

**League of Women Voters of Falls Church
July 2011**

Arts and Culture in the City of Falls Church

**Barry Buschow, Gina Caceci, Marty Meserve, and Sally Phillips
with assistance from Barbara Cram**

Arts and culture influence our lives. As the Falls Church City Council resolution (see Attachment 1, Page 13) to examine the creation of an arts and culture district states: “A community draws strength and identity from knowledge of its history and the accomplishments of its forebears, and is enriched by the creative and intellectual talents of its citizens.” The Falls Church League of Women Voters voted to consider the state of the arts in Falls Church and the appropriate support City government should offer efforts to build a strong and vibrant art and cultural environment in the City.

The Magnetism of the Arts


The arts are far-reaching in their impacts. The National Endowment for the Arts (NEA) has conducted a survey for nearly three decades that tracks public participation in certain ‘benchmark’ arts activities (e.g. live attendance at a performance, visit to art museum or gallery). What runs through the findings over the years is that those attending artistic events are likely to participate in the creation of personal art, that the earlier children are exposed to the arts the more likely they will be life-long participants in the arts, and that 3 out of 4 Americans partake of arts activities in some form.

The Rand Corporation undertook an exhaustive review of the literature about the benefits of the arts in its monograph *Gifts of the Muse: Reframing the Debate About the Benefits of the Arts*. Its discussion focuses on both the measurable benefits, such as economic growth and student test scores, and the intrinsic benefits, such as pleasure, inspiration, and building community. The benefits are further elaborated along a continuum from public to private. To quote the authors:

The basis of our study was an extensive review of published sources of several kinds. First, we reviewed the evidence for the instrumental benefits of the arts. Second, we reviewed conceptual theories from multiple disciplines we thought might provide insights about how such effects are generated, a subject largely ignored by empirical studies of the arts’ instrumental benefits. Third, we reviewed the literature on the intrinsic effects of the arts, including works of aesthetics, philosophy, and art criticism. And finally, we reviewed the literature on participation in the arts to help us identify factors that give individuals access to the arts and the benefits they provide.

The chart below summarizes the scope of the benefits of the arts.

Framework for Understanding the Benefits of the Arts

| | Private Benefits | Private Benefits with Public Impact | Public Benefits |
|---|----------------------|-------------------------------------|---------------------------------|
| Measurable | Improved test scores | Improved health | Economic growth |
|  | | Improved learning skills | Development of social capital |
| | | Improved self-sufficiency | |
| | Captivation | Increased empathy | Stronger social bonds |
| Intrinsic | Pleasure | Cognitive growth | Development of communal meaning |

Source: Rand MG218-S.1

Empirical studies have examined the value of the arts in many areas. For schoolchildren, academic skills are improved, the capacity for creative thinking is enhanced, and new ways of learning are explored through the use of the arts in the curriculum. Children learn personal skills, such as self-discipline and working in teams, and build self-esteem. Art therapy is a useful tool in treating Alzheimer’s patients, people with acute pain, and victims of stress and anxiety. Involvement in the arts promotes social interaction, helps create community identity, and builds leadership skills. Both direct and indirect economic benefits flow from the arts, a subject that will be discussed at length below. Although the Rand researchers found flaws in the conceptual and methodological approaches of some of the work they reviewed, overall they found evidence for cognitive, attitudinal and behavioral benefits of the arts.

The intrinsic value of the arts in the past has been seen as construing primarily to the individual, but the public realm also derives value from individuals’ involvement in the arts. On the purely private end, people engage in the arts for personal pleasure and growth, to develop new ways of seeing, to be challenged and captivated. But the greater community also is enhanced. Society as a whole is better off as its members develop an expanded capacity for empathy, a broadened ability to see the world from varying perspectives, and cognitive growth. Art can bring a community into focus as it expresses communal values based in a place’s history and identity. Art brings identity and visibility to a place, and can help guide change by providing a common ground for discussion.

The critical piece that allows both the individual and society at large to derive benefits from the arts is sustained involvement. Children should be introduced to art at an early age in a fully engaging way that is as participatory as possible. Adults should have outlets for personal growth and expression, for leadership, for creativity, for social networking. The benefits of the

arts should be heralded by community leaders and guide policy decisions. Volunteer organizations must emerge as promoters of the good that the arts will do when incorporated in the fabric of a community.

The Economic Impact of the Arts

John Kay is one of Britain's leading economists. His interests focus on the relationships between economics and business. In the August 11, 2010, edition of the *Financial Times*, he wrote: "A good economist knows the true value of the arts." In March 2010 Kay delivered a lecture to the Royal Society for the Encouragement of Arts, Manufactures and Commerce on the concept of obliquity, asserting that "the economic value of arts is in the commercial and cultural value of the performance, not the costs of cleaning the theatre." John states: "It is difficult to measure the value of a Shakespeare play: you can start with the box office receipts, but this is only the beginning of the story. The appropriate economic criterion, everywhere and always, is the value of the output."

Output is the focus of economic studies. Areas such as agglomeration economics study the savings that accrue when businesses engaged in the same or similar enterprises cluster geographically. The emergence of "art districts" in many cities is a case in point. Organizations such as the National Endowment for the Arts (www.arts.gov) follow statistical data compiled by the Bureau of Economic Analysis (www.bea.gov), U.S. Census Bureau (www.census.gov) and the National Bureau of Economic Research (www.nber.org). The Arts in the Gross Domestic Product is reported by the National Endowment for the Arts because it is a significant measure of the contribution the arts play in local and world economies. The statistical data available showing the value of the arts in communities that invest in the arts is mind-boggling.

The Americans for the Arts organization has led the way in research on the relationship between the arts and the economy. Their research shows the dramatic economic effects of the arts in communities in the United States. Their report summarizes:

Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences. ... The \$166.2 billion in total economic activity has a significant national impact, generating the following: 5.7 million full-time equivalent jobs, \$104.2 billion in household income, \$7.9 billion in local government tax revenues, \$9.1 billion in state government tax revenues, and \$12.6 billion in federal income tax revenues.

To bring the picture much closer, Virginians for the Arts commissioned The Wessex Group, Ltd. to study the impact of the arts in Virginia. The study found that arts and culture in Virginia are a billion-dollar industry, annually generating \$849 million in revenues for Virginia businesses and \$342 million in revenues from tourism. As a result of the business revenues created by Virginia arts and culture, the state's economy benefits from \$447 million in value-added income, mainly personal income, for Virginia's workforce, \$307 million in annual labor compensation for Virginia's workforce and 18,850 full and part-time jobs created each year.

The report concludes that arts and culture organizations are not only beneficial to the economy of Virginia but to the lives of Virginia's residents.

Americans for the Arts completed a study -- *Arts and Economic Prosperity*. Fairfax County was one of 160 local study partners across the nation. Arts and culture is a \$77.75 million industry in Fairfax County, one that supports 1,693 full time jobs and generates \$4.59 million in local and state revenue. The study puts to rest the common misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life; they also invest in their economic well-being.

Most of us appreciate the intrinsic benefits of the arts, but when it comes time to make tough funding choices, elected officials and business leaders need strong and credible data that demonstrates the economic benefits of a vibrant arts and culture industry. The finding from the Arts and Economic Prosperity study sends a clear message: "Leaders who care about community and economic development can feel good about choosing to invest in the arts."

In conducting their study, Americans for the Arts worked with economists to design a model for the study. The model quantifies the economic multiplier effect which is an estimate of the number of times a dollar changes hands within the community (e.g., a theater pays its actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). Any time money changes hands there is a measureable economic impact. What makes the economic impact of arts and culture organizations unique is that they induce large amounts of related spending by their audiences. Locally in the City of Falls Church, Creative Cauldron and Falls Church Arts have documented the synergy of arts and local businesses, its ongoing impact, the repeat business that occurs because of ArtSpace at Pearson Square. Patrons attend a performance, art shows and openings, classes, etc., then eat at Pizzeria Orso for the first time, then become repeat customers; parents come from Fairfax to pick up children after art camp and decide to eat at Elevation Burger, repeatedly; parents ask about tutoring services and sign up with Northern Virginia Tutoring Service, a sponsor of Creative Cauldron; artists' friends and co-workers come to the City for Falls Church Arts events and classes, then meet at restaurants here, and then attend the openings and enjoy after-parties at a different Falls Church City restaurant. Patrons ask for recommendations of a good hair salon to get their hair done while waiting for their child to finish an art class; production members who live in Maryland and the District pick a different city restaurant each time they have a break in rehearsals; the list goes on.

Cities around the world are competing to attract new businesses as well as bright young professionals. Studies show that the winners will be communities that offer an abundance of arts and culture opportunities. As the Arts and Economic Prosperity study shows, for every dollar invested by government in the arts, seven dollars are returned to the community. "As the arts flourish, so will creativity and innovation – the fuel that drives our economy."

Our Neighbors' Contributions to the Arts

Arlington County has created an expansive and impressive arts community (see www.arlingtonarts.org). In 1986, Arlington added a Cultural Affairs Division to the Department of Recreation and Parks. By 1988 the County had created an Arts Commission that ran a competitive arts grant program and worked on adding and improving arts facilities. The staff created an Arts Incubator Program (from which the Signature Theater arose) that garnered the 1996 Innovations in American Government award from the Ford Foundation and the Kennedy School at Harvard, a first in the nation for an arts program. One of the key policy documents describes a Public Art Policy and can be found at www.arlingtonarts.org/Libraries/Documents/public-art-policy.sflb.ashx.

Today Arlington supports 400 individual artists, 40 arts groups, 7 facilities, and a \$2,150,886 budget. Demand for arts programs continues to grow and the County commissioned a study, *Arlington Arts 2030*, to recommend a long range cultural arts strategy. In 2010 the Arts Commission awarded \$250,000 in grants to 19 arts organizations and 3 artists.

The City of Alexandria (see www.alexandriava.gov/arts) also created a cultural affairs division in the Recreation and Parks Department and established a Commission for the Arts. In 2010-2011 funded partners included the Alexandria Choral Society, the Alexandria Youth Symphony, the Art League, Del Ray Artisans, Port City Playhouse and the Washington Balalaika Society among the 25 recipients.

In 1969 the City of Alexandria purchased from the federal government a complex of buildings that housed a torpedo factory. By May of 1974 work began to clean up the site and renovate the building into working spaces for artists, and the Torpedo Factory Art Center was launched that September. The City's waterfront development plan in 1982 included a major renovation for the art center that today houses 160 professional artists' studios, boasts 1,000 co-operative gallery members, and instructs over 2,000 art students. The Torpedo Factory revitalized the waterfront and serves as a striking example of how government involvement and volunteer assistance can bring tourism and economic health to a community.

Fairfax County's offerings and support of the arts is voluminous. (See www.fxva.com/yourfairfax/music-arts/organizations.) In 2009 the County approved the *Arts Council of Fairfax County Strategic Plan, 2009-2014*. The mission statement: "The Arts Council is the recognized voice of the arts in Fairfax County, dedicated to fostering a dynamic and diverse local arts presence and participation. We ensure that artists and the arts thrive by providing vision, leadership, advocacy, funding, education, and capacity building." (It is important to note that the City of Falls Church, most significantly Creative Cauldron, is included in the Fairfax inventory and has received numerous generous grants that have made much of the programming possible. In any activity that Falls Church might undertake it will remain critically important to remember our close relationship with the Arts Council of Fairfax County.)

Public and Private Arts and Cultural Initiatives in Falls Church

Listed below are organizations – government, private and non-profit – that regularly offer venues for arts and cultural activities and events in Falls Church City. A brief, but not necessarily complete, list of the events or types of arts and cultural activities/events is shown for each organization to provide an overview of the depth and breadth of offerings currently available in the City.

The list is organized as follows:

- City Government Organizations – entities that are wholly or mostly funded by the City of Falls Church
- Community Organizations – non-profit organizations
- Arts-related Private Businesses or Entities that regularly provide venues for artist performances and/or exhibits
- Non-government organizations that receive any funding from the City of Falls Church (most likely through the Falls Church Economic Development Authority) are marked with an asterisk

City Government Organizations

Falls Church City Public Schools

- George Mason High School – offers student performances of music and theater and yearly IB art exhibit.
- Mary Ellen Henderson Middle School – offers student performances of music and theater and yearly art show.
- Thomas Jefferson and Mt. Daniel Elementary – hosts yearly art show.
- PTA organizations – organize and fund school assemblies and/or master classes that bring performers and performances to the schools several times during each school year.
- Falls Church Cable Television Channel (FCCTV) – provides an opportunity for students and adults to learn how to produce television programs. Sometimes records arts and cultural events happening in the City and broadcasts to reach a larger audience than original attendees.
- NOTE: School facilities are not readily or affordably available to non-school arts and cultural organizations. A longstanding school policy permits school functions to pre-empt non-school functions, even when prior arrangements have been made.

Falls Church Recreation and Parks Department

- Offers year-round classes in visual art, dance and drama for children, teens and adults at the Falls Church Community Center. Fee-based for residents and non-residents.
- Hosts annual Falls Church City Art Show featuring the work of City residents and City employees and students (resident and non-resident) participating in Recreation & Parks Department art classes.
- Coordinates events that include arts and culture activities including
 - Farmers' Market (year round).
 - Fall Festival and Taste of Falls Church.
 - Holiday Craft Show.

- Farm Day.
- Memorial Day Parade & Festival.
- Civil War Day.
- Watch Night.
- Sponsors Summer Concerts in the Park Series (in conjunction with VPIS).
- Sponsors the Falls Church Concert Band.

Historical Commission

- Administers historic trail markers, map and site descriptions.
- Organizes historic interpretation of sites.
- Preserves Falls Church history.
- Hosts bus tour of Civil War sites yearly in conjunction with Civil War Day.

Mary Riley Styles Public Library

- Hosts weekly story hours for children.
- Sponsors special events for children such as puppets, magicians, storytellers, etc.
- Organizes annual poetry contest for grades 5 – 12.
- Hosts book clubs.
- Administers Local History Room.

CATCH (Humanities Council – City of Arts, Theatre, Cultures and History)

- Created by Falls Church City Council for the purpose of creating an arts and cultural district in the City.
- CATCH does not sponsor or hold arts or cultural events, but is in the process of creating and maintaining a “virtual visitor center” that will feature a consolidated calendar of arts and cultural events and organizations in the City.
- CATCH will also make recommendations to further arts, cultural, theater and historical integration into community initiatives.

Community Organizations – Non-profit Organizations

*Creative Cauldron** (see Attachment 2, Page 15)

- Manages and pays for the operation of ArtSpace Falls Church.
- Provides year-round classes, camps and workshops in the visual and performing arts for children, teens and adults.
- Produces six major original theatrical productions (12 to 16 performances of each) every year.
- Presents more than three dozen music and/or dance concerts and special performances each year.
- Hosts 12 visual art exhibits, workshops and other artist events sponsored by Falls Church Arts (FCA).
- In 2010-2011, hosted 76 different arts events. In addition to those listed above, also hosted documentary film screenings, interactive art-science lecture, fundraising events for the Falls Church Education Foundation, and an art exhibit by Falls Church Elementary School students.

Falls Church Arts

- Sponsors and coordinates 10 – 12 visual art exhibits each year including juried and open shows.
- Produces the Annual Plein Air Arts Festival and Exhibit.
- Coordinates artists to exhibit during Summer Concerts in the Park at Cherry Hill.
- Organizes artists' talks, book signings and roundtable discussions.
- Organizes workshops in painting and photography.

Friends of Cherry Hill Foundation

- Provides the furnishings inside the Cherry Hill farmhouse and the tools inside the Cherry Hill barn.
- Provides volunteers to do historical interpretation and tours of the farmhouse on several special event days throughout the year.

*Tinner Hill Heritage Foundation**

- Preserves the early civil rights history of Falls Church.
- Sponsors annual E.B. Henderson "Dear Editor" Contest for middle and high school students.
- Sponsors annual Tinner Hill Blues Festival.
- Created the Mary Ellen Henderson Traveling Exhibit.

Village Preservation and Improvement Society

- Sponsors Summer Concerts in the Park (in conjunction with Falls Church Parks & Recreation Department).
- Sponsors annual Independence Day Readings.
- Sponsors Arbor Day Event and Commemoration.
- Makes community grants that fund activities and events such as Civil War Day.

Victorian Society of Falls Church

- Holds year round events, re-enactments and demonstrations about Victorian era.
- Sponsors literary evenings featuring the writings of Victorian era authors.
- Sponsors living history programs.

Choralis

- Holds choral concerts held 2 or 3 times per year in the City of Falls Church.
- Hosts a summer choral program for teenagers.

Columbia Institute of Fine Arts

- Provides instruction in music and visual art.

Arts-related Private Businesses or Entities

Art and Frame of Falls Church

- Hosts monthly visual art exhibit of local artists' work including an artist talk.
- Hosts monthly musical performances.
- Provides space for working artist studios.

Stifel and Capra

- Hosts monthly exhibit or demonstration of local artists' work.
- Provides space for working artist studios.

*FIRSTfriday of Falls Church**

- Organized and run by volunteers with financial support provided mostly by participating businesses, provides a year-round, monthly event that features free musical performances and art exhibits at locations throughout the City.
- Sponsors annual Falls Church City Student Art Contest and Calendar.
- Sponsors Art-A-Lot, an outdoor venue for artist displays, musical performances, and classic car exhibits. Art-A-Lot is held from May to October and is located in the parking lot next to 111 Park Avenue.

State Theater

- Hosts music performances by rock, blues, folk, and Latin bands. Admission charged.

Irelands' Four Provinces Restaurant

- Hosts music performances 3 or 4 nights per week. No admission charge.

Dogwood Tavern

- Hosts music performances 3 or 4 nights per week. No admission charge.

Falls Church School of Ballet

- Offers classes in ballet, jazz and tap.

Falls Church Music Conservatory

- Provides classes in piano, guitar, bass, violin, viola, drums, saxophone, clarinet, flute, trombone, Latin percussion, bongos, timbales, xylophone and voice.

Foxes Music Company

- Sells sheet music and instruments.
- Provides music lessons for children and adults.
- Rents musical instruments.

Future Arts and Cultural Opportunities in the City

There are many ways our City government could support and incubate arts programs. Some cost new money; some build on current programs. Most of these options involve City resources. Some involve trade-offs. Possibly some options are undesirable in fiscally-challenged periods and more desirable in easier fiscal times. As the list above shows, the City is already funding and promoting the arts in many ways. New possibilities include studio space, tax assistance, a grants program, and the inclusion of art into new development.

In 2009 City Council established the Humanities Council – CATCH (City of Arts, Theatre, Cultures and History) for the purpose of creating an arts and cultural district in the City. Virginia Code §15.2-1129.1 authorizes the City of Falls Church to establish an Arts and Cultural District for the purpose of creating awareness and support for the arts in the city, with the option to also provide tax incentives and certain regulatory flexibility in this district. The City of Falls Church is looking to build its economic engine, one that will augment and propel economic development in the business areas. Variety, uniqueness, service, quality and convenience are special assets that draw new customers.

In June 2011, the Humanities Council submitted to City Council and staff a study of metropolitan-area arts organizations, particularly those who have public-private partnerships for studio space for the visual / functional arts. The study showed considerable success had been achieved by each locality (Arlington, Alexandria, DC, Fairfax County) where aging and/or under-utilized properties proved more financially rewarding when a public-private partnership (such as “Blueprint for Success” in Arlington, Lorton Workhouse in Fairfax County) was pursued.

Availability of affordable space for further development of the arts is usually found in underperforming properties in underdeveloped, transitional or aged/blighted areas. The model of the government partnering in the use of an underperforming property and receiving the income has been the model for success in bringing not only the arts, but increasing economic vitality to the community.

Real-estate and personal-property taxes are a heavy burden for arts organizations. Creative Cauldron pays \$6,600 a year in real-estate tax. The Virginia Code allows localities to give tax exemptions to nonprofits on property which is used for exempt purposes. To cover actual expenses incurred, local governments are allowed to impose a service charge on exempt nonprofits of up to 20 percent of the potential real-estate tax rate.

New development in the City can provide support for the arts. Developers can incorporate art into their projects, both physically and as part of the “mix” of the project’s uses. Developers can be encouraged to proffer arts initiatives as part of their package. A developer is typically willing to proffer only a finite amount. Support for the arts might come at the expense of affordable housing, environmental upgrades, infrastructure contributions, or other support.

CATCH provides a structure for implementation of a City grant program for the arts. Such a program could be as generous or as lean as fiscal reality allows. Care must be taken to avoid the possibility of censorship.

Conclusion

Randy Cohen, Vice President for Research and Policy for Americans for the Arts, offers ten arguments for public and private investment in the arts.

10. True prosperity...The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. They help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, the arts are salve for the ache.

9. Stronger communities...University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates. A vibrant arts community ensures that young people are not left to be raised solely in a pop culture and tabloid marketplace.

8. Health and well-being...nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

7. 21st Century workforce . . . reports by The Conference Board show creativity is among the top applied skills sought by employers. 72 percent of business leaders say creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Their report concludes, “. . .the arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium.”

6. Improved academic performance . . .longitudinal data of 25,000 students demonstrate that students with an education rich in the arts have higher GPAs and standardized test scores, lower drop-out rates, and even better attitudes about community service. These benefits are reaped by students regardless of socio-economic status. Children motivated by the arts develop attention skills and strategies for memory retrieval that also apply to other academic subject areas such as math and science.

5. Arts in the schools = better SAT scores . . .students with four years of arts or music in high school average 100 points better on their SAT scores than students with one-half year or less. Better scores are found in all three portions of the test: math, reading, and writing.

4. Creative Industries...the creative industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. An analysis of Dun & Bradstreet data counts 756,007 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.99 million people—representing 4.14 percent of all businesses and 2.17 percent of all employees, respectively.

3. Arts are the cornerstone of tourism . . .arts travelers are ideal tourists—they stay longer and spend more. The U.S. Department of Commerce reports that the percentage of international travelers including arts and culture events during their stay has increased annually the last six years.

2. Arts are good for local merchants...the typical arts attendee spends \$27.79 per person, per event, not including the cost of admission on items such as meals, parking, shopping, and babysitters. Non-local arts audiences (who live outside the county) spend nearly twice as much as local arts attendees (\$40.19 compared to \$19.53)—valuable revenue for local businesses and the community.

1. The arts are an industry . . .arts organizations are responsible businesses, employers, and consumers. They spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. Nonprofit arts organizations generate \$166 billion in economic activity annually, supporting 5.7 million jobs and generating nearly \$30 billion in

government revenue. Investment in the arts supports jobs, generates tax revenues, and advances our creativity-based economy.

The City of Falls Church can do much to enhance its support of the arts and to enable the arts to contribute to the prosperity of the City. Possibilities include a long-range cultural strategy that includes facilities development, marketing and branding plans, an Arts Support Policy to be utilized during property development negotiations, and a Public Art Policy that encourages the inclusion of public art in the commercial areas. The government can continue to support and strengthen CATCH and to recognize the achievements of its local artists and arts organizations in public newsletters and at City Council meetings. The talent and energy in Falls Church is boundless. Working with the artistic community, the City has an opportunity to add to the reasons why Falls Church is one of the best places to live, work, and play in the Washington, D.C., region.

Attachment 1

RESOLUTION 2009-23

RESOLUTION TO ESTABLISH A HUMANITIES COUNCIL: CITY OF ARTS, THEATRE, CULTURES AND HISTORY (CATCH)

- WHEREAS, Virginia Code §15.2-1129.1 authorizes the City of Falls Church to establish an Arts and Cultural District for the purpose of creating awareness and support for the arts in the city, with the option to also provide tax incentives and certain regulatory flexibility in this district; and
- WHEREAS, City Council adopted Resolution 2008-43, Resolution To Appoint A Taskforce To Examine The Designation Of The City Of Falls Church As An “Arts And Culture District”; and
- WHEREAS, the Taskforce met over the year and presented Council with its recommendations to establish a Humanities Council: City of Arts, Theatre, Cultures and History (CATCH) that included establishing the district shape and size to make it attainable, concentrated, walkable, and incorporating historical and cultural elements (where appropriate), at its June 22, 2009 meeting; and
- WHEREAS, the CATCH will serve as clearinghouse to create and maintain a virtual visitor center, traveling exhibits and consolidated calendar; recommend a business, art and artist-supporting award (coordinated with the City and Chamber Awards), research, disseminate and/or facilitate CATCH member grant application submissions, facilitate recommendations to further arts, cultural, theatre and historical integration into community initiatives.
- NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Falls Church, Virginia that a Humanities Council: City of Arts, Theatre, Cultures and History (CATCH), be established with one representative from each of the following organizations for three-year terms.
- ❑ The Tinner Hill Heritage Foundation
 - ❑ Falls Church Arts
 - ❑ Creative Cauldron
 - ❑ Falls Church Chamber of Commerce
 - ❑ Economic Development Authority
 - ❑ The Victorian Society at Falls Church
 - ❑ Village Preservation and Improvement Society
 - ❑ Friends of Cherry Hill Foundation
 - ❑ City Council Liaison
 - ❑ Planning Commission Liaison
 - ❑ Library Board of Trustees
 - ❑ The City of Falls Church Historical Commission

- Falls Church City Public Schools
- General Government staff

Reading: 7-27-09
Adoption: 7-27-09
(TR9-23)

IN WITNESS WHEREOF, the foregoing was adopted by the City Council of the City of Falls Church, Virginia on July 27, 2009 as Resolution 2009-23.

Kathleen Clarcken Buschow
City Clerk

Attachment 2

ArtSpace, Creative Cauldron, and City of Falls Church Relationships

Creative Cauldron pays all operating expenses for ArtSpace Falls Church. What was proffered to the City by the original developers of Pearson Square was “approximately 3,000 square feet of space at \$10 per square foot rent for the first year with a rent increase of 3% per year for 10 years.” So the monthly operating expenses for Creative Cauldron to just open the doors of ArtSpace is about \$6,000 which includes rent, Common Area Maintenance (CAM) charges, utilities and insurance. No labor costs are included in the \$6,000 per month figure. The real estate taxes that Creative Cauldron is required to pay are in addition to the monthly rent, CAM, and utilities.

There is no detailed agreement between ArtSpace and Creative Cauldron. ArtSpace is the venue. Creative Cauldron is the non-profit organization that “resides” at ArtSpace. The City of Falls Church gave a total of \$100,000 (two \$50,000 grants) towards the design and construction of ArtSpace. It took about \$350,000 to design, build, and equip ArtSpace. The remaining funds were donated by the Pearson Square owners, Dominion Virginia Power Foundation, Falls Church Arts (FCA), and individuals. (The reality is that Creative Cauldron still owes about \$45,000 that was borrowed because of the much bigger heating, ventilating and air conditioning system that was required than was previously thought.)

The City funds were given to FCA because, at the time, Creative Cauldron was not a City-based nonprofit organization. From the very beginning, it was understood and agreed that Creative Cauldron would be the nonprofit organization that would operate ArtSpace and that the monies granted would be passed through FCA to Creative Cauldron for the design and construction. FCA is an all-volunteer nonprofit. Creative Cauldron is a professionally staffed nonprofit (along the lines of Signature Theater but on a very much smaller scale.)

The agreement between FCA and Creative Cauldron stipulates that Creative Cauldron is responsible for all programming and all expenses for ArtSpace, that FCA gets to use ArtSpace several times a year for art exhibits and other FCA events, and that FCA will try to give monies each year to Creative Cauldron towards the operating expenses. FCA has given Creative Cauldron a \$10,000 grant each of the last two years.