

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.

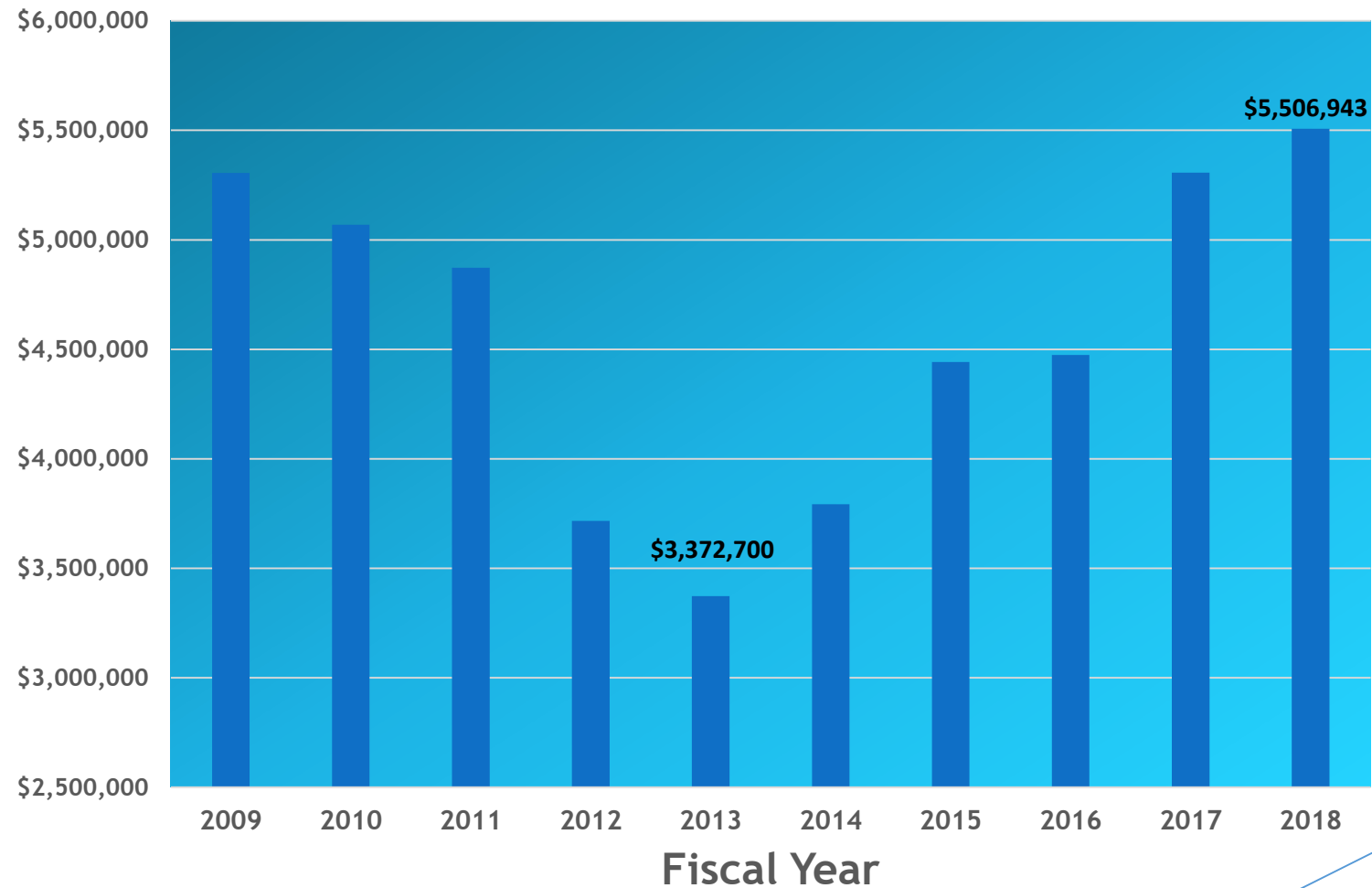
Vision

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.

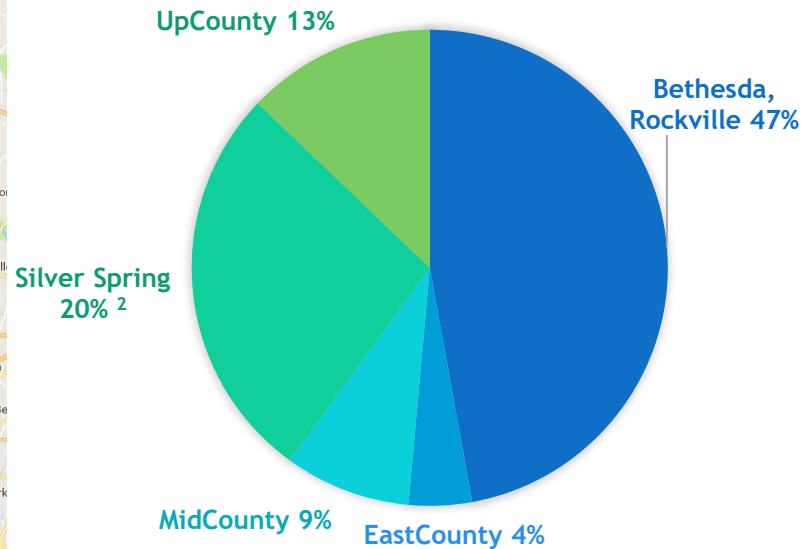
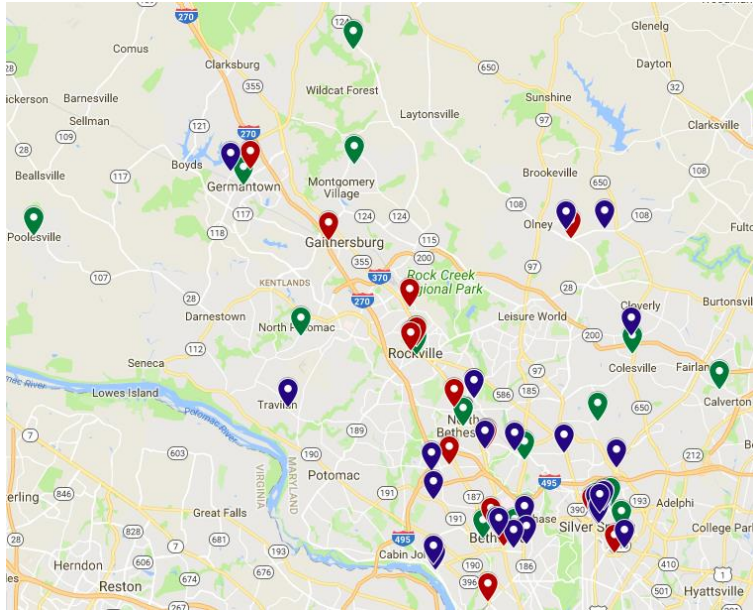
Grants






County Appropriations 2009-2018



FY18 Organization Grantees by Region



Key

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

Notes:

¹Rockville, North Bethesda, Kensington, Bethesda, Glen Echo, Chevy Chase

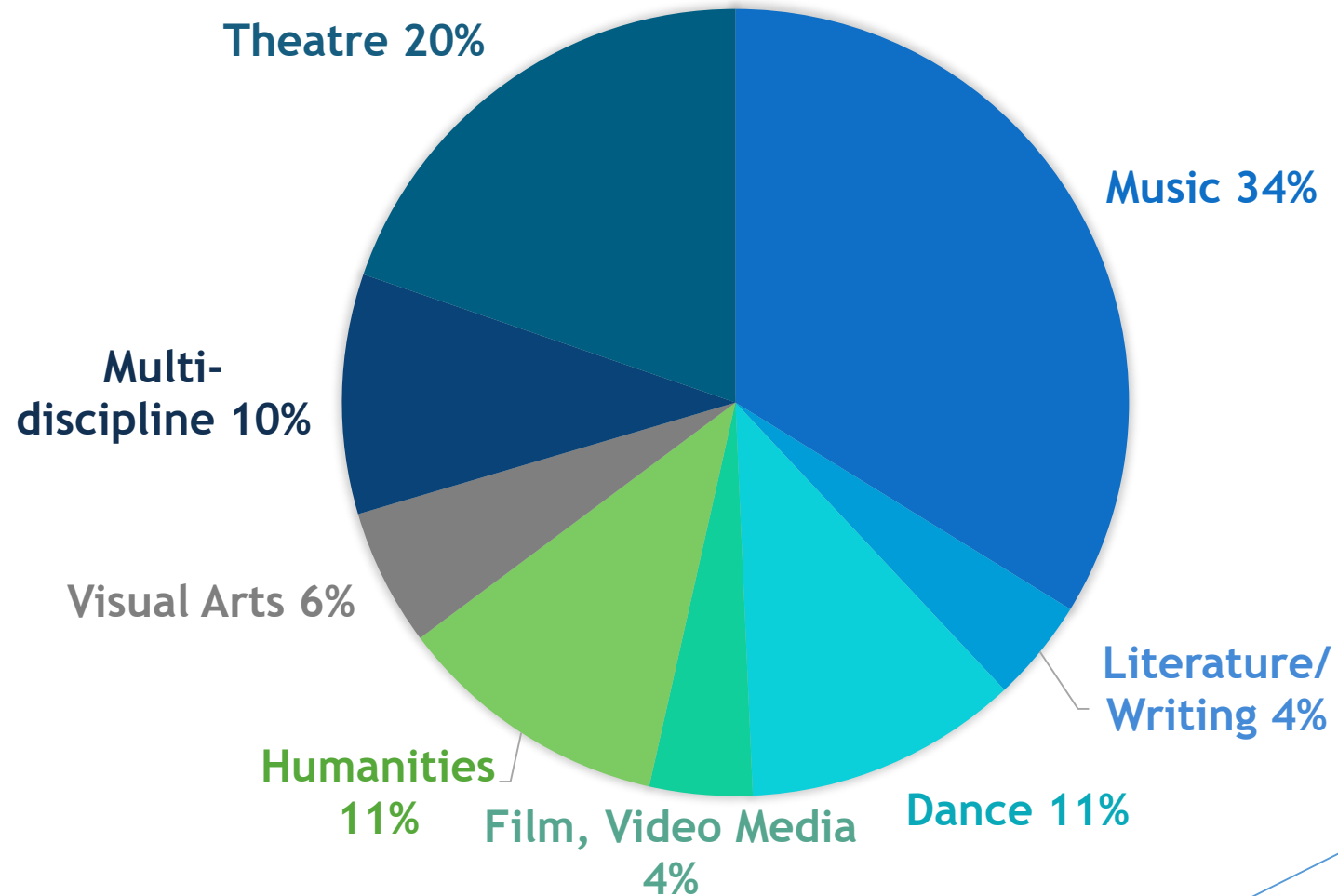
²Silver Spring, Takoma Park

³Germantown, Gaithersburg, Poolesville, Laytonsville, Montgomery Village, Damascus, Mount Airy, Clarksburg, Dickerson

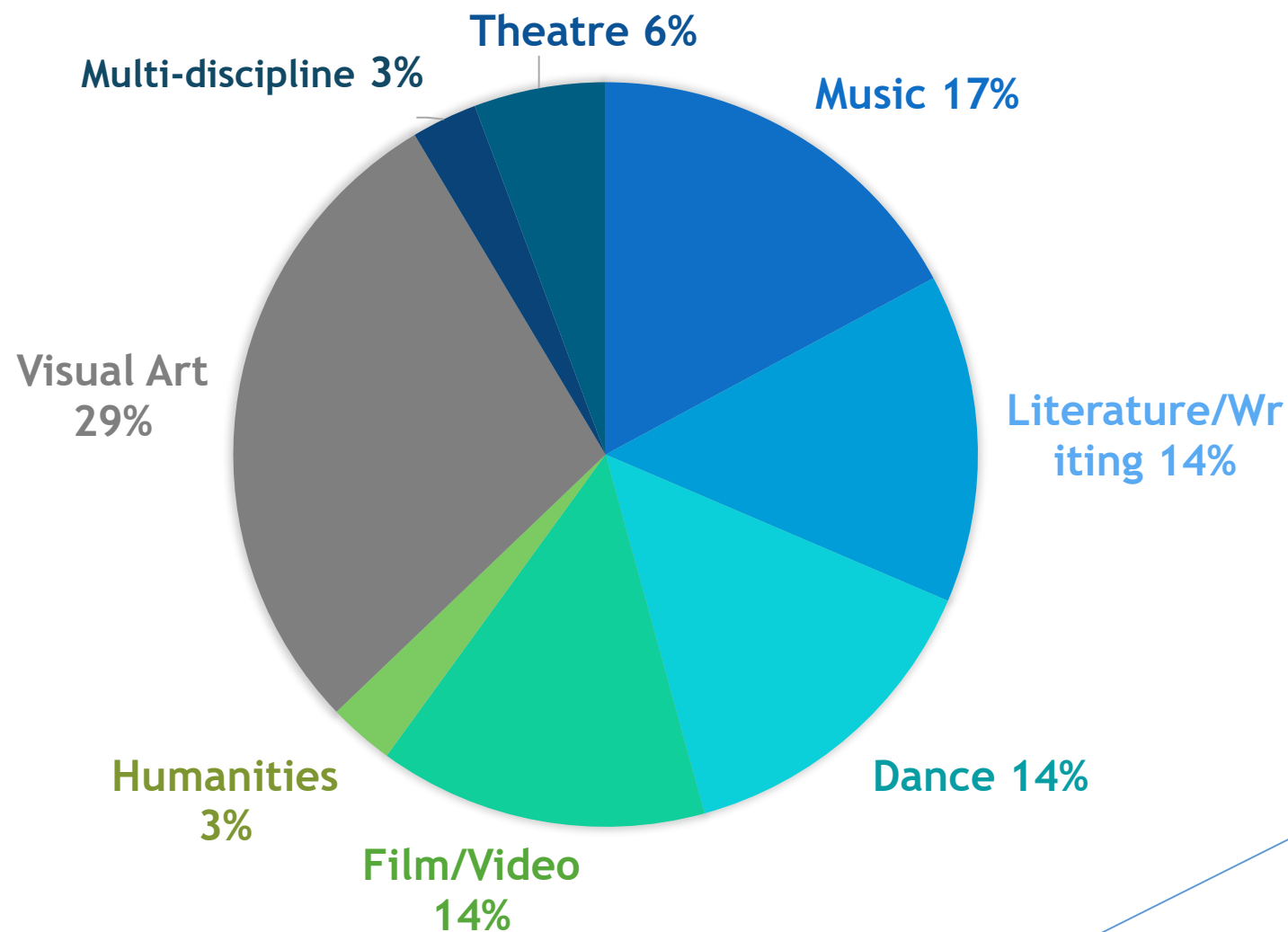
⁴Olney, Wheaton, Sandy Spring, Aspen Hill, Derwood, Brookeville

⁵Colesville, Burtonsville, Spencerville, Ashton

FY18 Organization Grantees by Discipline



FY18 Individual Grantees by Discipline



Workshops and Webinars



Con

Constituent Services

MarketPower

CultureSpotMC.com

Power2give.org

Advocacy



marketPOWER

Engage Audiences

- CultureSpotMC
- Culture Spotlight
- Guide to Children's Arts Activities

Increase Efficiency

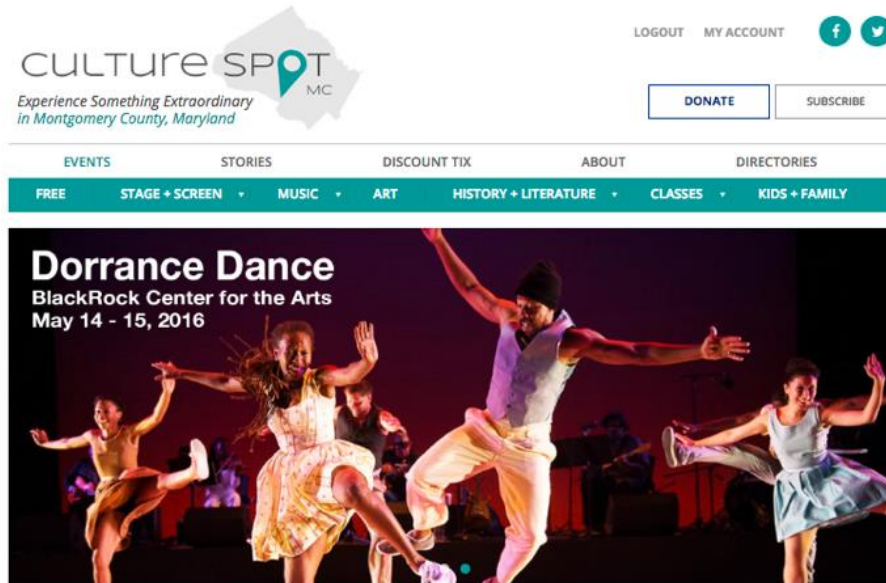
- Cooperative advertising
- Ticket Giveaways

Acquire New Skills

- Professional development:
 - forums
 - workshops
 - seminars
- Marketing Committee

Creative Voice + Cultural Happenings

CultureSpotMC.com



FEATURED STORIES



KIDS CORNER THE MAGIC OF 'ONE GOLD COIN' ('UNA MONEDA DE ORO')

BY GINA GALLUCCI-WHITE
Families can explore the power of giving as a part of InterAct Story Theatre's fresh adaptation of "One Gold Coin-Una ...



STUDIO TOUR UP CLOSE AND PERSONAL AT SANDY SPRING

BY KAREN SCHAFFER
On any given day, an enamellist, a quilter, an architect, a silversmith and a band of potters are abuzz working on their art. The ...



COMMUNITY SPOTLIGHT PICKING UP THE BATON

BY ELLYN WEXLER



ON THE AIR AND WHAT A TIME IT WAS

BY ELLYN WEXLER



COMMUNITY SPOTLIGHT A LEAGUE OF THEIR OWN

BY ELLYN WEXLER

Culture Spotlight



FEATURE STORY



Photo Credit: Edwin Remsburg Photographs

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

By Chris Slattery

"It's my understanding that it's the highest honor in folk and traditional arts, like being named a national treasure." Which Wiggins, an astonishingly 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 D.C. sound with the folk traditions of Alabama and the exacting 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](#)

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Special Advertising Section

culture watch

Ballet for Ages 2 and Up!

Maryland Youth Ballet
School Year 2016-2017

One of the finest schools of classical ballet in the region. MYB prepares young dancers for a professional career in dance. Beginning at the pre-ballet level and continuing through our Professional Division with emphasis on love of dance, personal enrichment, and pre-professional achievement. Offering Early Dance classes for children ages 2-5 (8-wk sessions), Academy classes for youth ages 5-20 (Sep.-Jun.), separate program for boys and young men, and a new Contemporary Dance Division. Classes are filling quickly-enroll today. Located in downtown Silver Spring, metro accessible. MARYLANDYOUTHBALLET.ORG OR 301-608-2232



Learn a New Instrument This Fall!

Levine Music
Classes Start Sep. 6

Levine Music offers outstanding music instruction and programs to students of all ages, interests, and skill levels at five campuses in the DC area. Come explore our year round classes and programs in classical music, jazz, rock, musical theatre, folk, and so much more! Join us this fall as we expand our presence in Montgomery County, opening a brand new campus located in the Silver Spring Library! LEVINEMUSIC.ORG OR 301-897-5100



MUSIC CLASSES
FOR ALL AGES

The Lessans Family Annual Book Festival

Bender JCC of Greater Washington
Nov. 3-13, 2016

Our annual festival returns with an astounding array of authors and programs exploring storytelling through words, music and images. Among this year's innovative programs, you'll find a nonpartisan Election Day talk, an adult coloring workshop, spoken word storytelling performances, a community wide read, and an art exhibit connecting storytelling and visual arts. Join us to engage with those telling their stories and be inspired to connect with your own. JCCGW.ORG/BOOKFESTIVAL OR 301-348-3778



A VARIETY OF
AUTHORS AND
PROGRAMS

Knuffle Bunny: A Cautionary Musical

Adventure Theatre MTC
Based on the book by
Mo Willems

Directed by Nick Olcott
Recommended for all ages
Sep. 23-Oct. 23, 2016

Trixie and her father bustle through the streets of New York City down the block, across the park, past the school, to the Laundromat. But returning home, Knuffle Bunny is gone, and Trixie can't tell her father what's wrong. ADVENTURETHEATRE-MTC.ORG OR 301-634-2270



► Bethesda Magazine

► Washington Post

► 132 Total ads

► \$65,735 in
subscriber savings

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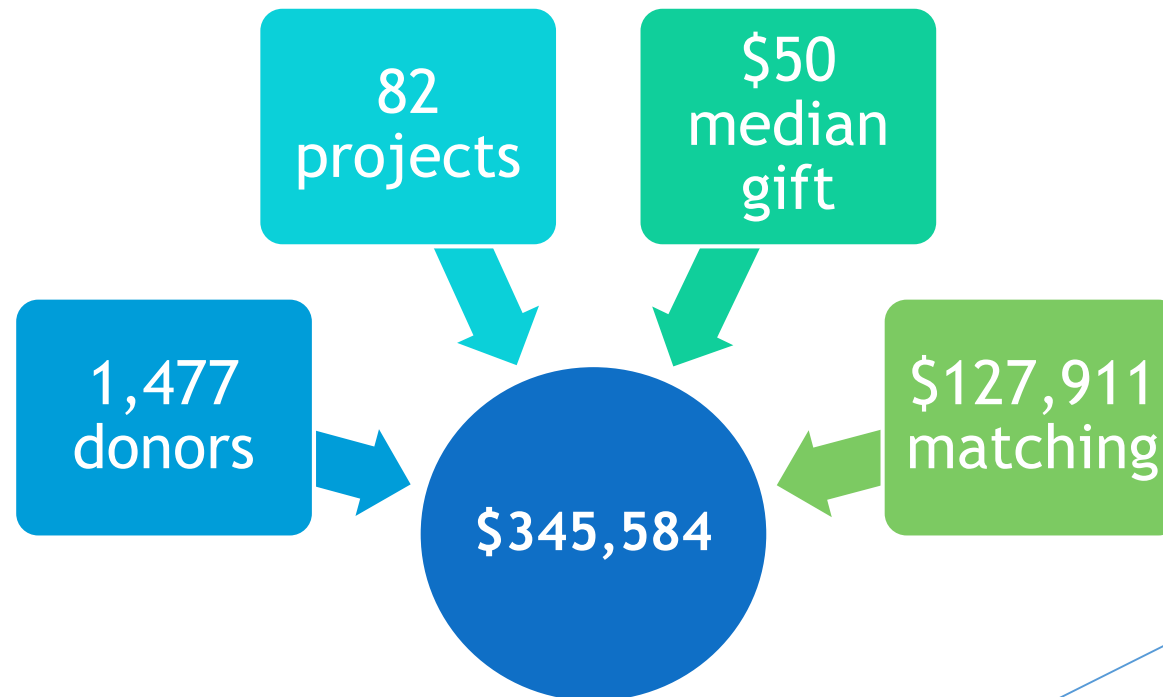
Professional Development Series

- ▶ **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





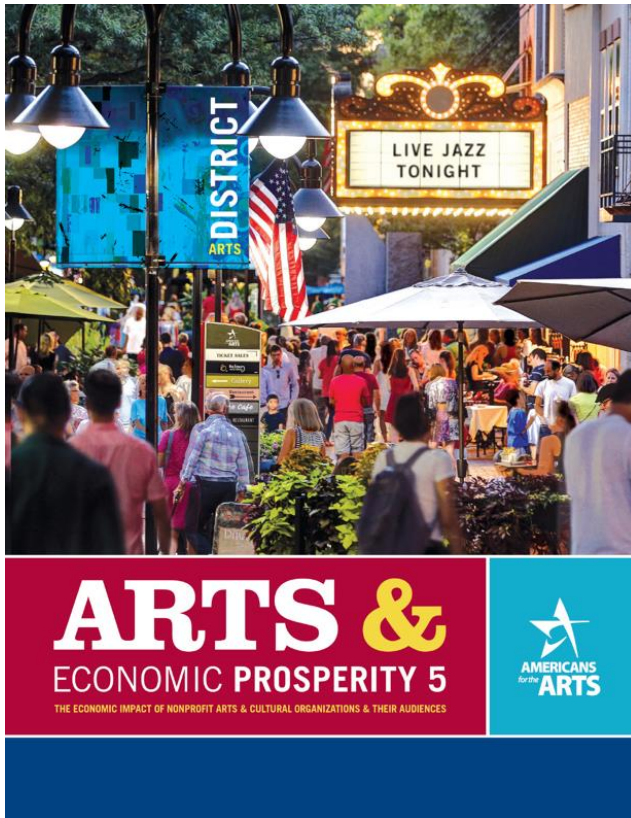
Raising over **\$345,000** since 2013





Arts&Economic Prosperity[®]5

A Project of **Americans for the Arts**



\$183,216,256

- Montgomery County Nonprofit Arts & Culture Industry

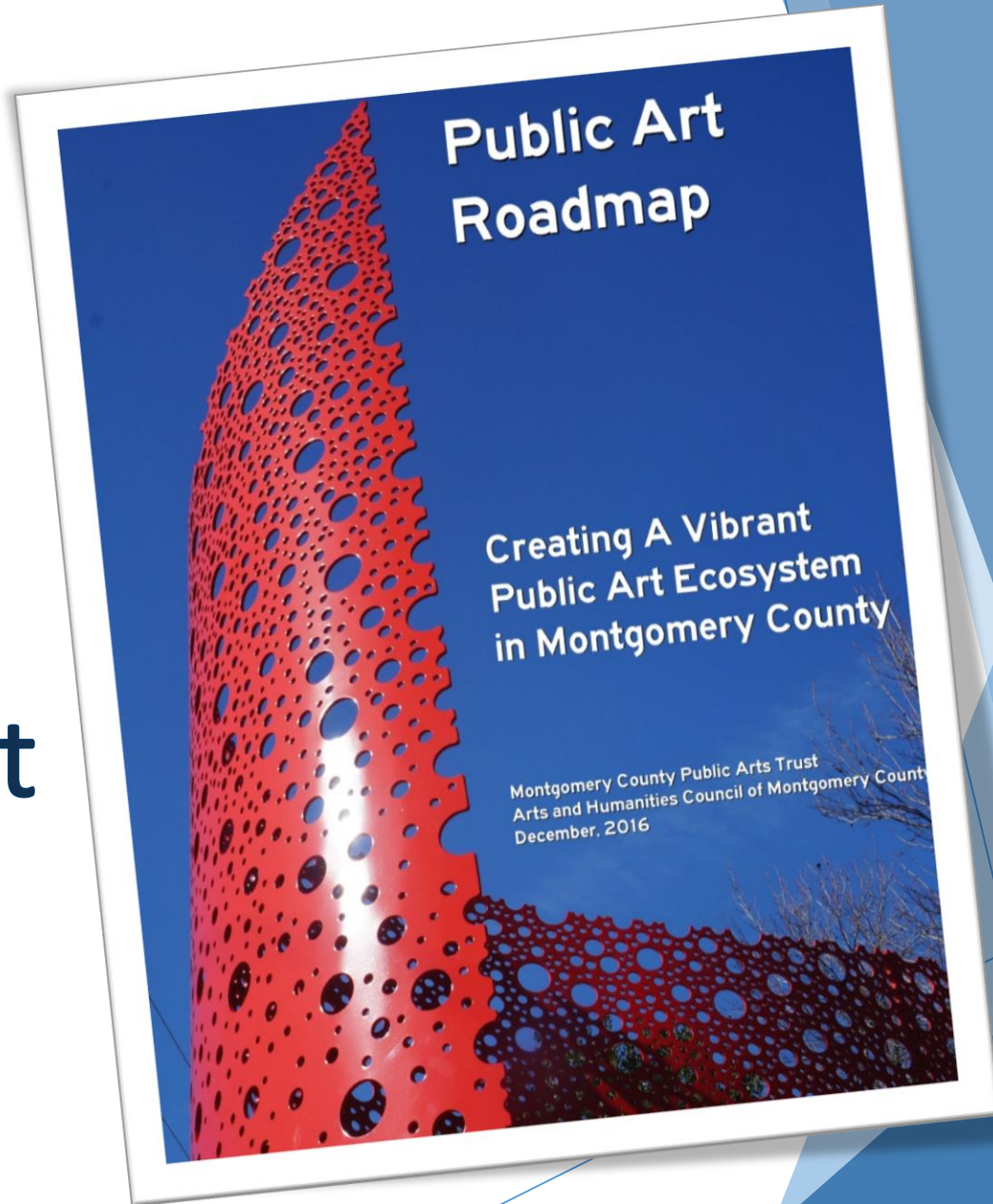
3,807

- Fulltime Jobs Supported

\$14,989,000

- Local & State Government Revenue Generated

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.

Key Recommendations

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".



New Artistic Focus:

Placemaking



Infrastructure



Temporary



Environmental



Social Practice



Science/Tech



Conservation & Care of County's Public Art Collection



FY 17
Public
Art
Trust
Projects

Conservation of 5 artworks

Maintenance & Cleaning of 4 artworks

7 Condition Assessments



Questions? Thank you!



Providing leadership that sustains arts
and humanities organizations, artists
and scholars and inspires participation
in our County's rich cultural assets

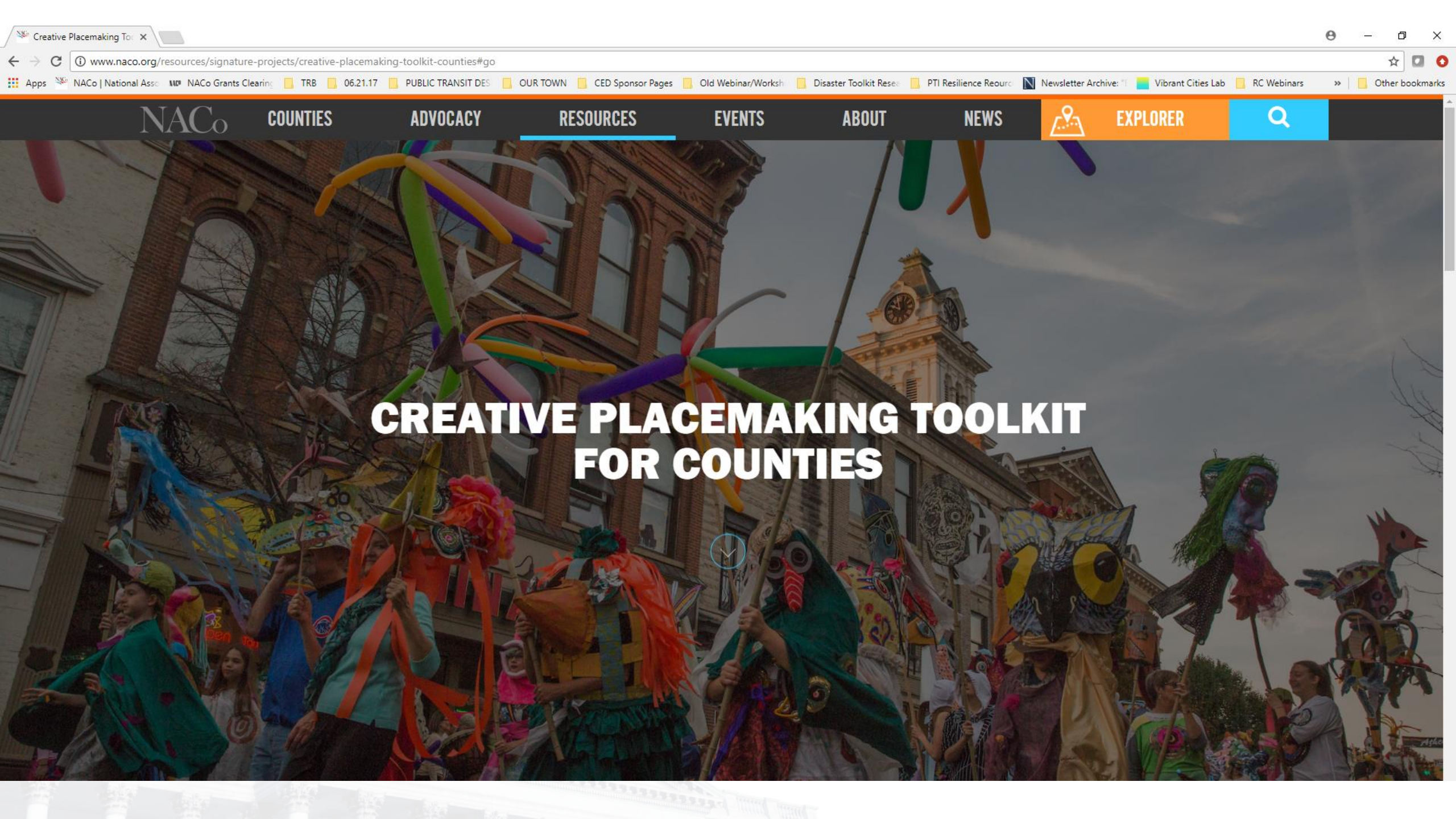
CULTIVATING A CREATIVE WORKFORCE THROUGH THE ARTS:

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Tom Simplot, National Endowment for the Arts

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

#CreativeCounties



NACo

COUNTIES

ADVOCACY

RESOURCES

EVENTS

ABOUT

NEWS



EXPLORER



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 Americans for the Arts and with support from the National Endowment for the Arts, has launched the Creative Counties Placemaking 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 Placemaking 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