



ECONOMIC OPPORTUNITY RESERVE NOMINATION

McLean Project for the Arts Downtown
Economic Initiatives Committee – July 23, 2024

Scott Sizer, Department of Economic Initiatives
Lori Carbonneau, McLean Project for the Arts

AGENDA

- Economic Opportunity Reserve and Review Process
- McLean Project for the Arts Proposal
 - Alignment with Economic Opportunity Reserve Goals and Policies
 - Community Impact
 - Economic Impact
- Staff Recommendation
- Board Feedback and Next Steps

MPA DOWNTOWN PROPOSAL

Overview:

- Create an arts venue in heart of McLean

Goals:

- Activate vacant retail space
- Contribute to McLean placemaking through programming and design
- Enhance fiscal sustainability and integrate commercial uses



ECONOMIC OPPORTUNITY RESERVE

Evaluation and Review Process, adopted Feb. 28, 2017:

- 1) Project Nomination – Board Matter, June 25, 2024
- 2) **Project Screening – Economic Initiative Committee, July 23, 2024**
- 3) Funding Action – Future Board of Supervisor Action Item, TBD

MPA DOWNTOWN – EVALUATION MATERIALS

Materials Provided by McLean Project for the Arts:

- Organizational History and Accomplishments
- Five Years of Financial Statements and Independent Auditor Reports; FY2018 – 2022
- Goals for Proposed Project and Funding Campaign
- Project Pro Forma; 5-year projections for income and expenses
 - Detailed Construction Budget with General Contractor Proposal
- Acquisition Value and Appraisal
- Zoning Interpretation – INTZED-2024-DR-00011

ECONOMIC OPPORTUNITY RESERVE

Principles of Investment, adopted April 14, 2020:

- 1) Invest in projects outside typical processes
- 2) 'One time' expenditures
- 3) No liability to the County or implication of future obligations
- 4) For capital development, property acquisition, programming, or mitigate impacts of COVID-19 pandemic

STAFF REVIEW: This proposal meets these criteria for investment

MCLEAN AREA - LOCATIONS



Key Sites

Existing Residential

- 1) MPA Downtown in The Signet
- 2) McLean House
- 3) The Palladium at McLean

Recent Development Approvals

- 4) MARS Inc. Headquarters Expansion
- 5) The Astoria

Public Spaces

- 6) McLean Central Park
- 7) McLean Community Center
- 8) Elm Street Park

MPA DOWNTOWN - PARTNER

Partner:

- McLean Project for the Arts



Background:

- 501(c)(3) charitable organization founded in 1962 by women artists
- Provides support for visual arts and artists through:
 - Exhibitions of critically acclaimed, professionally curated work by local and Mid-Atlantic artists
 - Education, art classes, and ArtReach which serves FCPS and community senior centers
 - Programming, including the MPAartfest
- Located in McLean Community Center since 1997
- Well-known community partner with a strong fiscal performance and history

MPA DOWNTOWN – LOCATION DETAILS

Location:

- The Signet – 6910 Fleetwood Road, Mclean
Tax Map: 30-2 ((54)) 2

Details:

- Commercial condominium within a residential structure
- Vacant commercial space since delivery in 2018
 - 5,000 sq.ft. interior space, 1,700 sq.ft. outdoor patio
- In McLean Revitalization District and Center Zone of updated Comprehensive Plan



MPA DOWNTOWN - PROGRAM

Proposed Program:

- Two new gallery spaces for exhibition programming
- Facilities to grow and expand education services, including a ceramics studio
- Retail presence through a commercial café and retail sales for gifts, artwork and supplies
- Outdoor programming in patio and adjacent park spaces, via MPA and partners, such as McLean Revitalization Corporation
- Coordinate and complement McLean Community Center programming and services



MPA DOWNTOWN – ECONOMIC BENEFIT

Potential Economic Benefits:

- Increased Property Value
 - Potential 40+% increase in value, with related increase in real estate tax revenue
 - Property is currently valued at \$1,660,520 (-28% decline since 2020)
- New Business Personal Property Revenue
- Increase of 3 to 5 Full Time Equivalent employees for MPA services
 - Additional contract staff for ceramic educational programming
- Café Monett to employ additional staff and generate local sales tax revenue

MPA DOWNTOWN – COSTS & ALLOCATION

Total Project Estimate - \$7,200,000

Project Budget	Amount
Real Estate Acquisition	\$2,300,000
Hard Costs – Renovation	\$3,300,000
Equipment Costs	\$370,000
Soft Costs	\$1,250,000

MPA has currently raised \$1,825,000 to date.

Full costs of property acquisition will be raised by MPA.

Additional funding and donations will fund space buildout.

MPA DOWNTOWN – STAFF RECOMMENDATION

Staff Recommendation:

- Support investment of \$500,000 from the Economic Opportunity Reserve to the McLean Project for the Arts Downtown project

Key Aspects:

- Increased direct revenue of \$150,000 - \$300,000 over 10-year evaluation period
- Creation of 3 – 5 new jobs, with additional anticipated
- Repurpose vacant commercial retail space in downtown McLean
- Establishes a permanent home for arts in McLean with programming to meet community priorities, as approved in the Comprehensive Plan



QUESTIONS