

Arts and Humanities Council



MISSION AND SERVICES

The Prince George’s Arts and Humanities Council (PGAHC) is dedicated to promoting artistic excellence and expanding arts opportunities for all citizens of Prince George’s County and beyond. PGAHC accomplishes this by providing an energetic program of advocacy, education, and financial support.

CORE SERVICES

- Administer grant programs for individual artists, arts organizations and other entities including the County’s signature Community Grants Program (Artist Fellowships, County Arts, Arts-in-Education, and Public Art)
- Administer the County’s Arts In Public Places (AIPP) program on behalf of the County’s Office of Central Services as well as other public art and creative placemaking programs throughout Prince George’s County
- Provide industry standard best practices and professional development training for educators and artists to build a creatively engaging and vibrant arts community
- Manage the Prince George’s County Office of the Poet Laureate which highlights literary arts and culture by promoting literacy and a countywide appreciation of poetry
- Administer the Prince George’s Film Office which promotes the advancement of the film and digital media industries in Prince George’s County

FY 2022 KEY ACCOMPLISHMENTS

- Exceeded goals to increase the capacity and expand the geographic distribution of grant making programs, including the Community Grants Program and Emergency Arts Relief Programs.
- Added public arts category for planning and implementation to build capacity, empower and strengthen creative placemaking infrastructure in under-represented municipalities and neighborhoods.
- Launched Design Park 3311 and Arts’tination, two arts-centered economic development and recovery programs, for the Prince George’s County creative community.

- Launched the Bus Shelter Public Art Pilot Program in six municipalities and implemented multiple public art and creative placemaking initiatives throughout Prince George’s County
- Established cross-agency Memoranda of Understanding including the Prince George’s Community College, Center for Performing Arts, Bowie State University, Fine and Performing Arts Center and Mission of Love to reach underrepresented populations.

STRATEGIC FOCUS AND INITIATIVES FOR FY 2023

The council’s top priorities in FY 2023 are:

- Catalyze artistic excellence and innovation through and equity lens, expand grant making programs and revitalize neighborhood and public spaces through capacity building, innovative design and creative placemaking.
- Advance arts-centered economic development by fueling economic recovery and job growth with a focus on the film and entertainment and creative industry sectors.
- Elevate and strengthen community arts and social practice by building equitable learning environments and programs for residents of all ages, with a focus on K-12 programs and underserved populations.
- Build connections, community engagement and pride throughout Prince George’s County.

FY 2023 BUDGET SUMMARY

The FY 2023 proposed budget for the Arts and Humanities Council is \$1,690,200, an increase of \$200,000 or 13.4% over the FY 2022 approved budget. The organization’s grant from the County totals \$400,000 and remains unchanged from FY 2022 budget level.

Reconciliation from Prior Year

	Expenditures
FY 2022 Approved Budget	\$1,490,200
Increase Cost: Operating — Increase to support the Prince George’s Film Office programs	\$500,000
Decrease Cost: Fringe Benefits — Decrease in fringe benefit costs due to compensation adjustments	(2,100)
Decrease Cost: Compensation — Decrease in compensation due to an office reorganization	(13,700)
Decrease Cost: Operating — Decrease in operating costs for arts programming and administrative expenses	(284,200)
FY 2023 Proposed Budget	\$1,690,200

FY 2023 OPERATING BUDGET

Revenues by Category

Category	FY 2021 Actual	FY 2022 Budget	FY 2022 Estimate	FY 2023 Proposed	Change FY22-FY23	
					Amount (\$)	Percent (%)
County Grant - County Executive	\$400,000	\$400,000	\$400,000	\$400,000	\$—	0.0%
County Grant - County Council	300,000	100,000	100,000	—	(100,000)	-100.0%
Office of Central Services - Arts in Public Places	66,600	75,000	75,000	75,000	—	0.0%
M-NCPPC	47,500	120,000	120,000	120,000	—	0.0%
Maryland State Arts Council	189,100	210,200	244,800	210,200	—	0.0%
Emergency Relief Funds	237,400	200,000	—	—	(200,000)	-100.0%
American Rescue Plan Act Grant	—	—	500,000	500,000	500,000	
Maryland State Capital Grants	—	300,000	500,000	300,000	—	0.0%
Public/Private Sector Grants/Other Revenue	78,300	50,000	230,000	50,000	—	0.0%
Other Service Contracts	362,900	10,000	10,000	10,000	—	0.0%
Special Events	—	25,000	25,000	25,000	—	0.0%
Total	\$1,681,800	\$1,490,200	\$2,204,800	\$1,690,200	\$200,000	13.4%

Expenditures by Category

Category	FY 2021 Actual	FY 2022 Budget	FY 2022 Estimate	FY 2023 Proposed	Change FY22-FY23	
					Amount (\$)	Percent (%)
Compensation	\$451,100	\$507,000	\$471,600	\$493,300	\$(13,700)	-2.7%
Fringe Benefits	35,800	81,000	78,000	78,900	(2,100)	-2.6%
Operating	1,144,700	902,200	1,655,200	1,118,000	215,800	23.9%
Total	\$1,631,600	\$1,490,200	\$2,204,800	\$1,690,200	\$200,000	13.4%

SERVICE DELIVERY PLAN AND PERFORMANCE

Goal 1 — To provide diverse and high-quality arts experiences, cultural engagement and humanities programming with a focus on equity and inclusion.

Objective 1.1 — To enhance equitable learning environments with a focus on increasing high quality arts in education programs that support and enrich learning priorities for students and teachers and diverse cultural experiences for K-12 aged children.

FY 2027 Target	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected	Trend
90%	n/a	100%	90%	90%	n/a

Trend and Analysis

The PGAHC Arts in Education Program (AIEP) is designed to support artists, arts educators and organizations that provide high-quality arts and cultural activities to youth from kindergarten through high school. The programs and projects include arts instruction, arts integration improvements, artist in residence, in-school performances, field trip experiences, arts integration curriculum development, creative placemaking as well as professional development.

Performance Measures

Measure Name	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected
Resources (Input)					
Number of artists in residence	n/a	n/a	6	4	4
Workload, Demand and Production (Output)					
Number of youth participants annually	n/a	n/a	500	300	400
Impact (Outcome)					
Teacher satisfaction	n/a	n/a	100%	90%	90%
Student satisfaction	n/a	n/a	n/a	80%	80%

Objective 1.2 — To expand high-quality multi-cultural programming to the residents of Prince George's County with a focus on Arts Deserts and underrepresented populations.

FY 2027 Target	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected	Trend
\$50,000	n/a	\$50,000	\$25,000	\$50,000	n/a

Trend and Analysis

PGAHC has developed partnerships and specific programs to increase services to seniors, veterans, homeless, returning citizens, at-risk youth and other special populations. PGAHC provides arts-based solutions to address the needs of Prince George's County residents. PGAHC has added a public arts category for planning and implementation to build capacity, empower and strengthen creative placemaking infrastructure in underrepresented municipalities and neighborhoods. This includes establishing a cross-agency Memoranda of Understanding with the Prince George's Community College, Center for Performing Arts, Bowie State University, Fine and Performing Arts Center and the Mission of Love.

PGAHC established and administers the Prince George's County Office of the Poet Laureate which highlights literary arts and culture by promoting literacy and a countywide appreciation of poetry. Through engaging programs and services for County residents and youth, the Office of the Poet Laureate supports a vibrant and interactive series of community activities with a focus on initiatives which support and sustain the cultural life of Prince George's County.

Performance Measures

Measure Name	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected
Workload, Demand and Production (Output)					
Number of grants awarded	n/a	n/a	43	15	40
Grant dollars awarded (thousands)	n/a	n/a	\$200,013	\$100,000	\$200,000
Impact (Outcome)					
Dollars awarded in underrepresented districts (thousands)	n/a	n/a	\$50,000	\$25,000	\$50,000

Goal 2 — To advance arts-centered economic development through beautification initiatives, revitalization programs and services to the County's creative community and industry sectors.

Objective 2.1 — Transform and revitalize neighborhood and public spaces in the County through public art projects, creative placemaking initiatives and community engagement.

FY 2027 Target	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected	Trend
50	n/a	n/a	60	50	n/a

Trend and Analysis

PGAHC is committed to transforming and revitalizing neighborhoods and public spaces throughout Prince George's County. This objective is accomplished through Destination Prince George's, PGAHC's program that brings public art and placemaking opportunities to the Blue Line Corridor. Destination Prince George's reflects a more inclusive Prince George's County identity and narrative which elevates and celebrates the County's rich and unique cultural traditions.

Performance Measures

Measure Name	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected
Workload, Demand and Production (Output)					
New public art installations	n/a	n/a	4	5	20
Impact (Outcome)					
Increase in percentage of public art installations	n/a	n/a	n/a	20%	50%
Installations in underrepresented districts	n/a	n/a	n/a	60	50

Objective 2.2 — To increase film, television and entertainment industry projects in the County.

FY 2027 Target	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected	Trend
n/a	n/a	n/a	n/a	n/a	n/a

Trend and Analysis

The Prince George's Film Office recognizes Prince George's County as a burgeoning destination to a growing cluster of prominent and emerging film and entertainment companies. PGAHC has implemented an American Rescue Plan Act of 2021 (ARPA) business development and assistance initiative for the County's film industry sector. These initiatives help achieve the County's ARPA goals of capacity building, workforce development, and economic development to address the negative economic impacts exacerbated by the COVID-19 pandemic.

PGAHC will focus on black, indigenous and people of color (BIPOC) businesses and organizations, economically disadvantaged groups, veterans and women. Components of this initiative includes a film business grant assistance program. Another component is technical assistance and workforce development which includes industry focused workshops and job training apprenticeships. The final component involves marketing and recruitment which includes expanding the Film Office resource center and programs to highlight and market County assets, incentives and resources to increase the number of annual film projects in the county.

Performance Measures

Measure Name	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected
Workload, Demand and Production (Output)					
Number of County-based film projects	n/a	n/a	31	31	36
Impact (Outcome)					
Increase in County-based film projects	n/a	n/a	n/a	n/a	20%
County generated revenue from County-based film projects (thousands)	n/a	n/a	n/a	n/a	n/a

Objective 2.3 — To increase capacity building and technical support for the creative business industry sector, Design Park 3310 (DPARK 3311) and Arts'tination at The National Harbor (thousands).

FY 2027 Target	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected	Trend
\$100,000	n/a	n/a	\$5,000	\$80,000	n/a

Trend and Analysis

PGAHC's aim is to provide Prince George's County residents and visitors with diverse and high-quality arts experiences, cultural engagement and humanities programming with a focus on equity and inclusion. PGAHC operates two facility-based arts incubator programs for small creative businesses - DPark3311 and Arts'tination at the National Harbor.

DPark3311 is an innovative, multidisciplinary, creative business incubator and state-of-the-art co-working space. Founded by the PGAHC, DPARK3311 partners with the Gateway Community Development Corporation and City of Mount Rainier. It is located on the border of Prince George's County and the District of Columbia at the main entranceway to the Gateway Arts District. DPARK3311 explores creative collaboration to push the boundaries of how we define and engage the arts today and equip the next generation of creative producers. Lastly, it expands arts centered economic development and cultivates a vibrant, global arts ecosystem.

Arts'tination at the National Harbor is dedicated to building the capacity and brands of local artists and curating immersive creative experiences. The artwork on display is on sale and has generated over \$75,000 in artist commission and contracts and \$10,000 in new commissions and contracts.

Performance Measures

Measure Name	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimated	FY 2023 Projected
Workload, Demand and Production (Output)					
Number of workshop attendees	n/a	n/a	n/a	50	100
Number of workshops facilitated	n/a	n/a	n/a	6	8
Impact (Outcome)					
Program and workshop satisfaction	n/a	n/a	n/a	80%	80%
Revenue generated (thousands)	n/a	n/a	n/a	\$5,000	\$80,000