

# 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 dedicated to individual artists, arts organizations, and various entities, including the County’s prestigious Community Grants Program, which encompasses Artist Fellowships, County Arts, and Art in Education categories.
- Manage the County’s Art In Public Places (AIPP) program for the Office of Central Services and execute additional public art, creative placemaking, and place keeping projects and initiatives across Prince George’s County through PGAHC’s The Art of Place program.
- Offer innovative, industry-standard arts practices through Artists-in-Residence programs and solutions for elementary, middle, and high schools. It also provides professional development for educators and artists, fostering a high-impact and creatively engaging community.
- Oversee the Prince George’s County Office of the Poet Laureate, which focuses on the literary arts and culture, encourages community literacy, and promotes a Countywide appreciation of poetry and the literary arts.
- Promote the growth of film and digital media industries in Prince George’s County.
- Creative Accelerator and Capacity Building Initiative aims to support creative entrepreneurs and businesses at different stages of growth. PGAHC also manages two facility-based arts incubator programs for small creative enterprises: Design Park (DPARK) 3311, and Arts’tination at National Harbor.

### FY 2026 KEY ACCOMPLISHMENTS

- Hosted the fourth annual Prince George’s Film Festival, take four, which attracted over 400 attendees, featured free community film screenings, and provided 16 professional development workshops and panel discussions,

high-impact networking opportunities, more than 30 film screenings by independent filmmakers, and an awards ceremony.

- Hosted Arts'tination which had over 15,000 visitors and held new programs in FY 2025. DPARK 3311 launched its second cohort of four Designers in Residents.
- Expanded its creative placemaking efforts to include inner-beltway communities, such as The Cities of Fairmont Heights, Capital Heights, and the Town of Seat Pleasant. Additionally, they launched a new ground mural art initiative beginning at 3309 Bunker Hill Road, Mount Rainier. This expansion features vibrant community events and projects designed to engage residents and enhance neighborhood aesthetics and safety. The "The Art of Place" initiative has installed new projects along the Blue Line Corridor at Downtown Largo Station and is planning an upcoming mural and public art installation at the Blue Line Corridor Civic Plaza and University of Maryland Regional Medical Center.
- Partnered with FSC First and Truist to launch an innovative accelerator and capacity building program to empower homegrown creative entrepreneurs for growth and success. With a focus on capacity building, financial literacy, and business scaling, the initiative aims to strengthen the creative economy and provide artists, creatives, and cultural practitioners with the resources they need to thrive.
- Hosted 39 free community art workshops and film screenings, drawing in more than 3,400 attendees from the County and surrounding areas. This outreach enriches the cultural fabric of our community and strengthens connections among residents and artists alike.

## STRATEGIC FOCUS AND INITIATIVES FOR FY 2027

The agency's top priorities in FY 2027 are:

- Boosting economic growth in Prince George's County by investing in the creative economy, cultural infrastructure, and supporting the local arts and film industries. The nonprofit arts sector contributes \$52 million annually to the economy, with Maryland seeing a 4:1 return on arts investments.
- Providing a direct pathway to make the arts and humanities accessible through a variety of free or low-cost events, workshops, and educational programs to create an inclusive environment for all residents to enjoy artistic and cultural activities.
- Elevating authentic community identity, engagement, and cohesion by celebrating Prince George's County's cultural heritage through public art, neighborhood revitalization, and educational programs in order to unite people and foster pride in our shared identity.
- Fostering high-impact inclusive learning opportunities by partnering with artists and organizations to provide inclusive learning and workforce development programs, such as the Arts-in-Education initiative in order to empower participants, equipping them with essential skills for success in creative industries

## FY 2027 BUDGET SUMMARY

The FY 2027 proposed budget for the Arts and Humanities Council is \$1,758,800, an increase of \$113,800 or 6.9% over the FY 2026 approved budget. The organization's grant from the County totals \$393,300 and remains unchanged from the FY 2026 County grant.

### Reconciliation from Prior Year

|   | <b>Expenditures</b> |
|---|---------------------|
| <b>FY 2026 Approved Budget</b>  | <b>\$1,645,000</b>  |
| <b>Increase Cost: Operating</b> — Increase in operating costs for administrative expenses     | \$95,600            |
| <b>Increase Cost: Operating</b> — Increase in operating costs for Prince George's Film Office | 28,000              |

**Reconciliation from Prior Year** *(continued)*

|  | <b>Expenditures</b> |
|--|---------------------|
| <b>Increase Cost: Operating</b> — Increase in operating costs for Public Art Creative Placemaking programs   | 500                 |
| <b>Decrease Cost: Operating</b> — Decrease in operating costs for Prince George's Office of the Poet Laureate for public art general expenses, partially offset by an increase in the creative industries apprenticeship program | (10,300)            |
| <b>FY 2027 Proposed Budget</b>   | <b>\$1,758,800</b>  |

## FY 2027 OPERATING BUDGET

### Revenues by Category

| Category  | FY 2025<br>Actual  | FY 2026<br>Budget  | FY 2026<br>Estimate | FY 2027<br>Proposed | Change FY26-FY27 |             |
|---|--------------------|--------------------|---------------------|---------------------|------------------|-------------|
|   |                    |                    |                     |                     | Amount (\$)      | Percent (%) |
| County Grant - County Executive                       | \$414,000          | \$393,300          | \$393,300           | \$393,300           | \$—              | 0.0%        |
| County Grant - Film Office Revenue                    | 50,000             |                    |                     |                     | —                |             |
| County Grant - County Council                         | 250,000            |                    | 150,000             |                     | —                |             |
| American Rescue Plan Act Grant                        | 250,000            |                    |                     |                     | —                |             |
| Facility-Based Revenue                                | 195,300            | 150,000            | 204,700             | 200,000             | 50,000           | 33.3%       |
| M-NCPPC   | 300,000            | 300,000            | 300,000             | 300,000             | —                | 0.0%        |
| Maryland State Arts Council                           | 266,700            | 266,700            | 270,500             | 270,500             | 3,800            | 1.4%        |
| Maryland State Capital Grants                         | 135,600            | 300,000            | 610,000             | 300,000             | —                | 0.0%        |
| Office of Central Services - Arts in<br>Public Places | 75,000             | 75,000             | 75,000              | 75,000              | —                | 0.0%        |
| Other Service Contracts                               |                    | 10,000             |                     |                     | (10,000)         | -100.0%     |
| Public/Private Sector Grants/Other<br>Revenue         | 353,200            | 150,000            | 545,200             | 200,000             | 50,000           | 33.3%       |
| Special Events  |                    |                    | 14,300              | 20,000              | 20,000           |             |
| <b>Total</b>  | <b>\$2,289,800</b> | <b>\$1,645,000</b> | <b>\$2,563,000</b>  | <b>\$1,758,800</b>  | <b>\$113,800</b> | <b>6.9%</b> |

### Expenditures by Category

| Category        | FY 2025<br>Actual  | FY 2026<br>Budget  | FY 2026<br>Estimate | FY 2027<br>Proposed | Change FY26-FY27 |             |
|-----------------|--------------------|--------------------|---------------------|---------------------|------------------|-------------|
|                 |                    |                    |                     |                     | Amount (\$)      | Percent (%) |
| Compensation    | \$651,000          | \$646,600          | \$693,500           | \$646,600           | \$—              | 0.0%        |
| Fringe Benefits | 111,700            | 103,400            | 124,400             | 103,400             | —                | 0.0%        |
| Operating       | 1,559,600          | 895,000            | 1,745,100           | 1,008,800           | 113,800          | 12.7%       |
| <b>Total</b>    | <b>\$2,322,300</b> | <b>\$1,645,000</b> | <b>\$2,563,000</b>  | <b>\$1,758,800</b>  | <b>\$113,800</b> | <b>6.9%</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 2031 Target | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| 90%            | 95%            | 95%            | 90%               | 90%               | ↔     |

### Trend and Analysis

PGAHC provides grants and programs for Artists-in-Residency in PGCPs 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 PGCPs high schools.

### Performance Measures

| Measure Name                                    | FY 2023 Actual | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected |
|---|----------------|----------------|----------------|-------------------|-------------------|
| <b>Resources (Input)</b>                        |                |                |                |                   |                   |
| Number of artists in residence                  | 4              | 5              | 4              | 5                 | 5                 |
| <b>Workload, Demand and Production (Output)</b> |                |                |                |                   |                   |
| Number of youth participants annually           | 4,800          | 3,200          | 2,200          | 3,000             | 4,000             |
| <b>Impact (Outcome)</b>                         |                |                |                |                   |                   |
| Teacher satisfaction                            | 90%            | 95%            | 95%            | 90%               | 90%               |
| Student satisfaction                            | 90%            | 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 2031 Target | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| 40%            | 47%            | 48%            | 40%               | 40%               | ↑     |

### 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 2023 Actual | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected |
|---|----------------|----------------|----------------|-------------------|-------------------|
| <b>Workload, Demand and Production (Output)</b> |                |                |                |                   |                   |
| Number of grants awarded                        | 6              | 30             | 24             | 25                | 30                |
| Grant dollars awarded                           | \$109,000      | \$150,400      | \$97,500       | \$100,000         | \$200,000         |
| <b>Impact (Outcome)</b>                         |                |                |                |                   |                   |
| Dollars awarded in underrepresented districts   | 50%            | 47%            | 48%            | 40%               | 40%               |

**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 2031 Target | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| 90%            | 50%            | 100%           | 90%               | 90%               | ↑     |

**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 2023 Actual | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected |
|--|----------------|----------------|----------------|-------------------|-------------------|
| <b>Impact (Outcome)</b>                            |                |                |                |                   |                   |
| Increase in percentage of public art installations | 0%             | 0%             | 0%             | 38%               | 0%                |
| Installations in underrepresented districts        | 40%            | 50%            | 100%           | 90%               | 90%               |

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

| FY 2031 Target | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| \$2,500,000    | \$2,000,000    | \$1,500,000    | \$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 second 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 anticipates 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 the PGAHC estimate by \$700,000.

**Performance Measures**

| Measure Name   | FY 2023 Actual | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected |
|--|----------------|----------------|----------------|-------------------|-------------------|
| <b>Workload, Demand and Production (Output)</b>              |                |                |                |                   |                   |
| Number of County-based film projects                         | 25             | 23             | 30             | 30                | 30                |
| <b>Impact (Outcome)</b>                                      |                |                |                |                   |                   |
| Year over year increase in County-based film project revenue | 0%             | 5%             | 0%             | 0%                | 0%                |
| County generated revenue from County-based film projects     | \$1,300,000    | \$2,000,000    | \$1,500,000    | \$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 2031 Target | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected | Trend |
|----------------|----------------|----------------|-------------------|-------------------|-------|
| \$220,000      | \$155,000      | \$170,000      | \$180,000         | \$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, PGAHC 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 also launched its capacity building programs for creatives and filmmakers, including an accelerator program in the Spring of 2025.

## Performance Measures

| Measure Name                                    | FY 2023 Actual | FY 2024 Actual | FY 2025 Actual | FY 2026 Estimated | FY 2027 Projected |
|---|----------------|----------------|----------------|-------------------|-------------------|
| <b>Workload, Demand and Production (Output)</b> |                |                |                |                   |                   |
| Number of workshop attendees                    | 600            | 0              | 3,490          | 2,500             | 2,500             |
| Number of workshops facilitated                 | 30             | 46             | 39             | 30                | 35                |
| <b>Impact (Outcome)</b>                         |                |                |                |                   |                   |
| Program and workshop satisfaction               | 90%            | 90%            | 95%            | 90%               | 90%               |
| Revenue generated                               | \$150,000      | \$155,000      | \$155,000      | \$155,000         | \$180,000         |