

Cultural Affairs Director's Report for the Arlington Commission for the Arts November 15, 2017

- Programming
 - Nov 1 - Moving Words Student Winners: Reading by 10 of 17 winners and runners up at Central Library. Partnership with APL and DPR, officiated by Poet Laureate Katherine Young.
 - Nov 3 – First Friday Groovin on The Pike: After hours concert at Columbia Pike Branch Library featuring vocalist Caz Gardiner. Partnership with APL and CPRO. Attendance 140
 - Nov 3/4 - Day of The Dead at AAC: Outdoor projections by artists Robin Bell & Edgar Reyes. Music by Los Gaiteros De Sanguashington. Attendance 750
 - Nov 5 – Valley Fest: Outdoor Street Festival sponsored by New District Brewery. Sound and technical support via CAD staff. Additional program support for musicians Carly & Sol and appearance by 3700 muralist Ham Smith. Attendance estimate pending
 - Nov 17/18/19 - NOVA by Shannon Collis: Full dome projection at David M. Brown Planetarium.
 - Dec 1 - First Friday's Groovin on The Pike: After hours concert at Columbia Pike Branch Library featuring Tongue & Cheek Band
 - Dec 2 - How To Video Festival: Screening at Central Library
 - Dec 2 – Winter Wonderland: Outdoor holiday program at Penrose Square. In partnership with BM Smith and CPRO, Programming support for live music and crafts.
 - Dec 9 - Grump Holiday Market: Craft fair In Crystal City Underground. Partnership with Crystal City BID.
- Facilities updates
 - Received "Survey Results from Arlington Arts Groups Obstacles with Performing in Theaters Located in Schools" created by Embracing Arlington Arts. Arts groups surveyed not identified. Nothing substantial, except an HVAC incident in summer, was identified and it has been shared with APS. The remedy will be to ensure that groups are equipped with emergency HVAC phone number.
- Public Art
 - Meeting Bowls left after three months in Arlington for a one month display as part of Miami Basel art fair in the Miami design district.
 - *You are the I in C_vic* this week moved to Central Library for a long term display.
 - Nov 28 – 6-8 PM artist talk and reception for Frank Day (five photos moved from Rosslyn Spectrum lobby to meeting rooms on lobby level of CHP) and Anne Rowland (current Art on the ART Bus artist)
- Art Enterprise

- The Arts Lab launches on November 18, 2017. Theatre on the Run FY 2017 Spotlight Grant recipient Tomas Guevara, will present a screening of his documentary, “Why Arlington?” Information on the event can be found at CultureCapital and Eventbrite.
- Arlington Weaves, Etc. exhibit at Gallery 3700 until December 9, 2017.
- The next The Arts Meet! meet-up event is Monday, December 4, 5:30-7:30pm at Gallery Underground. TAM partnered with Arlington Artists Alliance for the event and Katie Cristol has been invited to attend. AAA also secured a sponsorship from Crystal City BID for the reception we are having during the meetup.
- Artist Resource Web Page on arlingtonarts.org set to launch in Spring, 2018.
- Lee Arts Center Sale-November 11 & 12, 2017. Very successful. \$15,576 in total sales. 23 artists participated, about 375 audience show up over the course of the weekend and total sales were over \$15,000.
- Art Truck
 - Board Report for the December 16, County Board meeting has been submitted to accept and appropriate NEA grant of \$25,000.
- Marketing
 - Writing articles for 'Art Focus' sponsored content in ARLnow (latest posted 11/15)
 - Ongoing management of targeted Facebook Ad campaigns for multiple programs (example: 2nd successful Groovin' On the Pike concert (Caz Gardiner on 11/3); FB ads more than doubled RSVP's for 'NOVA' projection over Veterans Day Weekend; continuing to climb).
 - Negotiating live-feed work-around between DTS & CultureCapital.com for on-going website update (collaborating with Zenia, who is spearheading the re-do).
 - Coordinating design & production of updated Winter (Jan-Apr, '18) rack card collateral.

NEW QUARTERLY REPORTING FOR CMO

	Q1	Q2	Q3	Q4	Total
CAD					
No. Events	39				39
No. Artists	151				151
Artists Fees Paid	\$65,880.00				\$65,880.00
Audience	13591				13591
Instagram Followers	401				401
Facebook Fans	2369				2369
Facebook 28 Days Total Impressions	51105				51105
Twitter Followers	7198				7198