



Legislation Text

File #: 22-0747, Version: 1

City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 1, 2022

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES F. PARAJON, CITY MANAGER /s/

DOCKET TITLE:

Consideration of an Arts Project Grant Application to the National Endowment for the Arts to Support Artist(s).

ISSUE: Consideration of an Arts Project Grant Application to the National Endowment for the Arts to Support Artist(s).

RECOMMENDATION: That City Council:

- (1) Authorize the grant application request of \$75,000 for the Arts Program Grant to the National Endowment for the Arts; and,
- (2) Authorize the City Manager and staff to execute the necessary documents that may be required. The grant application is due February 10, 2022.

BACKGROUND: Annually, the Office of the Arts, a division of the Recreation, Parks and Cultural Activities Department identify grant-funded opportunities to implement the goals outlined in the City Council approved Arts and Culture Master Plan ("Plan"): achieve equity, inclusion and access for arts, cultural, and creative endeavors; facilitate opportunities for innovation and collaboration; support and foster a sustainable and diverse community of the arts; be a convener and facilitator for artistic and cultural expression and raise community awareness of the Office as it continues to evolve as a leading agency.

Twice a year, the National Endowment for the Arts (NEA) invites arts organizations throughout the country to submit applications through their Arts Project Grant. This past year, the Office of the Arts successfully received a \$30,000 Arts Project Grant to bring arts programs and events to traditionally underserved areas in Alexandria. The Office of the Arts is eligible to apply for second Arts Program Grant to support projects occurring between January to December 2023. Applications are due February 10, 2022, with award notice in November.

DISCUSSION: During COVID-19, economically, artists, especially BIPOC artist(s) have been hit hard. If awarded, the Arts Project Grant will intentionally focus on providing arts resources, training, and capacity-building opportunities to Black Indigenous and People of Color (BIPOC) artists thereby providing a more equitable distributions of City resources. Resources supported by this grant will include a residency program placing artists into community programs including Torpedo Factory Art Center. A series of professional development workshops will also be offered to help artists learn how to manage their arts businesses. Funding for the grant will pay for a Residency Manager, staff salaries who are directly involved with these programs, workshop instructors, and other expenses such as planning, marketing, and evaluation.

Key collaborating partner organizations will help identify BIPOC artists and assist with providing training for artists, and after the program has ended, help review the impacts of the program and identify opportunities to possibly sustain the program. Potential collaborators include the Small Business Development Center, the City's Race and Social Equity Office, Alexandria Redevelopment Housing Authority (ARHA), and ACT for Alexandria. They were selected because they have close working relationships with individuals within neighborhoods.

FISCAL IMPACT: The National Endowment for the Arts Art Project grant award requires a one-to-one cash match. The Office of the Arts intends to use already appropriated city funds for the cash match and other expenses relating to this grant award.

STAFF:

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