

# Arts and Humanities Council



## MISSION AND SERVICES

The Prince George’s Arts and Humanities Council (PGAHC) is dedicated to promoting artistic excellence and expanding arts opportunities for all citizens of Prince George’s County and beyond. PGAHC accomplishes this by providing an energetic program of 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)
- Administer 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 2024 KEY ACCOMPLISHMENTS

- Hosted the second annual Prince George’s Film Festival (PGFF): Take 2, which had over 2,000 (400% increase) attendees, three free community film screenings and 350 workshop attendees through its PGFF Academy.
- Launched two innovative programs for Prince George’s County Public School students, The Young Artists and Musicians Zone (YAMZ) and Neuroblooms Artist Residency collaborative program promoting mental health awareness through art.

- Implemented “Telling Our Story Blue Line Corridor Initiative,” the largest creative placemaking and public art initiative in Largo, that will brand and reflect a more inclusive Prince George’s County identity and narrative that elevates and celebrates its rich and unique cultural traditions and underserved populations.

**STRATEGIC FOCUS AND INITIATIVES FOR FY 2025**

The council’s top priorities in FY 2025 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 2025 BUDGET SUMMARY**

The FY 2025 approved budget for the Arts and Humanities Council is \$1,763,300, an increase of \$297,500 or 20.3% over the FY 2024 approved budget. The organization’s grant from the County totals \$664,000, an increase of \$50,000 or 8.1% over the FY 2024 County grant.

**Reconciliation from Prior Year**

	<b>Expenditures</b>
<b>FY 2024 Approved Budget</b>	<b>\$1,465,800</b>
<b>Increase Cost: Operating</b> — Increase in operating costs for Film Office and Poet Laureate division	\$291,500
<b>Increase Cost: Compensation - Mandated Salary Requirements</b> — Annualization of FY 2024 salary adjustments	29,000
<b>Increase Cost: Fringe Benefits</b> — Increase in fringe benefit expenditures to align with projected costs	1,400
<b>Decrease Cost: Operating</b> — Decrease in operating costs for administrative expenses	(24,400)
<b>FY 2025 Approved Budget</b>	<b>\$1,763,300</b>

## FY 2025 OPERATING BUDGET

### Revenues by Category

Category	FY 2023 Actual	FY 2024 Budget	FY 2024 Estimate	FY 2025 Approved	Change FY24-FY25	
					Amount (\$)	Percent (%)
County Grant - County Executive	\$400,000	\$414,000	\$414,000	\$414,000	\$—	0.0%
County Grant - Film Office Revenue	—	—	—	50,000	50,000	
County Grant - County Council	100,000	200,000	200,000	200,000	—	0.0%
American Rescue Plan Act Grant	387,214	—	500,000	—	—	
Facility-Based Revenue	153,746		155,000	155,000	155,000	
M-NCPPC	120,000	120,000	120,000	120,000	—	0.0%
Maryland State Arts Council	582,188	244,800	419,300	264,300	19,500	8.0%
Maryland State Capital Grants	150,396	300,000	300,000	300,000	—	0.0%
Office of Central Services - Arts in Public Places	112,200	75,000	161,800	75,000	—	0.0%
Other Service Contracts	—	10,000	10,000	10,000	—	0.0%
Public/Private Sector Grants/Other Revenue	388,410	77,000	103,000	150,000	73,000	94.8%
Special Events	—	25,000	25,000	25,000	—	0.0%
<b>Total</b>	<b>\$2,394,154</b>	<b>\$1,465,800</b>	<b>\$2,408,100</b>	<b>\$1,763,300</b>	<b>\$297,500</b>	<b>20.3%</b>

### Expenditures by Category

Category	FY 2023 Actual	FY 2024 Budget	FY 2024 Estimate	FY 2025 Approved	Change FY24-FY25	
					Amount (\$)	Percent (%)
Compensation	\$595,923	\$520,000	\$649,000	\$549,000	\$29,000	5.6%
Fringe Benefits	65,571	86,400	103,800	87,800	1,400	1.6%
Operating	1,453,115	859,400	1,655,300	1,126,500	267,100	31.1%
<b>Total</b>	<b>\$2,114,609</b>	<b>\$1,465,800</b>	<b>\$2,408,100</b>	<b>\$1,763,300</b>	<b>\$297,500</b>	<b>20.3%</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 2029 Target	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected	Trend
95%	90%	90%	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 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected
<b>Resources (Input)</b>					
Number of artists in residence	6	4	4	5	6
<b>Workload, Demand and Production (Output)</b>					
Number of youth participants annually	500	2,500	4,800	3,000	3,500
<b>Impact (Outcome)</b>					
Teacher satisfaction	100%	90%	90%	95%	95%
Student satisfaction	n/a	80%	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 2029 Target	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected	Trend
35%	40%	50%	35%	30%	↓

**Trend and Analysis**

Despite having to put the FY 2023 Community Grants Program on hold, in FY 2023, PGAHC was able to sustain and expand its programs and services to the County's creative community and residents. PGAHC supported or provided arts/cultural programs and services to artists and residents representing every Councilmanic district. PGAHC's Arts'tination program expanded, and new initiatives were developed with the Office of the Poet Laureate, as well as partnerships with municipalities and other agencies. The \$109,000 in grant awards and payments were made through the Film Grant Program, which served underrepresented populations. FY 2023 highlights include the production of the County's first ever Poetry Anthology, "Poets that Dance with Words," as well as the appointment of the County's Second Poet Laureate, Dr. Khadijah Ali-Coleman. Programming also significantly increased at Arts'tination as well as our partnership with the Prince George's Memorial Library System, to open a Pebble Pop-up Library in the space. In FY 2023, Arts'tination had over 10,000 visitors. In FY 2024, PGAHC has relaunched its FY 2024 Community Grants Programs with restoration of partial funding for the program from the County Council and a National Endowment for the Arts grant. Further in FY 2024, PGAHC has expanded technical assistance programs and services for the creative community. For FY 2025, PGAHCs' major priorities are to have funding restored for the Community Grants Program which has the biggest and broadest impact on our creative community and residents Countywide. PGAHC also will continue partnerships to expand services in underrepresented communities and populations.

**Performance Measures**

Measure Name	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected
<b>Workload, Demand and Production (Output)</b>					
Number of grants awarded	43	10	6	30	35
Grant dollars awarded	\$200,013	\$32,000	\$109,000	\$150,000	\$200,000
<b>Impact (Outcome)</b>					
Dollars awarded in underrepresented districts	50%	40%	50%	35%	30%

**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 2029 Target	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected	Trend
50%	60%	40%	50%	40%	↔

**Trend and Analysis**

PGACH expanded public art and creative placemaking programs in FY 2023 and launched several large initiatives with the Blue Line Corridor, including transit-oriented public art initiatives, creative placemaking community gatherings for a planned new County civic plaza and the cultural arts center. To celebrate the County's equestrian roots, PGAHC commissioned public art installations in Upper Marlboro, and developed partnerships in Brandywine and in the Addison Road corridor to revitalize neighborhoods, preserve and showcase community narratives and landmarks and increase community engagement and civic pride. In FY 2023, 20% of public art initiatives took place in underrepresented communities. In FY 2024, several new public artworks will be installed in these communities. In FY 2025, PGAHC is planning and working with the County agencies and community partners on Blue Line Corridor projects, public art and placemaking programs in Largo including its Destination Prince George's: Telling Our Stories Creative Placemaking Program.

**Performance Measures**

Measure Name	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected
<b>Impact (Outcome)</b>					
Increase in percentage of public art installations	n/a	20%	0%	20%	30%
Installations in underrepresented districts	n/a	60%	40%	50%	40%

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

FY 2029 Target	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected	Trend
\$2,000,000	\$1,200,000	\$1,300,000	\$1,400,000	\$1,500,000	↑

**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 2023, PGAHC launched a new ARPA funded program for the film industry which included the Film Business Grant Assistance Grant Program. Over \$2,000,000 in grant requests were received in rounds one and two, with six grants being awarded totaling \$264,000. In FY 2024, PGAHC held its second Prince George's Film Festival. The festival had over 2,000 participants, a 400% increase from FY 2023 and had significant media coverage showcasing the County's cultural assets and talents. In FY 2025, plans are underway for the County's third festival in September 2024, as well as to increase film production and related revenue in Prince George's County.

**Performance Measures**

Measure Name	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected
<b>Workload, Demand and Production (Output)</b>					
Number of County-based film projects	31	31	25	30	30
<b>Impact (Outcome)</b>					
Increase in County-based film projects	n/a	0%	8%	8%	7%
County generated revenue from County-based film projects	n/a	\$1,200,000	\$1,300,000	\$1,400,000	\$1,500,000

**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 2029 Target	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected	Trend
\$250,000	\$100,000	\$150,000	\$150,000	\$180,000	↑

### Trend and Analysis

PGAHC through Arts'tination, DPark 3311, Community Grants and Film Grant workshop offered a wide variety of technical assistance and community workshops held virtually and in person. Programs focused on industry education, grants and funding. These events were held in partnership with other organizations. In FY 2023, to build capacity and diversity, PGAHC partnered with the Maryland State Arts Council (MSAC) to increase the number of Prince George's artists and organizations receiving grants. In FY 2024, PGAHC launched new workshop offerings for the County's creative community, residents, and visitors, with bi-weekly programs and additional events at Arts'tination and DPark3311. These programs are aligned with PGAHC's mission and core services and will enhance engagement, connection, innovation and capacity for the County's creative community and residents.

### Performance Measures

Measure Name	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimated	FY 2025 Projected
<b>Impact (Outcome)</b>					
Program and workshop satisfaction	n/a	90%	90%	90%	90%
Revenue generated	n/a	\$100,000	\$150,000	\$150,000	\$180,000