

February 29, 2012

24546

TO: The Honorable Board of Acquisition and Contract

FROM: Kevin J. Plunkett
Deputy County Executive

Honorable Kenneth W. Jenkins
Chair, Board of Legislators

RE: **Authority to enter into an agreement with the Westchester Arts Council, Inc. d/b/a ArtsWestchester (“ArtsWestchester”) pursuant to which ArtsWestchester will administer and deliver the County of Westchester’s (the “County”) cultural services to County residents, manage a County-wide arts-in-education program, and provide marketing and information services informing County residents and visitors of the numerous arts opportunity available throughout the County, in an amount not to exceed One Million (\$1,000,000) Dollars, commencing January 1, 2012 and expiring December 31, 2012**

The attached Resolution, if approved by your Honorable Board, would authorize the County of Westchester (the “County”) to enter into an agreement (the “Agreement”) with the Westchester Arts Council, Inc. d/b/a ArtsWestchester (“ArtsWestchester”), pursuant to which ArtsWestchester will administer and deliver the County of Westchester’s cultural services to County residents, manage a County-wide arts-in-education program, and provide marketing and information services informing County residents and visitors of the numerous arts opportunities available throughout the County, in an amount not to exceed One Million (\$1,000,000) Dollars, commencing January 1, 2012 and expiring December 31, 2012, payable pursuant to an approved budget in four (4) equal quarterly installments. The money shall be expended by ArtsWestchester to carry out the scope of services attached hereto as Schedule “A” and in accordance with the approved budget attached hereto as Schedule “B”.

As more fully described in the scope of services attached as Schedule “A”, ArtsWestchester shall manage and deliver the County’s cultural services to County residents. These services are designed to enrich the lives of County residents by providing access and

involvement in the arts to all County residents. ArtsWestchester will provide these services directly and will subcontract with at least thirty-five (35) eligible organizations to provide these services, including but not limited to Caramoor Center for Music and the Arts, Katonah Museum of Art, Historic Hudson Valley, Jacob Burns Film Center, the National Trust for Historic Preservation on behalf of Lyndhurst, the Neuberger Museum, Paramount Center, the Performing Arts Center at SUNY Purchase and the Westchester Philharmonic. ArtsWestchester shall provide these services after collaboration with the County's Office of Tourism to ensure that funding is appropriately leveraged.

Pursuant to the Agreement, ArtsWestchester shall also partner with school districts and human service agencies throughout the County, in order to provide arts services that enrich learning of core curricula and support human service goals. ArtsWestchester shall also help districts that serve large populations of students from economically disadvantaged families, including, but not limited to Mount Vernon, Greenburgh and Yonkers, build resources enabling them to improve education through the arts, provide schools and community organizations with access to a roster of teaching artists who have the skills, training and experience to conduct on-site artist residencies, provide technical assistance to teaching artists, educators and staff of human service agencies, and raise and distribute funds for curricula-based, artist residencies to eligible schools.

Pursuant to the Agreement ArtsWestchester shall also provide a website, www.artswestchester.org, which will serve as a one-stop location for anyone seeking information about arts and culture in the County. The primary feature, an interactive calendar, is accessible from each page, and is searchable by date, artistic genre, venue and location, so residents and visitors alike can use one site to easily find information about events offered throughout the County that match their individual preferences. The site will also promote and link to County parks, business organizations, tourism and commercial entertainment venues. The website also provides a link for each of more than one hundred (100) cultural organizations so visitors can easily purchase tickets. During the contract period, ArtsWestchester will develop and implement a strategic marketing plan, introducing www.artswestchester.org to the public and promoting its use, partner with not-for-profit cultural organizations, government agencies, community and civic groups, to broaden public awareness and use of the site; develop an assessment plan; and provide technical assistance to cultural organizations represented on the site.

In addition, ArtsWestchester will produce ten (10) issues of ArtsNews ranging from twelve (12) to sixteen (16) pages each, which will be inserted into The Westchester County Business Journal, and will be provided to more than one thousand (1,000) individuals on ArtsWestchester's mailing list, libraries, train stations and to various County office buildings. This publication is the most comprehensive printed arts calendar in the County, with an online version distributed weekly.

The goals and objects of the Agreement will support the public welfare of the County by enabling ArtsWestchester to fulfill its role as the County's designated agency for delivering arts and cultural services to county residents. Working in partnership with not-for-profit cultural organizations throughout the County, ArtsWestchester ensures that County residents have access

to a robust and diverse array of cultural services, ranging from concerts, exhibitions and performances to family workshops and arts education programs. These cultural amenities enhance the quality of life of County residents, bolsters the County as a desirable place to live and work, and supports the County's efforts to attract and retain corporations. Arts-in-education strategies that use the arts as instructional tools enhance both teaching and learning. ArtsWestchester has been engaged in arts-in-education for more than two (2) decades, helping schools and districts integrate the arts into classrooms. Experience and research demonstrate that carefully designed, multi-session artist residencies motivate students to learn core curricula, help them retain what they learn longer and enable them to develop critical thinking skills that are necessary for success in college and in the workforce. Hands on, multi-session arts making workshops are equally effective in helping young people and adults develop social and developmental skills. ArtsWestchester's comprehensive marketing program will provide thousands of County residents and visitors with information about local cultural resources available to them and their families.

The goals and objective of the Agreement will be tracked by direct reporting of the results to the County by the Arts Council, through the submission of an interim report on or before June 30, 2012 and a final report on or before January 15, 2013.

The Agreement is exempt from the Westchester County Procurement Policy pursuant to Section 3(a)xii thereof.

Accordingly, I recommend and urge your Honorable Board's approval of the annexed Resolution.

KJP/jpi

RESOLUTION

Upon a communication from Kevin J. Plunkett, Deputy County Executive, and Honorable Kenneth W. Jenkins, Chair, Board of Legislators, it is hereby:

RESOLVED, that the County of Westchester (the "County") is authorized to enter into an agreement with the Westchester Arts Council, Inc. d/b/a Arts Westchester ("ArtsWestchester") pursuant to which ArtsWestchester will administer and deliver the County of Westchester's (the "County") cultural services to County residents, manage a County-wide arts-in-education program, and provide marketing and information services informing County residents and visitors of the numerous arts opportunities available throughout the County, after collaboration with the County's Office of Tourism to ensure that funding is appropriately leveraged, in an amount not to exceed One Million (\$1,000,000) Dollars, commencing January 1, 2012 and expiring December 31, 2012, payable pursuant to an approved budget in four (4) equal quarterly installments, and be it further

RESOLVED, that the Agreement is subject to County appropriations; and be it further

RESOLVED, that the Agreement is also subject to further financial analysis of the impact of any New York State Budget (the "State Budget") proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate the Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Service Provider, then the Service Provider shall have the right to terminate the Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his authorized designee, is hereby authorized to execute any documents and take any actions reasonably necessary and appropriate to effectuate the purposes of this Resolution.

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
101	52	2010	5100		\$750,000
101	52	2503	5100		\$250,000

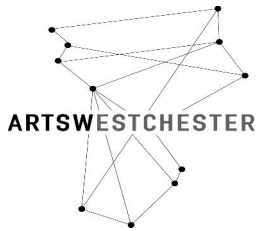
Budget Funding Year(s) 2012 Start Date 1/1/12 End Date 12/31/12

(must match resolution) Funding Source Tax Dollars \$1,000,000
 State Aid _____
\$1,000,000 Federal Aid _____

(must match resolution) Other _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/05/2012 - JOMARY VIEIRA, SECRETARY

SCHEDULE "A"
SCOPE OF SERVICES



SCHEDULE A / 2012 SCOPE OF SERVICES

The \$1,000,000 contract enables Westchester Arts Council (D/B/A ArtsWestchester) to provide the following services:

- 1) administer the county's cultural services
- 2) manage a county-wide arts-in-education program
- 3) provide marketing and information services that lets residents and visitors to the county know about the variety of arts opportunities available to them.

1. Administer the County's Cultural Services

Public Purpose:

The contract enables ArtsWestchester to fulfill its role as the County's designated agency for delivering arts and cultural services to county residents. Working in partnership with not-for-profit cultural organizations throughout the county, ArtsWestchester insures that residents have access to a robust and diverse array of cultural services, ranging from concerts, exhibitions and performances to family workshops and arts education programs. These cultural amenities enhance the quality of life, bolster Westchester as a desirable place to live and work, and support the county's efforts to attract and retain corporations.

Statement of Service:

ArtsWestchester manages and oversees the county's cultural services, through a competitive review process. The process insures that subcontractors are selected on a fair and impartial basis. The services are designed to enrich the lives of county residents and communities through access and involvement in the arts.

ArtsWestchester will subcontract with at least 45 eligible organizations through its Basic Program Support program. Of the total annual contract amount of \$1,000,000, ArtsWestchester will distribute no less than \$750,000 through subcontracts to not-for-profit cultural groups, with no less than \$250,000 in aggregate allocated to organizations known as Cultural Destinations. To be recognized as a Cultural Destination, organizations must have:

- received a Basic Program Support subcontract from ArtsWestchester for the past two consecutive years
- budgeted income of at least \$1,500,000 for general operating in 2011
- a site where the primary components of the season take place
- at least two paid, full-time professional staff members who are responsible for the organization's on-going operations and additional paid, full-time professional staff members
- a full-season of public programs, spanning at least eight months
- provided at least three full seasons in Westchester County prior to the time of application
- a regional audience from throughout Westchester County and beyond

ArtsWestchester distributes a request for proposals specifying the criteria applicants must meet. The applicants provide information about organizations' mission, audiences, programs, services, and financial status. ArtsWestchester provides

technical assistance to potential applicants; identifies highly qualified arts professionals to serve as an independent panel to review the applications and convenes and manages the panel process. The panel thoroughly reviews proposals and prepares recommendations for a committee of the Board of Trustees. The Board of Trustees reviews the committee's recommendations and with consultation with the county, makes a final decision on awards.

ArtsWestchester monitors services provided by subcontractors and does "due diligence" on behalf of the county via site visits, meetings, and written reports and measurable outcomes. In consultation with the Grants Committee of ArtsWestchester's Board of Trustees and with the county, organizations may be recommended for multi-year funding.

Throughout the year, ArtsWestchester provides on-going technical assistance and professional development opportunities to subcontractors, helping them to build their capacity and service quality.

Target population: Westchester residents.

2. Manage a County-Wide Arts-in-Education Program

Public Purpose.

Arts-in-education—strategies that use the arts as instructional tools—enhance both teaching and learning. ArtsWestchester has been engaged in arts-in-education for more than two decades, helping schools and districts integrate the arts into classrooms. Experience and research demonstrate that carefully designed, multi-session artist residencies motivate students to learn core curricula, help them retain what they learn longer and enable them to develop critical thinking skills that are necessary for success in college and in the workforce. Hands-on, multi-session arts-making workshops are equally effective in helping young people and adults develop social and developmental skills. For that reason, homeless shelters, programs for seniors, Head-start centers, after-school and teen prevention programs and other human service agencies benefit from the arts services we deliver.

In addition, arts education is a vital component of life time learning, benefiting both young people and adults. There is a growing interest on the part of the public in learning about the arts by participating in art-making classes and workshops.

Statement of Services:

ArtsWestchester will:

- Partner with artists, cultural organizations, youth groups, school districts, and human service agencies throughout the county, providing arts services that include artist residencies, classes and workshops.
- Assist districts that serve large populations of students from economically disadvantaged families, such as Mount Vernon, Greenburgh and Yonkers.
- Conduct an annual process to select qualified artists to serve as teaching artists eligible to conduct artist residencies in schools, for human service agencies and at community sites.
- Provide schools and community sites with access to a roster of teaching artists who have the skills, training and experience to conduct on-site artist residencies.
- Provide technical assistance to teaching artists, educators and staff of human service agencies.
- Raise and distribute funds for artist residencies.

Target Population: Students, K-12

Adults, particularly those who need special assistance to develop or maintain skills associated with being a productive citizen.

Proposed Outcomes of Service:

During the period January to December 31, 2012 the Arts Council will

- Provide at least 1,500 hours of technical assistance
- Provide at least four professional development opportunities for teaching artists
- Serve at least 5,000 students and adults exclusive of those served via contracts with other county agencies or departments
- Provide at least one networking opportunity for teaching artists
- Subcontract with at least 20 schools/organizations throughout the county to provide artist residencies designed to improve teaching and learning or the development of important social and developmental skills. These are exclusive of those served via contracts with other county agencies or departments

III. Public Information

Public Purpose: ArtsWestchester's comprehensive marketing program provides thousands of county residents with information about local cultural resources available to them and their families. ArtsWestchester will continue to build its capacity to provide information services to both residents and visitors, including young adults and the county's growing number of senior citizens. In addition to the benefits that individuals/families derive from participating in the arts, increasing attendance at cultural events yields a significant economic impact. An independent study undertaken by Americans for the Arts concludes that Westchester's not-for-profit arts industry contributed almost \$120 million to the county's economy in 2005. With the demise of *The New York Times*'s Westchester section and reduced cultural coverage in *The Journal News*, ArtsWestchester has become the public's single most important resource for cultural information.

Statement of Service:

A. Website. The site, www.ArtsWestchester.org, is designed to serve as a one-stop for anyone seeking information about arts and culture in Westchester. The primary feature, an interactive calendar, is accessible from each page and searchable by date, artistic genre, venue and location, so residents and visitors alike can use one site to easily find information about events offered throughout Westchester County that match their individual preferences.

Currently, the website provides a page for each of more than 150 cultural organizations, linking to their sites so visitors can easily purchase tickets. During the contract period, ArtsWestchester will:

- Expand the breadth of our “Things to Do” calendar content to include arts and cultural programs hosted at historic sites, in libraries and galleries, and by municipal and city parks & recreation departments.
- Produce a webinar that will provide easy-to-follow, step-by-step instructions for organizations seeking to post their arts and cultural events and associated content to our “Things to Do” calendar.
- Continue to make improvements to the functionality of the site, enhancing the experience of users.
- Provide technical assistance to cultural organizations represented on the site.

B. ArtsWNews. Recognizing that the county’s vibrant cultural life helps attract and retain businesses, ArtsWestchester will produce ten 12- to 16-page issues of *ArtsWNews*. As a service to the business community, we will insert *ArtsWNews* into the *Westchester County Business Journal*. In addition, we will distribute *ArtsWNews* to the more than 1,000 individuals on our mailing list, and bulk distribute to libraries, train stations and to various public office buildings. This publication is the most comprehensive printed arts calendar in the county, with an online version distributed weekly. This broad distribution builds the community’s awareness of the number, variety and diversity of the county’s cultural offerings and boosts ticket sales, audiences and earned income for cultural organizations.

Proposed Outcomes of Service:

- Increase the number of visits to www.ArtsWestchester.org to 136,500 (50% more than our 2011 year-end figure)
- Increase the number of unique visitors to www.ArtsWestchester.org to 88,000 (50% more than our 2011 year-end figure)
- Increase the number of pageviews to www.ArtsWestchester.org to 540,000 (50% more than our 2011 year-end figure)
- Increase the number of registered users to www.ArtsWestchester.org to 6,600 (25% more than our 2011 year-end figure)
- Increase the number of Event Alert subscribers to www.ArtsWestchester.org to 1,700 – (more than 25% over the 2010)
- Produce ten issues of *ArtsWNews*, reaching at least 38,000 readers each month.

REPORTING SCHEDULE

ArtsWestchester will provide:

- 1st report, covering the period January-June 2012, due June 15, 2012.
- 2nd report narrative covering the period July 1, 2012 through December 2012; report card covering the full year, due January 15, 2013. (Note: ArtsWestchester’s subcontracts with cultural organizations run from July 1, 2012 through June 30, 2013. As a result, ArtsWestchester will provide final figures on participation in cultural events September 30, 2013.

Schedule A

Organizations that May Be Considered for Subcontracts to Deliver Cultural Services*
Actors Conservatory Theatre
Axial Theatre
Blue Door Artist Association
Caramoor Center for Music & the Arts, Inc.
Chappaqua Orchestra
Clay Art Center
Clocktowerplayers
Copland House
Croton Cortlandt Center for the Arts
Dance in Education Fund, Inc.
Downtown Music at Grace
Emelin Theatre
Evolve Dance Inc.
Fine Arts Orchestral Society of Yonkers
Friends of John Jay Homestead
Friends of Music Concerts, Inc.
Hammond Museum & Japanese Stroll Garden
Historic Hudson Valley
Hoff-Barthelson Music School
Hudson Stage Company
Hudson Valley Center for Contemporary Art
Hudson Valley Writers' Center
Jacob Burns Film Center
Jazz Forum Arts, Inc.
Katonah Museum of Art
Lagond Music School
Lyndhurst
Music Conservatory of Westchester
Neuberger Museum of Art
New Rochelle Council on the Arts
Paramount Center for the Arts
Pelham Art Center, Inc.
Performing Arts Center Purchase College
Picture House
Play Group Theatre
RiverArts (aka The Rivertowns Arts Council)
Rye Arts Center
Schoolhouse Theater
Summit Music Festival

APPROVED FOR ACQUISITION & CONTRACT - 04/05/2012 - JOMARY VIEIRA, SECRETARY

Taconic Opera
Tarrytown Music Hall
Untermeyer Performing Arts Council, Inc.
Westchester Chamber Symphony
Westchester Jazz Orchestra
Westchester Philharmonic
Westco Productions, Inc.
Westchester Italian American Cultural Center
White Plains Performing Arts Center, Inc.
Youth Theatre Interactions, Inc.
*list in formation

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/05/2012 - JOMARY VIEIRA, SECRETARY

SCHEDULE "B"
BUDGET

SCHEDULE B / BUDGET

Subcontracts w/ cultural groups	\$750,000
Administration	\$113,100
Technical Assistance	29,000
Arts in Education	32,900
Public Information	<u>75,000</u>
	\$1,000,000

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/25/2012 - JOMARY VIEIRA, SECRETARY

SCHEDULE "C"
PERFORMANCE MEASUREMENTS (2012 ANTICIPATED)



AGENCY: WESTCHESTER ARTS COUNCIL (D/B/A ARTSWESTCHESTER)

REPORTING PERIOD:

January 1, 2012 – December 31, 2012

REPORTS DUE:

Interim: June 2012

Final: September 2013*

PERFORMANCE MEASUREMENTS:

SERVICE	2011	2012 Anticipated	2012 Actual *
1. Administer Westchester County's Cultural Program			
Number of subcontractors	46	46	
Number of people served	Due in Sept 2012	800,000	
Children, teens and young adults served	Due in Sept 2012	145,000	
Technical assistance hours provided to cultural organizations	780	700	
2. Arts in Education			
Number of people served	5,965	3,000	
Number of schools/organizations served	45	14	
Technical assistance hours provided to schools, artists, organizations	1,300	500	
Number of participating artists	99	99	
3. Marketing & Public Information Services			
Issues of ArtsNews produced	10	10	
Monthly readership reached via ArtsNews	38,000	38,000	
Number of visits: www.artswestchester.org	91,008	136,500	
Number of unique visits: www.artswestchester.org	58,617	88,000	
Number of pageviews: www.artswestchester.org	359,783	540,000	
Registered Visitors: www.artswestchester.org	5,284	6,600	
Event Alert Subscribers: www.artswestchester.org	1,387	1,700	

*Services provided by sub-contractors run from July 1, 2011 through June 30, 2012. Actuals are based upon information submitted by subcontractors, at the conclusion of their service agreement with the Arts Council (June 2011.) Arts Westchester will submit a final report no later than September 2012.