

MEMORANDUM

TO: Health and Human Services Committee

FROM: Justina Ferber, Legislative Analyst

SUBJECT: Worksession: FY16 Recommended Operating Budget:
Arts and Humanities Council Non-departmental Account (NDA)

Those expected to attend this worksession include:

Suzan Jenkins, Chief Executive Officer, Arts and Humanities Council (AHCRC)
Deborah Lambert, Management and Budget Analyst, Office of Management and Budget
Representatives, Arts and Humanities organizations

Relevant pages from the FY16 Recommended Operating Budget are attached on ©1.

Budget Summary:

- For FY16 the Executive recommends a total of \$4,442,700 for the Arts and Humanities Council NDA; the same funding as FY15.
- Montgomery Arts Advocates asks for an additional \$500,000 in funding for arts and humanities organizations eligible to receive funding from the AHCRC.

Council Staff Recommendation:

- **Approve the FY16 Arts and Humanities Council Non-Departmental Account for \$4,442,700 as recommended.**
- **Place the following on the Reconciliation List:**

-Administration	\$20,500
-Administration	\$20,500
-Large Organization Grants/Operating Support Grants	\$128,089
-Large Organization Grants/Operating Support Grants	\$128,089
-Large Organization Grants/Operating Support Grants	\$128,089
-Small/Mid-Size and Individual Grants	\$82,326
-Advancement Grants	\$33,407

BACKGROUND

This NDA provides funding for the Arts and Humanities Council of Montgomery County (AHCMC), the County's designated local arts and humanities agency. The FY16 NDA includes general operating support grants to arts and humanities organizations; program grants to organizations not receiving general operating support; project grants to individuals and scholars; groups or small organizations; technical assistance and other support services for individuals and organizations in the county; and operating expenses for AHCMC. The County's contribution is executed by a contract between the Recreation Department and AHCMC.

OVERVIEW

For FY16, the Executive recommends a total of \$4,442,700 for the Arts and Humanities Council NDA, the same funding as FY15. The Council received public hearing testimony from the Arts and Humanities Council, Montgomery Arts Advocates and Victoria Gau, National Philharmonic, in favor of the NDA. Montgomery Arts Advocates asks for an additional \$500,000 in funding for arts and humanities organizations eligible to receive funding from the Arts and Humanities Council. They recommend the \$500,000 be dispersed as follows:

Large Organization Grants/Operating Support Grants	\$384,267
Small/Mid-Size and Individual Grants	\$82,326
Advancement Grants	<u>\$33,407</u>
	\$500,000

The following table shows the Executive's recommended FY16 budget and previous budgets:.

Breakout of Arts and Humanities Funding, FY07-14							
	FY12	FY13	FY14	FY15	FY16 Rec	%Increase	\$ Change
Arts and Humanities Council							
Operating Support	2,360,223	2,425,225	2,511,563	2,876,763	2,876,763	0%	0
Grants and Programs	340,144	370,145	491,807	616,557	616,557	0%	0
Advancement Grants	240,000	240,000	240,000	250,050	250,050	0%	0
Administration	337,330	337,330	349,330	409,330	409,330	0%	0
Public Arts Trust Maintenance*	9,000	0	0	0	0	0%	0
Arts and Humanities Matching Fund			200,000	200,000	200,000	0%	0
Grants to Support Wheaton A&E Dis				90,000	90,000	0%	0
Total	3,286,697	3,372,700	3,792,700	4,442,700	4,442,700	0.00%	0
Number of earmarked grants	1	0	0	0			0
Total earmark \$\$	430,190	0	0	0			0

*Funding for Public Arts Trust Maintenance was moved to the CIP in FY13.

ARTS AND HUMANITIES COUNCIL

The Arts and Humanities Council's (AHCMC) mission is to promote, support and expand a vibrant arts and humanities presence in the community. The AHCMC administers a comprehensive grants program that funds arts and humanities organizations, as well as individual artists and scholars in Montgomery County. In FY15 AHCMC awarded \$5 million in County funds through nine grants programs, in addition to maintaining two roster programs for public access.

The AHCMC's FY16 budget request, accomplishments, activities, and grant awards are described in the AHCMC organizational materials beginning at ©2-17. The list of FY15 grantees begins at ©18-45 including detailed information on the type of grant awarded and the amount.

The AHCMC will celebrate its 40th Anniversary in 2016. In anticipation of this milestone, AHCMC is collaborating with community stakeholders to develop a new Strategic Plan. Since August 2013 over fifty hours of public meetings have been convened to assist in crafting the new plan.

Administration

For FY16 the Executive recommends funding AHCMC Administration at \$409,330. This is a flat appropriation; the same as FY15.

AHCMC currently employs five full-time staff, two part time staff and three part-time consultants in key program areas. This staffing includes staffing for the Public Art Trust. This core staff supports over 500 arts and humanities organizations and over 2000 individual artists and scholars in Montgomery County. Benefits for part-time employees and 403(b) retirement plan contributions for employees were suspended in FY10 and have not been restored. AHCMC has not provided bonuses since FY08. The County's support for administration covers approximately 80% of AHCMC's personnel costs; the remainder is obtained through other sources.

Council staff recommendation: Approve \$409,330 for AHCMC Administration as recommended by the Executive.

Place \$41,000 on the Reconciliation List: The Executive's recommendation is for flat funding for AHCMC Administration. Consider placing \$41,000 in two increments of \$20,500 on the reconciliation list to provide for a 5% increase in funding for Administration for each increment added.

Operating Support (Large Organizations)

For FY16, the Executive recommends a total of \$2,876,763 in operating support for large organizations, as defined in AHCMC's Grant Guidelines. This is same amount as FY15. In FY15 100% of operating grant applicants were funded in a non-competitive process. These twenty-nine organizations, representing 13% of the applicant pool, received more than 64% of available funds given to AHCMC by Montgomery County.

Council staff recommendation: Approve \$2,876,763 for Operating Support as recommended by the Executive.

For FY16, Montgomery County Arts Advocates (MCAA) asked the Council to support their request for a \$500,000 increase in grants to arts and humanities organizations "to be distributed equitably." This request would increase the Operating Support budget by \$384,267 for a total \$3,261,030.

Council staff recommendation: Place \$384,267 on the Reconciliation List in three increments of \$128,089.

Grants to Small and Mid-Size Organizations, and Other Program and Individual Grants

This category of grants includes grants to Mid-Size Organizations, Small Organizations, Individual Artists and Scholars, Community Grants and Arts Integration Grants. For FY16, the Executive recommends a total of \$616,557 for these grants; the same as FY15.

Council staff recommendation: Approve \$616,557 for Grants to Small and Mid-Size Organizations.

For FY16, Montgomery County Arts Advocates (MCAA) asked the Council to support their request for a \$500,000 increase in grants to arts and humanities organizations to be distributed equitably. This request would increase the Grants to Small/Mid-Size Organizations and Individuals budget by \$82,326 for a total \$698,883.

Council staff recommendation: Place \$82,326 on the Reconciliation List for grants to Small and Mid-Size Organizations.

Advancement Grants

In addition to funding Operating Support, the Strategic Plan also recommended funding an additional 2% of organizations' operating expenses as "add-on" grants. These grants could be used for projects and activities that fall outside of general operating support and were funded under the old structure through earmarked grants for transition or facility improvements. The AHCMC named the grants "Advancement Grants" and developed guidelines for them. For FY16, the Executive recommends \$250,050 for Advancement Grants, the same as FY15.

Council staff recommendation: Approve \$250,050 for Advancement Grants as recommended by the Executive.

For FY16, Montgomery County Arts Advocates (MCAA) asked the Council to support their request for a \$500,000 increase in grants to arts and humanities organizations to be distributed equitably. This request would increase the Advancement Grants budget by \$33,407 for a total \$283,457.

Council staff recommendation: Place \$33,407 on the Reconciliation List for Advancement Grants.

Arts and Humanities Matching Fund

In FY14, the Committee granted AHCMC's request of \$200,000 for a Cultural Fund for Arts and Humanities to provide matching funds for private funds raised from businesses and

individuals. These funds provide matching grants on behalf of the County to awardees of the Executive Ball for the Arts. This fund was named the Arts and Humanities Matching Fund and \$200,000 is recommended for FY16 which is the same as FY14 and FY15.

Council staff recommendation: Approve \$200,000 for the Arts and Humanities Matching Fund as recommended by the Executive.

Wheaton Arts and Entertainment District

The County Executive recommended \$90,000 in funding for the Wheaton Arts and Entertainment District; the same funding as FY15. The funds were to be used for cultural regranting in Wheaton, and the Wheaton Arts and Entertainment District (WAED). With the allocation of these funds, AHCMC initiated research and data collection activities related to Wheaton's arts and humanities community. This process included one-on-one meetings with cultural and civic leaders in Wheaton and the convening of Wheaton's arts and humanities professionals for a series of charrettes. The charrettes, were held on three separate dates in December 2014. AHCMC reconvened these participants of approximately fifty arts and humanities professionals and stakeholders in related fields, for a roundtable discussion. This discussion allowed the local arts and humanities community to align the topics covered in the charrettes to a broader conversation about how local philanthropy can advance diversity and equity in the Greater Washington region's cultural sector. At the conclusion of these community convenings and research activities, AHCMC leadership, Board, and staff reviewed these findings, and created the guidelines for the Wheaton grants based upon what was learned. These guidelines were officially approved and released to the public in February, 2015. In the first round of applications for the Wheaton Cultural Grants, with an April 9, 2015 application deadline, AHCMC received 22 applications with a total request of \$188,687. Final grant determinations will be made in May 2015.

Council staff recommendation: Approve \$90,000 for grants for the Wheaton Arts and Entertainment District as recommended by the Executive.

Capital Improvement Grants

Capital Improvement Grants for Arts and Humanities Organizations are discussed in the Cost Sharing PDF packet.

Summary of Recommendations

Approve the FY16 Arts and Humanities Council Non-Departmental Account for \$4,442,700 as recommended by the Executive.

Purpose	Amount
Arts and Humanities Council Activities	
Operating Support Grants	\$2,876,763
Small/Mid-Size Organizations, Creative Projects, Arts Education, and Individual Artist/Scholar Grants	\$616,557
Advancement Grants	\$250,050
Administration	\$409,330
Arts and Humanities Matching Fund	\$200,000
Grants to Support Wheaton Arts and Entertainment District	\$90,000
Total Arts and Humanities Council NDA	\$4,442,700

Council staff recommends the following be placed on the Reconciliation List:

Administration	\$20,500
Administration	\$20,500
Large Organization Grants/Operating Support Grants	\$128,089
Large Organization Grants/Operating Support Grants	\$128,089
Large Organization Grants/Operating Support Grants	\$128,089
Small/Mid-Size and Individual Grants	\$82,326
Advancement Grants	\$33,407

This packet contains

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FY16 CE recommended Arts and Humanities NDA page 66-1
 AHCMC Organizational Materials
 Public Hearing Testimony

©1
 ©2
 ©46

Non-Departmental Accounts

MISSION STATEMENT

Non-Departmental Accounts (NDAs) contain expenditure items essential to the operation of the County government which do not fall within the functional assignment of any department or agency, or which provide for expenditures related to more than one department or agency.

In FY16, 37 NDAs were funded. Four NDAs were not funded: Inauguration & Transition, Montgomery County Employee Retirement Plans, Motor Pool Fund Contribution and Restricted Donations.

BUDGET OVERVIEW

The total recommended FY16 Operating Budget for the Non-Departmental Accounts is \$276,751,003, a decrease of \$14,179,880 or 4.9 percent from the FY15 Approved Budget of \$290,930,883. Personnel Costs comprise 1.0 percent of the budget for 17 full-time positions, and a total of 4.23 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 99.0 percent of the FY16 budget.

PROGRAM CONTACTS

Contact Felicia Zhang of the Office of Management and Budget at 240.777.2781 for more information regarding this department's operating budget.

PROGRAM DESCRIPTIONS

Arts and Humanities Council

This NDA provides funding for the Arts and Humanities Council of Montgomery County (AHCRC), the County's designated local arts and humanities agency. FY16 taxpayer support of the AHCRC includes general operating grants to arts and humanities organizations; program grants to arts and humanities organizations not receiving general operating support; project grants to individuals, scholars, groups, or small organizations; technical assistance and other support services for individuals and other organizations in the County; matching funds for awardees designated to match private donations, such as by the Executive Ball for the Arts Committee or through power2give; and operating expenses for AHCRC. The County's contribution is implemented by a contract between the Department of Recreation and AHCRC.

Since 1976, AHCRC has been the County's designated local arts agency. The AHCRC's mission is to promote, support, and expand a vibrant arts and humanities presence and ensure that it is woven into the fabric of our diverse and inclusive community. AHCRC provides leadership that sustains arts and humanities organizations, artists and scholars and inspires participation in our County's cultural assets. Through its programs and services, AHCRC provides the infrastructure and support necessary to maintain a robust creative community that includes over 500 cultural organizations and 2,000 artists and scholars. AHCRC annually distributes grants to organizations and individuals to help fund enriching cultural activities in our County (www.creativemoco.com/grants/grants-awarded).

AHCRC is headquartered in Silver Spring, Maryland, and receives support from the Maryland State Arts Council, corporations, organizations and individuals.

Funding for maintenance of public art is allocated in the Public Arts Trust CIP project.

<i>FY16 Recommended Changes</i>	Expenditures	FTEs
FY15 Approved	4,442,700	0.00
FY16 CE Recommended	4,442,700	0.00

Boards, Committees, and Commissions

There are approximately 75 boards, committees, and commissions, created by law or resolution, which serve the County for a variety of purposes. These funds provide for the reimbursement of certain expenses incurred by eligible members of boards, committees, or commissions while on official business and/or for expenses related to the establishment of any new boards, committees, or commissions.

board of
directors

Eric L. Siegel
Cohen Siegel Investors, LLC
Board Chair

Roberta F. Shulman (Bobbi)
Shulman Associates, LLC
Vice Chair,
Chair, Governance Committee

Erica A. Leatham, Esq.
Ballard Spahr LLP
Treasurer

Joan Krejci Griggs,
Griggs Associates
Board Secretary,
Chair, Grants Committee

Mara Mayor, Ph.D.
Education Consultant
Chair, Audit Committee

Michelle Graham-Hicks
ICF International

Ximena Varela
American University

Marci Bernstein Lu
Nonprofit & Philanthropy Consultant

Erin E. Girard, Esq.
Linowes and Blocher LLP

ex officio

Suzan E. Jenkins, MBA
Chief Executive Officer

Kenneth A. Lechter, Esq.
Legal Counsel

MEMORANDUM

DATE: April 20, 2015

TO: Montgomery County Council President George Leventhal, HHS Committee Chair

CC: Justina Ferber, Legislative Analyst, Montgomery County Council

FROM: Suzan Jenkins, CEO, Arts and Humanities Council of Montgomery County

SUBJECT: AHCMC FY16 Budget Submission

Thank you for your past support of the arts and humanities in Montgomery County and the opportunity to present the Arts and Humanities Council of Montgomery County's (AHCMC's) FY16 budget request. The request for grant funds for re-granting to arts and humanities organizations is based first on providing support for arts and humanities organizations and second to individual artists and scholars.

In the last three years, AHCMC's grants program has begun a slow recovery to pre-recession levels. Previous reductions have caused reductions in the number and amounts of grants in each category and people served. As our population increases, demand for AHCMC to provide multi-faceted professional development, technical assistance and capacity building support is also increased for a sector that is rapidly expanding County-wide.

FY16 Budget Request

For FY16, Montgomery County Arts Advocates (MCAA) have asked AHCMC to support their request for a \$500,000 increase in grants to arts and humanities organizations to be distributed equitably. We understand MCAA's use of the word "equitable" to mean "in the same manner as AHCMC's current grant distribution paradigm". AHCMC supports this request and is hopeful that the arts and humanities will continue as one of the County's economic development and quality of life priorities. **We now ask that County Council support the County Executive's proposed budget of \$4,232,700 for the Arts and Humanities Council.**

Specifically the FY16 proposed NDA calls for \$4,442,700 in appropriation which would be distributed as follows:

- \$2,876,763 – for large organization grants (GOS)
- \$616,557 – for small, midsize organizations and individual artist and scholar grants
- \$250,050 – for Advancement Grants
- \$200,000 – for Matching funds for the Arts and Humanities Matching Fund
- \$90,000 - for Wheaton Cultural Grants
- \$409,330 – for the Arts and Humanities Council Administration

AHCMC and Montgomery County Government – A Partnership That Works!

Impact of FY15 Funding Overview

Administration

AHCMC currently employs five full-time staff, two part time staff and three part-time consultants in key program areas. This staffing includes staffing for the Public Art Trust. This core staff supports the over 500 arts and humanities organizations and over 2000 individual artists and scholars in Montgomery County. Considering the size and demographics of Montgomery County, AHCMC operates much like that of a state arts agency, with similar challenges in providing equitable support to organizations and artists in our rural, urban and suburban region. AHCMC employee staff workloads remain at capacity while their salaries remain below standard market rate. All full time AHCMC employees do the work of at least two employees. Benefits for part-time employees and 403b retirement plan contributions for employees were suspended in FY10 have not been restored. AHCMC has not provided bonuses since FY08. The County's support for administration covers approximately 80% of AHCMC's personnel costs; the remainder is obtained through other sources.

Regranting

AHCMC administers a comprehensive grants program that funds arts and humanities organizations, as well as individual artists and scholars in Montgomery County. In FY15 AHCMC awarded \$5 million in County funds through nine (9) grants programs, in addition to maintaining two Rosters for public access.

AHCMC is proud to support a community where the County's overall \$5.6M investment in capital, in-kind, operating and project support for the arts and humanities has leveraged public spending to pump \$225,162,227 of private dollars into the local economy, support 4,233 Montgomery County Jobs and \$90,072,021 in local salaries.

AHCMC uses what is commonly accepted as a best practice public funding model, similar to that used at most local and state arts agencies. Best practices include the use of objective third parties in the form of an advisory panel to evaluate applications and provide oversight by outside grants experts and board members.

Guidelines and grants policies are reviewed annually to address any issues that have arisen in the past year. These may include changing the application format, revising questions included in the grant application, or addressing larger policy issues.

- In FY15 100% of Operating Grant (GOS) applicants were funded in a non-competitive process. These twenty-nine (29) organizations, representing 13% of the applicant pool, received more than 64% of the available funds given to AHCMC by Montgomery County; the remaining 87% of applicants received less than 36% of the available funds given to AHCMC by Montgomery County. When Advancement Grants (only one was a non-large organization) and Capital Improvement Grants (all large organizations) are combined with the GOS category, 29 organizations received 87% of all available funds, leaving 13% for the remaining 175 applicants. As a result, in one category alone, we were only able to fund 30% of the applicants, and among those applications, full funding was the exception rather than the rule.
- **Wheaton Cultural Grants** - AHCMC received an allocation of \$90,000 in Montgomery County's FY15 Budget to be used to for cultural regranting in Wheaton, and the Wheaton Arts and Entertainment District (WAED). With the allocation of these funds, AHCMC initiated research and data collection activities related to Wheaton's arts and humanities community. The goal of the research was to provide an opportunity for the arts and humanities community, residents, and other interested parties in Wheaton community to voice their opinions about the current state of the arts and entertainment in Wheaton, the Wheaton Arts and Entertainment District and to provide feedback that would ultimately inform the development of relevant and responsive guidelines for this new grant category. This process included one-on-one meetings with cultural and civic leaders in Wheaton and the convening of Wheaton's arts and humanities professionals for a series of charrettes. The charrettes, held on three separate dates in December 2014, were formatted to facilitate an open dialogue centered on the following thematic questions:

Wheaton's Existing Cultural Assets:

- What is art/cultural expression in your community?
- How is this currently reflected in the Wheaton area?

Current Challenges and Needs

- What are some challenges to expressing yourself/cultural expression in the Wheaton area?
- What challenges in the Wheaton area impact the ability to showcase, express, or perform?

Ideas for Utilizing Wheaton Grants

- What type of arts/humanities projects would you like to see in the Wheaton area?
- What types of support do you need to apply for the grant?

At the conclusion of these meetings, AHCMC staff reviewed and combined the resonate themes and takeaways into a summary document. Our findings, presented below, represent the most frequent responses to those questions.

EXISTING ASSETS IN WHEATON'S ARTS AND CULTURAL COMMUNITY

Wheaton's cultural community believes that there are opportunities to leverage its current cultural assets: rich cultural diversity; commercial and real estate development; and abundance of international food

options. Wheaton is ideally situated near other major districts and hubs in the County, and can be and conveniently accessed by the metro system. There is increased cross cultural engagement and collaboration amongst Wheaton's diverse population that would support the creation of innovative and unifying creative works. Wheaton possesses many "empty" and "usable" spaces that could be utilized as spaces for creative incubators or pop-up arts and cultural events. Current events such as the Taste of Wheaton, TGIF Summer Concert Series, Salvadorian Festival, and World of Montgomery create opportunities for arts and humanities practitioners that could be expanded upon to foster a more cohesive sense of place and identity for Wheaton.

CHALLENGES FACED BY WHEATON'S ARTS AND HUMANITIES COMMUNITY

There is a lack of committed spaces and venues for arts and humanities professionals to produce, rehearse, and present expressions of the arts and culture. These opportunities are limited outdoor street festivals, restaurants, and clubs, making opportunities for arts engagement seasonal, irregular or inconsistent. The inability to maintain a schedule of frequent arts based cultural experiences prohibits this community from gaining visibility in the region as a cultural destination which forces many residents to participate in and present the arts and humanities in community areas outside of Wheaton. Respondents cited a need for advocacy on behalf of Wheaton's arts and humanities community to bring awareness to issues that include affordable housing for artists and the inclusion of arts integrated spaces in new commercial and residential property developments.

OPPORTUNITIES

Wheaton's cultural community overwhelmingly expressed interest in support for the development of arts venues in Wheaton. This includes the construction of new sites or the conversion of vacant and underutilized spaces into rehearsal and performance spaces. These spaces would preferably support multicultural arts or support multipurpose and flexible use. These groups agreed upon the need to expand beyond the current festival/outdoor space based presentation of multicultural arts, but indicated an interest in increasing green spaces and improving Wheaton's walkability. Beautification, streetscaping, and the introduction of visual design elements that would create a cohesive, vibrant vision of Wheaton's highly trafficked areas was put forth as a strategy for increasing perceptions of Wheaton as a cultural destination.

Addressing Equity

AHCMC reconvened the participants of these charrettes, approximately fifty arts and humanities professionals and stakeholders in related fields, for the Greater DC Diversity Pilot Initiative, a roundtable discussion co-sponsored by the country's leading arts advocacy organization, Americans for the Arts, on January 15, 2015. This forum allowed the local arts and humanities community to align the topics covered in the charrettes to a broader conversation about how local philanthropy can advance diversity and equity in the Greater Washington region's cultural sector.

During this forum, minority-based cultural groups, small organizations, and emerging artists expressed encountering the most difficulty in receiving access to venues and other spaces for presenting and creating their work, as opposed to their counterparts affiliated with larger organizations in other regions of the County. They listed several barriers to obtaining arts-based instruction, professional development, and art-based experiences that included an overall shortage of funding opportunities, a lack of awareness of existing funding opportunities, and a sluggish economy have made it difficult.

Larger arts presenters are embracing diversity and inclusion as core organizational values while struggling to reflect this in their communication and marketing activities. These groups cited a difficulty in developing and presenting the art and humanities program that can be equally embraced by diverse audiences.

At the conclusion of these community convenings and research activities, AHCMC leadership, Board, and staff reviewed these findings, and created the guidelines for the Wheaton grants based upon what was learned. These guidelines were officially approved and released to the public in February, 2015.

In the first round of applications for the Wheaton Cultural Grants, with an April 9, 2015 application deadline, AHCMC received 22 applications with a total request of \$188,687. Should all applications be chosen for funding, we'll be able to support about 47% of the applications with \$90,000 in funding. Final grant determinations will be made in May 2015. This infusion of support will amplify the economic impact of current cultural assets in Wheaton which includes Brookside Gardens, the Gilchrist Center for Cultural Diversity, Chuck Levin's Washington Music Center, Montgomery Art Association, and the Wheaton School of Dance.

Strategic Thinking and Strategic Planning

AHCMC will celebrate its 40th anniversary in 2016. In anticipation of this milestone, AHCMC is collaborating with community stakeholders to develop a new Strategic Plan. Since August 2013 over fifty (50) hours of public meetings have been convened to include stakeholder working groups, any grant applicant who had applied for an AHCMC grant between FY11 and FY14; the general public that receives our News & Views newsletter; independent artists and representatives from the small, medium and large grantee organizations, as well as representatives from elected officials and the general public. In crafting the new Strategic Plan, AHCMC has considered its many touch points for the community as:

- **A Coordinator** -- cultural clearinghouse for arts events; host monthly meetings of arts marketing managers for information exchange; cultural exchanges with other communities. **Example:** www.CultureSpotMC.com and <http://dc.spacefinder.org/communities/creativemoco>.
- **A Publisher** -- calendars of arts events; newsletters; workshop literature; exhibits; [children's arts guide](#); directories of smaller arts organizations and/or local individual artists. **Example:** www.CultureSpotMC.com
- **A Service Provider** -- workshops; maintain master mailing lists of artists and organizations; publicity; survey the community and members to determine the community's support for cultural programs and services; provide technical assistance to emerging arts groups; administer grant/funding programs. **Example:** **Strategic Plan Working Groups and Wheaton Creative Connections Charrettes**
- **An Advocate** -- provide a unified source of information for local news media; conduct united fund drives; participate in or lead a civic effort to restore or beautify; encourage local government to adopt 1% for art legislation; distribute timely information about local, state and national arts legislation; encourage local governmental units to provide funding and services to artists and art organizations. **Example:** [Public Art Guidelines](#), [Public Art Roadmap](#), [Advocacy E-Blasts and Meetings](#)
- **A Broker** -- connect performing arts groups with potential sponsors; bring together individual artists and presenters, donors, and buyers; introduce arts organizations and funding sources to each other; enlighten civic groups about the effective use of funds and the employment of artists. **Example:** [MarketPower](#), [Nonprofit Energy Alliance](#)

In community meetings, stakeholders have noted that AHCMC should:

- Serve as the County's grant-making organization for the arts and humanities sector
- Advocate for capacity building and fiscal sustainability for our sector
- Serve as the expert for capacity building and fiscal sustainability
- Foster incubator and growth opportunities with an emphasis on nascent organizations
- Integrate a technology plan with our strategic plan
- Identify "arts deserts" and help align hubs of culture development with areas of economic development
- Encourage, enable and convene collaborations between organizations and individual artists
- Support diversity and ensure that all citizens have access to programming by being aware of the changing demographics, fostering inclusion, ensuring representation of all communities and encouraging diversity in the audiences, staff and boards of the organizations we serve
- Focus on intergenerational education in public, private and home schools and with the public to increase visibility of our sector
- Encourage Public/private partnerships
- Help constituents find and maintain rehearsal and performance spaces
- Develop more impactful support for Individual Artists and Scholars
- Mine data and have a measurement assessment for our stated goals
- Adopt an Adaptive Strategy that is aligned with the rapidly changing demographics and business climate

After reviewing input from the public and private meetings, in developing our new Strategic Plan, AHCMC is:

- Identifying its current capacity
- Identifying current situations and future scenarios to which AHCMC must adapt
- Identifying community needs to which the AHCMC has the capacity to respond
- Articulating values, principles and strategies consonant with the County's realities
- Anticipating circumstances that might influence how well the plan will be implemented
- Encouraging integrated planning that links program, operations, and finances to strategy
- Considering how to fund projects and programs at full costs
- Considering how to seed reserves for liquidity, risk-taking, and change, and
- Engaging in dialogue with peer funders about capitalization principles as a means to artistic freedom

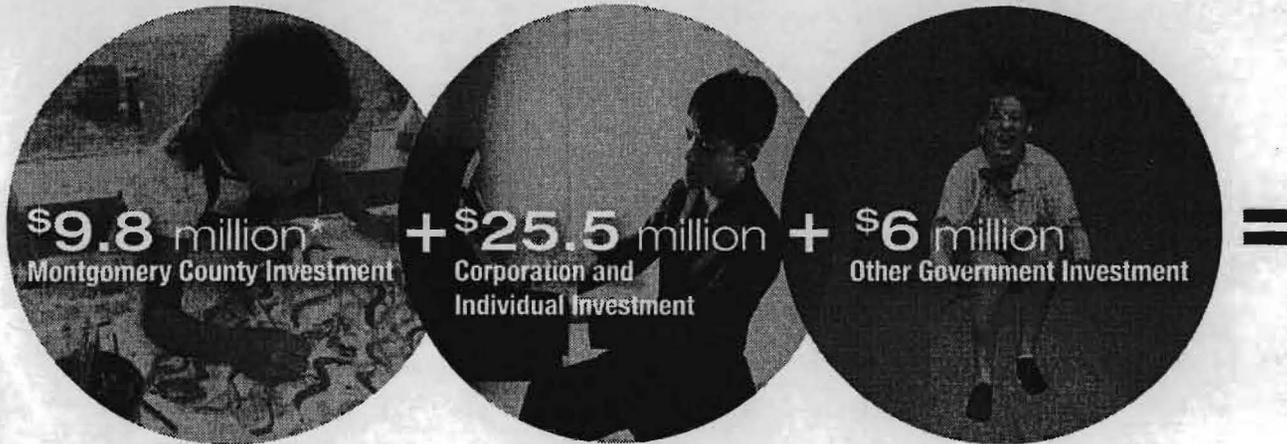
Council President Leventhal, thank you for your sustained support; we look forward to continuing our work together in FY16. Please let me know if I can provide you with any additional information.

Enclosures:

- The Strength of the Creative Economy in Montgomery County 2015
- Local Presence and Description of Services Calendar Year 2014
- Fiscal Year 2015 Grants Awarded
- The Creative Industries in Montgomery County, Maryland, 2015

A.Smart **ECONOMIC INVESTMENT**

Investment in the Arts & Humanities



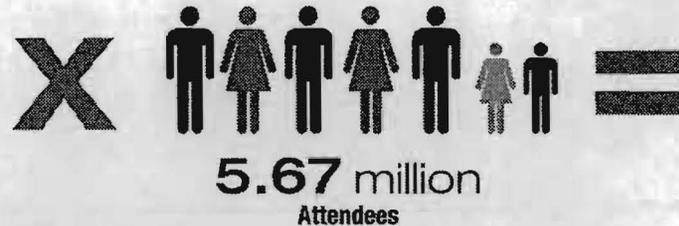
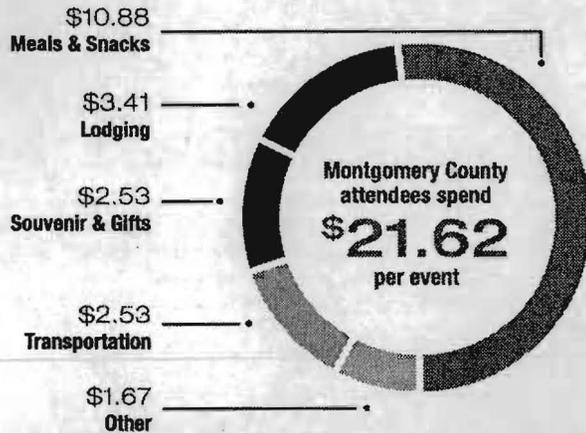
Montgomery County, MD boasts nearly 500 arts and humanities organizations and 2,000 artists & scholars.

A recent University of Maryland study found that the Arts and Humanities sector of Montgomery County is 50% larger and more robust than the national average.**

Return on Cultural Investment



The Arts & Humanities **STIMULATE THE ECONOMY**



About the Data ---- The data used for this report was provided by the Cultural Data Project and the Arts and Economic Prosperity IV Study, a project of Americans for the Arts. For more information on the Cultural Data Project, please visit www.culturaldata.org. To see the full Arts and Economic Prosperity IV Study from Americans for the Arts please visit www.creativeconomoc.com/aesp4

* Dollar amounts may include, but are not limited to: direct funding, value of in-kind contributions, and sponsorships.

**Howland, M. Ph.D. (2014). Employment concentrations in Montgomery County, Maryland. Informally published manuscript, U.S. Economic Development Administration University Center, University of Maryland, College Park. Retrieved from: <http://montgomerybusiness.org/wp-content/uploads/2014/03/Occupation-Clusters.pdf>

"I firmly believe that the County's investment in the cultural and creative sector is critical... The arts and humanities contribute significantly to our quality of life and the sense of community and vibrancy that makes our County special."

- County Executive Ike Leggett

The Arts and Humanities Council of Montgomery County (AHC MC)
 801 Ellsworth Drive
 Silver Spring, MD 20910
 (301) 565-3805

Hours of Operation for *The Arts & Humanities Council & Kramer Gallery*: Monday- Friday 9AM -6PM
 Saturday & Sunday Closed

Local Presence and Description of Services Calendar Year 2014 For:
 The Arts and Humanities Council of Montgomery County (AHC MC)

Target Populations:

- (1) 1,500+ artists and scholars and 450+ arts and humanities organizations of Montgomery County (see Grantmaking and Outreach Services)
- (2) 1,004,709 residents of Montgomery County (see Services to the Community)
- (3) Visitors to Montgomery County (see Services to the Community)

Specialized Target Populations:

- (1) At-risk Children and Youth (see Education Services)
- (2) Children and Families (see Education Services and Services to the Community)
- (3) Schools (see Education Services and Services to the Community)
- (4) Folk and traditional artists/artisans, fine artists, arts professionals, museum professionals, humanities professionals (see Grantmaking and Outreach Services)

Service, Program or Benefit	Who	What	Where	When
1. GRANTMAKING:				
1.1 Grants AHC MC is a non-profit, local arts agency designated by law to disburse Montgomery County funds in support of the arts and humanities in the form of competitive grants. AHC MC relies on Advisory Review Panels to evaluate grant applications.	In 2014, 94 grants totaling \$3,249,119 were awarded to Montgomery County artists, scholars, arts and humanities organizations, schools and community organizations.	Grants to Small Arts and Humanities Organizations—14 grants totaling \$46,642 <ul style="list-style-type: none"> • Inscape, Inc. - Bethesda, MD (\$3,732) • Trinity Chamber Orchestra. - Germantown, MD (\$2,375) • Focusmusic - Rockville, MD(\$3,000) 	Grants disbursed for Montgomery County individuals and organizations only from our headquarters in Silver Spring,	Disbursed in full in July 2014

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Service, Program or Benefit	Who	What	Where	When
<p>GRANTMAKING 1.2 Grant Preparation Workshops</p> <p>Prospective grant applicants are introduced to the grant application process and requirements in free grant preparation workshops led by our Grants Officer.</p>	<p>Approximately 116 prospective applicants attended 21 grant preparation workshops either in-person or by webinar. Participants included artists, scholars, arts and humanities organizations, civic organizations, schools.</p>	<p>Workshop participants met with AHCMC's Grants Program Officer to learn about submitting a grant application.</p>	<p>Our Silver Spring headquarters or by webinar</p>	<p>1/10/14 (2 Attendees) 1/17/14 (9) 1/17/14 (5) 1/21/14 (8) 1/22/14 (4) 1/27/14 (2) 1/29/14 (7) 1/30/14 (5) 1/31/14 (8) 2/11/14 (17) 2/26/14 (11) 2/28/14 (8) 8/22/14 (1) 8/22/14 (2) 8/27/14 (6) 8/27/14 (4) 8/29/14 (4) 8/29/14 (11) 9/18/14 (1) 9/19/14 (2)</p>
2. OUTREACH SERVICES				
<p>2.1 Advocacy AHCMC advocates at a state, regional and local level for the arts and humanities. Our work impacts strategic planning and dollar increases to grants and policy development. Through AHCMC's social media platforms, we inform a broad audience on important arts advocacy related issues.</p>	<ul style="list-style-type: none"> • 450+ arts and humanities organizations • 1,500+ artists and scholars in Montgomery County. • 140 participants in Advocacy Potluck + Public Hearing with County Council 	<p>Maryland Arts Day Community Advocacy Phone-In Community Forum Advocacy Potluck Advocacy Public Hearing Arts and Culture Survey of Political Candidates</p>	<p>Annapolis Virtual Silver Spring Rockville Rockville Online</p>	<p>2/13/14 3/17/14 4/02/14 4/10/14 4/10/14 6/13/14</p>

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<p>2.2 Technical Assistance, Capacity-Building Consultancy</p>	<p>AHCMC staff provides workshops and seminars to its constituency as well as providing one-on-one consultation.</p> <p>Attendance: 120</p>	<p>Outreach & Technical Assistance: Marketing for Fundraising Workshop Marketing Seminar: Strategic Marketing Roadmap Google Analytics Boot Camp CultureSpotMC.com Trainings FY15 Kick Off Creating and Compiling Engaging Video Content</p>	<p>Rockville Bethesda</p> <p>Silver Spring Virtual Silver Spring Silver Spring</p>	<p>1/23/14 3/21/14</p> <p>6/11/14 7/25/14 - 8/5/14 09/05/14 09/17/14</p>
<p>OUTREACH SERVICES</p> <p>2.3 E-Communications and Social Media</p>	<p>20,000+ e-mail subscribers that self-identify as artists or arts and humanities professionals. 2,648 Twitter followers on 2 Twitter platforms. 1,552 Facebook followers on 2 Facebook platforms.</p>	<p>Bi-monthly on-line publication that features career opportunities (i.e., job bank, professional development) for artists and scholars, grant opportunities, marketing opportunities and more. Free to subscribers.</p>	<p>via email Twitter Facebook</p>	<p>Bi-monthly Daily weekly</p>
<p>2.4 Web-based Rosters and Directories</p>	<p>AHCMC maintains two rosters of pre-selected, qualified artists. These rosters are associated with specific grants offered by AHCMC. Application to the rosters is competitive and selection is made by a panel of recognized experts. The rosters are featured on the www.creativemoco.com and include contact info, descriptions of programs and (when possible) photos and video.</p> <p>AHCMC also maintains two directories that promote artists and arts & humanities organizations.</p>	<p>The Teaching Artists Roster is a directory of professional artists trained in arts integration and the Maryland State Curriculum. The Artists and Scholars Roster features professional and rigorously vetted artists who provide programs for a range of community organizations and groups. Though the rosters, AHCMC promotes the services of these artists free of charge, enabling them to be contracted by public schools and other partnering organizations.</p>	<p>Maintained from our Silver Spring office</p>	<p>All year – daily</p>

<p>2.4 Web-based Rosters and Directories (con't)</p>		<p>Directory of Arts and Humanities Organizations. This is a free directory that any arts or humanities organization incorporated in... MoCo can join.</p> <p>Directory of Folk and Traditional Artists. This is a free directory that qualified artists and arts groups can apply to join.</p>		<p>All year – daily</p> <p>All year – daily</p>
<p>OUTREACH SERVICES</p> <p>2.5 Marketing Services through MarketPower</p> <p>AHCMC provides marketing services to its constituency through our new marketing suite, MarketPower. MarketPower raises the visibility of and participation in the arts and humanities of Montgomery County.</p>	<p>MarketPower Services are available to any arts or humanities group or organization offering public events, classes, programs, festivals, tours, etc. 81 organizations participated in MarketPower in 2014.</p>	<p>Market Power Services include: Unlimited access and posting to www.CultureSpotMC.Com, an online calendar of cultural events that automatically populate 6 other media online events calendars.</p> <p>Culture Spotlight media blast, a promotional tool that leverages a dedicated mailing list, television advertising and social media outreach to promote featured events from CultureSpotMC.Com</p> <p>Cooperative Advertising: MarketPower subscribers are (con't) able to purchase discounted advertisement in Bethesda Magazine, the Washington Post and the Montgomery County Gazette. These services save participant organizations over \$60,000 in total.</p> <p>Professional Development: MarketPower curates 8 different workshops, forums and seminars related to marketing and communications. (see section 2.2)</p>	<p>Silver Spring</p>	<p>All year – daily</p> <p>Weekly</p> <p>Monthly</p> <p>Monthly</p>

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Service, Program or Benefit	Who	What	Where	When
3. Services to the Broader Community				
3.1 On-line Calendar of Events AHCMC's website www.CultureSpotMC.com is an interactive, on-line calendar of events highlighting arts and humanities related activities taking place in Montgomery County.	Web Visitors: 16,215 Unique Visitors: 11,184 Page Views: 40,746 Page Views per Visit: 3.64	On-line calendar of events that are searchable by day, region, type of event. Six events calendars for the work of one. Events are listed on CultureSpotMC.com, and are also listed on VisitMontgomery.com, BethesdaMagazine.com, The Washington Examiner, Washington City Paper and AParentInSilverSpring.com.	Represents only activities happening in Montgomery County.	All year -- daily
3.2 Websites/Blogs AHCMC maintains five websites: www.culturespotmc.com (see above) Creativemoco.com MontgomeryTraditions.com (see 5.1) http://blog.creativemoco.com/ http://power2give.org/montgomerycountymd/	These internet sites serve a broad constituency including: artists, scholars, arts and humanities organizations, legislators, potential and existing grantees, educators, the general public, donors, and sponsors.	Maintains five internet sites that allow different constituents to access various information including programs, opportunities, deadlines, grant guidelines, and more.	On the web; managed from our Silver Spring office.	AHCMC Websites and Blogs are updated on a weekly basis.
Service, Program or Benefit	Who	What	Where	When
4. EDUCATION & YOUTH DEVELOPMENT				
4.1 Services to Schools K -12 Working with MCPS, AHCMC developed an arts integration program that infuses the arts in the academic curriculum. To do this, AHCMC developed the Arts Integrated Residency grant program which uses arts integration certified teaching artists to provide residencies.	8 Arts Integration Residency Grants supported teaching artists from AHCMC's Teaching Artist Roster. 1,171 K-12 students were served.	Some sample residencies: <ul style="list-style-type: none"> • ESOL and creative drama • Literature-based creative drama instruction • Integrated world cultures, languages art and life studies course with mosaic glass making 	8 schools in Rockville, Silver Spring, Gaithersburg, and Montgomery Village.	January 2014 – June 2014

(4)

<p>EDUCATION & YOUTH DEVELOPMENT</p> <p>4.2 The Fran Abrams Award for Creative Writing</p>	<p>The Fran Abrams Creative Writing Award honors a high school senior who excels in creative writing. The Fran Abrams Creative Writing Award is a competitive award open annually to all Montgomery County high school seniors. The award includes a cash prize of \$1,000 and an award reception featuring a reading by both the winner and a notable local writer.</p>	<p>The winner receives \$1,000 & a public reading of their work at the Betty Mae Kramer Gallery and Music Room in the Silver Spring Civic Building.</p>	<p>Silver Spring</p>	<p>6/10/14</p>
<p>4.3 Ida F. Haimovicz Visual Arts Award</p>	<p>This award is given to a high school senior graduating who is enrolled in a public or non-public high school in Montgomery County to benefit his/her pursuit of a visual arts career. The \$3,000 Ida F. Haimovicz Visual Arts Award for 2014 will be granted following a juried selection process that is based upon artistic merit of the original work submitted and the applicant's potential for a visual arts career, not financial need.</p>	<p>The winner receives \$3,000 & a showing of their work at the Betty Mae Kramer Gallery and Music Room in the Silver Spring Civic Building.</p>	<p>Silver Spring</p>	<p>6/10/14</p>
<p>4.4 Guide To Children's Art Activities</p>	<p>For K-12: Approximately 30 arts and humanities organizations, participate and 90,000 MCPS elementary students receive the guide twice a year, in English and Spanish.</p>	<p><i>The Guide to Children's Art Activities</i> (published twice a year) in English and Spanish, includes up to 30 organizations offering after-school, summer and weekend arts programs.</p>	<p>Montgomery County</p>	<p><i>The Guide</i> was delivered to 131 schools and libraries in August 2014 and made available online all year round.</p>

Service, Program or Benefit	Who	What	Where	When
5. Programs				
<p>5.1 Montgomery Traditions Montgomery Traditions is a program to document and promote folk and traditional artists living in Montgomery County</p>	<p>Web visitors Featured artists and arts groups</p>	<p>Go to MontgomeryTraditions.org to view the new multimedia resource presenting stories about the County's diverse traditional arts community. Currently there are 11 stories on the website.</p>	<p>On the web</p>	<p>Daily</p>
<p>5.2 Public Art Montgomery County's public art program, administered by AHCMC, seeks to build and inspire community identity and placemaking and to nurture artists engaged in public art. We strongly believe that public art enhances the quality of life in Montgomery County.</p>	<p>Residents of and visitors to Montgomery County who come in contact with the over 350 pieces of public art and over 500 pieces of works on paper.</p>	<p>Finalized and implemented conservation plan for 8 public art objects on the premises of 4 Montgomery County Public Schools and 4 County-owned community spaces.</p> <p>Collaborated with major property developers to install reproductions of paintings from local visual artists in vacant storefronts.</p> <p>Worked with fine art conservators to relocate the public/outdoor sculpture <i>Gateway to the Mind</i> by Mary Ann Unger to Montgomery College for reinstallation and conservation.</p> <p>Completed restoration of public sculpture on the campus of Jones Lane Elementary School.</p> <p>Issued a Request for Design Qualifications to solicit proposals from local public artists to create public artwork in a prominent urban park in Takoma Park, Maryland.</p>	<p>Montgomery Count, MD</p> <p>Downtown Silver Spring, MD</p> <p>Germantown, MD</p> <p>Gaithersburg, MD</p> <p>Takoma Park, MD</p>	<p>February 2014</p> <p>February 2014</p> <p>April 2014</p> <p>September 2014</p> <p>September 2014</p>

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<p>5.3 Betty Mae Kramer Gallery and Music Room</p> <p>The 1,200 square foot gallery located in the Silver Spring Civic Center is the first and only art gallery dedicated specifically to showcasing Montgomery County's professional visual artists.</p>	<p>Serves visual artists in Montgomery County and County visitors and residents wishing to see visual arts. Artists served: 16 Reception Attendees: 250</p>	<p>The Kramer Gallery hosts three to four exhibits each year. 2014 Exhibitions include:</p> <p><i>Cultural Exchanges</i> <i>Digital Impressions</i> 2014 Haimovicz Award Show <i>Natural Origins</i></p>	<p>Silver Spring, MD</p>	<p>11/07/13 - 2/07/14 2/13/14 - 5/23/14 6/10/14 - 7/03/14 7/10/14 - 10/23/14</p>
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Fiscal Year 2015 Grants Awarded

General Operating Support Grants for

Large Arts and Humanities Organizations

\$2,876,763 for July 1, 2014 – June 30, 2015

General Operating Support Grants provide general operating support to 29 nonprofit arts and humanities organizations in Montgomery County that have annual cash operating expenses of over \$150,000, full-time paid directors, and an annual audit. For FY15, grants were awarded to the following organizations:

- **Adventure Theatre MTC**, Glen Echo, Maryland (\$117,975) - In March of 2012, Adventure Theatre and the Musical Theater Center merged to form Adventure Theatre MTC. ATMTC provides a continuum of services in theatre and musical theatre disciplines for youth ages 2 to 18 with award-winning professional theatre and an Academy featuring camps, classes, student productions, performing ensembles, and community outreach.
- **American Dance Institute**, Rockville, Maryland (\$112,459) - American Dance Institute (ADI) is a multi-faceted arts organization in Rockville, Maryland that presents professional contemporary dance companies, hosts innovative residencies for dance artists to complete new work, supports local dance artists, and offers high-quality dance instruction and outreach programs to residents of Montgomery County and metropolitan Washington, DC.
- **Baltimore Symphony Orchestra**, North Bethesda, Maryland (\$264,378) - The BSO at Strathmore provides year-round symphonic performances of the highest of artistic standards while embracing non-traditional formats, adventurous programming, and affordable pricing to

*General Operating Support Awards are displayed in whole dollar amounts. Actual awards may vary by no more than 99 cents.

transform the concert experience and build future audiences. Embracing its civic responsibility, the institution also offers relevant educational and social outreach programs, which, combined, reach +60,000 County and greater Washington, D.C. area residents.

- **CityDance**, North Bethesda, Maryland (\$48,644) - CityDance School & Conservatory provides over 600 students annually with high-level dance training in a variety of genres. Close to 100 classes are taught each week, including weekly master classes taught by professional artists from around the world. Through CityDance Community Programs, we also provide free dance instruction to 430 students annually at Gaithersburg and East Silver Spring Elementary Schools and at the Long Branch and East County Community Centers in Montgomery County.
- **Class Acts Arts**, Silver Spring, Maryland (\$51,176) - Class Acts Arts was founded in 1995 to fill a critical need in the community for access to the arts. Class Acts Arts offers performances and workshops for schools and organizations across Maryland, Washington, D.C. and northern Virginia with over 125 teaching artists from more than 20 countries and cultures. Its mission is to ensure the availability of the arts to everyone, including those with limited access.
- **Dance Exchange**, Takoma Park, Maryland (\$50,605) -. Founded in 1976 by Liz Lerman and now under the artistic direction of Cassie Meador, Dance Exchange's intergenerational company stretches the range of contemporary dance through projects as wide ranging as examinations of environmental activism, mountain-top removal, human rights, and rest in a hyper-driven society.
- **Friends of the Library, Montgomery County**, Rockville, Maryland (\$46,793) - FOLMC (Friends of the Library, Montgomery County) is a not-for-profit membership organization dedicated to enhancing Montgomery County Public Libraries through fundraising, advocacy, programs, and new initiatives. FOLMC organizes grassroots advocacy to encourage civic participation in ensuring an adequate library budget.
- **Germantown Cultural Arts Center**, Germantown, Maryland (\$63,376) - As the leading venue for performing and visual arts in upper Montgomery County, BlackRock provides quality performances, arts education programs, and art exhibits in a welcoming and intimate setting. Over 13,000 individuals each year participate in activities at their 38,000 square foot facility, housing two indoor theaters, an outdoor stage, two art galleries, and five studios for arts instruction. BlackRock's education programs serve over 500 students each week, both adults and children.
- **Glen Echo Park Partnership for Arts and Culture**, Glen Echo, Maryland (\$90,767) - Established in 2002 in collaboration with the National Park Service (NPS) and Montgomery County, the Partnership sponsors classes, dances, exhibitions, concerts, festivals, and events at Glen Echo Park, a former amusement park. These programs serve 415,000 people annually. The Partnership also maintains and manages the Park's historic facilities, including the Spanish Ballroom and Dentzel carousel, and provide marketing and class registration services to the Park's resident arts organizations and artists.
- **Imagination Stage**, Bethesda, Maryland (\$238,738) - Imagination Stage presents high quality, innovative youth theatre and arts programming and promotes a safe haven for children to embrace and explore their creativity. Reaching 110,000 children and families through theatre productions and creative classes, we open hearts, inspire minds and ignite imaginations.
- **Jewish Community Center of Greater Washington, Inc.**, Rockville, Maryland (\$47,230) - The Arts & Culture Division of the JCCGW coordinates in-house and community performances, events and exhibits; arts education and outreach programs. The Division helps to fulfill the Center's mission

by enriching lives through cultural arts programs and education, creating community through creative expression and Jewish culture, and by building common ground through the arts.

- **Levine School of Music**, North Bethesda, Maryland (\$99,012) - With 150 faculty-artists offering instruction in 22 instruments and voice, Levine is the largest community music school in the region serving 3,500 students at four campuses. With first-class facilities at Strathmore, Levine offers Montgomery County excellent music education programs. Levine is one of 12 community music schools accredited by the National Association of Schools of Music, and is the only community music school to be designated as an "All Steinway School."
- **Lumina Studio Theatre**, Silver Spring, Maryland (\$18,901) - Lumina provides a disciplined & rigorous professional setting where actors train in a comprehensive performance based program using the techniques of Rudolf Steiner's Creative Speech & Drama, Stella Adler and Michal Chekhov. Lumina's program includes in-depth vocal and character coaching, improvisation, stage combat training, detailed costumes, live music, and choreography. The skills acquired during productions benefit the actors throughout their lives.
- **Maryland Classic Youth Orchestras**, North Bethesda, Maryland (\$29,936) - Founded in 1946, MCYO is the oldest, largest & most well-regarded youth orchestra program in this region. Residing at the Music Center at Strathmore, MCYO provides training and performance opportunities for almost 500 students ages 8-18 in 9 ensembles, including 6 orchestras & several other chamber groups. Performances benefiting community audiences occur in the state-of-the-art concert hall at Strathmore & also at outreach locations, such as churches, senior centers, school & community venues.
- **Maryland Youth Ballet**, Silver Spring, Maryland (\$90,917) - Forty-four years from the tiny basement studio of Founder, Hortensia Fonseca, to five, state-of-the-art studios with spacious lobby, restrooms, offices, and dressing rooms, MYB today, led by Principal, Michelle Lees, is a nationally recognized institution for classical ballet training. MYB has produced some of the country's most accomplished ballet dancer, including international stars, Susan Jaffe and Julie Kent, and continues to annually produce young dance professionals.
- **Metropolitan Ballet Theatre**, Rockville, Maryland (\$25,065) - Founded in 1989, MBT offers dance education in the core disciplines of Ballet, Early Ballet, Modern and Jazz. Hip Hop and Fitness have also been added recently. Professional performing opportunities, in which students dance alongside professional dancers, are offered through an annual full-length production of The Nutcracker, as well as a Spring production which varies annually. MBT also stresses the importance of creative and individual expression through an annual choreography competition.
- **Metropolitan Center for the Visual Arts**, Rockville, Maryland (\$50,548) - Through an extensive array of educational programming, gallery exhibitions and a resident artist program, VisArts provides children, teens and adults with opportunities to express their creativity and enhance their awareness of the arts. Each year VisArts welcomes more than 26,000 visitors. An additional 5,000 visitors each year participate in community events co-sponsored by VisArts, the City of Rockville, Montgomery County and local businesses.
- **Montgomery Community Television**, Rockville, Maryland (\$137,608) - Montgomery Community Television is the County's community media center and the region's largest public access station, broadcasting to 873,000 viewers in over 351,000 cable TV households. Its broadband platform, mymcmmedia.org, annually engages nearly 300,000 unique web visitors. We annually teach 1,000 students in 80 class types and issue nearly 30 certification types. Montgomery Community

Television's mission encourages and sponsors broadcast programming and broadband media that meet community needs and offer forums for free expression.

- **Montgomery County Historical Society, Inc.**, Rockville, Maryland (\$16,204) - MCHS, founded in 1944 as an all-volunteer non-profit organization to preserve and present the entire scope of Montgomery County history for current and future generations, now has five professional staff and over 70 volunteers. MCHS has collected documents and artifacts of value to the community, established a museum at the c.1815 Beall-Dawson House for educational and interpretive programs, and opened its research library to scholars and the public, while offering programs all over the county.
- **National Philharmonic Orchestra & Chorale of Montgomery County, Inc.**, North Bethesda, Maryland (\$185,288) - A judicious merging of the National Chamber Orchestra and Masterworks Chorus on July 1, 2003 created the National Philharmonic, whose mission is to be the dynamic organization of choice providing the highest quality orchestral, choral and other musical experiences to enrich and inspire the lives of people in Montgomery County, the Washington, DC metropolitan area and beyond through concerts and educational programs for all ages.
- **Olney Theatre Center**, Olney, Maryland (\$278,851) - Founded in 1938, OTC is the oldest theater in Maryland. Its 14-acre campus has 4 venues which present plays and musicals. OTC hosts 2 national education programs: National Players, a 65 year old national touring troupe and its Apprentice Program, which trains young professionals in theater production. 3.5 million patrons have visited Olney over its history plus NP - 2.8 million students. OTC has grown from its humble summer-stock beginnings into a major theatrical force in the mid-Atlantic.
- **the Puppet Co.**, Glen Echo, MD (\$28,886) - Founded by second-generation puppet master Christopher Piper and past director of the Smithsonian Puppet Theatre (now the Discovery Theatre) Allan Stevens, the Puppet Co. is approaching the 30th anniversary of its work creating quality puppet theater for the children and families of the Greater Washington, DC area. It has reached a milestone of over 12,000 performances presented to about two million audience members.
- **Pyramid Atlantic Art Center**, Silver Spring, Maryland (\$25,611) - Pyramid Atlantic Art Center was founded in Baltimore, MD in 1981 by artist and educator, Helen Frederick, as a workshop and studio for printmakers. The organization grew, incorporating papermaking, book arts, and educational programs for adults and youth. Pyramid moved from Baltimore to leased space in Takoma, DC and Riverdale, MD, before purchasing its current home in Silver Spring in 2003. Ms. Frederick retired in 2007 and Mr. Jose Dominguez joined Pyramid as its second Executive Director.
- **Round House Theatre**, Silver Spring, Maryland (\$158,460) - Round House is one of the leading professional theaters in the DC metro area. Round House produces more than 150 performances each season at its 400-seat Bethesda theater, provide programming in an education center in Silver Spring, and operate a scenery shop in Rockville. We have been nominated for 132 Helen Hayes Awards and have won 24, including "Outstanding Resident Play" 4 times. In the 2013-14 season, we anticipate reaching more than 50,000 people through live performances and education programs.
- **Strathmore Hall Foundation, Inc.**, North Bethesda, Maryland (\$430,231) - Strathmore is a performing and fine art venue located on a park-like, 11-acre campus just outside of Washington, D.C. In the intimate 100-seat music room and the more expansive 1976-seat concert hall,

Strathmore presents popular music; contemporary dance ensembles; a speaker's series; theatrical entertainment; and a well-regarded chamber music and recital series. The 1900's historic mansion is the visual arts center of the campus mounting approximately ten museum-quality exhibitions year-round.

- **The Writer's Center**, Bethesda, Maryland (\$43,393) - By the end of the fiscal year on June 30, 2014, The Writer's Center will have offered over 320 workshops in multiple genres and 80 author readings and other events such as the "Publish Now!" seminar being held on October 26th on the changing landscape of publishing. Based on the enrollment of 932 participants in workshops during the first quarter, it is likely that enrollment for the year will total nearly 3,000 individuals; events thus far have drawn 240 attendees.
- **Washington Conservatory of Music**, Bethesda, Maryland (\$56,307) - Founded in 1984, The Washington Conservatory of Music is a community music school, dedicated to serving students of all ages and levels of ability. WCM offers individual lessons and classes at Westmoreland Congregational Church in Bethesda and in their own site in Glen Echo Park. At WCM, students may study without audition under the guidance of international artist faculty. Since 2002 WCM adopted the additional mission of presenting a free professional concert series to the greater Bethesda area.
- **Washington Revels, Inc.**, Silver Spring, Maryland (\$40,867) - WR is a multi-generational, diverse performing arts community - over 250 performers and 200 volunteers each year, adults and kids, professional and nonprofessional - that celebrates cultural traditions through music, dance, and drama. Audience participation is a hallmark and programs include seasonal celebrations, festivals, community sings/dances, after-school workshops, parades, and dozens of performances of traditional music and spoken word by 5 separate ensembles of singers and actors.
- **Washington School of Photography**, Rockville, Maryland (\$28,523) - Washington School of Photography (WSP) provides affordable, quality photographic education and opportunities for exhibition and personal artistic exploration to residents of the mid-Atlantic, through workshops, a vocational/career program, photography club, presentations, and gallery space.

Advancement Grants

\$250,050 awarded for July 1, 2014 – June 30, 2015

Advancement Grants assist arts and humanities organizations in attaining fiscal stability and long-term viability. Specifically, these grants are focused on long-term planning, and technology improvements critical to an organization's arts or humanities mission. Organizations are eligible to receive up to \$200,000 per year.

- **Adventure Theatre MTC, Glen Echo, Maryland (\$56,071)** - Grant funds are awarded to pay Tessitura for the one-time costs of designing and creating an integrated patron relationship database. Annual fees due post-grant will come from the operating income allocated as fees owed to their current providers.
- **Friends of the Library, Montgomery County, Rockville, Maryland (\$21,839)** - Grant funds are awarded to ensure the long-term viability of FOLMC by engaging a strategic planning consulting firm, re-designing and upgrading their website, and purchasing technology and safety improvements for their administrative office and three used bookstores.
- **Imagination Stage, Bethesda, Maryland (\$87,225)** - Grant funds are awarded to convert to Tessitura integrated ticketing, fundraising and customer relationship software to improve patrons' experience and allow staff to work more effectively. The move upgrades technological capacity and management efficiency.
- **Strathmore Hall Foundation, Inc., North Bethesda, Maryland (\$84,915)** - Grant funds are awarded to re-design and develop, from front-end to back-end, new responsively-designed web and mobile platforms that are industry-leading in its patron usability, e-commerce success, and fulfillment of Strathmore's mission.

Capital Improvement Grants

\$749,080 awarded for July 1, 2014 – June 30, 2016

Capital Improvement Grants are intended as supplemental funding for special purposes. These grants are intended to assist arts and humanities organizations in attaining stability and long-term viability. These grants are intended as grant awards for facility construction or improvements. Grants may be awarded for new construction, for expansion of a project, renovation of an existing structure or physical plant repairs critical to an organization's arts or humanities mission. Organizations are eligible to receive up to \$250,000 per year.

- **Germantown Cultural Arts Center**, Germantown, Maryland (\$75,000) - Grant funds will be used to complete the second phase of our Terrace Studio renovation, which addresses work that couldn't be completed in Phase I, in particular the completion of a new dance studio and an enhanced rental space.
- **Jewish Community Center of Greater Washington, Inc.**, Rockville, Maryland (\$134,000) - Grant funds are awarded to renovate the JCCGW's 1,320 sq. ft. Goldman Art Gallery to increase the usability, accessibility, infrastructure and aesthetic elements of the existing space.
- **Montgomery Community Television**, Rockville, Maryland (\$50,080) - Grant funds will be used to establish a greener community digital broadcast studio and attain increased energy cost reductions through the steady elimination of permanent incandescent Cyclorama studio lights and studio projector through their replacement with LED technology.
- **Olney Theatre Center**, Olney, Maryland (\$150,000) - Grant funds will be used to match the funds provided by a 2014 bond bill from the State of Maryland to replace and repair the fly system above Olney Theatre Center's Historic Stage. The work will cost approximately \$300,000.
- **Sandy Spring Museum**, Sandy Spring, Maryland (\$90,000) - Grant funds will be used to convert a large barn into artist studios.
- **The Writer's Center**, Bethesda, Maryland (\$250,000) - Grant funds will be used to complete Phase 2 of the renovation of our Walsh St facility, including adding a second floor, rebuilding the front entrance for easier access, and installing a 3-stop elevator to connect all 3 floors of the building.

FY15-1 Grants to Mid-Size Arts and Humanities Organizations

\$346,125 awarded for July 1, 2014 – June 30, 2015

Grants to Mid-Size Arts and Humanities Organizations are available to arts and humanities organizations with annual cash operating expenses above \$50,000 who are not applying for General Operating Support Grants. These grants support the presentation of high-quality programs, the improvement of management skills, the purchase of equipment, or capital improvements. Organizations are eligible to receive up to \$25,000 per year in one or more grants.

- **After School Dance Fund**, Silver Spring, Maryland (\$24,000) - Grant funds are awarded to support the expansion of the After School Dance Program, bringing free, weekly dance instruction to 330 students at 14 Montgomery County public high schools, a Latin Dance Competition, and two winter showcase events.
- **Akhmedova Ballet Academy**, Silver Spring, Maryland (\$11,576) - Grant funds are awarded to purchase costumes, a portable Marley floor, and a backdrop to enable ABA to perform shows in senior citizen facilities, ABA students to expand their repertoire, and young County students to perform in a live show.
- **Artpreneurs, Inc. dba Arts on the Block**, Kensington, Maryland (\$17,500) - Grant funds are awarded to continue operation of AOB's flagship out-of-school-time program, "Pour Your ART Out," which offers real-life job skills training, career guidance and visual art instruction to youth ages 14 to 21.
- **Arts for the Aging, Inc. (AFTA)**, Rockville, Maryland (\$25,000) - Grant funds are awarded to increase the frequency and expand the reach of AFTA's signature arts engagement series, *Joy in Generation*. Research links seniors' regular exposure to such programs with improvements in older adults' health and quality of life.
- **ArtStream, Inc.**, Silver Spring, Maryland (\$25,000) - Grant funds are awarded to offset the costs associated with running four Inclusive Theatre Companies featuring adult actors with and without intellectual disabilities and autism in Montgomery County, MD.
- **Bach Sinfonia**, Silver Spring, Maryland (\$17,500) - Grant funds are awarded to support Sinfonia's 20th Anniversary season—celebrating the life and works of J.S. Bach—with stellar historically-informed performances, superb soloists, scholarly research, exciting education programs & concerts that both entertain and enlighten.
- **Bel Cantanti Opera Company**, Silver Spring, Maryland (\$10,500) - Grant funds are awarded to support an October 2014 production of Jules Massenet's "Cendrillon" and a December 2014 holiday production of the Viennese operetta by Emmerich Kalman, "Die Csardasfurstin (The Gypsy Princess)."
- **Cantate Chamber Singers**, Bethesda, Maryland (\$8,372) - Grant funds are awarded to mount a newly commissioned choral work honoring and exploring civil rights with a focus on the 50th anniversary of the Civil Rights movement incorporating narration, instrumentalists, Cantate and a local college choir.

- **ClancyWorks Dance Company**, Silver Spring, Maryland (\$17,500) - Grant funds are awarded to support the Montgomery County portion of the FY15 Performance Season with new works choreographed by Clancy, a regional premier by Guest Artist Bill Evans, and Company repertory performed at theaters and community centers.
- **Coral Cantigas Incorporated**, Rockville, Maryland (\$18,000) - Grant funds are awarded to continue Cantigas's unique brand of cross-cultural concerts and interactive family concerts that enrich the community by providing multi-cultural experiences and increased awareness of Latino choral music.
- **Damascus Theatre Company**, Damascus, Maryland (\$11,500) - Grant funds are awarded to offset the costs of producing three musicals during the organization's performance season which runs from July 1, 2014 to June 30, 2015.
- **Docs In Progress, Inc.**, Silver Spring, Maryland (\$8,750) - Grant funds are awarded to support Community Stories, aimed at building community dialogue through a series of screenings, seminars, and interactive workshops showcasing stories of people and places in Montgomery County, Maryland.
- **Docs In Progress, Inc.**, Silver Spring, Maryland (\$8,750) - Grant funds are awarded to solidify the work and professional development of the full-time Executive Director and board leadership as Docs In Progress continues its transition into a more mature and sustainable organization.
- **Forum Enterprises**, Silver Spring, Maryland (\$5,500) - Grant funds are awarded for Forum Theatre to fund the artistic team for the July area premiere of Johnna Adam's "Gidion's Knot."
- **Gandhi Brigade Incorporated**, Silver Spring, Maryland (\$25,000) - Grant funds are awarded for the Promoter Program, in which underserved youth learn to create video, photography, and graphic design to engage their community around issues that concern them.
- **Glen Echo Pottery**, Glen Echo, Maryland (\$4,487) - Grant funds are awarded to replace aging kiln equipment — silicon carbide kiln shelves and propane-fueled gas burners — in order to support and enhance the pottery classes that are offered to the public.
- **Glorystar Music Education and Cultural Foundation**, Potomac, Maryland (\$5,950) - Grants funds are awarded to help Glorystar Children's Chorus with its music education program in Montgomery County during FY15, specifically with venue rental, music teachers' salaries and advertising.
- **Heritage Tourism Alliance of Montgomery County**, Germantown, Maryland (\$6,625) - Grant funds are awarded to develop programs and resource materials highlighting Montgomery County's unique Civil War and War of 1812 history.
- **International Conservatory of Music**, Chevy Chase, Maryland (\$12,500) - Grant funds are awarded to increase artist fees - enhancing the organization's ability to attract the world's best classical guitarists to perform in Montgomery County. Grant funds will also be used towards venue costs & outreach & administration expenses.
- **KID Museum**, Bethesda, Maryland (\$17,500) - Grant funds are awarded to support a new part-time Manager of Operations position. This new staff position will establish an effective and sustainable management infrastructure to oversee daily operations at the prototype program space.
- **National Capital Historical Museum Of Transportation, Inc.**, Colesville, Maryland (\$4,000) - Grant funds are awarded to restore as an interpretive exhibit the exterior appearance of Capital

Traction Company 522, a streetcar representative of those which connected Montgomery communities of Kensington, Chevy Chase, and Forest Glen to the Nation's Capital.

- **Olney Children's Ballet Theater Incorporated**, Olney, Maryland (\$12,500) - Grant funds are awarded to modify the major production, The Nutcracker, necessary to adapt to OTC's recent theater limitations. It will involve significant new known and unknown costs for sets, lighting, marketing and other crucial needs.
- **Silver Spring Town Center, Inc.**, Silver Spring, Maryland (\$25,000) - Grant funds are awarded for funding programming of 80+ arts and entertainment programs and events year-round at the Silver Spring Civic Building and on Veterans Plaza. This includes to pay for staff programming time, as well as performer and venue fees.
- **Symphony of the Potomac**, Glen Echo, Maryland (\$4,000) - Grant funds are awarded to support general functions in combination with matching funds to purchase tympani for the Symphony of the Potomac to be used in the new rehearsal venue. The total cost of a serviceable set of used tympani is estimated to be \$8000. Grant funds are awarded for three purposes. First, to build an improved website. Second, to augment the remuneration of the Music Director. Third, to pay the incremental rental cost of an improved orchestra rehearsal venue.
- **Symphony of the Potomac**, Glen Echo, Maryland (\$6,615) - Grant funds are awarded for three purposes. First, to build an improved website. Second, to augment the remuneration of the Music Director. Third, to pay the incremental rental cost of an improved orchestra rehearsal venue.
- **Young Artists of America, Inc.**, Bethesda, Maryland (\$12,500) - Grant funds are awarded to execute two large scale works of opera, musical theatre, and/or oratorio performance programs involving music education, professional mentoring, and performance opportunities with accomplished vocal and instrumental students age 13 to 19.

FY15-2 Grants to Mid-Size Arts and Humanities Organizations

\$111,362 awarded for January 1, 2015 – June 30, 2015

Grants to Mid-Size Arts and Humanities Organizations are available to arts and humanities organizations with annual cash operating expenses above \$50,000 who are not applying for General Operating Support Grants. These grants support the presentation of high-quality programs, the improvement of management skills, the purchase of equipment, or capital improvements. Organizations are eligible to receive up to \$25,000 per year in one or more grants.

- **Artpreneurs, Inc. dba Arts on the Block**, Kensington, Maryland (\$3,750) - Grant funds are awarded to purchase much-needed IT equipment for staff, participants and volunteers of Arts on the Block to improve the delivery of our services.
- **Bach Sinfonia**, Silver Spring, Maryland (\$5,625) - Grant funds are awarded to grow greater capacity in Bach Sinfonia's donor development, patron services and patron development areas. Sinfonia aims to grow organizational infrastructure by building systems to boost outreach services.
- **ClancyWorks Dance Company**, Silver Spring, Maryland (\$7,125) - Grant funds are awarded to support the creation of a new dance by Guest Artist Barbara Mahler, which will be performed by ClancyWorks at theaters and community centers in Montgomery County. Mahler will also lead dance workshops, open to the public.
- **CREATE Arts Center**, Silver Spring, Maryland (\$7,500) - Grant funds are awarded for CREATE's smARTkids Afterschool Art Program, which offers free afterschool art classes to students in Montgomery County Schools who have been identified as at risk of failing in school.
- **Docs In Progress, Inc.**, (\$5,625) - Grant funds are awarded to support development and re-design of the Docs In Progress website.
- **The Forgotten Opera Company, DBA The Victorian Lyric Opera Company**, Rockville, Maryland (\$15,000) - Grant funds are awarded to support the main stage productions of the 2014-2015 season of The Victorian Lyric Opera Company. The season will include two fully staged operettas with live orchestra (Ruddigore and Haddon Hall).
- **Glorystar Music Education and Cultural Foundation**, Potomac, Maryland (\$5,250) - Grant funds are awarded to help Glorystar Children's Chorus cover cost of hosting the 12th Annual Maryland Young Voices Festival in Montgomery County during FY15, especially with venue rental, clinician honorary/transportation, and advertising.
- **The Highwood Theatre**, Silver Spring, Maryland (\$10,551.75) - Grant funds are awarded to support two innovative productions: August: Osage County, a collaboration with members of Active Minds to raise community awareness of mental health issues, and Company, by a mixed ensemble of students and professionals.
- **Jazz Academy of Music, Inc.**, Silver Spring, Maryland (\$18,750) - Grant funds are awarded to produce the 2015 Mid-Atlantic Jazz Festival. Specifically, the funds will partially pay for artist fees, transportation and lodging, music equipment rental and sound/back line for 4 stages and the humanities room.

- **KID Museum**, Bethesda, Maryland (\$5,625) - Grant funds are awarded to purchase 10 computers for KID Museum's Digital Media Studio at Davis Library to introduce participants to working with computer code in a project-based learning environment.
- **National Capital Historical Museum of Transportation, Inc.**, Colesville, Maryland (\$6,000) - Grant funds are awarded to renovate the Museum's primary interpretive tool, its demonstration railway, specifically, to replace failing crossties installed forty years ago.
- **New Orchestra of Washington**, Silver Spring, Maryland (\$7,050) - Grant funds are awarded to offset costs for two public performances in spring 2015. These two concerts comprise the second half of NOW's four-concert Strathmore concert series, a new initiative this season.
- **Sandy Spring Museum**, Sandy Spring, Maryland (\$13,510.25) - Grant funds are awarded for Plural Voices, an exploration of multiethnic cultural arts traditions of the Sandy Spring neighborhood.

Grants to Individual Artists and Scholars

\$53,070 awarded for July 1, 2014 – June 30, 2015

Grants to Individual Artists and Scholars support the work of individual artists and scholars who reside in Montgomery County. Activities funded by these grants may focus on the creation of artistic or scholarly work or the development of professional skills by an artist or scholar. Awards of up to \$5,000 were made to twelve artists and scholars as listed below.

- **Adrienne Clancy**, Silver Spring, Maryland (\$3,250) - Grant funds are awarded to create a new dance work that will utilize both Australian Dancers and Montgomery County Dancers in one simulcast performance, linking audiences in both communities through virtual and live performers, via Skype.
- **Alejandro Hernandez-Valdez**, Silver Spring, Maryland (\$2,443) - Grant funds are awarded to support recording a composition (scored for soloists, chorus, and orchestra) entitled "Lullaby for Ramzi," which honors Ramzi Aburedwan, who grew up in a refugee camp near Ramallah and who has spent his life promoting peace in the middle East through music.
- **Beverly Ress**, Silver Spring, Maryland (\$2,800) - Grant funds are awarded to create and document a group of drawings, rendered in colored pencil, using specimens at the National Museum of Health and Medicine and the Mutter Museum. Ress will re-structure the drawings using laser-cutting, fungus, and bugs.
- **Bradley Chriss**, Bethesda, Maryland (\$3,250) - Grants funds are awarded to create and support twenty sculptures and twenty paintings for exhibition at the Arlington Arts Center in Fall of 2014.
- **David Terrar**, Gaithersburg, Maryland (\$3,250) - Grant funds are awarded to provide funding for the preparation, handling, installation and exhibit of 15 high quality representational oil paintings on the theme of Damascus "My Hometown".
- **David Weinstein**, Rockville, Maryland (\$3,838) - Grant funds are awarded for to conduct research in several California archives and review rare documents and recordings that are essential for *The Life and Times of Eddie Cantor*, a scholarly biography that he is writing about the performer Eddie Cantor.
- **Emmett Williams**, Silver Spring, Maryland (\$2,990) - Grant funds are awarded to produce the 20 minute film "GUN", which will document the lives of two people who have been affected by gun violence but who chose different paths and passions based on their experiences.
- **Eunae Cho**, Silver Spring, Maryland (\$4,208) - Grant funds are awarded to record a CD of piano music by American female composers. The CD will include music of Amy Beach (1867-1944), Margaret Bonds(1913-1972), and Elena Ruehr (b. 1963). The project will be produced by ACIS production.
- **Gretchen Schermerhorn**, Silver Spring, Maryland (\$3,188) - Grant funds are awarded to enable Schermerhorn to take the *Introduction to the Laser Cutter* workshop, purchase a laser cutter, and create a new body of work with it for a solo exhibition. Two free laser cutting mini-workshops, will be given by the artist.

- **Jeff Krulik**, Silver Spring, Maryland (\$1,950) - Grant funds are awarded to obtain professional transcriptions of the oral histories about the Wheaton Youth Center on Georgia Avenue, recorded in advance, and at the WYC reunion in 2009, leading to the documentary "Led Zeppelin Played Here".
- **Jessica Rose**, Germantown, Maryland (\$2,801) - Grant funds are awarded to expand Rose's narrative series of illustrations, created during a Strathmore Fine Artist residency, and inspired by the dancers of Christopher K. Morgan and Artists, into a graphic novel. The final work will then be published, promoted and circulated.
- **John-Jordan Bruns**, Chevy Chase, Maryland (\$4,250) - Grant funds are awarded to create a series of paintings that focus on how painted imagery evolves when created on a shaped surface as opposed to a normal rectangular format. Bruns aims to meld the surface shape and the painted image.
- **Joshua Bayer**, Rockville, Maryland (\$3,029) - Grant funds are awarded to compose, record, and market original jazz compositions for a 5 piece ensemble. The resulting CD will be used to increase Bayer's artistic and musical profile nationally through performance, press, and publishing.
- **Lynn Sures**, Silver Spring, Maryland (\$4,250) - Grant funds are awarded to create several large-scale handmade paper pulp paintings at La Cartiera Artigiana, the papermill owned and operated by a traditional master papermaker in Fabriano, Italy.
- **Melanie Figg**, Silver Spring, Maryland (\$2,535) - Grant funds will be used to support two research trips and a nine-day solitary writing retreat during which Melanie will write new poems for my second poetry manuscript.
- **Melissa Ezelle**, Takoma Park, Maryland (\$ 839) - Grant funds are awarded to create a series of 15 medium-scale traditional prints, using lithography as the primary medium. The series of prints, as well as a resulting handmade artist's book using the accordion-style construction technique, will be narrative in scope.
- **Nicole Salimbene**, Takoma Park, Maryland (\$3,500) - Grant funds are awarded to support the short term rental of a private studio space to create a large scale art installation exploring the theme of environmental mourning.
- **Sheila Blake**, Takoma Park, Maryland (\$ 700) - Grant funds are awarded to update her studio easels in order to work on two parallel themes simultaneously.

FY15-1 Grants to Small Arts and Humanities Organizations

\$46,642 awarded for July 1, 2014 – June 30, 2015

Grants to Small Arts and Humanities Organizations are available to arts and humanities organizations with annual cash operating expenses up to \$50,000, and are intended to support the presentation of high-quality programs for the public. Organizations are eligible to receive up to \$5,000 per year.

- **Christopher K. Morgan & Artists**, Rockville, Maryland (\$3,375) - Grant funds are awarded to be used for their work in progress series "Dance and Dessert" at the American Dance Institute, which brings audiences and choreographers together for the sharing of new work in a relaxed setting.
- **Focusmusic**, Rockville, Maryland (\$3,000) - Grant funds are awarded to assist Focusmusic in moving to the next level in the growth of the organization by helping pay for the costs of a part-time operations manager and increased rental costs.
- **Hope Garden Children's Ballet Theatre**, Poolesville, Maryland (\$3,705) - Grant funds are awarded to be used for rental fees incurred for the use of Poolesville high school's auditorium and classrooms.
- **Inscape Chamber Orchestra**, Bethesda, Maryland (\$3,732) - Grant funds are awarded to be used to produce a concert performance entitled, "Symbol & Myth," to take place at the Episcopal Church of the Redeemer in Bethesda, MD.
- **Montgomery Philharmonic**, Montgomery Village, Maryland (\$3,750) - Grant funds are awarded to be used for program costs for FY15 orchestral and chamber performances and educational programming, including the "A Season of Singularity" concert series, Summer Reading Sessions, Youth Chamber Music Festival, and adult education master classes.
- **MOVEIUS Contemporary Ballet**, Silver Spring, Maryland (\$2,500) - Grant funds are awarded to be used to cover a portion of theater rental costs and dancer pay, plus public relations expenses for their fall 2014 performances in downtown Silver Spring.
- **NIH Philharmonia**, Bethesda, Maryland (\$4,000) - Grant funds are awarded to be used for direct operating costs including orchestra music rental, percussion instrument rental, program printing, and the Music Director and Conductor's stipend.
- **Photokids**, Bethesda, Maryland (\$5,000) - Grant funds are awarded to be used for Photokids 2014 "Photography and Nature" a ten-session summer program developed and taught by artist, photographer Joanne Miller for twenty-five middle school teens enrolled in Identity's Summer School Collaboration.
- **Six Degree Singers, Inc.**, Silver Spring, Maryland (\$3,750) - Grant funds are awarded to be used to provide stipends to retain a quality artistic director, assistant artistic director, and accompanist for this project, as well as to perform in a new, larger venue, the Cultural Arts Center.
- **Takoma Park JazzFest, Inc.**, Silver Spring, Maryland (\$2,625) - Grant funds are awarded to be used to pay the bands that the Takoma Park Jazzfest, INC. will be presenting at its' 19th annual free outdoor festival called the simply the 2015 Fest in June 2015.
- **The MoCo Student**, Gaithersburg, Maryland (\$ 830) - Grant funds are awarded to be used for a printed anthology of student-produced writing, art, and photos. We wish to print and distribute

1000 copies of this anthology to the community. Funds will also be used to pay for rental fees for their arts & writing workshops.

- **The Rockville Bach Academy, Inc**, Rockville, Maryland (\$4,000) - Grant funds are awarded to be used for supporting Montgomery County performance of the concert programs in the 2014-2015 season and beyond.
- **Trinity Chamber Orchestra**, Germantown, Maryland (\$2,375) - Grant funds are awarded to be used for: Annual Young Artists' Concerts, additional school concerts, more special concerts on themes like the two being presented this year, with appropriate soloists.
- **Unexpected Stage Company**, Montgomery Village, Maryland (\$4,000) - Grant funds are awarded to be used for production costs for USC's summer 2014 performances of Kooman and Dimond's musical Dani Girl.

FY15-2 Grants to Small Arts and Humanities Organizations

\$20,358 awarded for January 1, 2015 – June 30, 2015

Grants to Small Arts and Humanities Organizations are available to arts and humanities organizations with annual cash operating expenses up to \$50,000, and are intended to support the presentation of high-quality programs for the public. Organizations are eligible to receive up to \$5,000 per year.

- **Bethesda Urban Partnership**, Bethesda, Maryland (\$2,000) - Grant funds are awarded to be used to offset the costs and expenses connected with the filmmaker awards, judges' stipends, space rental and marketing expenses of the Bethesda Film Festival.
- **Flying V Theatre**, Bethesda, Maryland (\$2,500) - Grant funds are awarded to be used to help fund artist and production fees for Flying V's full production of "The Pirate Laureate and the King of the Sea."
- **Outreach Song And Dance, Inc.**, Silver Spring, Maryland (\$2,500) - Grant funds are awarded to be used to produce a musical revue in April 2015, called "TAPestry." TAPestry will be a benefit concert, open to the public, featuring a family-friendly program of music and dance performed by the ensemble members of TAP.
- **Rockville Little Theatre**, Rockville, Maryland (\$3,750) - Grant funds are awarded to be used to defray general production costs for the production of "To Kill a Mockingbird" and to underwrite the expenses related to a special school-day, Student Matinee performance that will be provided for Montgomery County High School students.
- **Springbrook High School Instrumental Music Booster Club**, Silver Spring, Maryland (\$2,000) - Grant funds are awarded to be used to defray some of the costs of running the Jazz Workshop as it is increased from 20 hours to 40 hours. Funds will primarily pay stipends to the music instructors and marketing costs.
- **Student Film Festival**, Sandy Spring, Maryland (\$881) - Grant funds are awarded to be used for advertising the event to students so they will enter films, pay for technical support at the event, a stipend for the sponsor of the event, maintaining the website, and creating a program for distribution.
- **Takoma Ensemble Inc**, Takoma Park, Maryland (\$2,500) - Grant funds are awarded to be used to for musician's fees for our concert on April 25 2015 in Silver Spring featuring the world premieres of two works by local composer Charlie Barnett.
- **UpRooted Dance**, Silver Spring, Maryland (\$2,500) - Grant funds are awarded to be used for "Reaction" a new collaborative project between UpRooted Dance and taiko drummer Mark H. Rooney to be performed at the Cultural Arts Center in Silver Spring, Maryland on February 6-7th, 2015.
- **The Washington Metropolitan Gamer Symphony Orchestra**, Germantown, Maryland (\$1,727) - Grant funds are awarded to be used to fund a Spring 2015 concert at the F. Scott Fitzgerald Theatre in Rockville. These funds will pay for venue rental, equipment rental, and printing.

FY15-1 Grants to Arts Integration Residency

\$8,774 awarded for September 1, 2014 – December 31, 2014

Arts Integration Residency Grants support individual teaching artists trained in curriculum-based arts integration techniques who collaborate with a classroom teacher to develop an arts-integrated program for students during the school day. Eligible teaching artists are those individuals listed on the Arts and Humanities Council of Montgomery County (AHCMC) Teaching Artists Roster. The program must serve underserved students during the school year and during the school day in a public or non-public elementary, middle or high school located in Montgomery County.

- **Gaithersburg Elementary School, Adrienne Clancy, Gaithersburg, Maryland (\$2,994)** - Adrienne Clancy will work with all three 5th grade classes and teachers for the Earth and Space Dance Residency combining Earth and Space Science together with dance. The students will use movement to understand concepts in Astronomy while learning an introduction to the elements of dance. The residency will include a planning meeting, five sessions for each of the three 5th grade classes, and an evaluation meeting. An informal showing for 3rd and 4th grade students will conclude the last class.
- **The Pathways Schools - Springville, Carien Quiroga, Silver Spring, Maryland (\$2,980)** - This is a 6 day residency integrating Social Studies and Language Arts with fused glass mosaic and metal embossing. South African born Teaching Artist Carien Quiroga will work with special education students to create a mural inspired by what the students learn about the culture and history of South Africa, with emphasis on some specific aspects, such as the Ndebele people.
- **South Lake Elementary School, Ali Oliver-Krueger, Gaithersburg, Maryland (\$2,800)** - Ali Oliver-Krueger, Executive/Artistic Director of InterAct Story Theatre, will conduct a creative drama residency with the Grade 2 classes at South Lake Elementary School, focusing on strategies designed to promote reading comprehension and oral language skills among ELL/ESOL students. The residency integrates drama with Maryland Common Core Curriculum Standards in Reading Literary Text and Speaking & Listening, as well as MCPS Curriculum 2.0 Critical Thinking and Academic Success skills.

FY15-2 Grants to Arts Integration Residency

\$7,761 awarded for January 1, 2015 – June 30, 2015

Arts Integration Residency Grants support individual teaching artists trained in curriculum-based arts integration techniques who collaborate with a classroom teacher to develop an arts-integrated program for students during the school day. Eligible teaching artists are those individuals listed on the Arts and Humanities Council of Montgomery County (AHC MC) Teaching Artists Roster. The program must serve underserved students during the school year and during the school day in a public or non-public elementary, middle or high school located in Montgomery County.

- **Georgian Forest Elementary School, Ali Oliver-Krueger, Silver Spring, Maryland (\$2,000)** - Ali Oliver-Krueger, Director of InterAct Story Theatre, will conduct a residency integrating creative drama with the 5th Grade Reading unit on realistic fiction. In this residency, students will explore an example of realistic fiction through drama with particular emphasis on how different points of view influence event description. Students then create and dramatize an alternate version of the text from the point of view of a character other than the original narrator or protagonist.
- **The Pathways Schools - Edgewood, Carien Quiroga, Silver Spring, Maryland (\$2,764)** - This is a 6-day residency integrating Social Studies and Language Arts with fused glass mosaic and metal embossing. South African born Teaching Artist Carien Quiroga will work with special education students at The Pathways School-Edgewood to create a mural inspired by what the students learn about the culture and history of South Africa, with emphasis on some specific aspects, such as the Ndebele people.
- **Stedwick Elementary School, Adrienne Clancy, Montgomery Village, Maryland (\$2,997)** - Adrienne Clancy will work with all 5th grade classes and teachers for the Earth and Space Dance Residency combining Earth and Space Science together with dance. The students will use movement to understand concepts aligned with their current course work and be introduced to the elements of dance. The residency will include a planning meeting, five sessions for each of the three 5th grade classes, and an evaluation meeting. The last session will be an informal presentation for 3rd and 4th grades.

FY15-1 Grants for Artists and Scholars in the Community

\$7,475 awarded for October 1, 2014 – February 28, 2015

Artists and Scholars in the Community Grants support a variety of arts and humanities programs that bring high quality artists and scholars to community-based audiences in the County. It is also intended that these grants will bring the arts and/or humanities to underserved populations that have fewer opportunities to participate in programs available to the general community.

- **B'Nai B'Rith Homecrest House, ClancyWorks Dance Company, Silver Spring, Maryland (\$1,500)** - Grant funds will be used for six Seniors Movement Workshops and a performance from ClancyWorksDance Company, all designed to serve the elderly. The more elderly persons are stimulated physically, the greater is the likelihood for maintenance of mental acuity, agility and positive attitudes. The senior participants at Homecrest House, their families and members of the greater community around the Center will be invited to participate in the workshops and performance.
- **CHI Centers, Inc., AnanseGromma of Ghana, Silver Spring, Maryland (\$725)** - Grant funds will be used to provide an interactive program by AnanseGromma of Ghana for CHI Centers participants. The program showcases the unique culture and art forms of West Africa and emphasizes cultural sensitivity and respect for others. During this highly interactive program, the artists stimulate and encourage the audience's participation and self-expression through call and response elements, drumming, storytelling, song, and movement.
- **Cornerstone Montgomery, Inc., Steve Jones, Bethesda, Maryland (\$750)** - Grant funds will be used to bring performance art to the reception celebrating the opening of "Hot Soup!", a Personal Visions Gallery exhibit. Personal Visions Gallery is a partnership between Cornerstone Montgomery and The Dennis and Phillip Ratner Museum dedicated to sharing the creations of artists living with mental health disorders with the community for the benefit of all. The Steve Jones Jazz Trio will perform.
- **Easter Seals Serving DC MD VA, Marcie Wolf-Hubbard, Silver Spring, Maryland (\$1,500)** - Grant funds will be used for a series of art sessions with the goal of capturing memories of time and place in 2-D and 3-D mixed media for seniors with a myriad of special needs including individuals with physical and mental impairments, such as Alzheimer's Disease.
- **Manna Food Center, Arts on the Block, Gaithersburg, Maryland (\$1,500)** - Grant funds will be used to work with Arts on the Block artists and Manna Food Center staff and participants to create a mosaic mural that conveys a spirit of welcome, hope, and hospitality for the lobby of Manna's main facility in Gaithersburg.
- **Montgomery County Correctional Facility, Carien Quiroga, Boyds, Maryland (\$1,500)** - The grant funds will be used for a series of art workshops with inmates suffering from mental illness in the Crisis Intervention Unit (CIU) at Montgomery County Correctional Facility. Conducting the workshops inside the jail, participants will create individual artworks as well as a collaborative painted mural, providing a beneficial educational and artistic experience during their incarceration.

FY15-2 Grants for Artists and Scholars in the Community

\$5,175 awarded for March 1, 2015 – June 30, 2015

Artists and Scholars in the Community Grants support a variety of arts and humanities programs that bring high quality artists and scholars to community-based audiences in the County. It is also intended that these grants will bring the arts and/or humanities to underserved populations that have fewer opportunities to participate in programs available to the general community.

- **CHI Centers, Cantaré, Silver Spring, Maryland (\$675)** - Grant funds will be used to provide a highly interactive program by Cantaré for CHI Centers' participants that showcases the unique culture and art forms of Latin America while emphasizing cultural sensitivity and respect for others and simultaneously encouraging audience participation and self-expression through music, song, dance and movement.
- **Montgomery County Coalition for the Homeless, Carien Quiroga, Rockville, Maryland (\$1,500)** - Grant funds will be used for the artist to work with the residents of the mens' homeless shelter to design and create a mosaic mural that depicts a positive and meaningful message and will be permanently installed in the shelter in Rockville to enhance and beautify their living environment providing them with a sense of self worth while facing and overcoming personal challenges.
- **Montgomery County Public Libraries, Leila Cabib, Rockville, Maryland (\$1,500)** - Grant funds will be used to provide seven one-hour, hands-on animation workshops for children aged 10 and up in five Montgomery County public libraries: Aspen Hill, Gaithersburg, Long Branch, White Oak and Twinbrook.
- **Springvale Terrace Retirement Community, ClancyWorks Dance Company, Silver Spring, Maryland (\$1,500)** - Grant funds will be used for 4 senior movement workshops designed to increase mental acuity, agility and positive attitudes for an aging population, as well as a performance from the ClancyWorks dancers for the Springvale Terrace residents, their families and friends (total of 5 sessions).

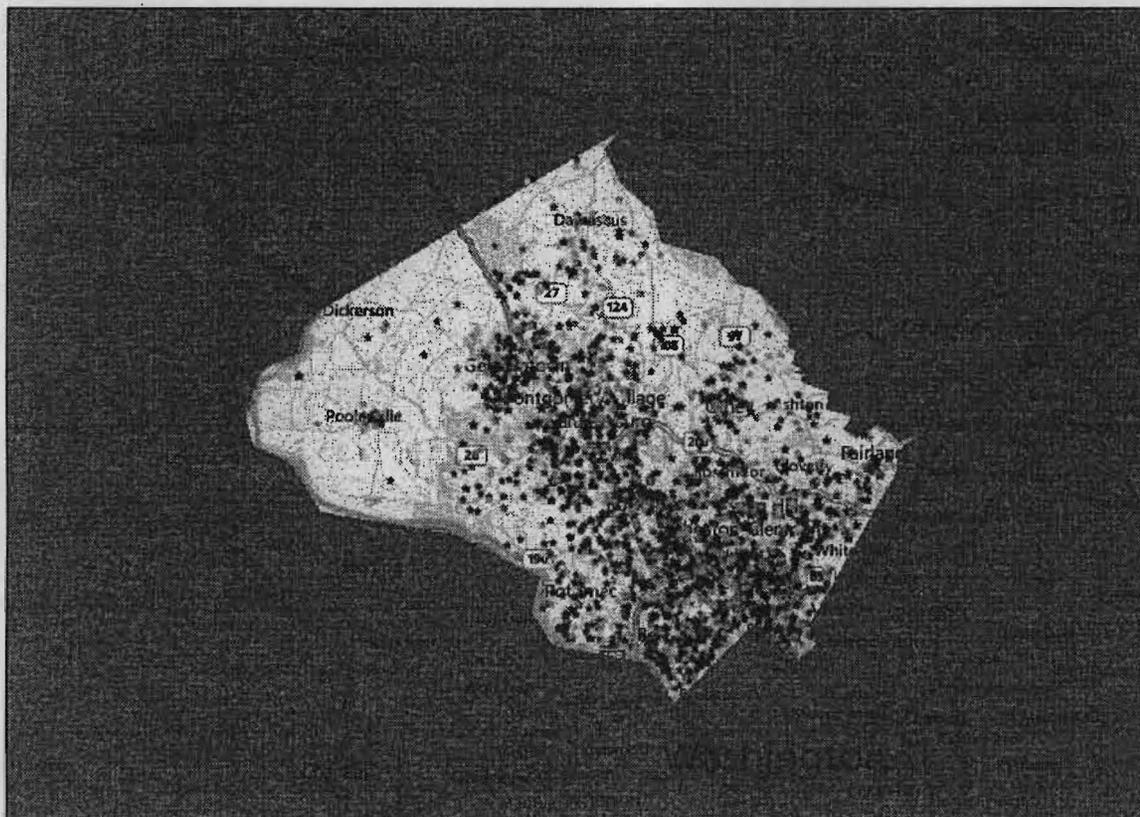
The Creative Industries Report for Montgomery County, MD from Americans for the Arts highlights the larger impact that the arts and humanities have on our local economy.

The following report includes both the for-profit and non-profit organizations that rely on the arts to succeed and prosper in Montgomery County. From graphic designers, architects, and photographers to galleries, theaters, and film studios, this report examines the full extent and impact of the creative industries in Montgomery County supported by the core work of our artists, scholars, and cultural nonprofits.

The Creative Industries in Montgomery County, MD

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Montgomery County, MD**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

3,289 Arts-Related Businesses Employ 11,925 People



Arts-Related Business
 ★ Museums/Collections
 ★ Performing Arts
 ★ Visual/Photography
 ★ Film, Radio, TV
 ★ Design/Publishing
 ★ Art School/Services

Montgomery County, MD is home to 3,289 arts-related businesses that employ 11,925 people. The creative industries account for 4.9 percent of the total number of businesses located in Montgomery County, MD and 1.8 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of January 2015.

**The Creative Industries Represent
4.9 Percent of All Businesses and 1.8 Percent of All Employees in
Montgomery County, MD
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	105	597
Agents	5	9
Arts Councils	4	14
Arts Schools and Instruction	96	574
Design and Publishing	1,150	4,286
Advertising	132	902
Architecture	255	1,395
Design	744	1,436
Publishing	19	553
Film, Radio and TV	527	2,088
Motion Pictures	444	1,470
Radio	30	30
Television	53	588
Museums and Collections	67	222
Historical Society	8	45
Museums	58	176
Zoos and Botanical	1	1
Performing Arts	529	2,747
Dance	2	27
Music	219	1,047
Performers (nec)	177	359
Services & Facilities	118	1,127
Theater	13	187
Visual Arts/Photography	911	1,985
Crafts	33	86
Photography	685	1,326
Services	72	366
Visual Arts	121	207
GRAND TOTAL	3,289	11,925

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 7,500 state legislative districts, and all 3,143 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.

Testimony on behalf of

Montgomery County Arts Advocates

Good afternoon, Council President Leventhal and Council Members, and thank you for the opportunity to testify before you. My name is James Modrick and I reside at 4705 Mercury Drive in Rockville. I am the Executive Director of Class Acts Arts, a regional arts-in-education organization based in Silver Spring, and I am speaking today as President of Montgomery County Arts Advocates, an all-volunteer organization representing 48 nonprofit organizations. We are proud to join with all of our arts and humanities colleagues in testifying before you today.

Montgomery County Arts Advocates would like to express our appreciation for the \$4,442,700 allocation to the Arts and Humanities Council of Montgomery County included in the County Executive’s budget. You have already heard Ms. Jenkins testify to the economic and community influence of the arts and humanities here in Montgomery County. What is described is a vital enterprise bringing real time economic development as public funds are invested; the employment of thousands of artists, scholars, and administrators; and extensive supportive influence in all aspects of community life including education, social services, as well as recreation. While we appreciate and support the flat funding recommended, Montgomery County Arts Advocates remains dedicated to its proposed platform and asks that you consider a \$500,000 increase to this allocation for FY2016.

We are a robust County industry that provides substantial economic returns for a modest public investment. We understand this is a challenging time for the County, however, even in difficult times we must invest in those activities that have the potential to energize and fuel positive growth. Demand for our services is higher; our influence in attracting new business to the County is greater. Investment that does not keep pace with growth constrains capacity and creates wider gaps in future years.

The National Center for Arts Research just released its Arts Vibrancy Index (December 2014) and reveals Montgomery County to be included in the top 1% of the most arts-vibrant jurisdictions in the country. It is ranked 4th overall for arts demand (as evidenced by patron dollars spent on or invested in the arts) yet only 45th in government support provided by state or federal agencies. In Maryland, we know the arts generate \$3.60 in the economy for every \$1 spent on the arts, and in the past three years, state and local taxes generated by Maryland arts organizations has increased more than 27%. The key to continued vibrancy and economic success for the region is to invest in what’s working. The arts and humanities are working in Montgomery County!

We ask for your support of the recommended appropriation and that you consider an increase in that investment to support even greater economic impact for our great County.

Thank you.

Attachments:

MCAA FY2016 Platform

MCAA Member List

MONTGOMERY COUNTY ARTS ADVOCATES

FY16 ADVOCACY PLATFORM

The Montgomery County Arts Advocates (MCAA) has voted to adopt the following advocacy platform whose contents will be made clear to The County Executive and staff and The County Council. MCAA will actively petition both arms of the County government in furtherance of these goals. The arts and humanities organizations in Montgomery County serve more than 5 million attendees every year and provide nearly 1 million cultural experiences annually just for our community's children. As you know, the arts and humanities community is a critical and robust partner in revving the County's economic engine and brings in many more dollars than it receives. Montgomery County's arts and humanities communities spend more than \$81.7M on salaries and goods and stimulate and additional \$110.8M in local spending in our community. Investing in the arts and humanities provides a return that is hard to match in any other effort. We are an integral part of the fabric of Montgomery County.

1. We understand that the upcoming budget session will be a challenging one, but are hopeful that the arts and humanities will continue as one of your economic development and quality of life priorities. **For this FY16 budget, we respectfully encourage increased operating / program support of \$500,000** to the appropriation for the arts and humanities organizations eligible to receive funding from the Arts and Humanities Council of Montgomery County and request that any increased non-capital funds be applied equitably across all levels of grant recipient organizations in order to benefit all arts and humanities groups in the community proportionally. Equitable distribution adequately supports organizations that have achieved solid budget standards and require operating support and provides appropriate investment in ascending organizations and projects.

The proportionate breakdown would be as follows:

\$4,243,370 total grants awarded (a \$500,000 increase from \$3,743,370)

\$3,261,030 for Large Organization Grants

\$ 698,883 for Small, Midsize, and individual

\$ 283,457 for Advancement Grants

2. MCAA supports a continued government initiative to spur private giving as was supported the last two years through a match of up to \$200,000 to revenues earned from the private sector through the Executive's Ball which benefits the Arts and Humanities organizations in Montgomery County. These funds would be distributed in proportionate matching increments to grants allocated through the Executive's Ball fund to all established and funded arts organizations of all sizes throughout Montgomery County. Distribution of the matching dollars would be conducted by the Arts and Humanities Council.

3. MCAA supports the contribution of 6 million dollars over a 6 year period which has been approved as part of the CIP (Capital Improvement Program Budget) through 2020. The purpose of the project is to support nonprofit arts organization's capital programs including matching funds for state and federal grants. We are encouraged that capital support over the long-term, above and beyond the annual non-capital grant pool will be available to address the many capital needs of our community in an orderly and planned fashion, investing county dollars to be matched by other funds multiple times.

Montgomery County Arts Advocates

James Modrick (Class Acts Arts), President
Monica Jeffries (Strathmore), Vice President
Ken Oldham (National Philharmonic), Secretary
mocoartsadvocates@gmail.com

MEMBER ORGANIZATIONS MONTGOMERY COUNTY ARTS ADVOCATES AS OF 01-05-15

Adventure Theatre-MTC	Live Garra Theatre
Afterschool Dance Fund	Lumina Studio Theater
American Dance Institute	Maryland Youth Ballet
Arts Institute, Montgomery College	Maryland Classic Youth Orchestras
Arts for the Aging	Metropolitan Ballet Theatre & Academy
Arts on the Block	Montgomery College Arts Institute
Artstream Inc.	Montgomery Community Television
Baltimore Symphony Orchestra	Montgomery County Historical Society
Bel Cantanti Opera	National Capital Trolley Museum
Blackrock Center	National Philharmonic
CityDance	Olney Theater Center
ClancyWorks	PhotoKids
Class Acts Arts	Photoworks
Coral Cantigas	Pyramid Atlantic
Create Arts Center	Round House Theater
Dance Exchange	Sandy Spring Museum
Docs In Progress	Silver Spring Town Center, Inc Strathmore
Forum Theatre	Tagore Music Group of Gtr. Wash. DC
Friends of the Library, Montgomery County	The Bach Sinfonia
Glen Echo Park Partnership for Arts and Culture, Inc.	The Puppet Co.
Glen Echo Pottery	Trinity Chamber Orchestra
Imagination Stage	Victorian Lyric Opera Company
International Conservatory of Music	VisArts
Inscape Chamber Orchestra	Washington Conservatory of Music
Jewish Community Center of Greater Washington	Washington Revels
KID Museum	Writer's Center
Levine Music	Yellow Barn Studio/Friends of the Yellow Barn
	Zemer Chai

Testimony in support of funds for the arts and humanities
to the Montgomery County Council

Presented by Victoria Gau
Resident, Takoma Park, Maryland

April 15, 2015

Good afternoon and thank you for welcoming me to speak. My name is Victoria Gau. I am the Associate Conductor and Director of Education for the National Philharmonic.

I was a young person who lived and breathed music. From an early age I could not possibly imagine doing anything else with my life. My parents were incredibly supportive but did not have much money. The concerts, youth orchestra program, and scholarship support provided me by my local symphony made a huge difference in allowing me to follow my dream.

At National Philharmonic, we, too, have programs that we feel make a difference.

Every year we perform at Strathmore for every single 2nd grader in Montgomery County Public Schools – that's nearly 12,000 students who we are introducing to the joy of a live concert experience.

We provide intensive summer performance institutes for talented young musicians with scholarship support for those who show merit and can benefit from it. Every summer, students attend our high school and college summer choral institute, Middle School, and High School String Institutes. These students have the opportunity to work with some of the finest musicians and music educators in the area to strengthen their musicianship and develop critical technical skills.

We encourage lifelong learning by providing free pre-concert lectures to ticket holders, as well as a summer choral institute for adult singers.

We run an intensive music program for elementary and middle school students at an Arts-based charter school in Northeast DC.

Finally, young people 7-17 attend every single concert we give for free because we believe music can be just that important in their lives.

What difference does this all make?

We at National Philharmonic believe that music is part of what makes life worth living. Whether we are providing an opportunity for a young person to follow their passion, introducing a child to classical music for the first time, or rekindling a life-long love in an adult

audience member, we feel we are making a powerful difference right here in Montgomery County.

Your support of the Arts allows us to continue to do what we do best – play OUR part to enrich lives in our community. We thank you for your support over the years and look forward to a continued strong relationship!

Thank you!

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Testimony for the Proposed
FY16 Arts and Humanities Council Budget
to Montgomery County Council

Good afternoon Council President Leventhal and esteemed members of the Montgomery County Council.

Thank you for allowing me to testify this afternoon. I am Suzan Jenkins, a twenty-six year resident of Rockville and the proud CEO of the Arts and Humanities Council of Montgomery County in this great state of Maryland.

I begin my testimony today by thanking you for your past support of the arts and humanities in Montgomery County and asking you to support the County Executive's proposed budget of \$4,442,700 for the Arts and Humanities Council. Your sustained support will fund the extraordinary array of arts and humanities organizations for which we provide much needed general operating support and the growing number of individual artists and nascent organizations for which we provide programmatic support.

According to *New Engines of Growth: Five Roles for Arts, Culture and Design*ⁱ by the National Governor's Association, 2012, arts, culture and design can assist with economic growth because they:

- Provide a fast-growth, dynamic industry cluster
- Help mature industries become more competitive
- Provide the critical ingredients for innovative places
- Catalyze community revitalization and
- Deliver a better-prepared workforce

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And, according to *Workforce Trends in Montgomery County, Maryland 2012-2017* by Dr. Stephen S. Fuller, by 2017 the County's employment base is projected to grow 5.9 percentⁱⁱ. As Dr. Fuller acknowledges, the arts and humanities are an important part of that growth.

Montgomery County's past investments in capital, in-kind, operating and project support for the arts and humanities have leveraged public spending to pump \$225,162,227 of private dollars into the local economy, support 4,233 Montgomery County Jobs and \$90,072,021 in local salaries, a 10% increase since 2014, according to data compiled from recent studiesⁱⁱⁱ. Your past appropriation to the Arts and Humanities Council of Montgomery County has helped to create the vibrancy throughout the County that residents enjoy today.

As a representative for our sector, I serve on the Boards of Visit Montgomery! and am a member of the Bethesda Chevy Chase Chamber of Commerce. With economic threats like the Wynne case^{iv} looming and our local business sector putting in tremendous efforts to realize growth and job creation in a still recovering economic environment, we understand that Montgomery County faces vast economic challenges that necessitate a combination of long and short-term strategies. As we confront the economic challenges facing our County and we look to comprehensive strategies to create jobs, catalyze innovation and build new paths for growth, the evidence is strong: the arts and humanities are a smart investment for Montgomery County with a huge return on investment.

In January 2012, the state of Maryland released an economic analysis of its Arts and Entertainment Districts and found that, between FY2008 and FY2010, businesses within

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the state's 19 certified arts and entertainment districts generated tax revenue exceeding \$37 million. To boost economic growth, states and counties are integrating the arts and design into strategies for revitalizing distressed neighborhoods, using tax incentives and grants to encourage private rehabilitation within communities where creative individuals and enterprises are cultivated, and using public art programs to activate public and urban centers that unite and engage the community.

Your support of the \$90,000 appropriation for Wheaton allowed us to develop grant guidelines and initiate cultural regranting in Wheaton and the Wheaton Arts and Entertainment District (WAED). These grants will be awarded to individual artists, scholars, and nonprofit organizations to support Wheaton-based cultural projects by June 2015. Wheaton is ideally situated near other major districts and hubs in the County, and can be conveniently accessed by the metro system. Current cultural events such as the Taste of Wheaton, TGIF Summer Concert Series, Salvadorian Festival, and World of Montgomery create opportunities for arts and humanities practitioners to foster a more cohesive sense of place and identity for Wheaton, and support Wheaton's local economy through innovative creative and cultural initiatives.

In the first round of applications for the Wheaton Cultural Grants which closed just last week, we received 22 applications with a total request of \$188,687. Should all applications be chosen for funding, we'll be able to support about 47% of the applications with \$90,000 in funding. This infusion of support will amplify the economic impact of current cultural assets in Wheaton which includes Brookside Gardens, the Gilchrist Center for Cultural Diversity, Chuck Levin's Washington Music Center, Montgomery Art Association, and the Wheaton School of Dance.

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Our remaining eight grant categories and multiple technical assistance workshops are available to the over 2,000 independent artists and scholars, 58 performing arts venues, 60 galleries, 22 theatres, 50 historical venues, 150 small, midsize and emerging arts and humanities groups, 27 book stores, 33 dance studios, 28 music stores, 14 recording studios, 9 art supply stores, 32 music schools, and the over 1M residents of Montgomery County twenty-four hours a day, 365 days a year. As a result of this critical support of our creative and cultural sector, over 4.2 Million residents and visitors are attending cultural programs, and more than 865,000 school children are able to participate in the arts and humanities annually*. Truly a public good, we are ALL the better for your continued support of the arts and humanities!

In FY14 the Arts and Humanities Council purchased a license for power2give, a crowd-funding platform originally created by the Arts & Science Council of North Carolina that can only be introduced to a community by the designated local arts council. By acquiring power2give, we have raised over \$146,485 in contributed income for over 49 cultural organizations. CultureSpotMc.com, our mobile-ready online cultural calendar, and strategic public/private partnerships with *the Gazette*, *Bethesda Magazine*, *Visit Montgomery!* and others leverage economies of scale and scope for the arts and humanities community with customized tools to publicize events, advertise cultural happenings, advance tourism and acquire new skills and networks through professional development in marketing and communications. Eighty artists and cultural nonprofit organizations have participated in our cultural calendar by posting and promoting their events; an increase of 14% over last year.

By growing the arts and humanities sector, together, we can grow the overall economy in Montgomery County. With all of this in mind, I urge you to support the County Executive's proposed FY16 budget of \$4,232,700 for the Arts and Humanities Council. With Montgomery County's continued support, we can continue to provide

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leadership that sustains arts and humanities organizations, artists, and scholars, and inspires participation in the diverse array of our County's rich cultural assets.

Thank you.

ⁱ Sparks, Erin & Waits, Mary Jo. "New Engines of Growth: Five Roles for Arts, Culture and Design". NGA Center for Best Practices. May 2012.

ⁱⁱ Fuller, Stephen. "Workforce Trends in Montgomery County, Maryland 2012-2017." Center for Regional Analysis, George Mason University. 4 Apr 2013.

ⁱⁱⁱ Jenkins, S. (2015). The Strength of the Creative Economy. Silver Spring MD: Arts and Humanities Council of Montgomery County. Retrieved from <http://www.creativemoco.com/EconomicImpact>

^{iv} http://www.washingtonpost.com/local/md-politics/maryland-prepares-for-200-million-hit-from-supreme-court-tax-case/2015/04/10/be832130-def2-11e4-a500-1c5bb1d8ff6a_story.html

^v Jenkins, S. (2015). The Strength of the Creative Economy. Silver Spring MD: Arts and Humanities Council of Montgomery County. Retrieved from <http://www.creativemoco.com/EconomicImpact>