

Waterfront Commission Presentation

March 17, 2015



Arts Powerhouse



- Alexandria's biggest attraction
- Largest collection of artists studios in the United States (3 floors, 165 artists, 82 studios, 6 galleries, school & museum)
- ½ million visitors per year
- Earliest example of urban renewal, international model
- Over 200,000 pieces of art created since opening

TFAC 101

- Founded in 1974
- Became a nonprofit in 2011, added citizens to Board
- City owns bldg, artists pay rent
- Four separate organizations

Created new branding, brochures, website, programs

- Balanced budget, reconfigured staffing, completed strategic planning



Strategic Plan Overview

Mission Tagline:

Art, in person and in progress

Focus:

- Connect to the community and build standing as an indispensable asset
- Support our artists
- Enhance the reputation of the TFAC among artists, the public, and our art world peers

New Programs



- CRAVE (Creating Resources for Artistic Vision and Engagement)/ Convergence
- Community Partnerships
- Post-Grad Residency Program
- Community Open Houses

Economic Value

We place a high value on our role as an economic engine for the City

Nonprofit arts sector accounts for **\$70.7 million** annually

TFAC accounts for **23%** of this total: **\$16.2 million**

(equivalent to all the taxes from all Alexandria restaurants in FY2012)

Percentage of out-of-town visitors: **83%**

Cultural tourists are highly affluent, educated, stay longer and spend more

Highly trained “knowledge workers” demand world-class cultural amenities in their community

Cost per Visitor

(total annual visitors/total budget)

Phillips \$104

Renwick \$155

Artisphere \$12

Torpedo Factory \$2

We are essential



- We create a sense of uniqueness, identity & place
- We build community & opportunities for civic engagement
- We inspire independent thought & encourage lifelong learning
- We connect viewers to beauty, history and themselves
- Alexandria's cultural ambassadors & legacy

SUMMARY

- TFAC is a major economic engine for the City of Alexandria serving half a million visitors a year
- City can maintain TFAC as a world class art center through investment in facility upgrades
- Facility planning to begin Spring/Summer 2015

On behalf of our
board, staff and artists,

THANKS FOR YOUR SUPPORT

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