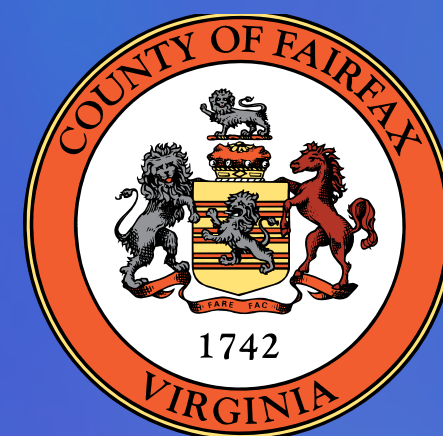




2024 ANNUAL REPORT

FAIRFAX COUNTY ARTS COMMITTEE





Greetings!

The Fairfax County Arts Committee is an inter-agency and nonprofit partners group dedicated to realizing the County's strategic planning vision. Established in 2009 following adoption of a **VISUAL AND PERFORMING ARTS POLICY** in the Comprehensive Plan, the Committee has advanced the role of the arts in making Fairfax County a better place to live, work and play throughout its many diverse neighborhoods.

In the pages ahead, the 2024 accomplishments and project milestones are described in the context of the Countywide Strategic Plan and One Fairfax Policy. The work undertaken this and every year by agency and partner stakeholders is informed by the County's commitment to equity, alignment of community outcome goals and indicators of success, data-driven insights and inclusive engagement strategies.

As described in the Fairfax County Strategic Plan, outcome areas necessarily overlap in the ways that community needs are identified and addressed. For ease of understanding, the efforts described in this report are focused on and referenced in the "Cultural and Recreational Opportunities" outcome area. Success in achieving this outcome area's goals will naturally contribute to goals described in other focus areas, specifically "Healthy Communities," "Housing and Neighborhood Livability," and "Lifelong Education and Learning."

Looking ahead, the County Arts Committee is dedicated to meeting the growing desire of people to participate in the arts, feel the presence of beauty in their daily lives, learn from new arts and culture experiences, enjoy easy access to arts facilities and share the joy that creativity brings to life. In Fairfax County, our diverse and multicultural population fuels that creativity. The challenge ahead will be to harness all the resources available to develop and sustain the arts – a challenge that will require our collective commitment.

THE FAIRFAX COUNTY ARTS COMMITTEE STAKEHOLDERS:



ArtsFairfax
Celebrate Fairfax
Countywide Strategic Plan Coordination
Department of Cable and Consumer Affairs
Department of Economic Initiatives
Department of Information Technology
Department of Management and Budget
Department of Neighborhood and Community Services
Department of Planning and Development
Facilities Management Department
Fairfax County Park Authority
Fairfax County Public Library
Fairfax County Public Schools
George Mason University
McLean Community Center
Office of the County Executive
Office of Human Rights and Equity Programs
Office of Public Affairs
One Fairfax
Reston Community Center
Visit Fairfax
Workhouse Arts Foundation



COUNTYWIDE STRATEGIC PLAN OUTCOME AREA:

Cultural And Recreational Opportunities (CRO)



EQUITY CONSIDERATIONS

Fairfax County is home to a diverse community. As the largest majority-minority county in the Commonwealth, the County's people from different neighborhoods, backgrounds and perspectives should come together to enjoy arts, culture, fitness, wellness, enrichment and a host of other community building experiences. Doing so brings opportunities to forge new and positive connections to each other. To foster this result, it is important to address barriers to designing and participating in cultural and recreational activities by geography and by population.



OUR COMMUNITY VISION

All residents, businesses and visitors are aware of and able to participate in quality arts, sports, recreation and culturally enriching activities.



INDICATORS OF SUCCESS

- Access to Local Arts, Sports and Cultural Opportunities
- Satisfaction with Local Arts, Sports and Cultural Opportunities
- Awareness and Appreciation of Diverse Cultures
- Representation of Diverse Cultures



COUNTYWIDE STRATEGIC PLAN OUTCOME AREA:

Cultural And Recreational Opportunities (CRO)

HIGHLIGHTED 2024 CRO STRATEGY FOCUS AREAS

- Evaluate and address barriers (including transportation, language, virtual access and technology gaps) to cultural and recreational opportunities. (CRO 2)
- Ensure cultural and recreational amenities are included in placemaking designs for development and/or revitalization in targeted areas. (CRO 5)
- Regularly inventory and evaluate cultural and recreational programs provided by the County and its partners based on how they address identified service gaps and how well they positively impact equity. (CRO 6)
- Provide varied modes and forums (including virtual platforms) to engage and involve diverse community voices to determine the types of offerings, programming and supports the community is seeking. Utilize feedback to modify programs to ensure greater participation. (CRO 8)
- Provide comprehensive, up-to-date, accessible information to the public about local artists, creative cultural industries, places of cultural and natural heritage, events, and spaces and facilities. (CRO 9)

*Ticket and Participation Subsidy
Grantee Virginia Bronze
Community Handbell Association.
Photo by Brett Peirce*

*Middle photo courtesy of
NextStop Theatre Company*

*Right photo courtesy of
Reston Community Center/
Charlotte Geary*



CULTURAL AND RECREATIONAL OPPORTUNITIES 2

Evaluate and address barriers (including transportation, language, virtual access and technology gaps) to cultural and recreational opportunities.

FAIRFAX REGIONAL ARTIST SURVEY

With funding from the National Endowment for the Arts and a private foundation, ArtsFairfax launched an **ARTIST SURVEY** to assess the opportunities and resources that local artists need to thrive. Open from May through December 2024, the survey is available in English, Spanish, Korean, Hindi and Farsi, and will help identify the needs and obstacles for artists who live or work in Fairfax County, its incorporated towns (Herndon, Vienna and Clifton), as well as the Cities of Fairfax and Falls Church.



CULTURAL AND RECREATIONAL OPPORTUNITIES 5

Ensure cultural amenities are included in placemaking designs for development and/or revitalization in targeted areas.

MCLEAN PROJECT FOR THE ARTS EXPANSION

McLean Project for the Arts (MPA) will acquire space in downtown McLean through the **OFFICE OF SUPERVISOR JAMES BIERMAN** and the Department of Economic Initiatives. **MPA PROPOSED ACQUISITION** and build out of the ground floor retail space (approximately 5,000 square feet) at The Signet at 6910 Fleetwood Road, McLean, Virginia. The Board of Supervisors approved the allocation of \$500,000 from the Economic Opportunity Reserve for the effort on September 24, 2024.



CULTURAL AND RECREATIONAL OPPORTUNITIES 6

Regularly inventory and evaluate cultural programs provided by the County and its partners based on how they address identified service gaps and how well they positively impact equity.

CAPITAL ONE HALL • COMMUNITY ARTS PARTNERSHIP

From September 2023 to June 2024, Capital One Hall hosted 39 community events representing diverse cultural perspectives and art forms. This season was marked by remarkable growth in attendance and ticket revenue for community arts partners:

- Main Theater Ticketed Events: 23 (20 in Season II)
- The Vault Ticketed Events: 16 (15 in Season II)
- Total Attendance: 15,908 (52% increase from Season II)
- Total Ticket Revenue: \$781,364 (111% increase from Season II)

TICKET AND ENROLLMENT SUBSIDIES FOR ARTS PARTICIPATION

ArtsFairfax continues to grow collaboration between Fairfax County human services agencies and nonprofits through their **TICKET AND PARTICIPATION SUBSIDY GRANT**, which subsidizes attendance and participation access, and transportation needs to provide arts experiences for underserved populations.

ArtsFairfax awarded 20 Ticket and Participation Subsidy Grants, a jump from nine awards in the same category in FY23. Through this grant program, benefits and those involved include:

- 2,100 Fairfax County residents received free or reduced-price tickets (3.5 times more than in 2023).
- 39 Community Partners, including human services nonprofits and Fairfax County agencies.
- 8 Fairfax County Public School communities.

"ANDY" featuring Andy Shani in concert presented by Iranian American Community Center/Pars Place at Capital One Hall.

CULTURAL AND RECREATIONAL OPPORTUNITIES 8

Provide varied modes and forums (including virtual platforms) to engage and involve diverse community voices to determine the types of offerings, programming and supports the community is seeking.

SUPERVISOR PALCHIK: PROVIDENCE ARTS ROUNDTABLE

With ArtsFairfax, Supervisor Palchik hosted an “Arts Roundtable” on July 10, 2024. More than 30 individual artists, local nonprofit groups and arts businesses, as well as civic leaders and representatives from County agencies, attended. ArtsFairfax facilitated a discussion around four pillars: space, promotion, funding and partnerships. The information shared and gathered will help inform how the County can support deeper arts engagement in the Providence District. ArtsFairfax intends to replicate the event to conduct Arts Roundtables in other districts.

SUPERVISOR JIMENEZ: MASON ARTS ADVISORY COMMITTEE

With support from Supervisor Jimenez and the Mason District office, the Mason Arts Advisory Committee was established with the goal of advancing Mason District as an arts and culture destination, and to serve the district’s artists through effective implementation of the “Master Arts Plan: Facilities” and other activities.



Supervisor Dalia Palchik welcomes Arts Roundtable participants at Crescendo Studios.



Annandale Arts Appreciation Festival at the Eileen Garnett Civic Space, organized by the Mason Arts Advisory Committee.

CULTURAL AND RECREATIONAL OPPORTUNITIES 9

Provide comprehensive, up-to-date, accessible information to the public about local artists, creative cultural industries, places of cultural and natural heritage, events, and spaces and facilities.

ARTS IN FAIRFAX COUNTY WEBSITE

In 2024, the County launched a new landing page on the Fairfax County Government website. **ARTS IN FAIRFAX COUNTY** delivers comprehensive access to County arts venues, projects, plan documents, and links to the County Arts Committee stakeholders' arts calendars. This landing page will be a valuable resource for arts organizations and residents alike.

COUNTY ARTS PARTICIPATION SURVEY

This page hosts a new Arts Participation Survey for County residents to share arts content preferences and information resource use. The data gleaned from the survey will streamline, strengthen and focus marketing efforts that Fairfax County, ArtsFairfax and more than 230 Fairfax County arts organizations already undertake.



FAIRFAX COUNTY ARTS COMMITTEE RESOURCES

This is a partial list of excellent starting places to explore the many ways the arts can bring imagination, creativity and the joy of belonging to the lives of all people.

FAIRFAX COUNTY

ARTS IN FAIRFAX COUNTY

ARTSFAIRFAX

CITY OF FALLS CHURCH

CITY OF FAIRFAX

TOWN OF HERNDON

TOWN OF VIENNA

COMMONWEALTH OF VIRGINIA

VIRGINIA COMMISSION FOR THE ARTS

ARTS & ENTERTAINMENT

REGIONAL

WASHINGTON DC ARTS COUNCILS

MID ATLANTIC ARTS

NATIONAL

NATIONAL ENDOWMENT FOR THE ARTS

AMERICANS FOR THE ARTS

NATIONAL ART EDUCATION ASSOCIATION



Vanessa Labbee and Mauricio Stengel in "Don Quixote: Primavera" presented by Alchemy Ballet at The Vault in Capital One Hall. Photo by Chris Stark

Arts event, venue and activity photos used to illustrate the breadth of Fairfax County creativity are kindly provided by:

Back cover: NextStop Theatre Company

Front cover: Reston Community Center

Pages 3, 6, 7:

The Providence Players

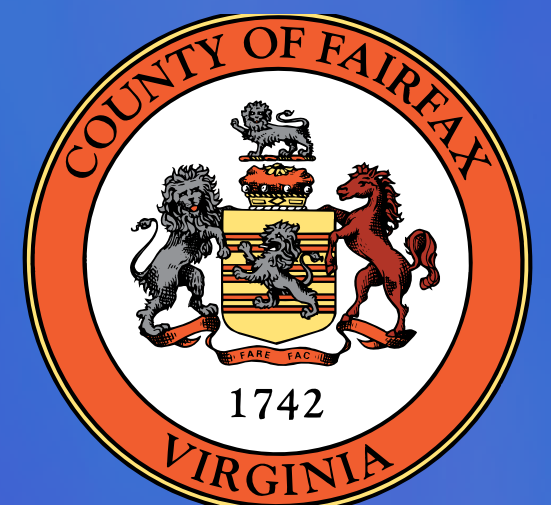
Tephra ICA

Workhouse Arts Foundation

Reston Chorale

McLean Project for the Arts

Fairfax County Neighborhood and Community Services



www.fairfaxcounty.gov

Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services and activities. To request an alternative format of materials call 703-324-4600, TTY 711.
A Fairfax County, Va., publication: December 2024

