

arlington arts

A Division of Arlington Economic Development

Cultural Affairs Director's Report for the Arlington Commission for the Arts
October 26, 2016

Director

- Arranged tour of Scenic Studio, CostumeLab, and 3700 S. 4MR with GMU faculty from Film and Video Studies (FAVS). Looking to expand into Arlington.
- Attended GIA conference in Saint Paul. Takeaways:
 - We need to carefully consider the data we are gathering from grantees – identify new impact-oriented questions to ask, rather than quantitative questions.
 - Technical assistance in program evaluation may be a good workshop.
 - CAD will begin using logic models for evaluation with the Arts Truck.
 - New and emerging models for connecting artists with capital: Springboard for the Arts, Surdna Foundation, Helicon Collaborative.
- Artspace will be doing feasibility study in Arlington January 9-11.
- Lee Highway Alliance Arts Day symposium: M Isabelle-Stark, J Stoltzfus, S Soroko, E Carriger, J Lynch and S Munoz presented “Economic Development through a Creative Placemaking Lens”

Art Enterprise

- AEP5 update: 798 Audience-Intercept Surveys have been collected. 70 Organizational Surveys have been completed.
- Lee Arts Center will host its Annual Show and Sale on November 12 (10am – 4pm) & November 13 (12 – 4pm)
- CostumeLab’s “Interactive Fashion History Lecture” will be hosted at Lee Senior Center On November 21st and previously at Walter Reed Senior Center on August 4th.
- Sit ‘N Stitch with the CostumeLab and Lee Arts Center members to share knowledge and love of fiber arts.
- BizArt Networking Event at New District Brewery. Partnership with Arlington Arts and BizLaunch. Live-Streamed on arlingtonarts and Bizlaunch Face Book pages. 75+ attendees.
- BizLaunch/Arlington Arts collaborating on BizLaunch sponsored workshops for small businesses and Supported Arts Groups/Artists.
 - Workshops:

- Tweet Up
- Starting a Business 101
- Intellectual Properties
- B-Corporations

Facilities

- Latitude – \$500K fit-out required. CM has agreed to \$100K. Penrose working with GMU on finalizing.
- Spectrum Theater – Lease expires July 31, 2017. Lease extension terms with Vornado being evaluated.
- 3700 S. 4MR is now ADA compliant (except for lift for control booth).
- Estimates are being developed for cosmetic improvements to 3700, including exterior and interior paint, a mural, and upgrades to flooring (sprung floors for dance).
- LED upgrades complete in TJ and Gunston II, upgrading Gunston I with additional LED purchase.

Public Art

- Ribbon-cutting for Vivian Beer sculpture “Dressed Up and Pinned” at Hyatt Place on October 13 was well attended. Delegate Sullivan and County Board member Jay Fissette were present as well as former Board member Mary Hynes.
- Elizabeth Carriger won a raffle prize at the opening - a weekend at the Hyatt Place, which she cannot accept. The Hyatt has graciously allowed us to apply the weekend towards the expenses of a visiting artist in the future.
- Put the “I” into C_vic by Linda Hesh had a great opening on October 15. 75+photos with artist

Cultural Development/Programming

- Brandon Morse: Full Dome Projection “In This Convex Hull” at David M. Brown Planetarium had 280 visitors over Oct 14-16 weekend.
- Two films shown at Spectrum in collaboration with Spanish Embassy and Washington West Film Festival had low turnouts – won’t repeat.
- Global-Phonic series had strong turnout for Femina (Argentina) on Oct 1. 200+ audience.