

2014-16 Executive Progress Report

Commonwealth of Virginia
Secretary of Education

Virginia Commission for the Arts

At A Glance

To support and stimulate excellence in all of the arts, in their full cultural and ethnic diversity, in order to enhance the quality of life, to stimulate economic development, to support educational advancement, and to make the arts accessible to all Virginians.

Staffing 4 Salaried Employees, 0 Contracted Employees, 0 Authorized, and 2 Wage Employees.

Financials Budget FY 2015, \$4.77 million, 81.90% from the General Fund.

| | | | |
|---------------|----------------------------------|-----------------------|---|
| Trends | ➔ Fill key positions | Key Perf Areas | ➔ General Operating grants |
| | ➔ Revenue support for education | | ➔ Local government grants |
| | ➔ Focus on STEM | | ➔ Artists in Education grants |
| Legend | ⬆ Increase, ⬇ Decrease, ➔ Steady | Productivity | ⬆ Time spent on grants |
| | | Legend | ⬆ Improving, ⬇ Worsening, ➔ Maintaining |

For more information on administrative key, and productivity measures, go to www.vaperforms.virginia.gov

Background and History

Agency Background Statement

The Virginia Commission for the Arts, a state agency created in 1968, invests in the arts in the Commonwealth by supporting and encouraging full participation in a creative culture that will benefit all Virginians. Thirteen Commissioners appointed to five-year terms by the Governor – including at least one Commissioner from each congressional district – lead the Commission, assisted by four full time and two part-time staff members and a statewide network of advisory panelists

The Virginia Commission for the Arts supports more than 600 arts organizations in Virginia each year through a number of different grant programs, including a program for arts organizations seeking general operating support and the Artists in Education program that provides Virginia students with opportunities to work with professional artists.

The Commission's mission is driven by five mandates that address (1) availability and accessibility to the arts, (2) a commitment to lifelong arts learning and education, (3) a healthy and productive arts infrastructure, (4) the arts as a vital component of the Commonwealth's economy, and (5) an environment that is open and conducive to artistic expression. These mandates and goals are addressed by interconnecting themes that emphasize a strong commitment of support, relationship building and active service to the arts community and citizens of the Commonwealth.

Virginia Commission for the Arts celebrates and champions artistic excellence and encourages growth in artistic creativity, quality and innovation. The Commission invests in the arts in the Commonwealth by supporting and encouraging full participation in a creative culture that will benefit all Virginians.

Major Products and Services

The Commission receives approximately 1,300 grants applications and distributes approximately 860 grants a year to artists, arts and other not-for-profit organizations, educational institutions, educators and local governments, and provides technical assistance in arts management through nine grant programs.

The Virginia Commission for the Arts holds an annual statewide Art Works conference held in Richmond, Virginia every January. This conference attracts 350 - 400 participants a year. The conference is for artists, board and staff leaders of Virginia arts organizations, arts educators, and arts advocates.

The Commission provides state-wide grant workshops.

The Commission provides on-line resources such as accessibility guidance, grant writing, funding opportunities, employment opportunities, non-profit management and information on forming a non-profit arts organization.

Customers

Customer Summary

The Virginia Commission for the Arts awards grants to Virginia organizations which are not-for-profit and exempt from federal income tax; units of government; educational institutions and individual artists.

The Commission fund organizations and / or projects that produce, present, or support, dance, literary arts, media arts, music, theater, visual, and related arts.

There are approximately 500 not-for-profit arts organizations in the Commonwealth. The Commission works with approximately 300 of these organizations on an ongoing basis with the others on a need basis.

Customer Table

| Predefined Group | User Defined Group | Number Served Annually | Potential Number of Annual Customers | Projected Customer Trend |
|------------------|--------------------|------------------------|--------------------------------------|--------------------------|
|------------------|--------------------|------------------------|--------------------------------------|--------------------------|

Finance

Financial Summary

The Virginia Commission for the Arts receives its funding from the Commonwealth of Virginia and the National Endowment for the Arts.

While National Endowment for the Arts funding for the Commission was reduced in 2013-2014 by more than \$40,000, earlier this year legislators amended the budget for FY14 to provide an additional \$100,000 to the Commission for arts grants. \$60,000 will be used to support the Performing Arts Touring Assistance program, which provides opportunities for Virginians in rural and underserved areas to experience performing arts events, and \$40,000 will be allocated for the Cultural/Arts Tourism Marketing Program, a special joint Virginia Commission for the Arts/Virginia Tourism Corporation program that helps arts organizations partner with the local tourism industry to promote tourism.

Virginia ranks 38th in the country for per capita funding of the arts. (National Assembly of State Arts Agencies)

Fund Sources

| Fund Code | Fund Name | FY 2015 | FY 2016 |
|-----------|-------------------------------|-------------|-------------|
| 0100 | General Fund | \$3,907,459 | \$3,910,587 |
| 0200 | Special | \$50,001 | \$50,001 |
| 0910 | Virginia Arts Foundation Fund | \$8,000 | \$8,000 |
| 1000 | Federal Trust | \$805,704 | \$805,800 |

Revenue Summary

The General Assembly has approved a \$100,000 increase in the Commission’s budget for 2013-2014. The total of state funding to Virginia Commission for the Arts is \$3,894,813.

The additional \$100,000 funds appropriated to the Commission are earmarked for Tourism and the Arts grant programs and the Commission’s touring program to rural areas of the Commonwealth.

The Commission receives a single grant from the National Endowment for the Arts called the Partnership Agreement. The amount allocated for the basic state plan is determined by a formula. The Commission’s National Endowment for the Arts grant for 2013-2014 is \$651,800. This is a \$47,900 decrease from 2012-2013. This money must be matched on at least a one-to-one basis.

Beginning with the 2004 tax year, there are two income tax check offs for the arts on the Virginia income tax forms. One has been in existence since 1997, and the income from it goes into what is called the Virginia Arts Foundation, a non-reverting fund managed by the state Department of Accounts. The other comes directly into the Commission accounts for distribution as grants.

In 1997 the General Assembly created the Virginia Arts Foundation, a non-reverting fund managed by the state Department of Accounts. This fund receives the revenue from the sale of arts license plates and one of the two income tax check offs for the arts. The Commission is authorized to draw down the interest on this fund to use for grant programs.

Performance

Performance Highlights

Virginia’s arts industry creates jobs. In 2012-2013 Virginia Commission for the Arts grantees employed 15,841 employees in full-time, part-time and contract positions in FY13, an increase of more than 6,000 jobs since 2011-2012.

Virginia Commission for the Arts arts organizations promotes tourism in the Commonwealth. In 2012-2013, 7.1 million people attended arts events made possible through Commission funding. The Commission works closely with the Virginia Tourism Corporation to facilitate strategic partnerships between arts organizations and the local tourism industry for marketing initiatives.

The arts support other businesses and generate revenues for the Commonwealth. Arts organizations purchase goods and services from other businesses. Commission statistics show that patrons of the arts spent about \$173 million on restaurants, hotels and parking while attending events funded in part by the Commission.

The arts play a key role in community-building. Arts organizations are anchors for development and revitalization in cities and small towns. Theaters and other arts venues are often the catalyst for downtown revivals. The Virginia Commission for the Arts Touring Assistance Program provides opportunities for Virginians in rural and underserved areas to experience performing arts events. The Commonwealth’s contribution of \$3.36 million for arts grants leveraged another \$28 million in funding from individuals, corporations, private foundations and other entities in 2012-2013.

The arts are essential to the intellectual and creative growth of Virginia’s children. Research shows that arts education boosts student achievement, helping to advance the critical-thinking skills students need to be productive participants in the global economy. Virginia Commission for the Arts grantees served more than 2.5 million youth in 2012-2013.

Selected Measures

| Measure ID | Measure | Alternative Name | Estimated Trend |
|------------------|---|--|-----------------|
| 14814302.001.001 | We will assist arts organizations to increase the number of arts events provided to the public by providing financial and technical resources. | We will assist arts organizations to increase the number of arts events provided to the public by providing financial and technical resources. | |
| 14814302.001.002 | Staff costs to process each grant application. | Time spent on grants | Improving |
| 14814302.002.001 | We will assist arts organizations to increase public attendance at Commission funded arts events by providing financial and technical assistance. | General Operating grants | Maintaining |
| 14814302.003.001 | We will assist arts organizations to increase the amount of private and local government financial support for the arts. | Local government grants | Maintaining |
| 14814302.004.001 | Assist K-12 schools to increase participation in the arts for all Virginia students. | Artists in Education grants | Maintaining |

Key Risk Factors

Staffing: The Commission currently has a staff of four full time and two part time employees. If the Commission had an increased staff the agency would be able to complete new initiatives, such as training for arts organizations on capacity building and management; working with PK-12 school on STEM (STEAM) initiatives; building larger and more diverse audiences and developing partnerships with health care and veterans institutions.

Revenue: The last several economic downturns have had an immediate effect on the work of nonprofit arts organizations, PK-12 schools and local governments. The recovery from an economic downturn is longer for nonprofit organizations than for for-profit businesses.

IT: The Commission processes approximately 1,300 grants a year. Each applicant submits up to twelve copies of an application. The information from the application is manually entered into the agency's database. This process is outdated and inefficient. The Commission has been researching electronic grant systems (e-Grant). Virginia is one of four state arts agencies that still manually processes grant applications.

Agency Statistics

Statistics Summary

Virginia Commission for the Arts grantees in 2012-2013 employed 15,841 employees in full-time, part-time and contract positions in FY13, an increase of more than 6,000 jobs since 2011-2012.

Virginia Commission for the Arts grantees reported in 2012-2013 that 7.1 million people attended arts events funded by the Commission.

Virginia Commission for the Arts \$3.36 million in grants awarded leveraged another \$28 million in funding from individuals, corporations, private foundations and other entities in 2012-2013.

Virginia Commission for the Arts grantees served more than 2.5 million youth in 2012-2013.

Statistics Table

| Description | Value |
|--|------------|
| Number of people employed by arts organization funded by the Commission. | 15,841 |
| Number of people attending Commission funded programs. | 7,100,000 |
| Additional funds leveraged from Commission funding. | 28,000,000 |
| Number of PK-12 students served by Commission funded programs. | 2,500,000 |

General Information About Ongoing Status of Agency

The Virginia Commission for the Arts plays an integral role in the development of the state's arts resources and in keeping the arts accessible, visible and valued. The Commission is clear and consistent regarding its values and aligning actions with those values. While our values have not changed over time, the needs, challenges and complexity of the Commonwealth's arts resources, population and conditions have changed considerably.

The Commission primarily concentrates its efforts on supporting and expanding the Commonwealth's cultural resources and providing for and increasing opportunities for participation and connection to the arts. While these efforts continue, our focus needs to broaden to consider a fuller and more complex integration of the arts into the whole fabric of a creative culture for Virginia.

The Commission approved a new two year Strategic Plan which gives the Commission staff and board the guidelines to help / ensure the arts flourish in Virginia as we move into our next phase of service.

The Commission used the strategic planning process as an opportunity to reflect upon our past, evaluate the present, and envision the future. This plan will serve as a living document to assist the Commission in addressing the issues, needs and concerns of the arts in the Commonwealth.

As we move forward, a new emphasis will be placed on creating more opportunities for collaboration, within our agency, other state agencies, heritage and historical groups and with arts organizations across the state. We will pay close attention to the feedback we receive about our programs and services in order to evaluate our work and its impact on the Commonwealth. This will help us to make decisions about how to help the arts in areas of education, tourism, economic workforce development, advocacy and the health and stability of the arts in the state.

Information Technology

The Virginia Commission for the Arts uses information technology to its fullest capabilities. The Commission has an active presence on Facebook with over 5,000 followers. The Commission also has a strong presence on Twitter.

The Commission encourages arts organizations to market their programs on the Internet through its own web sites and the state tourism web site, as well as linking these web sites to the Commission's website. The agency tracks the number of Virginia arts organizations with a current presence on the Internet.

Arts Education: The Commission has a variety of programs that enrich the work of teachers in the public schools: artist residencies, the educational programs of nonprofit arts organizations around the state, and touring performers that go into schools. The agency communicates primarily with its arts education clients through email and the website. These strategies can be funded from the agency base budget. The agency measures success by the number of school divisions with expanded arts education programs.

Database: The agency developed and installed a new Access database system in January of 2011.

Workforce Development

The Virginia Commission for the Arts is increasing staff education on procurement, state accounting procedures, ADA compliance, web development, grant writing, etc. This is being done through classes provided by the Department of General Services, Department of Accounts, local colleges, workshops, and conferences.

The Commission's Executive Director is working with the Department of Human Resources to redistribute staff responsibilities and rewrite staff job descriptions.

Physical Plant

The Virginia Commission for the Arts is located at 1001 East Broad Street (Suites 330 & 340), Richmond, Virginia. The building is managed and maintained by the Department of General Services. The Commission pays General Services a yearly rental fee.
