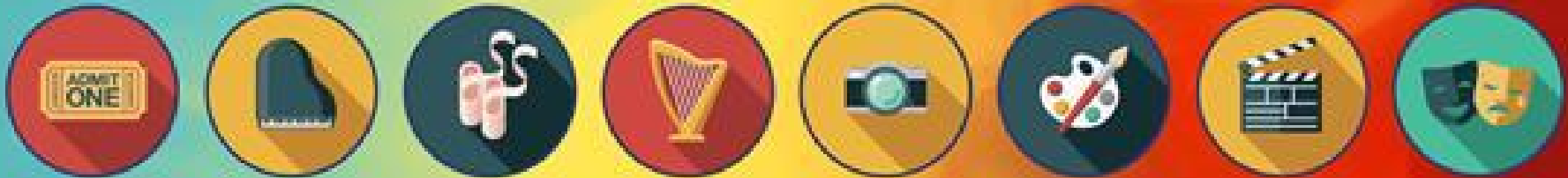


Thank you for joining!  
**THE MEETING WILL BEGIN SHORTLY.**

Prince George's County

# CULTURAL ARTS STUDY

*Art is what you make it...*





## Learning about the NEW Zoning Ordinance and Subdivision Regulations Update is as easy as . . .



1

### Find Your New Zone

Visit <http://zoningpgc.pgplanning.com> to find your proposed new zone

2


### Practice Using the New Code

Take the online Zoning Training Course at <http://zoningpgc.pgplanning.com/training>

3

### Contact the Project Team

Meet one-on-one or host a community training:

 301-952-4544

 [zoningpgc@ppd.mncppc.org](mailto:zoningpgc@ppd.mncppc.org)

Prince George's County

# CULTURAL ARTS STUDY

*Art is what you make it...*

## **Topic: Impact of Arts on Economic Development**

January 28, 2021



# HOW TO PARTICIPATE - TEAMS

- This meeting will be recorded and shared on the website.
- Please MUTE yourself and turn OFF your video until called upon.
- If you have a comment or question, type it in the chat.
- Unmute yourself if called upon.

TURN ON/TURN OFF CAMERA

MUTE/UNMUTE

OPEN MEETING CHAT



# AGENDA

- Welcome and Introductions
- Project Overview
- What's Happening in Prince George's County
- Case Studies
- Breakout Group Discussion
- Plenary Q&A





# MEET THE TEAM

Prince George's  
County Cultural  
Arts Study



**VANESSA AKINS,**  
Special Program Coordinator  
Prince George's County Planning Department



**DARLENE WATKINS,**  
Division Chief, Arts and Cultural Heritage Division  
Prince George's County Department of Parks and Recreation



**RHONDA DALLAS,**  
Executive Director, Chief Curator  
Prince George's Arts and Humanities

## WHAT is the Cultural Arts Study?

The Prince George's County Cultural Arts Study (PGCCAS) is a comprehensive assessment of the diverse arts and culture ecology in Prince George's County

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## WHO is creating it?

- Collaboration of Prince George's County Planning Department, the Prince George's Department of Parks and Recreation (DPR), and the Prince George's Arts and Humanities Council
- Working with a steering committee, arts advisors, and key stakeholders representing a broad spectrum of Prince George's County voices
- Inviting everyone in Prince George's County to participate — please spread the word to YOUR communities!



Image Source: Maryland-National Capital Park & Planning Commission. Woodmore Towne Centre Opening. Photo By: Khalil Gill

# YOUR PLANNING TEAM



**JOY BAILEY BRYANT**  
President, U.S.  
Lord Cultural Resources  
*Project Lead*



**EVE MOROS ORTEGA, M.P.A.**  
Senior Consultant  
Lord Cultural Resources  
*Project Manager*



**TIFFANY LYONS**  
Research Consultant  
Lord Cultural Resources  
*Research and Project Support*



**JON STOVER**  
Managing Partner  
JS&A  
*Economic Development  
Strategy Lead*



**STAN WALL, P.E.**  
Partner  
HR&A Advisors  
*Project Advisor, Economic  
Development Strategy*



# WHY?

<b>Explore</b>	Explore how the arts, culture, and entertainment can play a role in shaping the lives of Prince George's County residents and the communities in which they live
<b>Identify</b>	Identify needed policy changes to ensure the cultural arts are included across all sectors
<b>Ensure</b>	Ensure that arts and culture are included throughout the County's infrastructure as ways to advance cultural goals and creative placemaking
<b>Increase</b>	Increase opportunities for public art, community art projects, and infrastructure support for artists
<b>Leverage</b>	Leverage arts and culture as a game-changing urban revitalization strategy that will assist in improving the quality of life in our communities across the County



Photo Source: M-NCPPC. Department of Parks and Recreation, Natural & Historical Resources Division. 36th Annual Choreographers' Showcase  
Photographed by Cassi Hayden.

# BUILDING WITH CULTURE

Arts & Culture can address many community needs including:

- Housing & Neighborhood Development
- Education
- Quality of Life
- Talent Development/Retention
- Economic Vitality
- Tourism & Live/Work



# HOW AND WHEN?

Background  
Review  
Stakeholder  
Interviews

6 Community  
Meetings  
Cultural  
Participation  
Survey

Economic  
Development  
Report

Presentation of  
Key Findings  
Draft Cultural  
Arts Study

Community  
Meeting  
Final Cultural  
Arts Study

Summer 2020 – Fall 2021

## Topic: Impact of Economic Development

- Arts and culture are a proven economic engine.
- According to the U.S. Bureau of Economic Analysis, the arts contribute more than **\$800 billion** annually to U.S. economic output, amounting to **more than 4% of GDP**.





# Impact of Economic Development



Beyond direct economic impacts, arts and culture have powerful multiplier impacts.



Audiences for arts and cultural events often stay in hotels, eat in restaurants, pay for transportation, and shop at nearby retail.



Arts and culture can create great jobs, not only for artists, but for the surrounding roles of administration, finance, legal counsel, and technical support.



The creative economy can range from large-scale cultural districts to smaller creative businesses, to individual makers, artists, and entrepreneurs.



# **WHAT'S HAPPENING IN PRINCE GEORGE'S COUNTY?**

# Wellspring Manor & Spa

- Founded by husband and wife, Prince Georges County's own, Lisa and Kevin Alexander. Wellspring Manor & Spa offers luxury accommodations and spa treatments while also hosting an Art Gallery on their grounds.
- *The Barn at Wellspring* provides an art experience featuring paintings, sculptures, and other works of art by more than 35 artists of color from around the world.



Image Source: Wellspring Manor & Spa. The Barn at Wellspring.

## M-NCPPC

### Department of Parks and Recreation Arts and Cultural Heritage Division

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The Mission of the Arts and Cultural Heritage Division (ACHD) is to provide high quality arts programs and services, interpretative programs, affordable historical rental sites.

ACHD coordinates and manages four arts facilities, five historic rental properties, community arts services, art exhibitions in Commissions facilities, public and visual arts for department facilities, and other programs serving County arts organizations, artists, and residents.



Image Source: M-NCPPC, Department of Parks and Recreation, Prince George's County. Photo by Claude Langley





Image Source: M-NCPPC, Department of Parks and Recreation, Prince George's County.

# Publick Playhouse

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- The Publick Playhouse is one of the best and oldest performing arts venues in the greater Washington, D.C. area.
- Offers affordable, high-quality performances by world-class artists; fun-filled educational programs; thought-provoking art exhibitions; and workshops designed to inspire, uplift, and spark creativity.
- Enjoy the Family Fun Series with amazing productions that are perfect for the whole family.

# The Brentwood Arts Exchange

- The Brentwood Arts Exchange is M-NCPPC's component of the public-private partnership with the Gateway Community Development Corporation, serving as an anchor for the arts-based community development of the Prince George's County Gateway Arts District.
- The Brentwood Arts Exchange supports visual and performing artists and develops community by welcoming all audiences to diverse, high-quality visual art exhibitions, concerts, a craft store featuring work by local artisans, and affordable arts classes for all ages.



Image Source: M-NCPPC, Department of Parks and Recreation, Prince George's County.



**Case Studies:  
Impact of  
Economic  
Development**



JS&A Economic Development Projects

# JS&A Economic Development Projects

## ***Economic Development Strategy within an Arts and Culture Master Plan, Lake Worth, FL (Lord & JS&A)***

- This plan was designed to enhance the city's economic impact, provide funding and exposure to the arts, and take strides to be known as the place for artists to live, work and play.

## ***Economic Impact Analysis of the Arts, Kingston, NY (Lord & JS&A)***

- The Arts and Culture Master Plan will provide well-defined goals and strategies also including recommendations for leveraging resources to advance economic prosperity, social equity, protection of our environment — and the cultural vitality that makes Kingston a special place to be.

## ***Public Art Installations as an Economic Driver, Georgetown Glow, Washington, D.C. (JS&A)***

- GLOW in Georgetown is the region's only free curated outdoor public light art experience. Established in 2014, the innovative exhibition has quickly become one of D.C.'s most anticipated holiday traditions.

## ***Economic Impact of Arts-Based Festivals and Events, Art All Night, Washington, D.C. (JS&A)***

- DC Art All Night is a free annual arts festival that brings together local artists and businesses to celebrate the robust offerings of Washington, D.C.





# BREAKOUT ROOMS

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