

arlington arts

A Division of Arlington Economic Development

Cultural Affairs Director's Report for the Arlington Commission for the Arts
November 14, 2018

I. Informational:

• Director

- NOVA Arts leaders (Alexandria, Fairfax, Arlington) meeting with Amy Austin, President and CEO of Theatre Washington November 16.
- Preparing project scope for a consulting practicum for GW M.B.A. students that will involve development of tool to calculate financing needs of various Arts District operational structures.
- Synetic is looking for a swing space for 2-5 years. Losing theater in Crystal City Aug 2019. Starting capital campaign.

• Facilities and Technical Services

- Staff provided technical assistance for the Dia de Los Muertes celebration at Arlington Arts Center.
- Staff is assisting Arlington Public Schools with an upcoming production of Mamma Mia at Yorktown HS.

• Arts Enterprise

- Lee Arts Center Fall Sale:
 - 21 vendors down from 23 last year
 - Attendees (shoppers) at the sale over 2 days- 430
 - Vendor sales and 20% surcharge to Lee Arts Center - higher than in past years. Waiting for actual sales data.
- Gallery 3700 reception- Nature's Grasp, November 27, 2018-6:30PM to 8:00PM
- Arts Enterprise Institute goes into APS-HB Woodlawn. Workshop - "How to Photograph Artwork for Student Portfolios"
- Arts Enterprise Institute survey to better serve artists & creatives in Arlington and the metro area.: <https://www.surveymonkey.com/r/GS5N3FBH>
 - The survey results will dictate the winter and spring workshop offerings.
- Arlington Arts Grant Program
 - Organizational and Individual Artists workshop have been going well
 - Last two workshops will be held on Saturday, November 17, 2018.

• Cultural Development

- Final Arlington Art Truck Activations for the year with appearances at Washington Lee High School and Pentagon City Mall
 - Dia De Los Muertos celebration at Arlington Arts Center featuring projections mapping of the building by Robin Bell and MasPaz, and traditional music from Mariachi Aguila. (1146 patrons)
 - Groovin on The Pike with Malian griot Cheick Hamala Diabate (145 Patrons)
- Armistice Day Celebration at Clarendon Memoria featuring the Arlingtones and former Poet Laureate Katherine Young.

- **Marketing**

- Groovin' On the Pike (CH Diabate) – ARLnow sponsored content article showcasing partnership btw. Arlington Libraries & Arlington Arts
<https://www.arlnow.com/2018/10/31/arts-focus-arlington-arts-libraries-partnership-has-patrons-dancing-in-the-stacks/>
 Arlington Art Truck @ Pentagon City Mall (Northern Va Mag. Online feature)
<https://www.northernvirginiamag.com/things-to-do/things-to-do-features/2018/10/30/arlington-art-truck-closes-season-with-abstract-history-lesson/>
- National Arts Marketing Conference (AFTA) - represented Arlington Arts at this annual gathering (11/9-12)

- **Public Art**

- PAMP Update: given last minute comments from the CMO and CPHD we have delayed sending out the public draft of the document to January 2019, beginning with the Public Art Committee. Will present to the ACA in February or March 2019, after the public comment period has ended and before going to County Board.
- Coin Collection for the Donald Lipski Western Gateway project is complete. Volunteers are counting and classifying the coins before sending them to the artist for incorporation into the base of the sculpture. Project is slated to be delivered in late spring 2019.
- Arlington Public Art has organized the annual regional convening of public art administrators who will gather in Richmond, VA this Friday, November 16. We will see and learn about inLight, the light festival sponsored by the Virginia Museum of Fine Arts and meet with a representative from VDOT to smooth the path for more public art projects in coordination with the agency statewide.

II. **Action: none**

III. **Discussion: none**