

CITY OF FAIRFAX COMMISSION ON THE ARTS

STRATEGIC PLAN

I.1 Mandate

The Commission on the Arts (hereafter known as “the Commission”) was established by City Council Resolution R- 79-17 in 1979 “to encourage, promote and to provide opportunity for artistic expression within our city.” The mission of the Commission as stated in the Resolution is as follows. (The complete Resolution is included in Appendix A.)

I.2 Mission

The Commission shall serve as:

- 1.) An arts facilitator, creating liaisons with, and providing support to arts organizations;
- 2.) An arts steward, by fostering the development and enjoyment of the arts in our community;
- 3.) An arts fund administrator, receiving and allocating City funds and funds from other sources for purposes of artistic encouragement; and
- 4.) An information clearing house on artistic activity within and around the City of Fairfax.

II. Vision

The City of Fairfax Commission on the Arts envisions an economically and culturally booming city with a vibrant arts community serving as a leading arts destination.

III. Goals

- A. Increase awareness of and expand the Commission’s role as the City’s cultural facilitator and principal source of arts information.
- B. Encourage diversity in the City’s cultural life by reaching out to the various ethnic communities and artistic organizations in our area.
- C. Promote young artists by expanding arts collaboration with local schools, colleges and universities.

- D. Encourage a broader representation of arts organizations to apply for Commission grants.
- E. Increase support of and collaboration with the City's businesses.
- F. Develop a cost recovery program for Commission programs and events.

IV. Near Term Objectives (1 – 3 Years)

- A. Develop, approve and promulgate the City of Fairfax Commission on the Arts Strategic Plan.
- B. Obtain City Council approval of the Commission's Public Art Policy and Public Art Guidelines and:
 - 1. In accordance with Resolution (attached) to use the proffered funds to purchase, install and maintain the public art sculpture recommended by the Commission for the Fairfax Pointe location at Kamp Washington.
 - 2. In accordance with City Council approved policy, to use the existing allocated Commission funds to purchase, install and maintain a public art piece on the Civic Green at the Sherwood Center.
- C. Increase the number of applications and grants awarded for the Commission's Grant program.
- D. Increase awareness of the Commission's current programs, e.g.:
 - 1. The Bonita Lestina Performance Series at Old Town Hall.
 - 2. The Friday Morning Music Club Concerts at Old Town Hall.
 - 3. The Children's Performance Series at Old Town Hall.
 - 4. The Commission's annual John Mason Arts Achievement Award and reception.
 - 5. The Commission on the Arts Public Art Program.
 - 6. Additional Commission sponsored activities at the Sherwood Center, Old Town Hall, Historic Blenheim and the City's Fall Festival.
- E. Enhance the Commission's website and social media presence.
- F. Update the Commission's Arts Directory and convert it to an on-line format for the Commission website.

- G. Develop and execute strategies to increase funds available to the Commission by charging admission to selected events and to increase sponsorships, contributions and grants.
- H. Work with the City to expand performing and visual arts events at Old Town Plaza, the Veteran's Amphitheater at City Hall and other City venues.
- I. Increase a theater presence in the City.
- J. Support literary programs.
- K. Establish an annual Business Arts Award to recognize significant contributions to the City's art scene by local businesses.
- L. Support the Sherwood Center's Rotary Gallery art shows.

V. Long-Range Objectives

- A. Establish a Sherwood Center Performing Arts Series. Performances would include larger instrumental, dance and theater ensembles to complement the smaller Old Town Hall performances.
- B. To further demonstrate and manage the City's commitment to the arts, work with the City to establish a Cultural Affairs Office with a full-time Director.
- C. Encourage the City to hire a Curator/Collections Manager to coordinate City art exhibits at the Sherwood Center and to monitor and maintain the City's public art.
- D. Create or find a sponsor for an annual or biennial, high-end juried art exhibition with venues throughout the City.
- E. Support the creation of an Arts and Entertainment District in Old Town Fairfax.
- F. Support the creation of a 300-600 seat performing arts venue in the City of Fairfax.
- G. Create Public Art Guidelines.
- H. Create a Public Art Policy.

**Appendix A:
Resolution No. R 79-17
Resolution Establishing the Fairfax City Commission on the Arts**

The following attachment is the City of Fairfax resolution that created the Commission on the Arts, describes its function and states its mission.

Commission Members Supporting Resolutions from 1979 to 2009

Chairman Geoffrey Seffens
Vice Chairman Dr. Randolph Lytton
Treasurer Roy Burgess
Secretary Molly Grimsley
Carol Ann Caputo
Sarah Coffin
John Flahive
Robert Hickey
Dr. Laura Hills
Mary Lechter
Howard Rhile
Armistice Turtora
Harry Wilbur