

City of Alexandria, Virginia

Torpedo Factory Art Center Vibrancy & Sustainability Implementation & Engagement Update

Presented by:

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Action Plan for Vibrancy & Sustainability



- Transform the Art Center to be “outward looking” to “broaden and deepen the Art Center’s community connectivity”
- Embody 21st Century expectations such as:
 - Promoting the core role of the arts in human-wellness, creative expression, and empathy;
 - Inclusion and diversity in audiences, artists, and art;
 - A successful response to the changing expectations of contemporary audiences for interactive, immersive experiences, special events, temporary exhibitions, and contemporary art; and
 - Expanded definition of “art” to include culinary arts, music, and performances.

Action Plan: Core Strategic Directions



- Re-establish the Art Center's Identity for a 21st Century Audience
- Curate the Building, with a Focus on the First Floor, for Improved Visitor Experience and Artist/Studio Program
- Establish Policies and Procedures that Identify the Art center as a High Performing Organization and Rebuild the Art Center's Role as a Leader in the Country

Ongoing Operations



Led by the Office of the Arts with support of other City departments

- Curate the 1st floor
- Diversify revenue sources
- Administer rejurying process
- Expanded and engaging programming
- Dynamic marketing
- Ongoing operations



Facility and Space Planning



Led by the Department of General Services with support from the Office of the Arts and other City departments

- Facility & Rooftop Assessment
- Waterfront Entrance Improvements
- Facility Maintenance
- Space Study Development



Exploring Opportunities for Private Partnerships



Led by the Assistant City Manager for Public Private Partnerships with support from the Office of the Arts, General Services, AEDP, and other City departments

- Evaluation of non-arts uses within the facility
- Financial feasibility and Business Case Analysis



Timeline



Focus Area	Task	FY22 Q1	FY22 Q2	FY22 Q3	FY22 Q4	FY23 Q1
Ongoing Operations	Printmakers Relocation	█				
	3rd Floor Space Implementation		█			
	Rejuring Phase I ¹			█		
Structural Feasibility Study	Assessment & Review		█			
	Waterfront Entrance Improvements				█	
	Space Plan RFP	begins after P3 analysis				
Financial Feasibility and Business Case Analysis	consultant RFP	█	█	█	█	
	P3 analysis (4-6 months)					█
	long term framework development	will begin after P3 analysis				

¹ The rejuring will be spread out over three time periods.

Ongoing Stakeholder Communications



- Artist Feedback Surveys
- Regular Artist Meetings
- Artist Focus Groups
- City Commissions
- Community Groups
- Digital Newsletters (internal/external)
- Websites (City & Art Center)
- Social Media
- and more!



City of Alexandria, Virginia

Thank You

Questions?

