

City of Alexandria Council Work Session

May 13, 2014



OVERVIEW

- Economic Impact
- New Accomplishments
- New Plan
- New Programs
- Helping the City Achieve Success

Arts Powerhouse



- Alexandria's major tourist attraction
- Largest collection of artists studios in the United States (3 floors, 165 artists, 82 studios, 6 galleries)
- ½ million visitors per year
- Part of ACVA's marketing campaign
- Over 200,000 pieces of art created since opening
- Heart of the Old Town Waterfront

Economic Engine

Nonprofit arts sector accounts for **\$70.7 million** annually

TFAC accounts for **23%** of this total: **\$16.2 million**

(equivalent to all the taxes from all Alexandria restaurants in FY2012)

Percentage of out-of-town visitors: **83%**

Cultural tourists are highly affluent, educated, stay longer and spend more

Highly trained “knowledge workers” demand world-class cultural amenities in their community

Cost per Visitor

(total annual visitors/total budget)

Phillips \$104

Renwick \$155

Artisphere \$12

Torpedo Factory \$2

2013 Major Accomplishments

- Brought on first nonprofit CEO & professional staff
- Received funding for re-branding and new website
- Completed Strategic Planning process
- Hired three independent curators for Target Gallery
- Balanced budget, created fundraising plan



Strategic Plan Overview

Mission Tagline:

Art, in person and in progress

Focus:

- Connect to the community and build standing as an indispensable asset
- Support our artists
- Enhance the reputation of the TFAC among artists, the public, and our art world peers

Core Values

- We acknowledge and respect the legacy of the artist members who built this organization.
- We believe the arts are essential to human existence.
- We believe in the power of artists working cooperatively as a community - for economic viability, support, feedback, and the nurturing of new ideas.
- We value our role as an Alexandria community resource and collaboration as a means of achieving our goals.
- We believe in artistic excellence, innovation, and all forms of creative engagement.
- We strive to support artists at all stages of their careers from diverse communities, artistic genres, and traditions.
- Our home on the Alexandria Waterfront defines who we are. The building's history informs and supports our work.

Residencies

New Genres Studio

Borrowing language from the Creative Capital Foundation, we seek visual artists who are “bold, innovative and genre-stretching” and producing high quality currently missing from our building, from traditional culturally-specific forms to cutting-edge, “experimental” genres.



Artist School Studio

A studio dedicated to reaching young (under 40 y.o.) and diverse artists and/or faculty in partnership with local artist training institutions. The focus will be on creating a collaborative pipeline for attracting new talent to the Torpedo Factory.

Arts in the Military Studio

This studio will provide a stepping stone for former military personnel to build marketable skills, receive support from a community of working artists and provide an entry into new employment possibilities.

Makerspace

The space will be equipped with a variety of tools, work spaces and materials including two state-of-the-art 3-D printers. A trained staff person will maintain the equipment, organize the space and facilitate use by a variety of participants (our artists, subscribers and the public).

The Makerspace is a logical, organic evolution of our mission by connecting us to contemporary practices and creating opportunities for active arts engagement.

The purpose of both the residencies and the Makerspace is to promote inclusion and collaboration by introducing new technologies, ideas and worldviews to our artist community and the public.



Community Partnerships



- CRAVE (Creating Resources for Artistic Vision and Engagement)/ Convergence
- BROS (Baltimore Rock Opera Society)
- Alexandria Youth Arts Festival exhibition
- Extraordinary Anniversaries ArtsFest at Old Town Arts and Crafts Fair
- Design@+ (Chinese designers)
- Dia de los Muertos
- Jane Franklin Dance



Alignment with City's Strategic Plan

Goal #1: Strong, diverse and growing local economy

**Objective: Increase vitality and economic success of
City Waterfront and King St Corridor**

Objective: Maintain an environment where businesses can thrive.

Goal #7: Caring and inclusive community that values its rich diversity, history and culture

Objective: Promote access to lifelong learning

Objective: Increase accessibility and public participation in the arts

Critical timing with Waterfront Development Plan

Need Right People with Right Skills

- Board recruits and selects own members as per ACVA and AEDP org. structures
- Two additional At Large seats on board

Possible Phase One of Waterfront Plan

- Rebate-investment of one year's rent & utilities on TFAC “street sidewalk” common space (\$137k)



SUMMARY

- TFAC is a major economic engine for the City of Alexandria serving half a million visitors a year
- City can maintain TFAC as the centerpiece of a vibrant Waterfront through investment in public programming, signage and renovation

On behalf of the entire
TFAC board, staff and artists,
THANK YOU

