

# Loudoun Arts Council

Presentation to the Board of Supervisors

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Franklin Park Arts Center

## Q: What is an Arts Council?

A: An Agency that fosters the health and growth of arts and culture within a defined service area.

All disciplines of the arts are included: Music, Dance, Literature, Theater, and Visual Arts

## What does an Arts Council Do?

- ▶ Connects artist organizations with the general public through communications (calendars, newsletters, etc)
- ▶ Supports artists & organizations by providing training and professional development opportunities
- ▶ Supports both the creation of art and the presentation of programs by grant making
- ▶ Supports arts in educational settings

## Three Arts Councils

- ▶ Arts Council of the Valley
- ▶ Arts Council of Fairfax County
- ▶ Loudoun Arts Council

## Arts Council of the Valley

### Mission Statement

To promote the creation of the arts, support and deliver cultural programs and events, collaborate with other art-related organizations, develop and encourage opportunities for arts education, act as a liaison between artists and audiences, and advocate for greater resources for the arts.

- ▶ Incorporated in 2000

## Arts Council of the Valley

- ▶ Harrisonburg & Rockingham County
- ▶ Population served: 132,000
- ▶ Arts Council Budget: \$349,000
- ▶ Local Government support \$133,000  
( about \$1.00 per capita - includes funds from the city, county and a grant from the Harrisonburg Redevelopment and Housing Authority)

(2008 budget information from IRS 990)

## Arts Council of the Valley

- ▶ Expenditures (selected, not total)
  - Salaries (3 full time, 2 part time): \$113,400
  - Marketing (of programs): \$23,500
  - Grants: \$35,500
  - Programs: \$68,670
  - Utilities/office: \$108,720

(Housed in The Smith House Art Gallery, rent free for the Arts Council)

## Arts Council of the Valley Major Programs

- ▶ Produce and manage visual, performing, and literary arts for two cultural venues: The Smith House (art gallery) and Court Square Theater
- ▶ Redistribute grant funds to ensure wide breadth of arts activities and art education
- ▶ Foster emerging cultural institutions as an umbrella organization
- ▶ Provide services to artists and arts organizations
- ▶ Encourage revitalization through arts programming within the downtown Arts and Cultural district

## Arts Council of Fairfax County

### Mission Statement

The Arts Council is the recognized voice of the arts in Fairfax County, dedicated to fostering a dynamic and diverse local arts presence and participation. We ensure that artists and the arts thrive by providing vision, leadership, advocacy, funding, education and capacity building.

- ▶ 1964 - Incorporated, with non-profit IRS status as 501 (c) (3) with support and encouragement of BOS.
- ▶ 1980 - Designated by the Board of Supervisors as the coordinating body to review all requests for funding from various arts organizations throughout the county.

## Arts Council of Fairfax County

- ▶ County of Fairfax
- ▶ Population Served: 1,000,000
- ▶ Annual Budget: \$1,490,750
- ▶ Fairfax County support: 62% : \$925,000
  - (About \$0.925 per capita.
  - Includes \$500,000 in funds that are re-granted to arts organizations)

(2008 budget information from IRS 990)

## Arts Council of Fairfax County

- ▶ Expenditures (selected, not total)
  - Salaries \$420,833 (Exec. Director + 5 FT and 4 PT staff)
  - Grants given \$599,000
  - Program expenses \$284,000
  - Rent/office/other \$140,620

(Housed in a county owned building in Annandale Community Park with many other arts non-profit organizations)

## Arts Council of Fairfax County Major Programs

- ▶ Re-granting program
- ▶ Creative Arts Program (CAPS) catalog of juried performing, visual and literary artists
- ▶ Extensive website with local arts news, event calendar, job and grant opportunities
- ▶ Annual International Children's Festival at Wolftrap

## Loudoun Arts Council

### Mission Statement

The Loudoun Arts Council supports and nurtures artists and arts and cultural organizations throughout Loudoun county by increasing recognition and support for their work; and promotes the value of the arts and culture to a thriving and dynamic community.

- ▶ Incorporated in 1987 as a 501 (c)(3) non-for profit

## Loudoun Arts Council

- ▶ Loudoun County
- ▶ Population Served 300,000
- ▶ Annual budget \$38,000
- ▶ Loudoun County Support \$6,125
  - (About \$0.02 per capita.
  - Does not include any re-granting funds)

From 2009 budget actuals

## Loudoun Arts Council

- ▶ Expenditures (selected, not total)
  - Payroll \$11,000 (1 part time office administrator)
  - Grants given \$5,000 (funds from private donation)
  - Program expenses \$9,000
  - Rent/office \$9,250

(Housed in rented office space in downtown Leesburg)

## Strategic Planning

- ▶ Fall 2009 Board Retreat and Planning Session
- ▶ Planning session led by Mary Ann De Barbieri (national expert in non-profit management and development)
- ▶ Strategic Plan adopted by the Loudoun Arts Council (LAC) Board of Directors February 16, 2010

## LAC Guiding Principles

- ▶ We believe in the power of the arts to build community.
- ▶ We value creative, innovative solutions to the needs and challenges of the arts and cultural community.
- ▶ We value networking, collaborations, and partnerships.
- ▶ We believe that arts and culture can bridge the gap among diverse segments of the community.
- ▶ We believe we have the responsibility to be a relevant, accountable and effective steward of the arts and cultural community in the County.

## Strategic Direction for 2010

- ▶ Develop strategic partnerships and collaborations in our arts and cultural community, thereby expanding awareness of the LAC and expanding our engagement in the broader community.
- ▶ Engage with County leaders to increase recognition and support for the arts and cultural community.
- ▶ Improve the LAC's infrastructure and operations, building its capacity to support its work.

## Organizational Goals

1. Expand visibility of both the LAC and the arts in Loudoun County.
2. Build and sustain diverse funding to support our mission.
3. Ensure staffing to support our mission.
4. Develop the appropriate organizational infrastructure to operate efficiently and effectively.

## Goal 1 – Expand visibility

- ▶ Current efforts
  - Website: [www.LoudounArts.org](http://www.LoudounArts.org)
  - Happenings e-newsletter – expanded from 1,100 to almost 2,000 recipients since January 1, 2010
  - Collaboration with the Loudoun Symphony in the 2010 Loudoun's Got Talent competition for high school musicians
  - Pilot project assisting Loudoun Symphony with social media marketing (Facebook, LAC Blog and Twitter) for May 15 fundraiser and concert.
  - Chamber of Commerce membership to connect with business community
  - Update LAC brochure, keep website relevant and fresh, increase traffic to our site
- ▶ Working on
  - Assess needs and goals of arts organizations to discover how the LAC can best be of service to the arts community

## Goal 2 – Diverse Funding Sources

- ▶ Current efforts
  - Increasing our number of members and the amount of membership contributions
  - Strengthening grant applications by seeking feedback and following recommendations of grantors.
  - Seeking Board of Directors members who are committed to helping us build the organization and the support of the arts in the county.

## Goal 3 – Staffing to support our Mission

- ▶ Current efforts
  - Funding to support one full time Arts Administrator
  - Continuing fundraising efforts to break even in 2010 with our full time administrator.
  - Moving toward adding fundraising and personal contribution requirements for Board of Director membership
- ▶ Working on
  - Strengthening our Board of Directors
  - Developing our fundraising and operating budget to support an Executive Director and one full time staff
  - Evaluating current organizational structure and bylaws

## Goal 4 – Appropriate infrastructure and programs

- ▶ Current efforts
  - In 2010 instituted an annual budget, with monthly budget vs. actual analysis to guide decision making.
  - In 2010 instituted financial controls
- ▶ Working on
  - Researching other arts councils to learn which best practices and organizational structure may work for us.
  - Developing a multi-year budget and plan

## Upcoming Activities

- ▶ Lead Loudoun County's participation in the Arts and Economic Prosperity IV study (conducted by the Americans for the Arts every 5 years). This study will give us data on the impact of the arts in our county.
- ▶ Loudoun Arts Forum – Sat., October 2, 2010, at George Washington University – Sterling Campus. This year's topics: Planning the Future of the Arts & Developing A Master Plan for the Arts in Loudoun.
- ▶ Fall and Spring, dates TBA – Professional Development Series: Seminars for individual artists and organizations for developing business skills.

## Our Vision

- ▶ The LAC creates a environment of support and provides resources that make Loudoun County an ideal location for artists and arts organizations to thrive.
- ▶ The LAC, County Government, Towns, Businesses, Arts and Culture communities, and Schools, all support each other, work together, and make Loudoun a place where all the arts thrive.

## How Can You Help?

- ▶ Open a dialogue with us about the arts in Loudoun County
- ▶ Name a County staff person as the liaison with the LAC to facilitate communication and collaboration
- ▶ Suggest constituents (business leaders, arts supporters) who may be interested in joining our Board of Directors.