

arlington arts

A Division of Arlington Economic Development

Cultural Affairs Director's Report for the Arlington Commission for the Arts
January 27, 2021

I. Informational:

• Director

- Reminder: American for the Arts is conducting an **Economic Impact of Coronavirus on the Arts and Culture Sector** (ongoing). Using this tool, you can view national aggregated data or can filter the information by either ZIP Code or State to see localized impacts. You can drill down to see Arlington impact. This is the data I am using to report on Arlington Arts impacts.
<https://www.americansforthearts.org/by-topic/disaster-preparedness/the-economic-impact-of-coronavirus-on-the-arts-and-culture-sector>

• Community Arts and Events

- **GRANTS:** Intent to Apply has closed. We have 21 organizations and 13 individual artists. Applications are due on 2.22.21. We are working on the additional panelists over the next 10 days. I am working on instructions on scoring that I will share with Anne and the committee.
- Bowen McCauley is closing after their season in May. They hit an impressive 25 years and are closing because of retirement, not Covid.
- Some of Avant Bard's former artists are moving forward to try to keep the organization rolling and have filled out the Intent to Apply as well requested information about performing at Lubber Run.

• Arts Enterprise

- Arts Enterprise Institute (AEI) 1st workshop of the spring semester was a success. The Business Skills for Artists workshop was sold out at a capacity of 12 attendees.
 - Next AEI workshop scheduled for February 2, 2021 – How to Take Great Pictures of Your Art with a Smartphone! *EL: Learn and Explore-School Days*
- Continuing to work with DTS and Central Library on the creation of "The Pattern Library."
Completed the 2nd round of edits on The Pattern Library custom web page created by DTS.
EL: Integrate-Engage

- While we were unable to present the Lee Arts Center (LAC) annual Show and Sale this year, we created a webpage where we could share with the public, the LAC member artists' profiles, their webstores, and social media information. *EL: Integrate-Engage*
 - You can learn more about our gifted artists by visiting their websites or following them on social media. While this in no way replaces our much-loved venue and event, it is a wonderful way to support our local artists' work and contact them directly for purchases and/or commissions.
 - The LAC membership web page was also picked up by Arlington Magazine's Holiday Gift Guide.

- **Cultural Development**
 - Winners selected for 2021 Moving Words competition. Installation estimated for February.
 - Planning for Arlington Art Truck projects continues, building in various contingencies to allow for remote/virtual engagements.
 - Planning for multiples scenarios related to summer programs (Columbia Pikes Blues Festival, Lubber Run Amphitheater, Rosslyn Jazz, etc).
 - Creation of poll for past performers at Lubber Run to assess artists priorities related to public health safety. This information, coupled with guidance from Public Health, will inform feasibility and potential timeline for 2021 season.

- **Marketing**
 - Coordinating design and printing of the [Moving Words Poetry Contest](#) display on the Arlington Transit ARTbus system (Feb. – Aug, 2021).

- **Public Art**
 - The Public Art Committee sent a letter to County Board members prompting their discussion of public art community benefits negotiated through the site plan process related to the Ames Center project in Rosslyn approved at their January 23 meeting. Board members tasked staff to develop a plan to inform the negotiation of future public art community benefit through site plans associated with the 18th Street Corridor.
 - PAC meeting scheduled for January 6 has been rescheduled for February 3, due to the insurrection at the Capitol.
 - **Arlington Arts has a new addition to the County's Portable Works collection.** *North Lincoln Street, Arlington, Virginia* by local artist [Jason Horowitz](#) now hangs in the lobby of Bozman Government Center. From Horowitz's Re/Seen series, the photograph was taken in the artist's neighborhood and created using the Photo Sphere/Street View app and his smartphone's camera. As Horowitz states, "Instead of depicting the world in a realistic documentary fashion, my camera becomes a tool for bending space and time to create immersive abstract views...." The Portable Works Collection consists of original wall-hung art by regional artists placed throughout the public areas of County buildings. Learn more about the [Portable Works Collection here](#).

- **Facilities and Technical Services (support services)**
 - **LED Installation Theater 2**
 - The LED PARs purchased for Theater 2 tested successfully. All ten units received power and DMX signal from our ETC Console. A determination was made that with little expense, digital

CAT-6 cable can be run from the booth to the grid in the house allowing for multiple DMX access points using the DMX Nodes that were purchased. These changes will allow more freedom as to where the lights can be hung in the space. All lighting units are being inventoried, and the paperwork for the space will be updated to reflect the new counts.

- **Drive-by Video-Mapping Installation: “Collaboration During Isolation”**
 - A pop-up, drive-by installation displaying videos by APS students about the pandemic will be set up for a week at a time at each of the four Arlington high schools during March 2021. Theatre technicians from Arlington Cultural Affairs will work with Technical Theatre students teaching them about video-mapping and helping them generate videos that can be projected on portable 8 x 8 flats made in the shape of a head with a speech bubble. These county-wide videos, 8 minutes in total, will explore students' dreams and hopes for the future.

II. Discussion:

Enriching Lives Goals and Strategies

EL: Integrate-Engage

EL: Integrate-Bring Together

EL: Integrate-Embed

EL: InvestandBuild-Infrastructure

EL: InvestandBuild-Risky Business

EL: InvestandBuild-Cross-Pollinate

EL: LearnandExplore-Ageless Inclusion

EL: LearnandExplore-School Days

EL: LearnandExplore-Multi-Culture Culture

EL: LearnandExplore-Tomorrow's Talent

EL: Spotlight-Public Passion

EL: Spotlight-Keep It Local

EL: Spotlight-Shine

EL: Terroir-Everyone Wins

EL: Terroir-Civic Fun

EL: Terroir-Art Everywhere