

# Arts and Humanities Council



## MISSION AND SERVICES

The Prince George's Arts and Humanities Council (PGAHC) drives the County's diverse creative economy through sustainable and equitable programs, 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)
- Oversees 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 2025 KEY ACCOMPLISHMENTS

- Hosted the third annual Prince George's Film Festival (PGFF): Take 3, which had over 1,100 visitors in FY 2024.
- Design Park (DPARK) 3311 launched its second cohort of four Designers in Residence with enhanced technical services for creatives.
- Partnered with FSC First to launch an innovative accelerator program for filmmakers and creatives in Prince George's County. This program aims to nurture and elevate homegrown talent, supporting their growth.
- Hosted over 46 free community art workshops and film screenings, drawing in more than 2,400 attendees from the County and surrounding areas.

## STRATEGIC FOCUS AND INITIATIVES FOR FY 2026

The council's top priorities in FY 2026 are:

- Catalyze artistic excellence and innovation through an 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.
- Empower and support communities throughout Prince George's County through arts and social practice programming, develop and deepen partnerships to utilize the arts to create social focused programs and opportunities that give voice to individuals and communities to discuss varying viewpoints and solutions on critical and relevant social issues.
- Promote, strengthen and enhance the arts and education in Prince George's County Public Schools by offering equitable high-quality arts in education services including grant funding, in-school Artists-in-Residency (AIR), teacher, teaching artist and community artmaking workshops integrating social justice and Social Emotional Learning (SEL) frameworks.

## FY 2026 BUDGET SUMMARY

The FY 2026 approved budget for the Arts and Humanities Council is \$1,645,000, a decrease of -\$118,300 or -6.7% under the FY 2025 approved budget. The organization's grant from the County totals \$393,300, a decrease of -\$20,700 or -5.0% under the FY 2025 County grant.

### Reconciliation from Prior Year

	Expenditures
<b>FY 2025 Approved Budget</b>	<b>\$1,763,300</b>
<b>Increase Cost: Compensation - Mandated Salary Requirements</b> — Annualization of FY 2025 salary adjustments	\$97,600
<b>Increase Cost: Operating</b> — Increase in operating costs for Public Art Creative Placemaking for AIPP	83,800
<b>Increase Cost: Fringe Benefits</b> — Increase in fringe benefit expenditures to align with projected costs	15,600
<b>Decrease Cost: Operating</b> — Decrease in operating costs for Prince George's Office of the Poet Laureate	(15,500)
<b>Decrease Cost: Operating</b> — Decrease in operating costs for Prince George's Film Office	(28,000)
<b>Decrease Cost: Operating</b> — Decrease in operating costs for administrative expenses	(271,800)
<b>FY 2026 Approved Budget</b>	<b>\$1,645,000</b>

## FY 2026 OPERATING BUDGET

### Revenues by Category

Category	FY 2024 Actual	FY 2025 Budget	FY 2025 Estimate	FY 2026 Approved	Change FY25-FY26	
					Amount (\$)	Percent (%)
County Grant - County Executive	\$414,000	\$414,000	\$414,000	\$393,300	\$(20,700)	-5.0%
County Grant - Film Office Revenue	—	50,000	50,000	—	(50,000)	-100.0%
County Grant - County Council	200,000	200,000	200,000	—	(200,000)	-100.0%
American Rescue Plan Act Grant	250,000	—	—	—	—	—
Facility-Based Revenue	150,100	155,000	150,000	150,000	(5,000)	-3.2%
M-NCPPC	120,000	120,000	300,000	300,000	180,000	150.0%
Maryland State Arts Council	263,800	264,300	266,700	266,700	2,400	0.9%
Maryland State Capital Grants	50,300	300,000	300,000	300,000	—	0.0%
Office of Central Services - Arts in Public Places	75,000	75,000	75,000	75,000	—	0.0%
Other Service Contracts	15,000	10,000	10,000	10,000	—	0.0%
Public/Private Sector Grants/Other Revenue	835,400	150,000	150,000	150,000	—	0.0%
Special Events	—	25,000	38,600	—	(25,000)	-100.0%
<b>Total</b>	<b>\$2,373,600</b>	<b>\$1,763,300</b>	<b>\$1,954,300</b>	<b>\$1,645,000</b>	<b>\$(118,300)</b>	<b>-6.7%</b>

### Expenditures by Category

Category	FY 2024 Actual	FY 2025 Budget	FY 2025 Estimate	FY 2026 Approved	Change FY25-FY26	
					Amount (\$)	Percent (%)
Compensation	\$635,200	\$549,000	\$696,600	\$646,600	\$97,600	17.8%
Fringe Benefits	107,600	87,800	111,400	103,400	15,600	17.8%
Operating	1,495,535	1,126,500	1,146,300	895,000	(231,500)	-20.6%
<b>Total</b>	<b>\$2,238,335</b>	<b>\$1,763,300</b>	<b>\$1,954,300</b>	<b>\$1,645,000</b>	<b>\$(118,300)</b>	<b>-6.7%</b>

## 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 2030 Target	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected	Trend
95%	90%	95%	95%	95%	↔

### Trend and Analysis

PGAHC provides grants and programs for Artists-in-Residency in PGPCS and other County-based schools to better serve K-12 grade aged children. In FY 2023, four artists-in-residence served over 1,000 students. These residencies were funded through PGAHC's FY 2022 Community Grants program which focuses on arts education programs serving youth. Together with the six other grants, PGAHC funded programs that served over 4,000 youth. Moreover, in FY 2023 PGAHC partnered with Prince George's County Public Schools to provide professional development training for arts integration and socio-emotional learning to over 100 PGAHC teachers. In FY 2024, PGAHC launched two youth arts education programs: Youth Artist and Musicians Zone (YAMZ) and Neuroblooms, a new creative arts program focused on youth mental health awareness and inclusion in PGPCS high schools.

### Performance Measures

Measure Name	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected
<b>Resources (Input)</b>					
Number of artists in residence	4	4	5	5	5
<b>Workload, Demand and Production (Output)</b>					
Number of youth participants annually	2,500	4,800	3,200	2,500	3,000
<b>Impact (Outcome)</b>					
Teacher satisfaction	90%	90%	95%	95%	95%
Student satisfaction	80%	90%	90%	90%	90%

**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 2030 Target	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected	Trend
45%	50%	47%	35%	35%	↓

### Trend and Analysis

PGAHC provides grant support for Artists-in-Residence and arts education programs, as well as community-based arts and cultural programs that offer high impact learning opportunities serving K-12 grade children. In FY 2024, five

artists-in-residence served over 1500 students. These included two PGAHC sponsored youth arts education programs: Youth Artist and Musicians Zone (YAMZ) and Neuroblooms, a new creative arts program focused on youth mental health awareness and inclusion in PGCPs high schools. Neuroblooms is also part of the County's Mental Health and Neurodiversity Action Group, which includes student representatives from each of the five schools where it has programs. The other three residencies funded by PGAHC's FY 2024 Community Grants program provide a diverse array of programs in dance, theatre arts/playwriting and language arts. PGAHC also launched free monthly youth programs at Arts'tination in National Harbor like Brushes n' Beats, which have been "sold out" since its launch in May 2024. Together, PGAHC funded programs that served over 3,200 youth and families. The FY 2024 Grants program also funded at least 10 additional programs for teaching artists serving youth who are providing programs in FY 2025. Additionally, in FY 2025, PGAHC is expanding youth participation in other programs including Public Art/Creative Placemaking, Film, Arts'tination and the Office of the Poet Laureate.

Performance Measures

Measure Name	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected
Workload, Demand and Production (Output)					
Number of grants awarded	10	6	30	30	40
Grant dollars awarded	\$32,000	\$109,000	\$150,400	\$200,000	\$200,000
Impact (Outcome)					
Dollars awarded in underrepresented districts	40%	50%	47%	35%	35%

**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/revitalize neighborhood and public spaces in the County through public art projects, creative placemaking initiatives and community engagement.

FY 2030 Target	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected	Trend
50%	40%	50%	50%	50%	↔

Trend and Analysis

Through public arts projects, creative placemaking initiatives and community engagement, PGAHC completed nine public art installations and activations in FY 2024. Fifty percent of the projects are in underrepresented areas to revitalize and beautify these communities and amplify community engagement and cohesion. PGAHC expanded programs within the Blue Line Corridor in Largo and the Blue Line/Central Avenue Corridor along the Addison Road Metro. This included the "Imagine Seat Pleasant" and other transit-oriented public art initiatives, community murals, and creative placemaking/community visioning in both locations. In FY 2024, PGAHC collaborated with over 13 municipalities on various initiatives, and planned projects for FY 2025. In FY 2025, PGAHC has several new community-led activations and public art initiatives underway including four new projects along the Blue Line/Central Avenue Corridor, a new asphalt art/ground mural program for traffic calming and safety and several bus shelters.

## Performance Measures

Measure Name	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected
<b>Impact (Outcome)</b>					
Increase in percentage of public art installations	20%	0%	0%	20%	20%
Installations in underrepresented districts	60%	40%	50%	50%	50%

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

FY 2030 Target	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected	Trend
\$2,300,000	\$1,300,000	\$2,000,000	\$1,500,000	\$1,800,000	↑

## Trend and Analysis

The Prince George's Film Office provides one-stop comprehensive services to the County's growing cluster of emerging film production, entertainment and related companies. In FY 2024, three filmmakers funded through the American Rescue Plan Act (ARPA) film grant program, premiered films with critical success. PGAHC held its 2nd Annual Prince George's Film Festival: Take Two in September of 2023, which had over 2,000 participants, a 400% increase from FY 2023 and had significant media coverage showcasing the County's incredible cultural assets and talents. In FY 2025, the Film Office held the County's third Festival in September 2024, with great success. PGAHC anticipate a corresponding increase in film production and related revenue in Prince George's County, which has gained significant visibility through these efforts. In FY 2025, the economic impact from film production in the County (from those whom reported) is over \$2 million according to the Maryland Film Office Tax program, which is a conservative number, exceeding PGAHC estimate by \$700,000.

## Performance Measures

Measure Name	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected
<b>Workload, Demand and Production (Output)</b>					
Number of County-based film projects	31	25	23	30	30
<b>Impact (Outcome)</b>					
Year over year increase in County-based film project revenue	0%	8%	54%	-25%	20%
County generated revenue from County-based film projects	\$1,200,000	\$1,300,000	\$2,000,000	\$1,500,000	\$1,800,000

**Objective 2.3** — To increase capacity building and technical support for the Creative Business industry sector, DPARK 3311 (Design Park) and Arts'tination at National Harbor.

FY 2030 Target	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected	Trend
\$250,000	\$150,000	\$155,000	\$155,000	\$180,000	↔

Trend and Analysis

Through Arts'tination, DPark 3311, Community Grants and other programs, PGAHC offered a wide variety of technical assistance and community workshops held virtually and in-person in FY 2024. Programs focused on industry education, grant funding and a wide variety of art programs and events for County residents and visitors. Through our satellite facility programs we held over 46 workshops/events serving 2,750 people - significantly exceeding PGAHC targets. Arts'tination in National Harbor had over 15,000 visitors in FY 2024 and generated over \$155,000 in revenue. In FY 2025, PGAHC has new workshop offerings for the County's creative community, residents and visitors, with bi-weekly programs and additional events at Arts'tination. DPark 3311 welcomed its second cohort of four Designers in Residence (DIR). PGAHC is also strengthening its capacity building programs for creatives and filmmakers, including an accelerator program in the Spring of 2025.

Performance Measures

Measure Name	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimated	FY 2026 Projected
Impact (Outcome)					
Program and workshop satisfaction	90%	90%	90%	90%	90%
Revenue generated	\$100,000	\$150,000	\$155,000	\$155,000	\$180,000