


**M E M O R A N D U M**

October 13, 2021

TO: Education and Culture Committee

FROM: Carolyn Chen, Legislative Analyst 

SUBJECT: **Oversight Worksession:** Arts and Humanities Council of Montgomery County (AHCMC)

PURPOSE: Briefing on FY22 non-department account (NDA) initiatives

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**Expected Participants:**

- Suzan Jenkins, Chief Executive Officer, Arts and Humanities Council of Montgomery County (AHCMC)

**Background:** Due to the ongoing COVID-19 pandemic, the Council's FY22 budget review process included a consent calendar approval of several department/office budgets with the plan that those departments/offices would be scheduled for a Committee oversight review session in the Fall of 2021.

**Purpose:** The purpose of these oversight sessions is to provide the Committee with an opportunity to meet with Department/Office Directors; receive updates on key programs or initiatives; and review any relevant spending or performance data.

**Potential Topics:** Overview presentation FY2022 grants, COVID-19 sector impact, trends in the sector, constituent services, public art and Black, Indigenous, People of Color (BIPOC) Emerging Leaders Coaching Cohort [©1-9].

This packet contains:

© Page #

Arts and Humanities Council of Montgomery County (AHCMC) FY2022 Overview  
[October 7, 2021] ..... ©1-9  
AHCMC FY22 Recommended Operating Budget Education & Culture Committee Packet  
[April 26, 2021].....[Online](#)  
AHCMC FY22 Approved Operating Budget.....[Online](#)  
Public Arts Trust [P729658] FY21-26 Approved Capital Improvements Projects Budget...[Online](#)

# FY2022 OVERVIEW

SUZAN JENKINS, CEO  
OCTOBER 7, 2021

## Executive Leadership

SUZAN JENKINS  
Chief Executive Officer

JOE FRANDONI  
Deputy Director

## Grants Team

**TAKENYA LAVISCOUNT**  
Grants Director

**KAREN JUDSON**  
Grants Program Manager

**ANA-ALICIA FENG**  
Grants Program Assistant Manager

**DOROTEA RACZ**  
Grants Program Coordinator

## Marketing + Constituent Services Team

**BRITTNEY DUBOSE**  
Marketing + Communications  
Manager

**SIERRA SMITH**  
Public Art + Communications  
Coordinator

## AHCMC BOARD

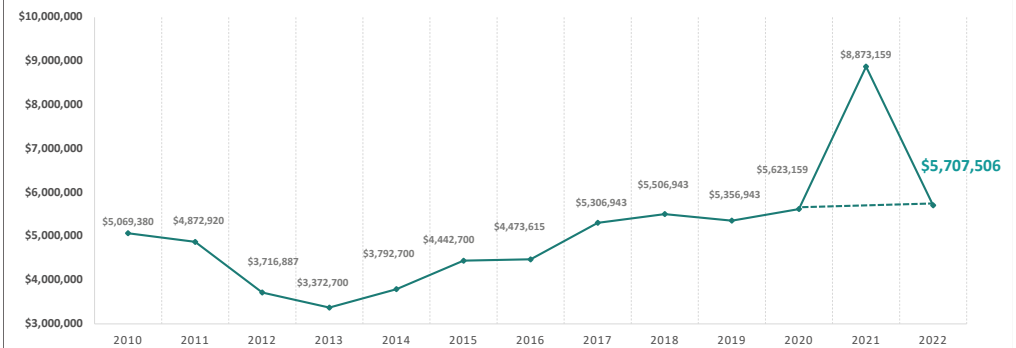


## ABOUT

- legally designated local arts agency
- grants to organizations and individuals annually
- manages County's Public Arts Trust
- funded by Montgomery County Government, Maryland State Arts Council, corporations, organizations and individuals

## County Appropriation

**\$5.7 million** for FY22





# Grants

## THE SECTOR'S COVID-19 RESPONSE

Despite continuing challenges, we've seen...

**Resiliency**

**Creativity**

**Productivity**

**Compassion**

**Commitment**

**Optimism**



## Trends in the Sector




Organizational right-sizing

Addressing DEIA goals

Expanded virtual & hybrid programming


Increased community partnerships

Renewed focus on contributed revenue



## COVID-19 Relief

AHCMC has distributed  
**\$3,630,500** in emergency  
relief funding for the  
local, creative sector.



## FY22 Application Increase over FY21

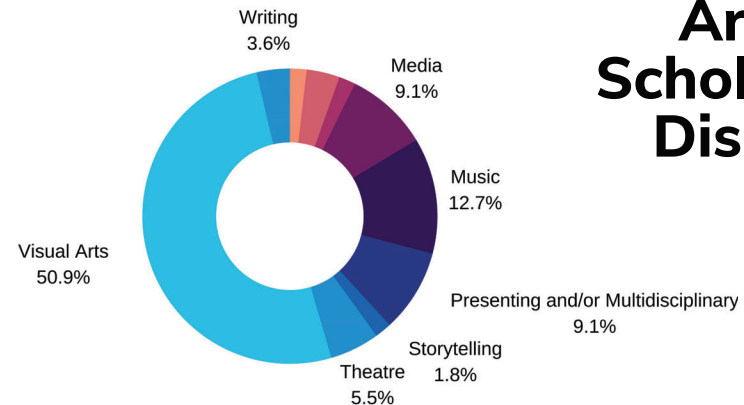
22.8% increase in applications submitted overall in FY21

25% increase in ASPG

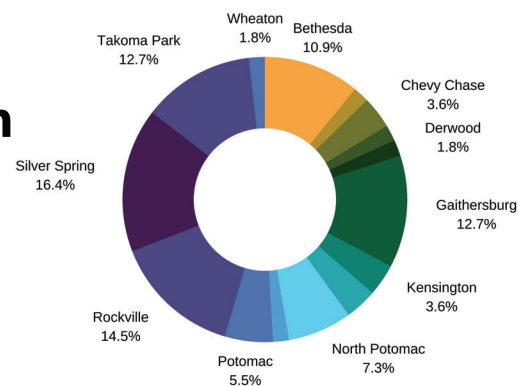
27% increase in PCBPBG

157% increase in AG

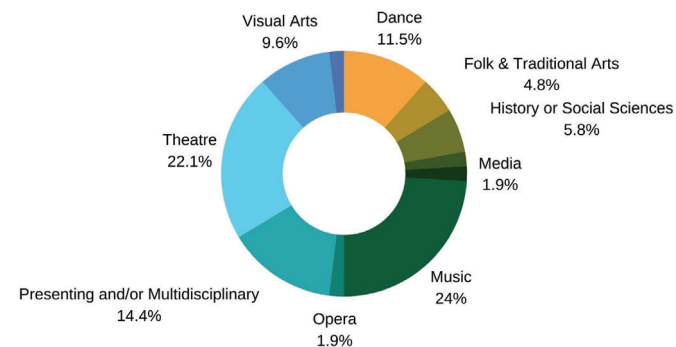
## FY22 Individual Artists & Scholars by Discipline



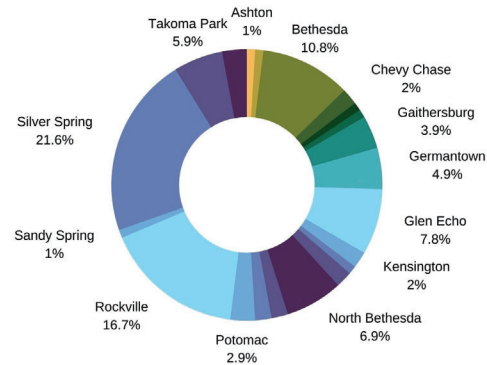
## FY22 Artists & Scholars by Geographic Representation



## FY22 Organizations by Discipline



## FY22 Organizations by Geographic Representation



## FY22 Grant Awards



### LUMP SUM DISBURSEMENTS

Grantees in categories that normally receive two disbursements will receive one lump sum disbursement.

154 total grants awarded

## SPRING 2022 GRANT OPPORTUNITIES

- FY23-24 *General Operating Support II Grants (GOS II)*
- FY23 *General Operating Support I Grants (GOS I)*
- FY23 *Advancement Grants (AG)*
- FY23 *Programming & Capacity Building Grants (PCBPG)*
- FY23 *Artists & Scholars Project Grants (ASPG)*

- FY23 *Wheaton Cultural Project Grants (WCPG)*
- FY23 *Arts Residencies in Schools Grants (ARSG)*

## FALL 2022 GRANT OPPORTUNITIES

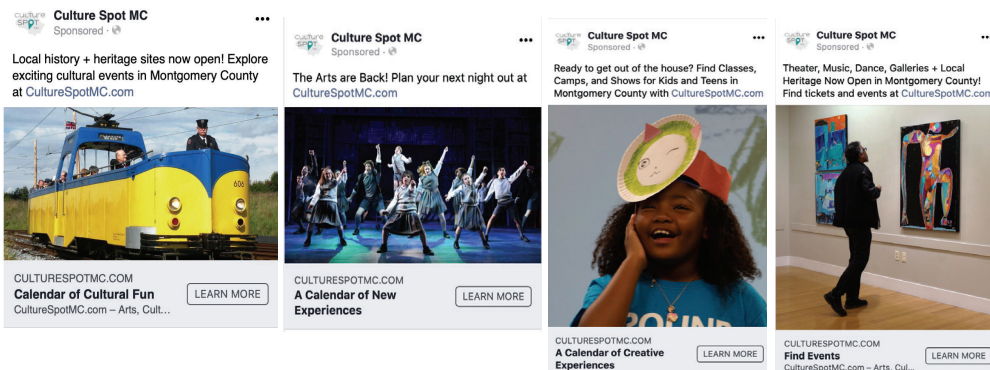


# Constituent Services

## \$18,000 Reopening Campaign



## Add Your Events to CultureSpotMC.com!



## CREATIVE VOICES + CULTURAL HAPPENINGS at CultureSpotMC.com

- Cultural events calendar, news + videos
- 20,000 page views per month!
- News coverage, stories, and videos
- Individual Artist + Scholars Profiles - **NEW!**
- Classifieds Section - **NEW!**
- Public Art Directory - **NEW!**
- Digital Guide to Children's Arts Activities - **NEW!**

# Public Art + Artists on CultureSpotMC.com

## PUBLIC ART MAP

Click on the art pieces below to see them displayed on the interactive map.



Acorn Gazebo



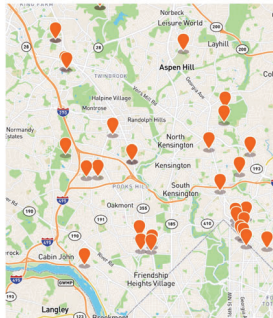
Alba Rosa



Animals of Forest Glen



Aspirer



Greg Mort  
Muralist, Painter, Sculpture



Alyscia Cunningham  
Artist of Color, Author/Writer, Director

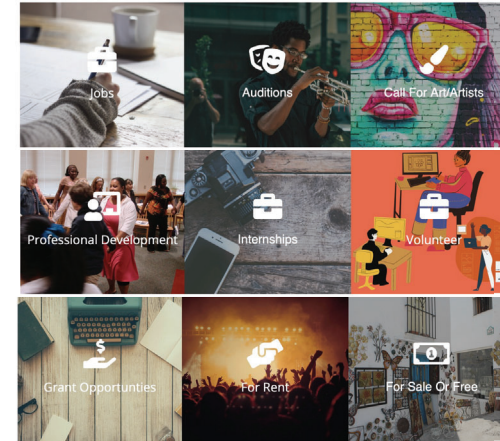


Sandra Pérez-Ramos  
Mixed Media Artist, Muralist, Painter, Sculpture



Martina Sestakova  
Artist, Mixed Media Artist, Painter

# Classifieds -> Jobs + Opps



# marketPOWER

## ENGAGE AUDIENCES

CultureSpotMC.com  
Culture Spotlight  
Remnant Digital Ads  
Guide to Children's Arts Activities  
County-wide Marketing

## ACQUIRE NEW SKILLS

Professional Development  
• Forums  
• Workshops/Webinars  
• Seminars  
Marketing Committee  
Private Facebook Group

## INCREASE EFFICIENCY

Cooperative Advertising  
• Washington Post  
• Bethesda Mag  
Calendar Partners  
Ticket Giveaways

## Special Advertising Section

## Montgomery Fall Arts Preview



## GLLEN ECHO PARK Visual Arts Studios & Galleries

Open every weekend  
Blown Glass, Ceramics, Drawing & Painting, Jewelry, Kiln-fired Glass, Mixed Media, Photography, Silver, Sculpture  
Hours & more information:  
[www.glenchopark.org/exhibitions](http://www.glenchopark.org/exhibitions)

## Blueberries for Sal

Sept 21 - Oct 21, 2018  
Celebrating the 70th anniversary of the book by Robert McCloskey  
Audience for Elementary Children's Chorus  
Sept. 7, 2018 5pm  
Know a child who loves singing? Elementary Children's Chorus will perform a special concert of songs from the book. Children may audition by email. Register for an audition appointment.  
Saturday, September 8 at 11:00am, Silver Spring Road, Rockville, MD 20850.  
[www.glenchopark.org](http://www.glenchopark.org) 1-240-277-7829

## ADVENTURE THEATRE & ARTS ACADEMY

Book Tickets Online: [bit.ly/atmcblueberries2](http://bit.ly/atmcblueberries2)  
Call the Box Office: 301.634.2270

Experience Something Extraordinary at CultureSpotMC.com

## COOPERATIVE ADS

## Bethesda Magazine

- Print Magazine
- Remnant Digital

## Washington Post

- Local Living
- Washington Post Magazine
- Weekend + Summer Camp

## CultureSpotMC

- Sponsored Content (Story)
- Special Feature E-blast
- Digital Ad + Pinned Social Media



# Public Art



## THE PUBLIC ARTS TRUST

**Montgomery County's central program for managing and commissioning all public art on County-owned property**

Public art program restored by law in 1995, Public Arts Trust established

Public Arts Trust Steering Committee oversees the selection of county's public art projects chaired by AHCMC Board Member, Eleanor Choi

Today, the Trust continues to commission site-specific works and supports other public art projects throughout Montgomery County as budget allows



## #ArtHappensHERE



## Certain Party or Parties Unknown





**Black, Indigenous, People of Color  
Emerging Leaders  
Coaching Cohort**



**Program Goal**

Provide pro bono one-on-one professional leadership and career coaching to inspire and support emerging leaders of color in the arts and humanities through a thought-provoking and creative process that maximizes their personal goals and professional potential.



**Thank you!**



**Question  
+  
Answer**

