types of countries.
More individual artists from the metro area supported with grant projects. Less traditional style art, more thoughtful and interesting public art

more interesting, cutting edge, funky; more temporary and/or interactive art
More Latino inclusion and celebration of Latino culture in our neighborhood
more live music and neighborhood festivals and activities
more multicultural arts dances and activities
More of all you're doing! Compared to where we raised our 2 children in McLean Alex is doing a fantastic job!!
More of it. More support for the artists that are in our community. More affordable work/live space for artists
More of what is happening now. I love the painted junction boxes for example. Art should be everywhere. It affects the way people experience life, the city and each other.
More offerings at the current great rates.
More opportunities for festivals and classes
More opportunities for kids and parents to create together.
More opportunities for local non-professional artists to showcase their work, particularly for performance groups.
More opportunity for local artists to contribute their vision and art to public spaces. More 'artist's' work, not architectural concepts for public art. Peer review of public projects, beyond the over worked volunteers of the arts commission. Less traditional, safe art in public spaces. Let's get some sophistication for the 21st century. Also get the developers and city council have a fund (% of development) contribute to public art, beyond a fancy playground.
More options like the art league
more outdoor festivals

<p>More outside events when the weather is nice. Have we ever done an outside theatre? Thinking Oronoco park. Also having people come together to create art outside. Once we get the space near Old Dominion and Chadwick's as public space it would be great to do an outdoor art project along the water. Could even ask people to 'Bring your own easel' and come paint / create with fellow artists whatever the water inspires you to do. Or have a water color theme where those that don't have supplies can buy them and create on the spot. I participated in the Torpedo Factory's Paint Weekend where they had classes led by artists outside around Old Town. The ones I did on the docks by Chart House and Founders Park where the best. Also a group mural project at one of the Elementary Schools or another outdoor space. When you see other people create you are more inclined to create yourself. Think it would be great to do a similar 'Painted Pandas' or 'Horses' (Outer Banks NC) for Alexandria, but with Anchors or other nautical themed sculptures. With all the small business going out of business we are losing the charm of Old Town and out history that attracts tourists, but we have a great arts community. That will bring in more tourists and it will prompt residents to invite their friends to come visit or to get the word out.</p>
<p>More participation - especially among Millennials.</p>
<p>More programs of quality for children and teens.</p>
<p>more public art</p>
<p>More Public Art</p>
<p>More public art of all types, with accompanying promotion/education, so that the community is aware of the art and understands its role in making our city great.</p>
<p>More public art would be amazing. I'm satisfied with the offerings. Kids programs like 'art safari' are really fantastic. Maybe a children's art festival?</p>
<p>More public art, opportunities to contribute. More spaces for creative professionals.</p>
<p>More public art. Expansion of the Torpedo Factory to include the lively arts, dancing, stage, etc. Concert venues.</p>
<p>More serious art lectures, exhibits, more and better art galleries</p>
<p>More spaces and support for emerging artists so they don't have to leave Alexandria to pursue their art full time.</p>
<p>More spaces available to display art, view theater, etc... A large center for arts would be wonderful!</p>
<p>More street fairs</p>

MORE SUPPORT AND MORE MONEY The arts being treated like the draw of the economy that it is!! Encourage artists to live, work and create here! Build artists live/work places like DC!!! Make it affordable and desirable to live and create here. I am being priced out of my home because it is becoming too expensive for me to afford. A home in a community I helped create due to my art and work here. Greater support for creative spaces in more areas of the city. West end, under development areas.
More support for the Torpedo Factory Art Center artists. More support for The Art League School
More variety of galleries; schools; exhibits.
more venues for jazz and blues
more vibrant art scene overall, with more and more varied public art, more exhibit space, a city-supported theater group, gallery space open to the public for creating by anyone, not just professionals, readings, a wider variety of classes offered for all ages and skill levels.
More vibrant live music scene in Old Town Alexandria, with parking issues addressed to that venues like the Old Town Theater can be used for their original, intended purpose.
More world class art; perhaps an Alexandria art museum; college or post grad level arts education program
Need more information on what is happening.
One website to see all the offerings
Options easier to find and more available in the West End
Outreach and inclusion of African American, Latino, and immigrant artists and culture bearers.
PLAW the best
Please consider very seriously what our city has, that is the envy of many communities, that is being maligned- The TORPEDO FACTORY ART CENTER. Lets keep it a central, powerful, high quality art center!
Probably will not live in Alexandria in five years.
Programs whose cost is self sustaining
Public art in the form of gardens and parks
Public music in places that attract tourists, lunch crowds, family. art as part of every day life.

Quality juried art show. More studios available for people to view working artists creating their art
Quality rehearsal space. Citywide reservation systems for function space like other cities and counties have. Affordable studio and maker spaces.
Retired in 3 years and out of this area.
Sculptures
See more Washingtonian metro region visitors to the City of Alexandria creative scene. Also to see more tourists interested in art.
Sorry but again, I'd like to see more information available and engagement in Western Alexandria. If I go to Old Town I hear about tons of events, but where I am, I don't hear about them unless I go looking. I actually hear more about Arlington activities. There's more to Alexandria than Old Town
Strengthen the cultural infrastructure - the venues and buildings in which Alexandria's arts are offered. If the city is growing, it'll need a non-crumbling infrastructure to handle it.
Stronger (financial) support for the Public Art (visual art in public places) Program/Master Plan. Stronger support for Visual Arts organizations/locations, including the Torpedo Factory and Del Ray Artisans. Support of the remarkable Public Art space King Street Gardens Park. Grants funding to Arts organizations stabilized and growing again.
Summertime concert series
Tapping into resources outside the City govt.
That Alexandria planning, zoning, and permitting are interested in supporting arts as well, not just in commercial space but also in supporting artists in their residential spaces.
that the torpedo factory remains an artist studio space. pay attention to the three person committee who have been meeting on this.
The art festivals promoted outside of just downtown Alexandria. Give us something around Landmark Mall.
The Braddock road metro station is a pretty depressing area. That could be spruced up and injected with something artsy.
There needs to be more art classes in the West End.
There seems to be no ONE collective listing of activities/events. The event calendar on Alexandria's website seems overwhelmed by revolving happy hours in lieu of creative (and

affordable) activities
Torpedo Factory could be a broader arts center, incorporating other arts. Would love a book festival--even if a small niche--along the lines of Bethesda or Gaithersburg. Capitalize on the Arts Festival in OT--turn it into more of a destination event for the area. A place where we could offer writing classes would be great--lots of people hate driving to the Writer's Center in Bethesda, b/c of traffic, so there's an audience here. Would be cool to capitalize on the Boutique District and get some artful fashion events going.
Torpedo Factory to do away with lifetime resident artists in favor of rotating term limits for artists creating new and engaging work, while also presenting programming and events that draw diverse audiences among residents and visitors to our city.
Traffic and parking make going into Old Town difficult. Unless something is done to make parking a car near the location of the class or festival and for a longer period of time, nothing will help.
Venues for performing arts
Want to see more, and more creative public art, more live music venues, more evening hours for city run venues
Would love to see more classes in a variety of neighborhoods that have regularly scheduled arts/creative courses and/or activities for residents to participate in.