

XVII. Arts in the City (2011)

A. The League of Women Voters of Falls Church believes that cultural activities within the City of Falls Church benefit both the City arts and business communities and contribute to the attractiveness of the City as a destination, and recommends the following:

1. The business and cultural community should create partnerships around specific cultural events such as pre- and post- theater dinners and other commercial activities of the business community and other groups.
2. The arts and business communities should recognize and further explore activities that benefit both. For example an artist's recent expenditure of \$6700 for a gallery opening constituted money spent almost entirely within the City.

B. The League believes that City support of cultural activities defines the City as a place that respects its cultural and historical past, present, and future; and that such support should be encouraged in both tight and easier fiscal times, and recommends the following:

1. The EDA, whose job it is to market the City, should more aggressively support the cultural activities of the City in order to attract businesses, artists, and patrons of the arts.
2. The City should establish a line-item in the budget to support CATCH, a City entity that publicizes arts/history events and provides a structure for implementation of a City grant program for the arts.
3. As fiscal circumstances permit, additional City resources should be allocated to market City events, such as Memorial Day activities, the Fall Festival, City concerts, and Watch Nights.
4. As fiscal circumstances permit, the City should offer tax incentives to individuals and to arts-related organizations as part of the "Arts and Cultural District" designation.
5. The City and the Falls Church Public Schools should work together to ensure that the schools as community resources are available for community-wide arts and cultural activities.

C. The League believes the City should encourage businesses to be creative in including public art or cultural activities as part of their business plans, and recommends the following:

1. The City should make clear to developers the type of arts-related proffers that would best serve the City's commitment to arts and culture.
2. The City should consider ways to make unutilized space available to arts organization and encourage developers to permit temporary use of unleased commercial space until more permanent tenants can be found.