

Thank you for joining!

**THE MEETING WILL BEGIN SHORTLY.**

Prince George's County

# CULTURAL ARTS STUDY

*Art is what you make it...*



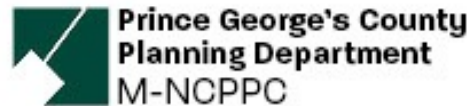
Prince George's County

# CULTURAL ARTS STUDY

*Art is what you make it...*

## Final Draft Cultural Arts Study Community Presentation

November 18, 2021



Prince George's County

# CULTURAL ASSETS STUDY

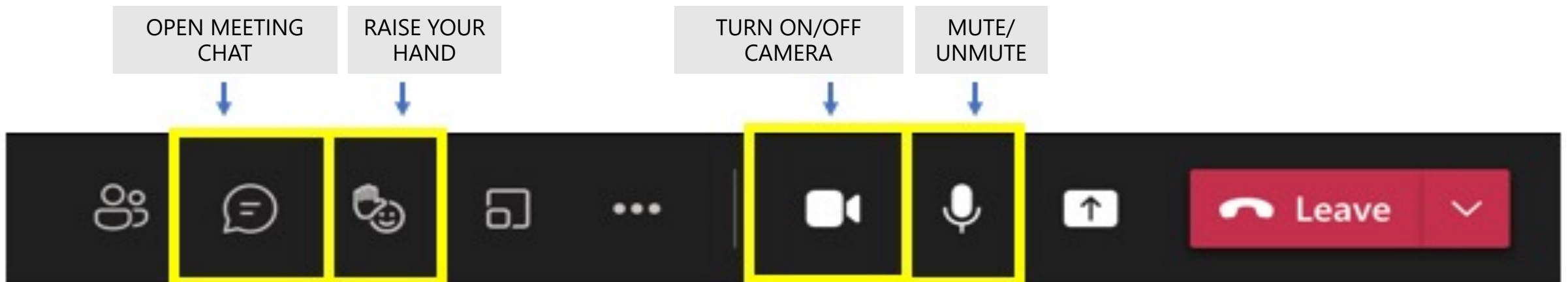
*Art is what makes it...*

Prince George's County  
Planning Department  
M-NOPPC

PGAHC

# HOW TO PARTICIPATE - TEAMS

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





## Participation Question

Have you participated in any of our previous Cultural Arts Study community meetings?

# AGENDA

- Introductions
- Methodology: Goals and Process
- Community Engagement: Who and How
- Key Findings: What We Heard
- Moving into the Future
- What's Next



# 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,**  
CEO & Chief Curator  
Prince George's Arts and Humanities Council

# 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*



# Prince George's County Cultural Arts Study Steering Committee

**Vanessa Akins:** Project Manager, Prince George's County Planning Department, Community Planning Division

**Michael Banner:** County Council Constituent Representative

**Wanda R. Coley-Smith:** Prince George's County Office of Finance

**Rhonda Dallas:** CEO and Chief Curator, Prince George's Arts and Humanities Council

**Jimmy Jenkins:** Artist Representative, Jenk Ink, LLC

**Diana Leon-Brown:** Director, Prince George's County, Strategic Partnerships

**Lori Valentine:** Vice President, Prince George's County, Economic Development Corporation

**Darlene Watkins:** Division Chief, Prince George's County Parks & Recreation Department

*Image Source: M-NCPPC, Department of Parks and Recreation, Prince George's County. Asian American and Pacific Islander Heritage Month Celebration. Photographed: 2019 By: Cassi Hayden*



## 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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## Purpose of the Cultural Arts Study

- **Help** stakeholders
- **Leverage** networks
- **Support** arts and culture economically
- **Position** as integral County responsibility
- **Create** recommendations and strategies



Image Source: Maryland-National Capital Park & Planning Commission, Snow White. Photographed: 2019 By: Khalil Gill

# Community Engagement Community Workshops

The Study engaged close to **600** residents of Prince George's County during the Community Workshops from **October 2020-June 2021**

1. Kick-Off Community Meeting: **October 24, 2020**
2. Impact of Arts on Economic Development: **January 28, 2021**
3. Placemaking: **February 18, 2021**
4. Youth in Arts: **March 25, 2021**
5. Arts and Connectivity: **April 8, 2021**
6. Spanish Language Meeting: **June 6, 2021**

# Community Engagement

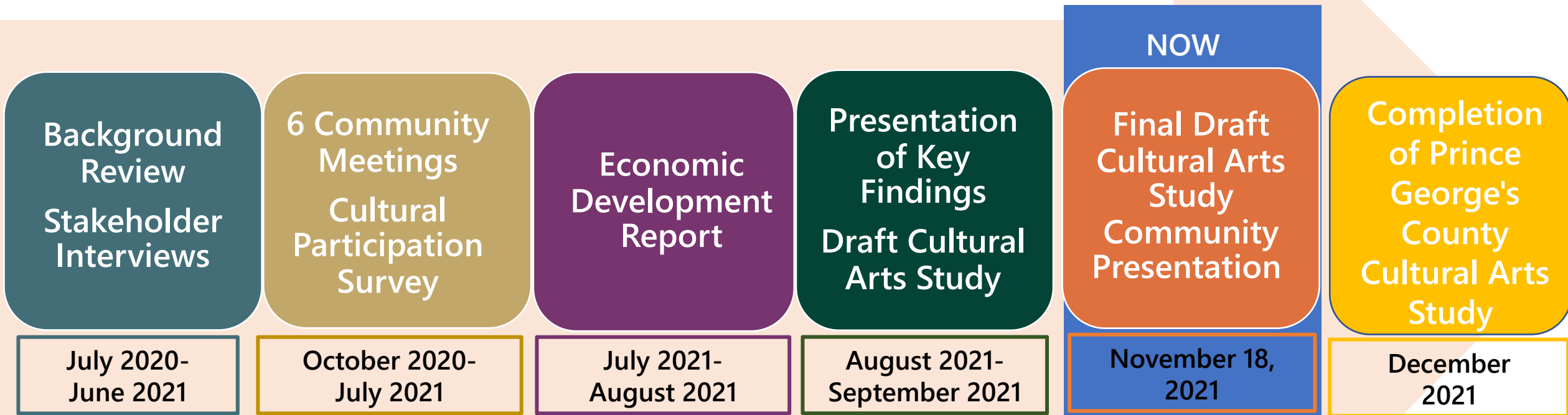
## Stakeholder Interviews

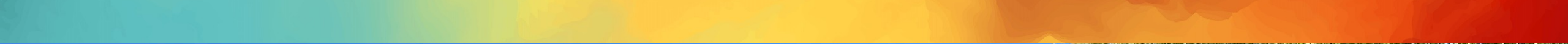
Interviews Completed: **22** (Individual and Group)

### We heard from...

1. PGC Public Schools
2. Prince George's Chamber of Commerce
3. PGC Economic Development Corporation
4. County Executive's Office
5. PGC Redevelopment Authority
6. PGC Arts and Humanities Council
7. PGC Department of Parks and Recreation
8. PGC Department of Public Works
9. PGC Department of Transportation
10. African American Museum and Cultural Center
11. City of Hyattsville - Community & Economic Development
12. Central Kenilworth Avenue Revitalization Community Development Corporation
13. Department of Fine and Performing Art Coordinator, Studio Art
14. Prince George's Philharmonic
15. Clarice Smith Performance Arts Center
16. Prince Georges Community College Performance Arts
17. University of Maryland Global Campus Arts Program
18. Coalition for African Americans in the Performing Arts
19. College Park Arts Exchange
20. Bowie State University
21. Municipalities
22. Artist and Artistic Organizations

# HOW AND WHEN?

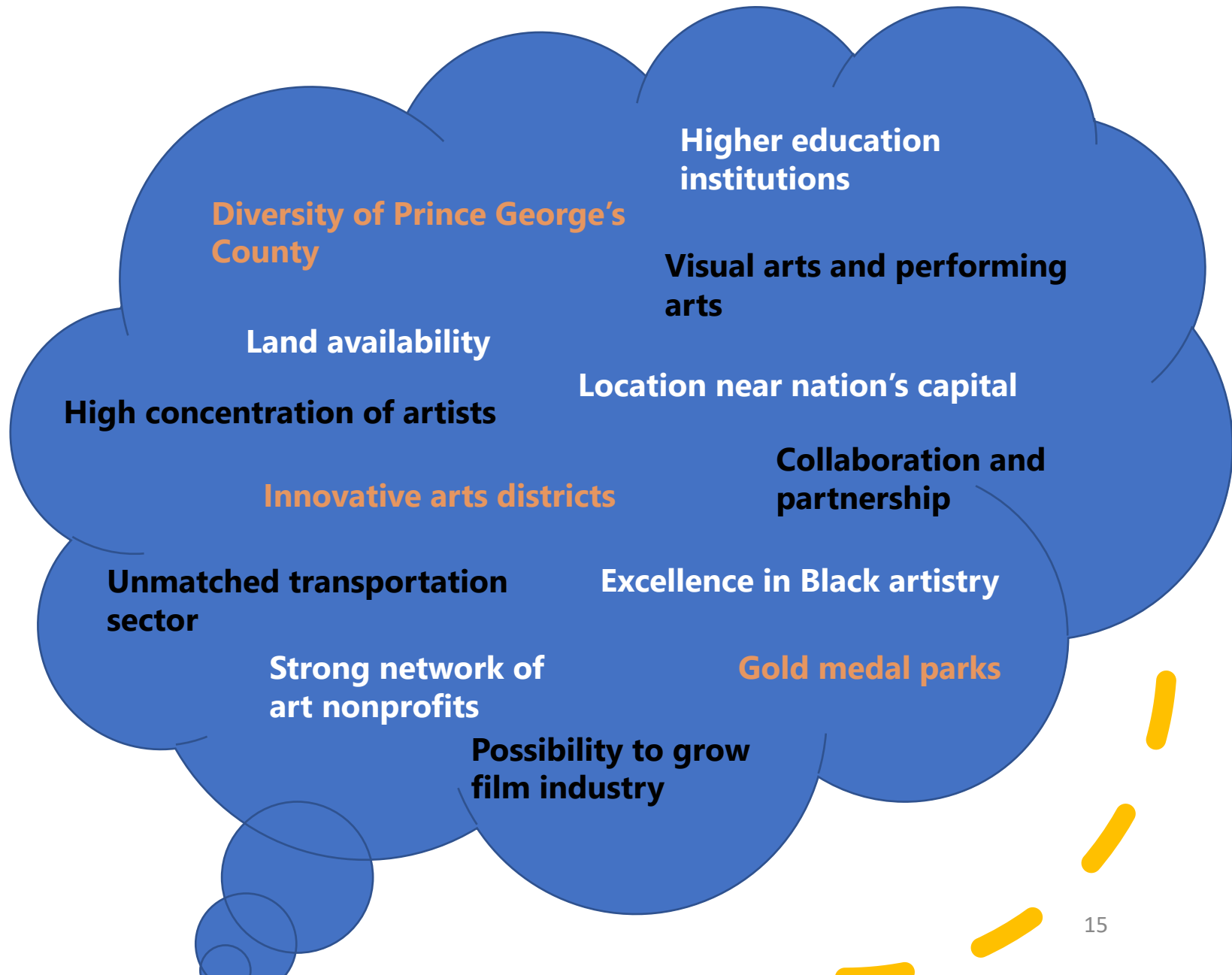




WHAT DID  
PRINCE GEORGE'S  
COUNTY  
COMMUNITY TELL US?

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# Strengths



# Challenges

**Lack of identity and cohesive marketing and branding**

**Suburban development patterns**

**Little affordable artist housing**

**Institutional Racism**

**Geography and poor walkability**

**Different and varying needs**

**Too much uninspired retail**

**Lack of funding and corporate support**

**Not enough artist spaces**

**Information silos**

**Competition from surrounding wealthier districts**



# Opportunities

**Showcase rich history, diverse population, and natural beauty**

**Leverage arts and culture to advance county economic goals**

**Create multi-purpose venues**

**Incorporate public art throughout infrastructure**

**Activate underutilized properties and create affordable live/work housing options**

**Grow official support, funding, and advocacy for the arts**

**Build awareness and coordinate efforts with all entities**

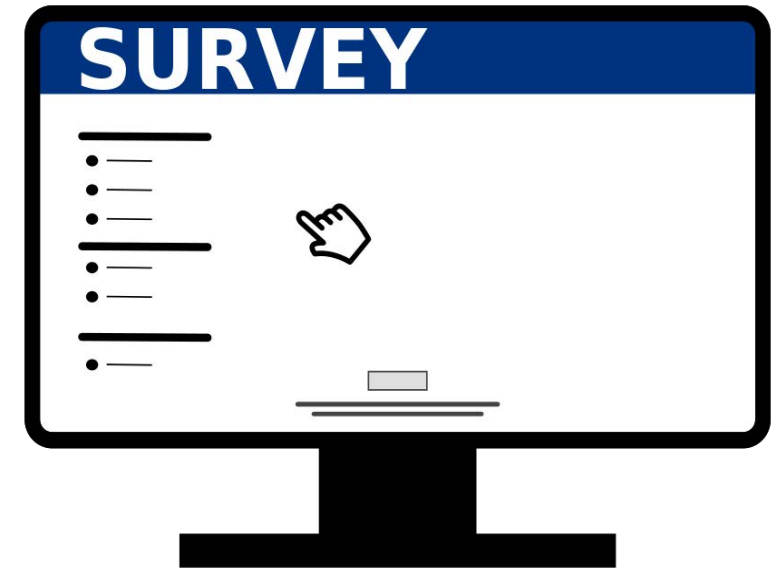
**Provide capacity building to nonprofits**

**Enhance partnerships between the arts and education sectors**

# Community Engagement: Cultural Participation Survey

**235** survey responses

The Cultural Participation Survey was open from  
**October 2020- June 2021**



# Community Engagement: Cultural Participation Survey

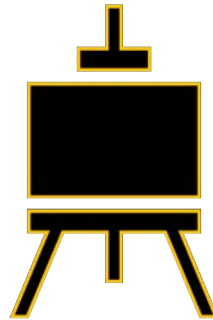
The most popular types of arts & cultural activities the community participated in since January 2019 are:



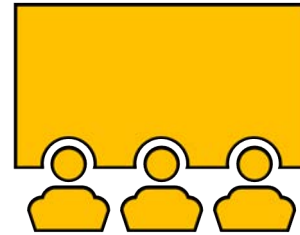
**Public Park, Garden, Or  
Arboretum (69%)**



**Music (65%)**



**Visual Arts (54%)**



**Theater (48%)**

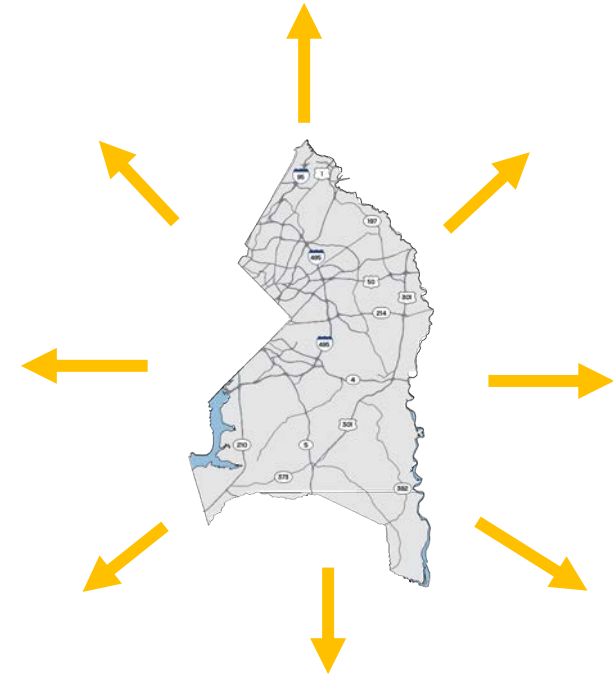


**Outdoor Arts And  
Culture Venue (46%)**

# Community Engagement: Cultural Participation Survey



Majority **attend 1-2 arts or cultural events per month (58%)**



Respondents mostly **attend events in other cities** outside the Prince George's County Area **(63%)**

# Community Engagement: Cultural Participation Survey



Quality of arts and culture offerings in Prince George's County rated as **Good by 46%**



52% say the **main obstacle** to arts participation is simply **not knowing about events**

Where do residents hear about arts and culture offerings in Prince George's County?

- **Prince George's County Arts and Humanities Council Website**
- **Prince George's County Parks and Planning Guide**
- **Prince George's County Social Media Accounts**
- **Word of Mouth**



# Q&A

# QUESTIONS

1. Do these findings resonate with you?
2. How would you use these findings in your community?



# Moving into the Future



# Prince George's County Cultural Arts Study Recommendations and Priorities

- **The Cultural Arts Study sets forth a vision** and outlines recommendations for ways that the County and its partners can build upon, strengthen, and invest in the people, places, communities, and ideas that define arts and culture within Prince George's County.
- Through the process of creating this study, Prince George's County has assessed its **strengths, weaknesses and challenges, and opportunities.**
- These recommendations are the culmination of months of engagement with Prince George's County and analysis of the findings. The first are the **priorities** of the Study from an economic development impact perspective. The second set are inclusive of the first and provide overall **recommendations** for arts and culture in the County.

# Geographic Priorities for Recommended Arts-Based Economic Development

## Goals

- **Consolidate** key arts-related investments in strategic geographic locations
- **Align** locations concurrent to County investments and policy initiatives
- **Maximize** the opportunity for catalytic economic development impact
- **Support** local placemaking efforts
- **Enhance** regional awareness of the County's arts and cultural assets
- **Work** to enhance access, exposure, and participation in the arts for all County residents

## Key Strategic Locations

**A. Blue Line Corridor (West of Beltway)**

**B. Gateway Arts District**

**C. Suitland**

**D. Largo Town Center**

**E. National Harbor and FedEx Field**

**F. Neighborhoods in proximity to Metro Stations**

# Arts Display and Performance

## Goal

Create additional venues for arts performance and galleries in locations with strong regional access, an existing arts identity, and a density and surrounding mix of uses that helps generate a catalytic economic impact.

## Priorities

- A. Develop a pilot vacant space activation program for temporary gallery spaces \*
- B. Provide continued investment in the arts at current sites around Prince George's
- C. Provide additional County support for murals and public art installations at location throughout the County and particularly along the Blue Line corridor and at other locations with mass transit stations

*\* This recommendation overlaps with the vacant space activation program identified in the Arts Creation section*



*Arts'tination at the National Harbor. Is operated by the Prince George's County Arts and Humanities Council.*

# Arts Creation

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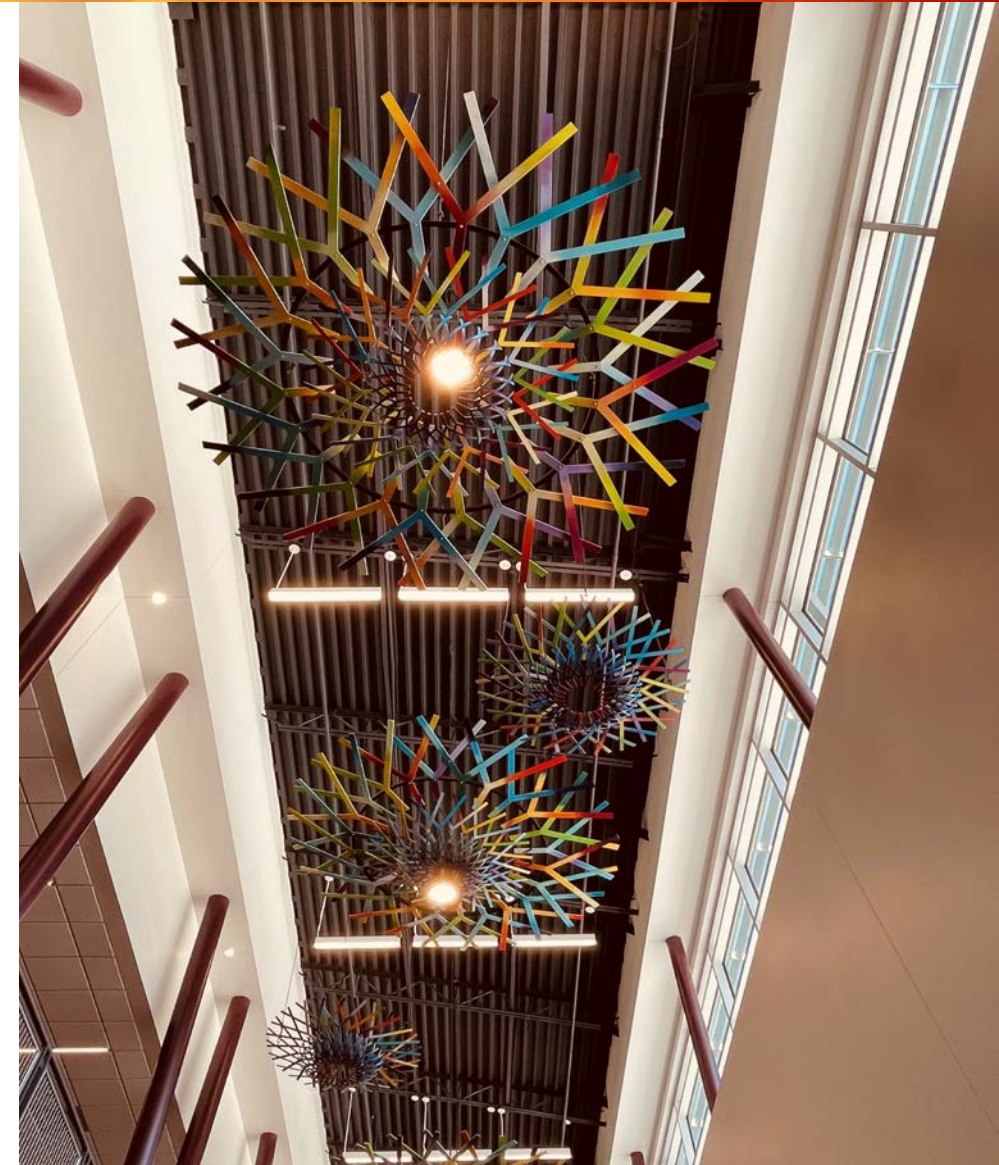
## Goal

Create new spaces for arts creation and production in locations that activate vacant spaces and create value for the surrounding land uses.

## Priorities

- A. Develop pilot vacant space activation programs that accommodate arts production \*
- B. Align arts with STEM initiatives

*\* This recommendation overlaps with the vacant space activation program identified in the Arts Display and Performance section*



*Image Source: PGGCAS Site Tour. Sept 2021. Southern Area Aquatic and Recreation Center.*

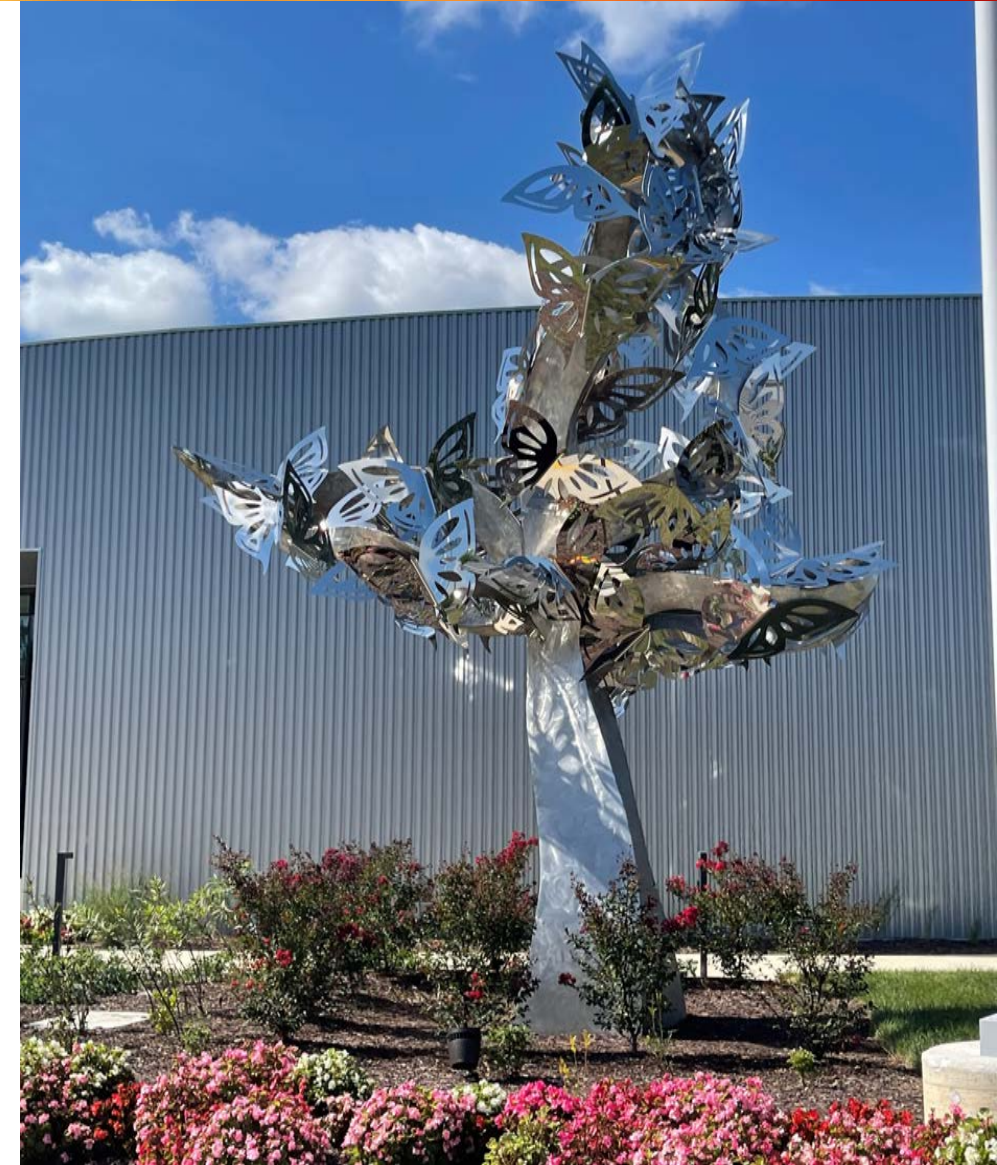
# Artist Housing

## Goal

Encourage the development of additional housing for all income levels throughout the County and incentivize the creation of artist live/work housing.

## Priorities

- A. Prioritize building more housing supply for all income levels
- B. Allow for the further development of subsidized artist live/work housing and locate it strategically as permitted by the County zoning regulations.
- C. Leverage Prince George's County's comparatively large supply of artist housing in the County marketing efforts



*Image Source: PGGCAS Site Tour, Sept 2021. Southern Regional Technology and Recreation Center.*

# Cultural Placemaking

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## Goal

Provide support to local economic development nonprofits in arts districts to enhance their placemaking capabilities and strengthen the cultural identity of their districts.

## Priorities

- A. Support the formation of BIDs and equip them to serve as primary on-the-ground implementation partners for local placemaking efforts
- B. Consider forming a Percent for Arts policy in the Gateway Arts District
- C. Prioritize enhancing the cultural identity and artistic character
- D. Implement public art and local wayfinding enhancements
- E. Enhance Prince George's Arts and Humanities Council's funding opportunities



*Image Source: PGGCAS Site Tour. Sept 2021. Southern Regional Technology and Recreation Center.*

# Visitor Attraction

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## Goal

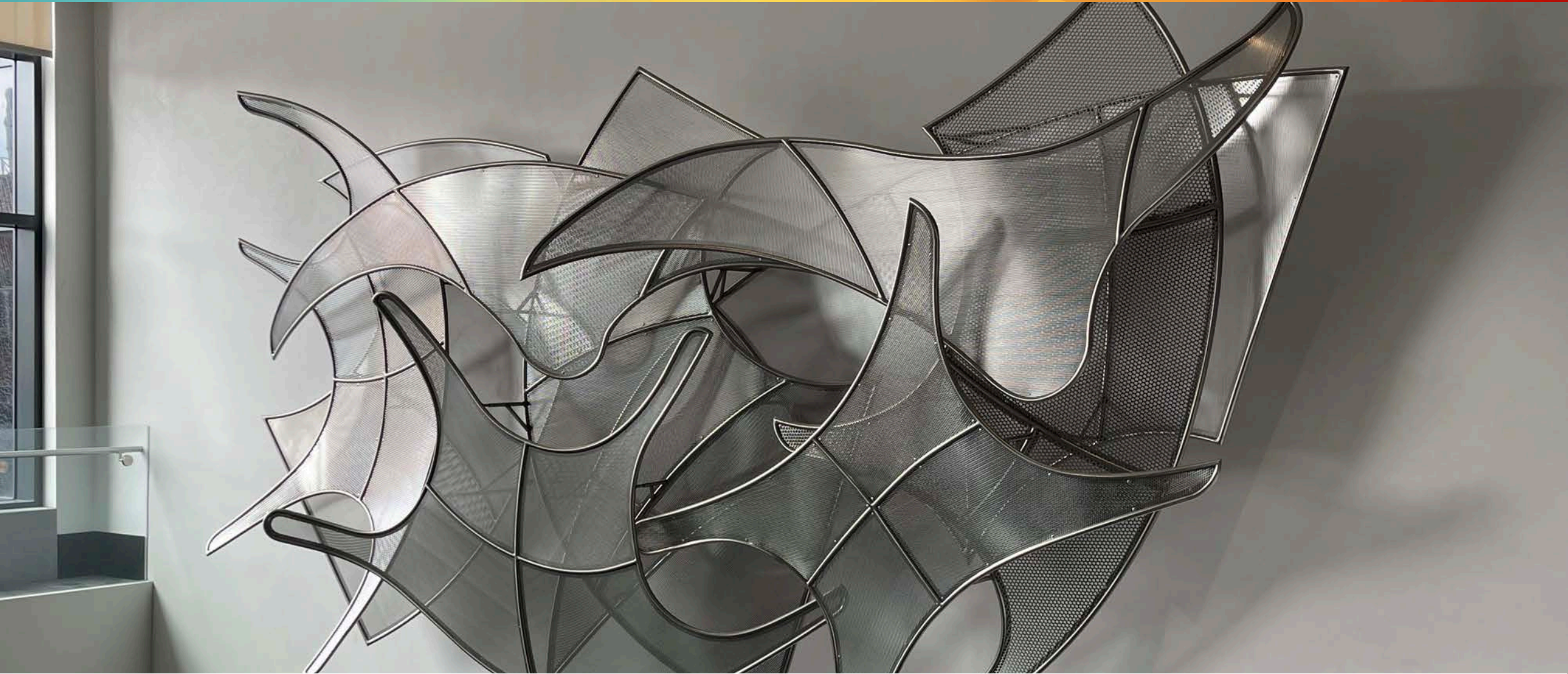
Develop a coordinated effort to enhance Prince George's County's identity as a leading place to create art and experience arts and culture via marketing, branding, and other visitor attraction efforts.

## Priorities

- A. Encourage the development of festivals and events that both serve local communities and attract outside visitors
- B. Coordinate neighborhood-level and countywide marketing and branding efforts
- C. Conduct a countywide marketing effort to enhance regional awareness of Prince George's County's cultural amenities and arts community
- D. Track arts-related visitorship, develop target levels, and integrate into future County objectives



*Art installations throughout the University of Maryland, Hotel*



# Q&A



# QUESTIONS

1. Do you understand the economic development priorities?
2. How could these priorities be implemented in your community?

# Recommendations

1. Designate arts and cultural hubs throughout the county, particularly in underserved areas and unincorporated municipalities
2. Enlist artists and cultural groups to tell stories about Prince George's County through a countywide coordinated branding and marketing campaign

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



# Recommendations

3. Activate abundance of underused land, vacant property, and existing venues
4. Continue to develop arts-friendly policies and programs to address artist live/work space affordability and facilitate space ownership

*Image Source: PGGCAS Site Tour. Sept 2021. Publick Playhouse.*



# Recommendations

5. Success in the arts & cultural sector must be coordinated with efforts in various sectors to include education, economic development, and areas of infrastructure such as transportation and transit-oriented development
6. Foster greater collaboration by building upon existing models – between and among the arts & culture community



Image Source: PGGCAS Site Tour. Sept 2021. Pyramid Atlantic Art Center.

# Recommendations

7. Greater communication between artists, the cultural community, and County government should be facilitated through processes, such as:
  - A county cultural liaison
  - Placing artists in residence in key departments
  - Providing capacity building opportunities
  - Improving promotion of existing cultural assets

*Image Source: PGGCAS Site Tour. Sept 2021. Red Dirt Studio.*



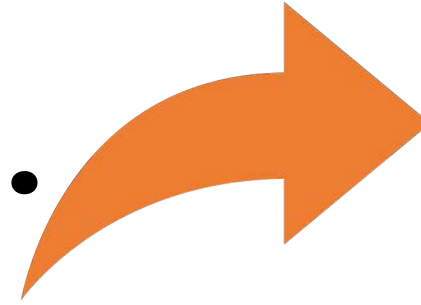
# Recommendations

8. Youth should be provided maximum opportunities for arts education and artistic expression
9. Provide translation, interpretation, and support for initiatives about the varied cultural heritages represented in the County
10. Financial support and advocacy for arts & culture should be reflected in the overall County budget



*Image Source: PGGCAS Site Tour. Sept 2021. Prince George's County Arts and Humanities Council, Arts'tination.*

# AFTER THE STUDY...



To move from prioritization and recommendations to implementation requires organization in the community, ideally by a task force in charge of the respective priorities.

# AFTER THE STUDY...



## Action Steps to Move These Priorities Forward

- Consolidate recommendations under each economic development priority
- Develop concrete tasks to fulfill each recommendation
- Assign goal champions to coordinate task forces and maintain contact over time
- Define community partners needed for implementation
- Estimate costs in order of magnitude
- Identify funding sources
- Create timelines for each task
- Assign milestones for check-ins and to ensure accountability





## Q&A

# QUESTIONS

1. Do these priorities/recommendations resonate with you?
2. How could these priorities/recommendations be implemented in your community?
3. What role do you see yourself or your organization playing in supporting these priorities/recommendations?



# WHAT'S NEXT?

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- Finalize the Prince George's County Draft Cultural Arts Study: **December 2021; and publish in January 2022.**



**CONTACT US**

**[PGCCAS@ppd.mncppc.org](mailto:PGCCAS@ppd.mncppc.org)**

Prince George's County

# CULTURAL ARTS STUDY

*Art is what you make it...*

THANK YOU

<https://www.mncppc.org/4860/Cultural-Arts-Study>