



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of September 13, 2008**

DATE: August 5, 2008

SUBJECT: Grant Award – Virginia Commission on the Arts

C. M. RECOMMENDATION:

1. Authorize the County Manager to accept \$15,000 in state grant funds awarded by the Virginia Commission on the Arts.
2. Appropriate \$15,000 in state grant funds from the Virginia Commission on the Arts (101.364901) to the Department of Parks, Recreation and Cultural Resources (101.86001) to support the redesign and rebuild of the www.arlingtonarts.org website, upgrade the electronic newsletter, promote the new website, and build the capacity of Arlington arts organizations to utilize the internet for marketing.

ISSUES: County Board action is required to accept the grant from the Virginia Commission on the Arts, and appropriate funds.

SUMMARY: The Department of Parks, Recreation and Cultural Resources has been awarded a State grant from the Virginia Commission on the Arts in the amount of \$15,000 to redesign and rebuild the existing www.arlingtonarts.org website, redesign and upgrade the monthly electronic *Artsletter* newsletter, promote the renovated website through a number of marketing strategies, and provide consultation and workshop opportunities to Arlington arts groups to help them improve their web design and marketing capabilities.

BACKGROUND: This is the first year that a grant category called “Services to the Field,” was offered by the Virginia Commission for the Arts to support the work of local arts agencies that provide services to artists and arts organizations, that focus on the development of the arts as a whole in a community or region, and that work to integrate the arts more fully into the community or region. In addition to the “Services to the Field” grant, DPRCR receives an annual \$5,000 Local Government Challenge Grant from the Virginia Commission to help support Arlington’s grant program for local artists.

DISCUSSION: www.arlingtonarts.org is Arlington’s principle conduit of information regarding arts and cultural activities that are presented by Arlington-based artists and arts organizations. It is the main public information source for the arts in Arlington. www.arlingtonarts.org is

County Manager: _____

County Attorney: _____

Staff: Mary Briggs, Department of Parks, Recreation and Cultural Resources

operated as a service to artists for marketing to the public, and for accessing information on the availability of services and capacity-building opportunities for artists. The site is connected to www.arlingtonva.us through links and is searchable from the County site. The existing www.arlingtonarts.org website was constructed in 1996 and is not capable of meeting the needs of Arlington's growing arts community and the demands of County residents for access to information about arts opportunities.

FISCAL IMPACT: The Virginia Commission on the Arts will provide \$15,000 in grant funds to the Department of Parks, Recreation, and Cultural Resources for this project. The County will provide in-kind services and matching funds from the existing FY 2009 DPRCR operating budget. There is no increase to net tax support.