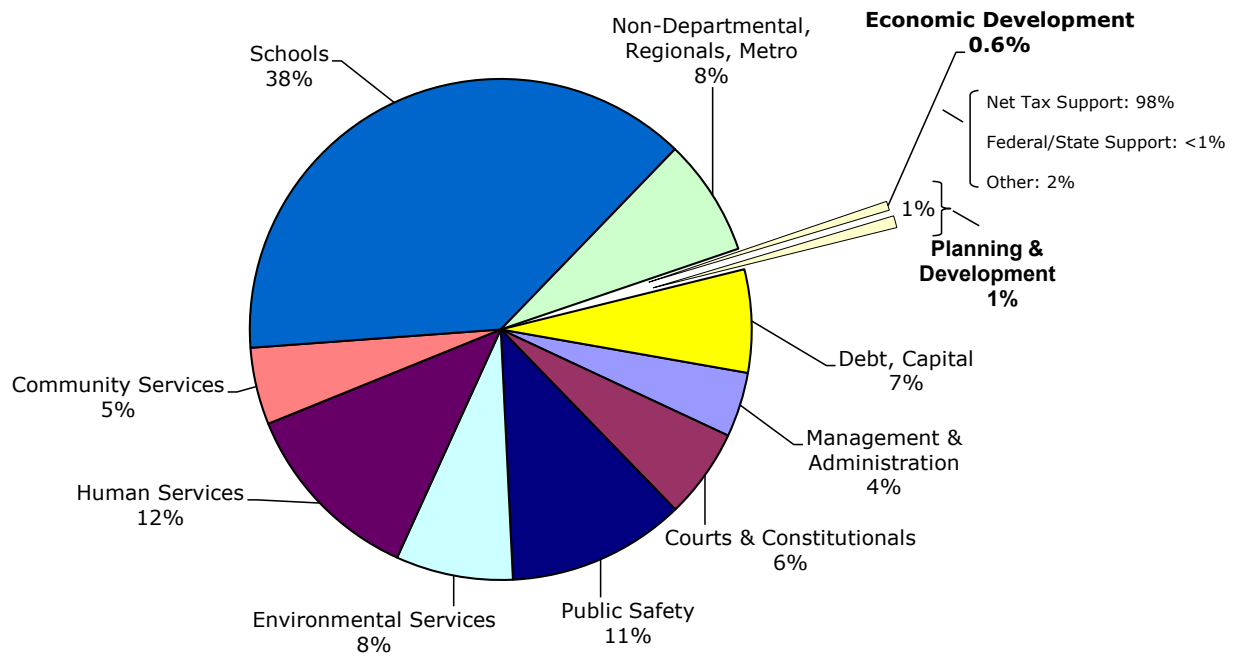
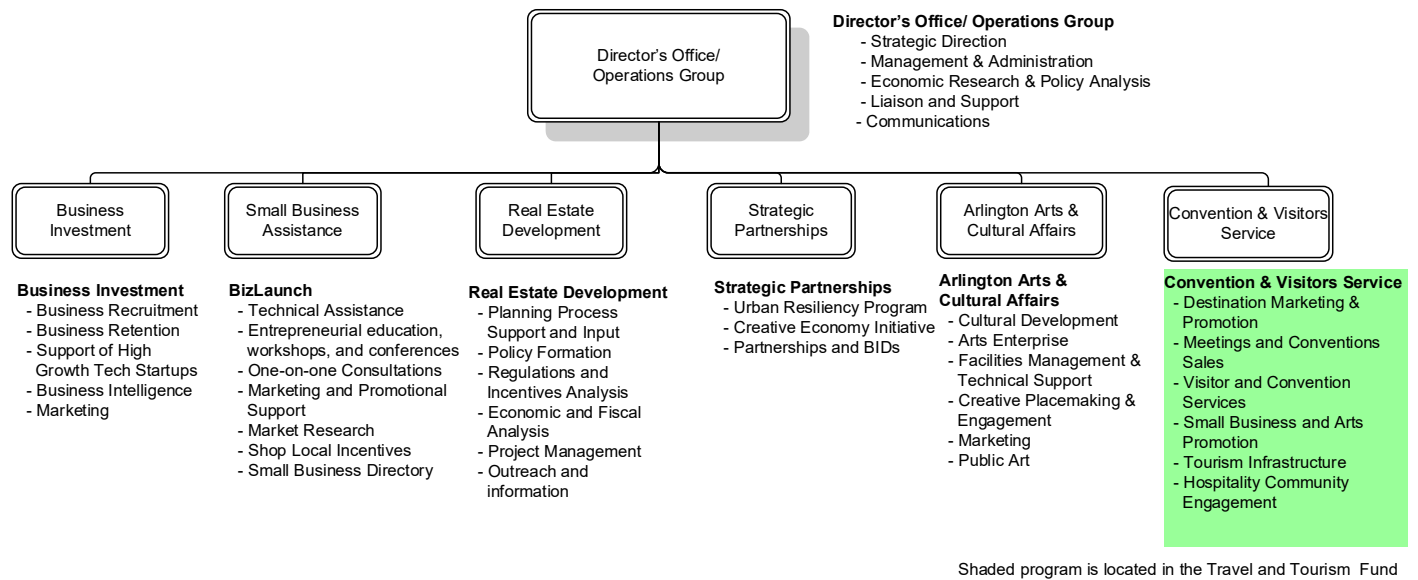


Our Mission: Arlington Economic Development is dedicated to growing a thriving Arlington economy through collaborative partnerships, promotion of our unique place and innovative programming

FY 2026 Proposed Budget - General Fund Expenditures



LINES OF BUSINESS



SIGNIFICANT BUDGET CHANGES

The FY 2026 proposed expenditure budget for Arlington Economic Development is \$9,859,702, a three percent decrease from the FY 2025 adopted budget. The FY 2026 proposed budget reflects:

- ↑ Personnel increases due to employee salary increases and an increase in the County's cost for employee health insurance, partially offset by lower retirement contributions based on current actuarial projections.
- ↓ Non-personnel decreases due the removal of FY 2025 one-time funding for the Arlington Arts Grant Program (\$100,000), BizLaunch Small Business Support (\$250,000), trade and promotion, social media, and public relations funding (\$50,000), Green Valley Neighborhood Partnership Initiative Pilot (\$80,000), Clarendon Alliance neighborhood strategic partnership (\$55,000), adjustments to the annual expense for maintenance and replacement of County vehicles (\$1,802), and the reduction itemized below; partially offset by contractual services increases (\$7,464).
 - Addition of one-time funding for Economic Development Tools/Incentives (\$750,000, one-time). *This funding is budgeted in the County's Non-departmental account.*
- ↓ Revenue increases primarily due to proposed modification of existing performance event fee structure associated with the use of Arlington County and Arlington Public School owned performing arts theaters as facilitated by the Cultural Affairs Division of Arlington Economic Development (\$2,167).

FY 2026 Proposed Budget Reductions

Cultural Affairs

- ↓ Eliminate the Arts Truck Program. The Arlington Arts Truck provides a mobile platform for artists-in-residence to engage Arlington residents in interactive art projects from April to October. (\$24,700)

IMPACT: Elimination of the Arts Truck will reduce the 35-pop up art and cultural program offerings across the County. Cultural Affairs staff who manage the Arts Truck are being

reassigned to support programming and community engagement at the new 3700 S Four Mile Run and 2700 Nelson consolidated Cultural Affairs Division (CAD) Campus. The new consolidated CAD campus fulfills the community's vision to establish this area as an arts anchor as described in the 2018 Four Mile Run Valley Area Plan and in alignment with AED's strategic plan.

- ↓ Eliminate Arts Enterprise Specialist Position. The Arts Enterprise Specialist currently manages the Lee Arts Center (LAC) Studios program, temporary staffing, and facility operations at 5722 Langston Boulevard. Programming includes a fully equipped membership-based professional studio for artists working in Ceramics and Printmaking, a mini gallery with rotating exhibitions of visiting and resident artists, master workshops and training throughout the year. The existing LAC studios facility and programs will relocate from 5722 Langston Boulevard to the new Shared Studio facility located at 3700 S. Four Mile Run following a multimillion-dollar renovation, which is anticipated for completion in the summer of 2025. (\$133,507, 1.0 FTE)
- IMPACT:** This position's funding will be replaced with one-time funds until the incumbent retires at the end of FY 2026. The future elimination of this position will impact AED's capacity to offer programming and manage the new Shared Studios facility in Ceramics, Printmaking, and Textiles at 3700 S Four Mile Run, which will be delivered in FY 2026. Impacts will likely include fewer new paying members to the studios and a decrease in the quantity and quality of arts programming offered at the new studio.

DEPARTMENT FINANCIAL SUMMARY

	FY 2024 Actual*	FY 2025 Adopted	FY 2026 Proposed	% Change '25 to '26
Personnel	\$7,068,744	\$7,143,247	\$7,340,147	3%
Non-Personnel	2,628,948	3,073,593	2,519,555	-18%
GASB*	144,130	-	-	-
Total Expenditures	9,841,823	10,216,840	9,859,702	-3%
Fees (Earned Income)	168,857	223,122	225,289	1%
Miscellaneous Revenue	75,000	-	-	-
Grants	284,050	4,500	4,500	-
GASB*	-	-	-	-
Transfer from Fund 313	49,260	-	-	-
Total Revenues	577,167	227,622	229,789	1%
Net Tax Support	\$9,264,656	\$9,989,218	\$9,629,913	-4%
Permanent FTEs	46.60	43.80	43.80	
Permanent FTEs (Frozen, Unfunded)	-	1.00	1.00	
Temporary FTEs	5.50	5.50	5.50	
Total Authorized FTEs	52.10	50.30	50.30	

* FY 2024 actual expenditures and revenues received reflect the Governmental Accounting Standard Board (GASB) standards for Statement No. 87 on leases and Statement No. 96 for subscription-based software. See the County Government GASB Summary for department details in the front section of the budget book.

Expenses & Revenues by Line of Business

	FY 2024 Actual Expense	FY 2025 Adopted Expense	FY 2026 Proposed Expense	% Change '25 to '26	FY 2026 Proposed Revenue	FY 2026 Net Tax Support
Director's Office - Operations	\$2,955,653	\$2,674,250	\$2,691,935	1%	-	\$2,691,935
Business Investment	1,927,113	1,831,115	1,831,285	-	-	1,831,285
Small Business Assistance (BizLaunch)	983,468	1,177,395	979,127	-17%	-	979,127
Real Estate Development	477,302	542,996	567,805	5%	-	567,805
Strategic Partnerships	750,500	945,000	810,000	-14%	-	810,000
Arlington Arts & Cultural Affairs	2,747,788	3,046,084	2,979,550	-2%	\$229,789	2,749,761
Total	\$9,841,823	\$10,216,840	\$9,859,702	-3%	\$229,789	\$9,629,913

Authorized FTEs by Line of Business

	FY 2025 FTEs Adopted	FY 2026 Permanent FTEs Proposed	FY 2026 Temporary FTEs Proposed	FY 2026 Total FTEs Proposed
Director's Office - Operations	13.00	13.00	-	13.00
Business Investment	9.00	9.00	-	9.00
Small Business Assistance (BizLaunch)	5.80	5.80	-	5.80
Real Estate Development	3.00	3.00	-	3.00
Strategic Partnerships	-	-	-	-
Arlington Arts & Cultural Affairs*	19.50	14.00	5.50	19.50
Total	50.30	44.80	5.50	50.30

*FY 2025 Adopted FTE count includes 5.50 temporary FTEs in the Arlington Arts & Cultural line of business.

*FY 2026 Proposed Permanent FTE count includes 1.00 frozen FTE in the Arlington Arts & Cultural line of business.

Strategic Partnerships Funding Summary

	FY 2024 Actual	FY 2025 Adopted	FY 2026 Proposed	% Change '25 to '26
Ballston Business Improvement District	\$1,472,939	\$1,331,772	\$1,217,155	-9%
National Landing Business Improvement District	4,715,487	5,047,694	5,022,575	-
Rosslyn Business Improvement District	4,623,589	4,430,845	4,325,127	-2%
Clarendon Alliance*	140,000	200,000	145,000	-28%
Columbia Pike Partnership	410,000	410,000	410,000	-
Langston Boulevard Alliance*	145,500	200,000	200,000	-
Green Valley Neighborhood Partnership Initiative Pilot*	-	80,000	-	-100%
Washington Board of Trade	10,000	10,000	10,000	-
Arlington Sister Cities Association	45,000	45,000	45,000	-
Total	\$11,562,515	\$11,755,311	\$11,374,857	-3%

*As part of the FY 2025 adopted budget, the County Board provided \$54,500 ongoing funding for Langston Boulevard Alliance, \$55,000 one-time funding for Clarendon Alliance, and \$80,000 one-time funding for the Green Valley Neighborhood Partnership Initiative Pilot.

PROGRAM MISSION

The Director's Office/Operations Group provides strategic direction for the entire Department to ensure that Arlington County is an economically prosperous, competitive, and sustainable community. AED's broad mission is to partner and provide leadership and services to the business, real estate development, arts, and visitors' services sectors of Arlington to drive job growth, business attraction and retention, and strong commercial-tax base returns.

Important strategic objectives include:

- 1. Strategic Direction:** Provide departmental and cross-divisional leadership including strategic planning, organizational development, performance management and special projects that enable strong alignment and nimble responses to economic challenges and opportunities facing the County.
- 2. Management & Administration:** Provide the leadership, management, and administration of the Department including budget, financial, human resources, project management, information technology, performance management and event support activities; coordinate the work of senior staff; and communicate and collaborate across departments on economic development matters and County priorities.
- 3. Economic Research & Policy Analysis:** Conduct economic and policy analyses and special studies related to current and future conditions and factors that may affect economic growth and sustainability. Manage a number of initiatives that implement strategies to address short term problems and long-term changes related to the economy.
- 4. Liaison & Support:** Provide liaison support and communications with external stakeholders, Business Improvement Districts and Partnerships, and other organizations. Represent the County to all audiences related to economic development.
- 5. Communications:** Provide overall marketing and outreach for the department. This includes identifying target markets, developing messaging, and implementing marketing initiatives. Marketing initiatives include a vast array of communication mediums, such as public relations, advertising, multimedia, web, social media, business events, and outreach to the business community.

AED Strategic Plan

AED is currently developing new measures in FY 2025 to align desired outcomes and outputs with the [Strategic Plan](#) (FY 2025 to FY 2029), special projects, and organizational development goals. This is incorporated in the FY 2026 update to performance measures. The five goals of AED's aimed at growing jobs and commercial based-tax revenues include:

- Goal 1 – All in on Business Investment. We will build and promote a world-class business environment ready for investment.
- Goal 2 – All in on Thriving Commercial Areas. We will reimagine and bolster the vitality of our commercial centers and corridors.
- Goal 3 – All in on Tech Jobs. We will attract, retain, and grow tech businesses and develop our talent pipeline to cement our position in the global tech economy.
- Goal 4 – All in on our Small Business Ecosystem. We will support the startup, growth and retention of small businesses that make Arlington unique and inclusive.
- Goal 5 – All in on Global Arts, Culture and Tourism. We will invest in arts and culture while bolstering our creative and tourism industries.

DIRECTOR'S OFFICE/OPERATIONS GROUP

PERFORMANCE MEASURES

Critical Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Public relations placements	N/A	N/A	184	29	10	12
Email Marketing:						
▪ Number of Sends	N/A	N/A	389,715	393,875	402,000	410,000
▪ Number of Subscribers	N/A	N/A	31,191	34,637	38,000	42,000
AED Website Traffic:						
▪ Number of Page Views	93,790	122,000	N/A	226,735	250,000	270,000
▪ Number of Sessions	N/A	N/A	93,250	121,901	134,000	147,000
▪ Page Views per session	N/A	N/A	1.81	1.86	1.90	1.90
▪ Conversion Rate	N/A	N/A	1.5%	1.9%	2.0%	2.2%
AED On-Site Hosted events	N/A	1	53	43	63	75
AED On-Site Hosted events attendance	N/A	50	1,088	859	1,600	1,800
Social Media (Followers):						
▪ Facebook	4,963	5,900	8,781	9,764	10,000	10,000
▪ X (formerly known as Twitter)	4,148	4,152	6,699	6,106	6,000	5,500
▪ LinkedIn	1,475	2,252	4,152	5,607	6,300	7,300
▪ Instagram	N/A	N/A	636	814	1,200	1,800

Supporting Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Clicks from social media to website	12,733	15,832	29,102	19,398	21,000	23,000
Total impressions for social media efforts	3,354,806	4,961,730	9,573,221	4,703,808	5,100,000	5,600,000

The Communications Division is currently (FY 2025) working on a new Department wide marketing and communications plan to better align resources and activities with the new Strategic Plan goals.

Public Relations

- In FY 2024, AED's contract with an outside Public Relations vendor significantly enhanced the organization's visibility and media presence around key initiatives like the Commercial Market Resiliency Initiative (CMRI), achieving a strong surge in high-quality PR placements. However, given the new strategic plan goals and budget reductions, PR activities and external contracted services are being reassessed and reduced.
- In previous years, AED's PR metrics included media mentions; however, in FY 2025 we have shifted to counting only direct pitches. In the near term, we will include only stories that have been pitched or influenced in-house, leading to a projected decrease in PR placements for FY 2025. This recalibration reflects the transition to an internally managed strategy and ensures resources are aligned with AED's priorities and evolving objectives.

Email

- There was a slight increase of one percent in the number of email sends and an 11 percent increase in the total number of subscribers for FY 2024. The increase in subscribers was driven by the introduction of the Arlington Innovation Ecosystem publication list. This list is tailored for startup founders, resource partners and those interested in Arlington's innovation ecosystem. More tailored publications lists are planned for FY 2025 and FY 2026 with the next installment focused on the Small Business Coordinating Council.

Website

- In FY 2023, the website metrics were expanded to track number of sessions, page views per session and conversion rate. The increase in FY 2025 engagement is due to an emphasis on improving Search Engine Optimization (SEO) on an ongoing basis. Estimated metrics for FY 2025 and FY 2026 are based on economic development industry standards of a 10 percent increase year over year.

Events

- In FY 2024, the number of events held at AED's offices were lower than anticipated due to delays in construction of the office renovations. Short term mitigation for these challenges included use of the building's common conference room facilities. Moving forward for FY 2025, we anticipate returning to a higher level of events in house and out of house to support a variety of events in support of marketing efforts. These will be tracked by topic in the metrics reported in later years.

Social Media

- Social media engagement is measured by the number of clicks from the social media platform to AED's website, total impressions for social media efforts, and by the number of followers for each of AED and BizLaunch's official social media accounts. Ongoing and projected improvements to engagement metrics are significantly influenced by paid advertising on platforms. Impressions or Website Clicks were lower during FY 2024 due to a smaller advertising spend than expected and fewer initiatives that needed advertising support. We expect a modest increase in Impressions going forward. We also have decreased the number of followers on X over the years as many people are leaving the platform.

BUSINESS INVESTMENT GROUP

PROGRAM MISSION

The Business Investment Group (BIG) is an award-winning team that serves as the first point of contact for start-up, relocating, and existing businesses in Arlington. BIG's variety of programs and services help diversify the County's business base, foster a collaborative business intelligence environment, and build the capacity of entrepreneurs. BIG's activities support AED's Strategic Plan Goal 1: All in on Business Investment and Goal 3: All in on Tech Jobs.

Important strategic objectives for the Business Investment Group include:

1. **Business Retention and Recruitment:** Attract, retain, and support the expansion of companies in AED's target industry sectors by promoting Arlington as a premiere business destination and providing concierge service focused on eliminating barriers to locating and/or expanding in Arlington.
2. **Support Arlington's Innovation Economy:** Foster an innovation ecosystem that leads to the growth of startup activity via grant funding, impactful educational and networking opportunities, promotional activities, and high-quality business support resources.
3. **Market Insights and Strategy Creation:** Drive economic development strategy creation by leveraging quantitative and qualitative insights from AED, Arlington County Government, and community partners to continually enhance Arlington's economic competitiveness and grow the commercial tax base.

Programs and primary activities of the Investment Group include:

- Business Recruitment and Retention
- Partnership and Alliance Development
- Support of High Growth Tech Startups
- Business Intelligence
- Marketing

PERFORMANCE MEASURES

Output Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Number of times Arlington companies were engaged in Business Retention & Expansion (BRE) activities	520	755	869	511	700	700

BUSINESS INVESTMENT GROUP

Outcome Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Leased space (square feet) as a result of AED's efforts	736,562	555,497	344,018	352,658	450,000	600,000
Total number of jobs created and retained in Arlington as a result of AED's efforts (Attraction and Business Retention and Expansion efforts)	2,372	3,276	1,398	1,244	2,250	2,500
Total number of companies announcing to move to or stay in Arlington as a result of AED's efforts	18	29	25	16	30	30

- FY 2020 through FY 2024 square footage metrics were lower than anticipated due to COVID-19 pandemic's lasting impacts on the office market. It is anticipated that leasing activity and net absorption will continue to be below historic norms for the foreseeable future because of the lingering uncertainty surrounding remote work trends and challenging capital markets. Although the number of new businesses is encouraging, it is anticipated that for FY 2025 and FY 2026 leasing activity will be driven by retention and expansion activities versus attraction of new companies.
- Company prospects refer to companies that are actively working with AED and considering relocating or adding additional space in Arlington. Most of the announcements were either in technology verticals or government contracting, as those industries have remained lone bright spots for growth following the pandemic.
- Business Retention and Expansion (BRE) activities increased in FY 2024 through new initiatives like the Arlington Innovation Fund, which was recognized by the International Economic Development Council and the Virginia Economic Developers Association for its success in building connections between local government and the business community. In FY 2025 and FY 2026, the business development team will continue to push further in engaging the local business community, which should result in exceeding past metrics.

SMALL BUSINESS ASSISTANCE (BIZLAUNCH)

PROGRAM MISSION

Arlington Economic Development's (AED) award-winning small business division aids in the successful start-up, development, and growth of diverse entrepreneurs throughout Arlington County. AED's BizLaunch and BizLaunch en Español programs lead the region in their vast array of programming which includes technical assistance, training, workshops, access to capital, business intelligence, grants, regional collaborations, and initiatives as well as managing internal and external stakeholders. AED's team also increasingly serves new entrepreneurs and small businesses from traditionally underserved populations of the county. The BizLaunch activities primarily support AED's Strategic Plan Goal 4: All in on Small Businesses.

Important strategic objectives for BizLaunch include:

- 1. Small Business and Entrepreneurial Support:** Provide innovative capacity-building programs, marketing and promotions that proactively respond to current SME (small and medium-sized enterprises) needs and enhance both the capacity and competitiveness of entrepreneurs and nonprofits.
- 2. Market Research and Business Intelligence:** Maintain research and business intelligence tools for small businesses in Arlington to be able to compete in a variety of targeted industry sectors.
- 3. Small Business Educational Training, Workshops, and Technical Assistance:** Annually host and coordinate 30+ educational training opportunities to diverse, legacy-owned entrepreneurs and startups in strategically identified areas of need and support.

Programs and primary activities of BizLaunch include:

- Technical Assistance
- Entrepreneurial education, workshops, and conferences
- One-on-One Consultations
- Marketing and Promotional Support
- Market Research
- Shop Local Incentives
- Small Business Directory
- Relocation Assistance

PERFORMANCE MEASURES

Critical Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Number of Small Businesses attending educational workshops, events, and conferences	2,141	1,973	5,445	5,538	5,500	3,500
Number of Small Businesses/Entrepreneurs Assisted	1,682	967	1,127	812	880	900
Number of Small Businesses starting year-to-year	N/A	N/A	N/A	N/A	20	24
Percentage of Diverse Small Businesses assisted each year:						
▪ Women-owned	N/A	63%	53%	50%	50%	50%
▪ BIPOC	N/A	81%	63%	50%	40%	35%

SMALL BUSINESS ASSISTANCE (BIZLAUNCH)

Supporting Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Number of non-governmental organizations (NGOs) in partnership to support the small business ecosystem	N/A	24	24	25	30	35
Number of Community Development Financial Institutions (CDFIs) and other financial institutions providing capital to small businesses in Arlington	N/A	N/A	N/A	N/A	10	10
Number of Small Businesses retained	N/A	N/A	N/A	N/A	8	10
Social Media and Marketing Promotions impressions in support of small businesses	N/A	N/A	N/A	559,841	550,000	600,000

- BizLaunch added new performance measures beginning in FY 2025 to capture direct impacts associated with new small business startups, relocations and retained businesses. The program will update reporting processes and increase the number of post-consultation surveys conducted to obtain additional information on the program's impact. As well updated data related to retaining small businesses and assisting entrepreneurs with acquiring capital through CDFIs.
- Throughout FY 2024, there was a steady stream of legacy and new entrepreneurs representing Black, Indigenous, and People of Color (BIPOC) seeking support. We anticipate these trends to continue moving forward.
- While the number of consultations were lower in FY 2024, the direct technical assistance provided by BizLaunch to individuals and companies expanded, particularly through the engagement under the ReLaunch program. Additionally, the team had a strategic focus on educational workshops and conferences that resulted in attendance at events in FY 2024 increasing. Examples of the curated workshops included the Minority Vendor Fair co-hosted with the Hyatt Regency Crystal City, the BizLaunch Bootcamp, BizLaunch Pitchtastic, and Brunch and Business celebrating Pride.

PROGRAM MISSION

The Real Estate Development Group (REDG) builds capacity for sustainable economic growth through the thoughtful and strategic development of Arlington's urban mixed-use corridors and commercial districts. REDG works with county colleagues and private, non-profit, institutional, and public partners to ensure that real estate investment in Arlington is viable, regionally competitive, and in line with broader County goals and objectives. REDG's activities support AED's Strategic Plan Goal 2: All in on Thriving Commercial Areas.

Important strategic objectives for REDG include:

- 1. Planning and Placemaking:** Provide input into ongoing County planning and regulatory processes in order to ensure County ordinances, policies, and practices create an economically vibrant and sustainable place.
- 2. Competitive Building and Business Environment:** Provide outreach and information sources to the development and business community and promote County ordinances, policies, practices, and services that place Arlington in a highly competitive development and business retention/attraction position.
- 3. Real Estate Analysis and Project Management:** Provide analysis of key policy issues and management of projects related to economic and fiscal impact, real estate economics, public-private partnerships, cultural facilities, and public art.

Programs and primary activities of REDG include:

- Planning process support and input
- Policy formation
- Regulations and incentives analysis
- Economic and fiscal analysis
- Project management
- Outreach and information

PERFORMANCE MEASURES

Critical Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Multifamily Deliveries (Units)	1,710	1,282	995	2,139	2,390	2,510
Office Deliveries (SF)	10,000	0	2,082,566	17,500	170,000	0
Retail Deliveries (SF)	135,535	97,888	80,657	162,859	150,000	150,000
Hotel Deliveries (Rooms)	0	0	0	0	375	330

- FY 2024 saw continued strength in the multifamily residential market with a slowdown in some planned construction starts due to higher construction costs and interest rates but continued absorption of new deliveries and strong interest in new entitlements.
- FY 2025 saw a slowdown in new construction due to near-term capital markets issues, but Arlington projects have been well positioned to start construction when the capital has become available.

REAL ESTATE DEVELOPMENT GROUP

- “Multifamily Deliveries (Units)” in FY 2022 and FY 2023 have been updated due to a reporting error.
- Office deliveries in the past decade have been limited by demand and existing vacancies, and thus have been very project and location specific. In FY 2023, there was a large spike in office deliveries driven primarily by the completion of Amazon’s HQ2 Phase 1.
- Given current market conditions, it is unlikely that there will be any new office deliveries in FY 2026. However given the adoption of recent policies related to CMRI, it is anticipated that there could be some office conversions, redevelopments, and repositioning.
- The construction start of 2M+ SF in Amazon HQ2 phase 2 is currently to be determined. FY 2025 has seen the delivery of a new Class A office building at 3901 N Fairfax in Virginia Square. Also in FY 2025, George Mason’s new 345,000 SF innovation center building delivered a mix of academic, R&D, and private office space.
- Retail deliveries are almost wholly dependent on delivery of mixed-use buildings and the plans that guide the amount of retail in any given project.
- Hotel deliveries have historically been limited and very project specific, and difficult to find appropriate sites for new deliveries, and thus often there is limited new deliveries over many years. FY 2025 saw the delivery of 375 hotel rooms at the Rosslyn Hilton redevelopment. In FY 2026, we expect 330 hotel rooms associated with a proposed office conversion in Crystal City, with further planning expected on new hotel opportunities in Rosslyn, National Landing and Clarendon.

ARLINGTON ARTS & CULTURAL AFFAIRS DIVISION

PROGRAM MISSION

Cultural Affairs Division's (CAD) mission is to create, support, and promote the arts, connecting artists and the community to reflect the diversity of Arlington and create positive economic impacts. We do this by providing material support to artists and arts organizations, integrating award-winning public art into our built environment, and supporting high quality performing and visual arts programs across the County. The Cultural Affairs Division activities supports Strategic Plan Goal 1: All in on Business Investment, Goal 4: All in on Small Business Ecosystem, and Goal 5: All in on Arts, Culture and Tourism.

Important strategic objectives for CAD include:

- 1. Focus on presenting international contemporary art practice and performance:** Known as the "Gateway for Immigration into Virginia" and with a population that represents over 100 countries, Arlington positions itself uniquely in Metro DC by focusing initiatives that celebrate the expression of global arts and culture. Staff has strength in contemporary programming and curation in public art, performances, and incubation of creative industries. This complements the international initiatives of the ACVS and BIG divisions.
- 2. Community Partnerships and Engagement:** The CAD managed facilities, programming and technical services provides community member experiences and collaborative opportunities with local arts organizations, non-profits, Business Improvement Districts, and Partnerships in the arts. Programming is brought to locations throughout Arlington including Arlington Public Schools, the County Fair, and Farmers Markets through curated activities such as the Art Truck, Lubber Run Summer Concert Series, and major festivals.
- 3. Creative Placemaking:** The CAD team supports Arlington's placemaking and place keeping by fostering innovation and discussion of ideas through the creation of new forums that encompass technology, people, and creative spaces. This includes efforts to brand Arlington as a hub for arts, culture, and the creative economy as well as promoting the unique cultural and arts assets of the community that enhance quality of life and contribute to economic vibrancy.

Programs and primary activities of CAD include:

- Cultural Development
- Arts Entrepreneurialism and Shared Studios in Printmaking, Textiles, and Ceramics
- Facilities Management & Technical Resources
- Public Art, Creative Placemaking, and Engagement
- Marketing and Public Relations

ARLINGTON ARTS & CULTURAL AFFAIRS DIVISION

PERFORMANCE MEASURES

Critical Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Estimate
Number of County Public Art projects in development	22	28	25	20	23	23
Arlington Arts Facebook, X (formerly known as Twitter), Instagram impressions	595,234	545,012	810,591	1,443,507	1,490,000	1,560,000
Number of artists and arts organizations receiving grants	22	24	23	22	21	23
Number of public performances/exhibits/events/workshops presented by supported artists and arts organizations within facilities managed by Cultural Affairs	68	197	174	168	171	175
Number of public performances/exhibits/events/workshops presented by Arlington Arts (curated by Cultural Affairs staff)	94	195	172	161	166	200

Supporting Measures	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Actuals	FY 2025 Estimate	FY 2026 Estimate
Number of studio visitors and audiences to LAC Studios	0	779	1,938	2,618	2,000	2,000
Funding provided by developer contributions for public art (in millions) held in Fund 199	\$3.4	\$3.5	\$3.1	\$2.9	\$2.7	\$2.5
Number of artists paid for working in performances/exhibits/events/workshops presented curated by Cultural Affairs Division	86	411	357	371	364	364
Investment in arts community ecosystem through annual Arts Grant Program						
• Individual Artist Awards	\$10,000	\$37,500	\$30,000	\$15,000	\$45,000	\$45,000
• Arts Groups Awards	\$205,810	\$178,310	\$215,810	\$200,810	\$320,810	\$320,810
• Arts Grants (One-time funding)	-	-	\$100,000	-	\$100,000	-
Total Awards Funding	\$215,810	\$215,810	\$345,810	\$215,810	\$465,810	\$365,810

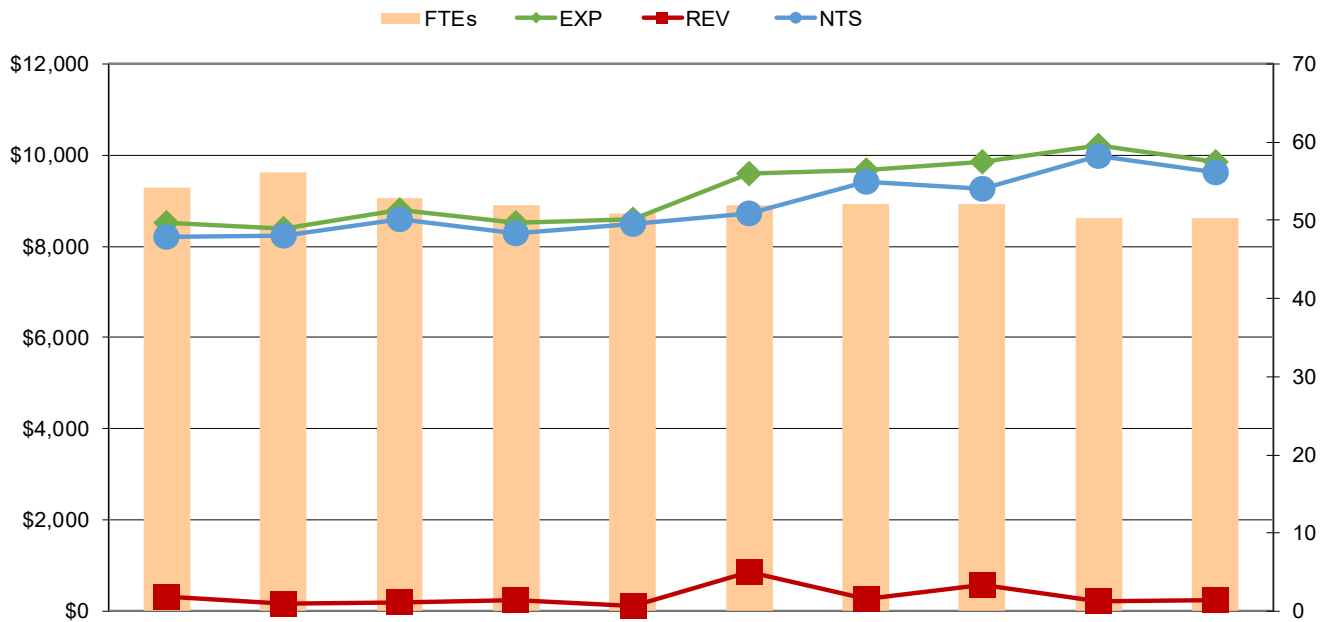
- The number of County Public Art projects in development is projected to increase slightly in FY 2025.
- The number of artists and arts organizations receiving grants in FY 2024 saw normal fluctuation in grant applications. Of note, there was no one-time funding in FY 2024 as there was in FY 2023, so the total grant investment was down. In FY 2025, the Arts Grant program included an increase of \$150,000 in ongoing funding bringing the base budget to \$365,810 to strengthen the investment in the arts ecosystem as part of AED's overall economic development strategy. As a result of the increased funding, the grant guidelines were

ARLINGTON ARTS & CULTURAL AFFAIRS DIVISION

updated to introduce a new Arlington Arts Ecosystem framework that recognizes the unique needs and impacts of different artists and arts organizations on arts and culture in Arlington. Additionally, FY 2025 included \$100,000 of one-time funding to support arts grants to involve youth and achieve other community goals.

- Public performances/exhibits/events/workshops by grant supported artists and arts organizations was consistent with previous years in FY 2024. This includes public performances/exhibits/events/workshops presented by CAD staff and include those managed or funded by CAD on behalf of Business Improvement Districts, Partnerships, Department of Parks and Recreation, Libraries, Arlington Public Schools, and other economic development partners. These include, but are not limited to, the Rosslyn JazzFest, the Columbia Pike Blues Festival, Music at the Metro, and the Art Truck which also contributed to additional investment in the arts ecosystem through paid artist participation.
- Studio visitors and audiences to LAC Studios has continued to increase since FY 2021 as a result of open house, exhibit, and sales events. LAC Studios will move to a newly renovated space in the fall of CY 2025 at 3700 S. Four Mile Run Drive. This relocation will result in the temporary closure of the studios, resulting in a projected decrease in visitor numbers for FY 2025.

EXPENDITURE, REVENUE, NET TAX SUPPORT, AND FULL-TIME EQUIVALENT TRENDS



	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Actual*	FY 2023 Actual*	FY 2024 Actual*	FY 2025 Adopted Budget	FY 2026 Proposed Budget
\$ in 000s										
EXP	\$8,525	\$8,401	\$8,788	\$8,511	\$8,605	\$9,602	\$9,686	\$9,842	\$10,217	\$9,860
REV	\$320	\$165	\$191	\$236	\$120	\$869	\$279	\$577	\$228	\$230
NTS	\$8,205	\$8,236	\$8,597	\$8,275	\$8,485	\$8,733	\$9,407	\$9,265	\$9,989	\$9,630
FTEs	54.20	56.20	52.90	51.90	50.90	51.90	52.10	52.10	50.30	50.30

* Beginning in FY 2022, actual expenditures and revenues received reflect the Governmental Accounting Standard Board (GASB) standards for Statement No. 87 on leases and Statement No. 96 for subscription-based software. See the County Government GASB Summary for department details in the front section of the budget book.

Fiscal Year	Description	FTEs
FY 2017	▪ The County Board added one-time funding for the Marymount Non-Profit Resource Center to work with the Clarendon Alliance (\$25,000).	
	▪ The County Board shifted \$379,000 of Convention and Visitor Services funding from ongoing to one-time. This funding shift maintains the same level of support for the Travel and Tourism program.	
	▪ Increased fee revenue to align budget to actuals and anticipated receipts in Cultural Affairs programs (\$9,000).	
	▪ The temporary FTE count was adjusted to reflect the number of budgeted hours already funded within the Department's budget. There was no change to net tax support.	3.33
	▪ <i>After budget adoption, the County Board transferred Arlington Convention and Visitor Services from the General Fund to the Travel and Tourism Fund (\$626,148, 5.0 FTEs, 0.80 Temporary FTEs).</i>	5.80
FY 2018	▪ The County Board added one-time funding for Arts Challenge Grants (\$30,000) and one-time funding for AED to conduct a retail and market study along the Columbia Pike corridor on behalf of the Columbia Pike Revitalization Organization (\$150,000).	
	▪ Converted a temporary employee from the Travel and Tourism Promotion Fund to a permanent full-time to support the front desk and operations (conversion of non-personnel to personnel \$60,000).	1.00
	▪ Transferred in a position from the Department of Technology Services to support the sales and marketing efforts of ConnectArlington and the transfer in of sales and marketing non-personnel funding for the promotion of ConnectArlington (\$130,000 personnel; \$50,000 non-personnel).	1.00
	▪ Removed FY 2017 one-time funding for the Marymount Non-Profit Resource Center (\$25,000).	
FY 2019	▪ The County Board added one-time funding for the Columbia Pike Revitalization Organization (CPRO) (\$5,000) and one-time funding for the Lee Highway Alliance (LHA) (\$25,000).	
	▪ Eliminated one vacant Strategic Partnerships Executive Liaison (\$143,231).	(1.00)
	▪ Eliminated funding for the Greater Washington Hispanic Chamber of Commerce (\$6,000) and decreased the ongoing commitment to Arlington Sister Cities Association (\$5,000).	
	▪ Eliminated the Cultural Affairs humanities program and its associated vacant position (\$77,172).	(0.80)
	▪ Eliminated a vacant Cultural Affairs new Media Curator position (\$36,225).	(0.50)
	▪ Eliminated the Connect Arlington marketing program (\$50,000) and associated vacant business development position (\$115,964).	(1.00)
	▪ Removed one-time funding for the Columbia Pike Retail Market Study (\$150,000) and Arts Challenge Grants (\$30,000).	

Fiscal Year	Description	FTEs
	- Removed expenses (\$160,825) associated with the closure of Spectrum Theatre. - Transferred partnership funding (CPRO and LHA) from Non-Departmental (\$210,500).	
FY 2020	- The County Board replaced ongoing funding with one-time funding for the Scenic Studio program (\$108,621). - The County Board replaced ongoing funding with one-time funding for the facility manager at 3700 South Four Mile Run Drive (\$96,663). - The County Board added one-time funding for the Mobile Stage (\$4,550). - The County Board added ongoing funding for the Cultural Affairs literary arts program (\$31,000). - The County Board added one-time funding to the Lee Highway Alliance (\$20,000), the Clarendon Alliance (\$10,000), and the Columbia Pike Revitalization Organization (\$20,000). - The County Board approved one-time funding to retain the Facility Technical Services Director (\$151,202). - Added ongoing funding for a small business support position (\$110,285). - Reduced funding for administrative support services (\$11,000). - Reduced funding for data subscription licenses (\$35,500). - Eliminated a vacant Audio Production Specialist position (\$108,143). - Eliminated a filled Cultural Affairs Specialist position in the Costume Lab (\$70,761). - Reduced wireless service charges as part of a County-wide review of wireless service providers (\$4,921).	1.00 (1.00) (1.00)
FY 2021	- The County Board added one-time funding to the Lee Highway Alliance (\$25,000). - Restored ongoing funding for the Scenic Studio program and the facility manager at 3700 South Four Mile Run Drive (\$208,975). - Eliminated one-time funding for the vacant Facility Technical Services Director position (\$138,135). - Added one-time funding for Columbia Pike small business support (\$20,000). - Increased ongoing funding to the Biz Launch program for small business support (\$35,000). - Increased funding for data subscription licenses (\$17,980). - Removed prior year one-time funding for mobile stage towing services (\$4,550), Lee Highway Alliance (\$20,000), Clarendon Alliance (\$10,000), and Columbia Pike Revitalization Organization (\$20,000). - Increased Scenic Studio fees (\$12,900). - Decreased other fee revenues based on prior year actuals (\$21,366).	(1.00)

Fiscal Year	Description	FTEs
FY 2022	- The County Board added funding for a one percent merit pay adjustment, a five percent increase in the range, and an increase to the one-time bonus for staff from \$500 to approximately \$900. - The County Board added ongoing funding for the Lee Highway Alliance (\$25,000). - The County Board added ongoing funding for business dataset subscriptions (\$40,000). - The County Board added one-time funding for Resiliency Arts Grants (\$50,000).	1.00
	The County Board added a small business support position (\$113,900) with funding from the American Rescue Plan.	
	- Reduced trade and promotion funding (\$10,000), administrative operating expenses (\$27,618), and marketing budget (\$21,743) in the Director's Office and Real Estate Development Group. - Reduced marketing and business engagement activities (\$32,000) in the Business Investment Group.	
	<i>In FY 2021 closeout, funding was added for a one percent merit pay adjustment (\$28,055) and a one-time bonus for staff of \$450 (\$24,493).</i>	
	<i>In FY 2021 closeout, a technical adjustment was made to increase the hours of an existing Cultural Affairs Specialist III position by re-allocating existing personnel budget.</i>	0.20
	<i>As a part of FY 2021 close-out, the County Board approved ARPA funding for one-time expenses associated with the ReLaunch Program (\$500,000 one-time) and the Back2Work Program (\$25,000).</i>	
FY 2023	The County Board added funding for an additional one percent merit pay adjustment for a total increase of 5.25 percent, increased the pay-for-performance budget by an additional 0.5 percent, increased the pay range movement to five percent, and approved a one-time increase in shift differential from \$0.75 to \$1.00 per hour for B shift and from \$1.00 to \$1.30 per hour for C shift (\$478), a one-time increase in language premium from \$0.69 to \$0.92 per hour (\$534), and an optional one-time cash-out of 40 hours of compensation time for those with balances of 80 or more (\$4,505).	
	The County Board added one-time funding for arts equity grants (\$100,000).	
	The County Board added one-time funding for a strategic funding pool for neighborhood partnerships (\$180,000).	
	The County Board added one-time funding for Plan Langston (\$25,000).	
	Added funding for the Lee Arts Center (\$64,655).	
	Added one-time funding for arts programming at the new site located at 2700 South Nelson Street (\$85,000).	
	Fee revenue increased due to the fee increases for LAC (Lee Arts Center) memberships (\$65,666).	
	As part of the FY 2022 adopted budget, the County Board approved use of American Rescue Plan Act (ARPA) funding to add a small business	

Fiscal Year	Description	FTEs
	support position. The FY 2023 adopted budget continues funding for this position (\$88,022, 1.0 FTE). - As a part of FY 2021 close-out, the County Board approved allocations of the remaining ARPA funding for additional programs based on the Guiding Principles presented by the County Manager in September; the Board directed the County Manager to include funding for these programs in the FY 2023 adopted budget including: - ReLaunch program (\$500,000) for the BizLaunch team to provide targeted technical assistance (i.e., financial management, strategic planning, branding, and marketing) to small businesses negatively impacted by the pandemic. - Back2Work Initiative (\$25,000) for the Business Investment Group to help address the needs of tech companies and help unemployed, displaced, and underemployed workers find tech jobs. <i>A technical adjustment was approved by the County Board in April 2023 to appropriate funding from Non-Departmental to Departments to allocate the budget for bonuses funded in the adopted budget. The funding added to the Arlington Economic Development Department was \$82,813.</i>	
FY 2024	- The County Board added ongoing funding for the Clarendon Alliance neighborhood strategic partnership (\$60,000). - The County Board added ongoing funding for the Columbia Pike Revitalization Organization neighborhood strategic partnership (\$60,000). - The County Board added ongoing funding for Langston Boulevard Alliance neighborhood strategic partnership (\$60,000). - Added one-time funding for a BizLaunch en Español position (\$111,340). - Eliminated a vacant AED Assistant Director position (\$205,888). - Reduced AED overtime budget (\$50,000). - Added one-time \$2,000 (gross) employee bonuses (\$115,933). - Increased salaries resulting from communications and finance and accounting job family studies (\$18,831). - Added one-time funding for the extension of the ReLaunch program to provide targeted technical assistance to small business adversely impacted by the pandemic (\$250,000). - Removed prior year one-time funding for arts equity grants (\$100,000), strategic funding pool for neighborhood partnerships (\$180,000), Plan Langston (\$25,000), arts programming at 2700 South Nelson Street (\$85,000), and ARPA-funded ReLaunch program and Back2Work Initiative support (\$525,000). <i>In FY 2023 closeout, a technical adjustment was made to increase a Cultural Affairs Program Coordinator position from 0.8 FTE to 1.0 FTE by re-allocating existing non-personnel budget.</i>	1.00 (1.00)
FY 2025	The County Board added additional funding for the Arlington Arts Grant Program (\$150,000 ongoing, \$100,000 one-time).	0.20

Fiscal Year	Description	FTEs
	▪ The County Board added funding for the Langston Boulevard Alliance neighborhood strategic partnership (\$54,500). ▪ The County Board added one-time funding for the Green Valley Neighborhood Partnership Initiative Pilot (\$80,000). ▪ The County Board added one-time funding for the Clarendon Alliance neighborhood strategic partnership (\$55,000). ▪ The County Board added one-time funding for BizLaunch Small Business Support (\$250,000). ▪ The County Board restored part of the trade and promotion, social media and public relations advertising budget (\$50,000 one-time). ▪ The County Board converted a one-time funded BizLaunch en Español AED Specialist position to ongoing funding. ▪ Eliminated two AED Communication positions (\$316,504). ▪ Froze a vacant AED Program Coordinator position (\$115,061, 1.0 FTE). ▪ Added funding for maintenance of 2700 South Nelson Street (\$75,208). ▪ Added ongoing funding for the Clarendon Alliance neighborhood strategic partnership (\$5,000). ▪ Increased expenses due to adjustments to the annual expense for maintenance and replacement of County vehicles (\$1,292). ▪ Reduced social media and public relations advertising budget (\$53,693). ▪ Reduced operation's subscription budget (\$20,000). ▪ Reduced trade and promotion budget (\$49,544). ▪ Decreased fee revenues based on prior year actuals (\$15,078).	(2.00)