

May 6, 2011

17761

**TO:** The Honorable Board of Acquisition and Contract

**FROM:** Kevin J. Plunkett  
Deputy County Executive

**RE:** **Authority to enter 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 opportunities available throughout the County, in an amount not to exceed One Million Dollars, commencing January 1, 2011 and expiring December 31, 2011**

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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 (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, in an amount not to exceed One Million (\$1,000,000.00) Dollars, commencing January 1, 2011 and terminating December 31, 2011, payable pursuant to an approved budget, in quarterly installments. The funds 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 forty-five (45) 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.

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](http://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. In addition, it will partner with not-for-profit cultural organizations, government agencies, community and civic groups so as 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) twelve (12) to sixteen (16) page issues of ArtsNews, 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 curriculum,

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 ArtsWestchester, through the submission of an interim report on or before June 30, 2011 and a final report on or before September 30, 2011, in accordance with the approved Performance Measurements, as more fully set forth in the attached Schedule "A"

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.

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/19/2011 JONATHAN VIENNA, SECRETARY

## RESOLUTION

Upon a communication from the Deputy County Executive, 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 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 opportunities available throughout the County as more fully set forth in the attached Schedule "A", in an amount not to exceed One Million (\$1,000,000.00) Dollars, commencing January 1, 2011 and terminating December 31, 2011, payable pursuant to an approved budget, in quarterly installments which shall be spent in accordance with the approved budget attached as Schedule "B," 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.

**BUDGET BOX MUST BE COMPLETED**

Account to be  
Charged/Credited

| Fund | Dept | Major Program,<br>Program &<br>Phase<br>Or Unit | Object/<br>Sub-<br>Object | Trust<br>Account | Dollars     |
|------|------|---|---------------------------|------------------|-------------|
| 101  | 52   | 2010  | 5100                      |                  | \$1,000,000 |
|      |      |   |                           |                  |             |
|      |      |   |                           |                  |             |
|      |      |   |                           |                  |             |
|      |      |   |                           |                  |             |
|      |      |   |                           |                  |             |

Budget Funding Year(s) 2011 Start Date 1-1-2011 End Date 12-31-2011  
(must match resolution)

Funding Source

**\$ 1,000,000**  
(must match resolution)

Tax Dollars \$1,000,000  
State Aid \_\_\_\_\_  
Federal Aid \_\_\_\_\_  
Other \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/19/2011 - JOSE MARY VIEIRA, SECRETARY

## Schedule A

### 2011 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

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##### 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 \$770,000 through subcontracts with not-for-profit cultural groups, with no less than \$300,000 in aggregate allocated to organizations known as Cultural Destinations. To be recognized as a Cultural Destinations 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.

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**

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### **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.

### **Statement of Services:**

ArtsWestchester will:

- Partner with school districts, human service agencies throughout the county, providing arts services that enrich learning of core curricula and support human service goals. .
- Help districts that serve large populations of students from economically disadvantaged families, such as Mount Vernon, Greenburgh and Yonkers, build resources enabling them to improve education through the arts
- 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 funds for curricula-based, artist residencies and distribute to eligible schools through a competitive process, the Arts Partners Challenge

**Target Population:** Students, K-12  
Adults 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, 2011 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 8,000 students and adults exclusive of those served via contracts with other county agencies or departments
- 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

### 3. Provide Public Information Services

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**Public Purpose:** ArtsWestchester's comprehensive marketing program provides thousands of county residents with information about local cultural resources available to them and their families. Recognizing that knowledge is the key to access, ArtsWestchester continues to build its capacity to provide information services to both residents and visitors. In addition to the benefits that individuals/families derive from participating in the arts, increasing attendance at cultural events yield 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.** In 2010, ArtsWestchester launched a new website with support from the New York State Empire Development Corporation. The site, [www.ArtsWestchester.org](http://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. The site also promotes and links to county parks, business organizations, tourism and commercial entertainment venues.

Currently, the website provides a page for each of more than 140 cultural organizations, linking to their sites so visitors can easily purchase tickets. During the contract period, ArtsWestchester will:

- Develop data feeds of [www.ArtsWestchester.org](http://www.ArtsWestchester.org)'s event calendar that can be distributed to print and online media outlets (e.g., *Westchester Magazine*, *Westchester Generations*, *MainStreetConnect.us* and others), extending the reach of and exposure for the events posted on our site by the county's cultural organizations.
- Streamline [www.ArtsWestchester.org](http://www.ArtsWestchester.org)'s registration process, making it easier for site visitors to customize their experience with the site while providing minimal personal information.
- Simplify the sign-up process and promotion of Event Alerts, which allows site visitors to sign-up to receive weekly emails that notify them of upcoming events across the cultural categories they choose (e.g., dance, theater, music, exhibitions and more).
- Provide technical assistance to cultural organizations represented on the site.

**B. ArtsNews.** Recognizing that the county's vibrant cultural life helps attract and retain businesses, ArtsWestchester will produce ten 12- to 16-page issues of ArtsNews, which will be inserted into ArtsWestchester's the *Westchester County Business Journal*, more than 1,000 individuals on our mailing list, and distributed 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. Distributing ArtsNews online and through the *Westchester Business Journal* builds the business 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:

- Double the number of visits to [www.ArtsWestchester.org](http://www.ArtsWestchester.org) as compared to the 2010.
- Increase the number of unique visitors to [www.ArtsWestchester.org](http://www.ArtsWestchester.org) website by 40% over the 2010.
- Increase the number of pageviews to [www.ArtsWestchester.org](http://www.ArtsWestchester.org) by 50% over the 2010.
- Double the number of registered users to [www.ArtsWestchester.org](http://www.ArtsWestchester.org) over the 2010 number
- Double the number of Event Alert subscribers to [www.ArtsWestchester.org](http://www.ArtsWestchester.org) over the 2010.
- Produce ten issues of *ArtsNews*, reaching at least 38,000 readers each month.



**Allocation of Funds**

|                                 |                    |
|---------------------------------|--------------------|
| Subcontracts w/ cultural groups | \$770,000          |
| Administration                  | 93,100             |
| Technical Assistance            | 29,000             |
| Arts in Education               | 40,000             |
| Public Information              | <u>67,900</u>      |
|                                 | <b>\$1,000,000</b> |

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/19/2011 - JOMARY VIEIRA, SECRETARY

Schedule B

**ARTSWESTCHESTER  
2011 BUDGET  
JANUARY through DECEMBER**

**BUDGET 2011**

**ORDINARY INCOME & EXPENSE**

**Income**

WESTCHESTER COUNTY-General Contract \$1,000,000

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**TOTAL INCOME** **1,000,000**

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**Expenses**

SUBCONTRACTS- With Cultural Groups \$770,000

ADMINISTRATION \$93,100

TECHNICAL ASSISTANCE \$29,000

ARTS in EDUCATION \$40,000

PUBLIC INFORMATION \$67,900

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**TOTAL EXPENSE** **\$1,000,000**

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**Net Income (Loss)** **0**

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APPROVED BOARD OF FOUNDATION & CONTRACT - 05/19/2011 - JOMARY NEWMAN SECRETARY