CULTIVATING A CREATIVE WORKFORCE THROUGH THE ARTS: A NACo Arts & Culture Commission Meeting

Sunday, March 4, 1:30pm – 3:00pm

#CreativeCounties
Cultivating A Creative Workforce
NACo Presentation

Suzan Jenkins, CEO
March 4, 2018
Mission
The Arts and Humanities Council of Montgomery County in partnership with the community, cultivates and supports excellence in the arts and humanities, expands access to cultural expression, and contributes to economic vitality in the region.

Vision
Our vision is to provide leadership that sustains arts and humanities organizations, artists and scholars and inspires participation in our County’s rich cultural assets.
County Appropriations 2009-2018

Fiscal Year


$2,500,000 $3,000,000 $3,500,000 $4,000,000 $4,500,000 $5,000,000 $5,500,000 $6,000,000

$3,372,700 $5,506,943
FY18 Organization Grantees by Region

Key
- Large Organizations
- Mid-size Organizations
- Small Organizations and Groups

Notes:
1 Rockville, North Bethesda, Kensington, Bethesda, Glen Echo, Chevy Chase
2 Silver Spring, Takoma Park
3 Germantown, Gaithersburg, Poolesville, Laytonsville, Montgomery Village, Damascus, Mount Airy, Clarksburg, Dickerson
4 Olney, Wheaton, Sandy Spring, Aspen Hill, Derwood, Brookeville
5 Colesville, Burtonsville, Spencerville, Ashton

Bethesda, Rockville 47%
Silver Spring 20%  
MidCounty 9%
EastCounty 4%
UpCounty 13%
FY18 Organization Grantees by Discipline

- **Music**: 34%
- **Theatre**: 20%
- **Multi-discipline**: 10%
- **Visual Arts**: 6%
- **Humanities**: 11%
- **Film, Video Media**: 4%
- **Dance**: 11%
- **Literature/Writing**: 4%
FY18 Individual Grantees by Discipline

- Visual Art: 29%
- Literature/Writing: 14%
- Film/Video: 14%
- Dance: 14%
- Humanities: 3%
- Theatre: 6%
- Music: 17%
- Multi-discipline: 3%
- Other: 6%
Workshops and Webinars
<table>
<thead>
<tr>
<th>Engage Audiences</th>
<th>Increase Efficiency</th>
<th>Acquire New Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>CultureSpotMC</td>
<td>Cooperative advertising</td>
<td>Professional development:</td>
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<td>Culture Spotlight</td>
<td>Ticket Giveaways</td>
<td>- forums</td>
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<td>Guide to Children’s Arts Activities</td>
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<td>- workshops</td>
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<td></td>
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<td>- seminars</td>
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<td>Marketing Committee</td>
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Creative Voice + Cultural Happenings

CultureSpotMC.com

Dorrance Dance
BlackRock Center for the Arts
May 14 - 15, 2016

FEATURED STORIES

KIDS CORNER
THE MAGIC OF 'ONE GOLD COIN' ('UNA MONEDA DE ORO')
BY SINE GALLEGOS-WHITE
Karnes can explore the power of giving as a part of tradition. Storytellers from adaptation of 'One Gold Coin'...

STUDIO TOUR
UP CLOSE AND PERSONAL AT SANDY SPRING
BY HANNA SCHAFFER
On any given day, an acrobat, an architect, a silversmith, and a group of potters are all working on their art. The...

COMMUNITY SPOTLIGHT
PICKING UP THE BATON
BY ELLEN WELDER

COMMUNITY SPOTLIGHT
A LEAGUE OF THEIR OWN
BY ELLEN WELDER

FEATURE STORY

CULTURAL TREASURE: TAKOMA PARK BLUESMAN PHIL WIGGINS NAMED 2017 NEA NATIONAL HERITAGE FELLOW
By Chris Stetzer

"It's my understanding that it's the highest honor. In folk and traditional arts, like being named a national treasure," Wiggins, an astoundingly accomplished master of the Piedmont blues harmonica with a decades-long career behind him, most certainly is. He is a humble man who makes songs by learning from others and calling upon memories of stories he was told as a child, but he is also a savvy entertainer, a civil rights and arts activist, and a blues powerhouse who blended a distinctly G.C. sound with the folk traditions of Alabama and the ascending fingerpicking techniques of Piedmont blues. His contributions to the traditional arts heritage here in the United States look back—and forward—over a timeline steeped in historic relevance.

Continue Reading
Cooperative Ads saved MarketPower Subscribers over $65,000 in FY17

- Bethesda Magazine
- Washington Post
- 132 Total ads
- $65,735 in subscriber savings
Professional Development Series

- **Making Content Marketing Easy, Effective, and Fun** - with Jon-Mikel Bailey, President of WoodStreet inc.

- **Increasing marketing efficiency and impact utilizing project management software** - NAMP Workshop with Sarah Pressler Randal

- **The Experience Economy: Engaging Your Audience When They’re Not in Their Seats** - with Jennifer Buzzell and Third Eye Cultural Collaborative

- **Building Ambassadors, Engaging Mavins, and Creating Expectations** - Webinar with Shoshana Danoff Fanizza
Raising over $345,000 since 2013

- 82 projects
- $50 median gift
- 1,477 donors
- $127,911 matching
- $345,584
Montgomery County Nonprofit Arts & Culture Industry

- Fulltime Jobs Supported
- Local & State Government Revenue Generated

- $183,216,256
- 3,807
- $14,989,000
Montgomery County Public Art Trust
Goals | Public Art Roadmap

- Identify best artists and most creative ways to incorporate public art
- Ensure a variety of public art types, opportunities and locations
- Promote responsiveness to community needs and interests
- Align missions for public art and County agencies
Key Findings

- The County’s public art approach, once a national leader, is lagging in terms of practices and the types of projects that it is producing.

- The County’s public art collection is not widely understood or appreciated.

- The County’s “public art ecology” is not strongly developed or networked.

- The County’s legislative goal for public art funding is a fraction of what peer municipalities provide, and the County funds public art at only about 30% of that level.
1. Re-build the public case for public art.
2. Work more proactively, and selectively, in seeking and shaping project opportunities.
3. Strengthen linkages between public art, planning and development.
4. Strengthen the County’s “public art ecology”.

Key Recommendations
New Artistic Focus:

- Placemaking
- Infrastructure
- Temporary
- Environmental
- Social Practice
- Science/Tech
Conservation & Care of County's Public Art Collection
Conservation of 5 artworks

Maintenance & Cleaning of 4 artworks

7 Condition Assessments
Providing leadership that sustains arts and humanities organizations, artists and scholars and inspires participation in our County’s rich cultural assets
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Tom Simplot, National Endowment for the Arts

No PowerPoint; for his remarks, please see the recording.

#CreativeCounties
CREATIVE PLACEMAKING TOOLKIT FOR COUNTIES
OVERVIEW
As public funding becomes increasingly strained, counties must search for and employ new strategies to improve their communities and local economies. NACo, in partnership with Americares for the Arts and with support from the National Endowment for the Arts, has launched the Creative Counties Reimagination Initiative to support counties as they work to identify and strengthen ways to integrate arts into solutions to local challenges.

THE CHALLENGE
In Fall 2017, the Creative Counties Reimagination Challenge invited counties with populations of less than 250,000 to form multidisciplinary teams to apply to attend a workshop and receive technical assistance on their creative placemaking efforts.

- The Application
- The Teams
- The Workshop

WEBINAR AND CONFERENCE SESSION RECORDINGS
NACo’s web-based learning opportunities provide elected and appointed county officials the opportunity to learn from their peers and industry thought leaders on best practices in county government.

- Webinars
- Conference Sessions

CASE STUDIES
Coming soon!

ADDITIONAL RESOURCES