

Reston Community Center

LOB #281:

ARTS AND EVENTS

Purpose

LOB #281 Arts and Events provides Performing Arts, Arts Education and Community Events presentations to Small District 5 in order to increase the cultural awareness of the community in disciplines of dance, theatre, music and related arts, as well as to create and sustain community traditions through community events.

Description

The Arts and Events LOB is comprised of three programs:

- Performing Arts – programs and administration of the rental of the CenterStage at RCC Hunters Woods;
- Arts Education – provides learning opportunities both in RCC facilities and throughout the community's schools and other facilities in performing and the fine arts, as well as a strong local artist exhibits program; and,
- Community Events – offers opportunities to enjoy community and cultural traditions by programming festivals, celebration of the Dr. Martin Luther King, Jr. holiday weekend, summer concert and entertainment series, community cookouts, and volunteer opportunities to serve Reston's needs by partnering with Cornerstones and others.

The programs are all delivered to the entire spectrum of the community. Arts education offerings are provided in various age cohort categories (i.e. youth, teen/adult, seniors) to facilitate learning. Theatre offerings may be similarly designed or targeted to specific age cohorts. The Arts and Events LOB is committed to presenting accessible programming and presentations that are by or include disabled artists. The Professional Touring Artist Series programming is deliberately structured to appeal to as diverse a range of tastes and cultural perspectives as possible. The Arts Education program also provides opportunities for local artists to exhibit their work in three community galleries hosting monthly exhibits. Community events and activities appeal to multi-generational audiences and focus on attracting families to these experiences. In addition to the performances RCC presents, the CenterStage is the host facility for presentations from locally based arts organizations that offer community-produced music, dance, theatre and film experiences to a broad spectrum of audiences. RCC derives rental revenue from the activities presented by Reston arts organizations in its facilities. The level of demand for rental of the CenterStage far exceeds calendar availability.

These programs are linked together in the Arts and Events LOB because they share staff team members and support the same programmatic goals regarding increasing community awareness of arts and culture experiences and providing opportunities to enjoy and pursue them. All programs are supported with a mix of direct program and service delivery and contracted support for either content or technical and production requirements. Due to the nature of these types of programs, they are delivered during an extended schedule – day/evening seven days a week. Some programs rely on volunteer support for execution, e.g. festivals, cookouts and community service-oriented activities. Volunteers are always supervised by employees of RCC.

Arts and Events Cost Center programming and services have been a core component of RCC's mission since the inception of the agency in 1979.

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Benefits

Please refer to the Benefits Section of LOB #280 Administration and Capital Projects as the Benefits cited there are applicable to all RCC Lines of Business.

Mandates

Mandated by the establishment of Small District 5 in 1975. Further mandated and governed by a Memorandum of Understanding between the Board of Supervisors and Reston Community Center Board of Governors; last updated in 2009.

Trends and Challenges

With Reston's growth, this LOB will be increasingly stretched to deliver programming to more public gathering places such as the Wiehle Station Plaza and adjacent event space. New resources will be required. The community has long sought a companion performing arts venue to the CenterStage that can better support large-scale music and dance offerings from community-based arts groups. The power of the arts and community events like concerts and festivals in outdoor settings to unify people and create a deep sense of "place" is indisputable. With traffic congestion inhibiting travel to arts venues beyond the local area, local venues become increasingly attractive.

The key challenge ahead for RCC's Arts and Events LOB will be to address these increasing demands with constrained financial and human resources. Growth of the tax base will certainly provide greater revenue to support expansion of programming; however, the funding needed for capital facility projects will require creative financing through proffer(s), as well as other public and private contributions. Large scale capital facility endeavors also take a long time to reach fruition; addressing the community's arts aspirations with the available limited facility resources will be insufficient to the level of demand – even the level of existing demand can't be met by current facilities. Using other community spaces creatively will continue to be a strategy employed to manage these needs as best as possible.

Another constraint worth noting is the constraint of people's lifestyles on their abilities to take advantage of RCC offerings as fully as they might like. With longer commutes and complex work/life balancing acts, families struggle to enjoy the complete spectrum of arts activities available to them. Growing participation in the arts by those over 55 speaks to the continued human desire to engage in creative activities and the greater degree of flexibility afforded by retirement to do so. For seniors, participation is constrained more by the cost of the experience than by scheduling difficulties.

It will also be important to stay abreast of technological trends in the arts and adapt facilities and programs to match the growth of creative activity with new tools, in new types of environments and using mixed media approaches.

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Resources

Category	FY 2014 Actual	FY 2015 Actual	FY 2016 Adopted
LOB #281: Arts and Events			
FUNDING			
Expenditures:			
Compensation	\$685,769	\$665,000	\$731,797
Benefits	187,509	181,840	224,133
Operating Expenses	486,111	547,281	536,714
Total Expenditures	\$1,359,389	\$1,394,121	\$1,492,644
Total Revenue	\$1,373,262	\$1,548,270	\$1,516,351
POSITIONS			
Authorized Positions/Full-Time Equivalents (FTEs)			
Positions:			
Regular	8 / 8	7 / 7	7 / 7
Total Positions	8 / 8	7 / 7	7 / 7

Metrics

Metric Indicator	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Estimate	FY 2017 Estimate
To obtain 90 percent or more of Customer Satisfaction survey patron responses of Agree/Strongly Agree for cost, cleanliness and accessibility	NA	94.67%	96.67%	90.00%	90.00%
To obtain 90 percent or more of Customer Satisfaction survey patron responses of Agree/Strongly Agree for employee courteousness and quality of experience	NA	95.00%	96.00%	90.00%	90.00%

Participation in Arts and Events program lines varies from year to year depending on weather impacts, popularity of booked attractions, and availability of partner or offsite programming locations and options.

RCC tracks participation data for programs in the Arts and Events LOB. The data for the last three years is as follows:

- FY 2013: 108,402
- FY 2014: 85,144*
- FY 2015: 102,353

* Weather caused a significant number of missed performances and rained-out summer events in FY 2014.