

MEMORANDUM

TO: All CAH Commissioners
FROM: David Markey, Deputy Director
DATE: 17 August 2022
RE: Additional Funding of Art All Night 2022

BACKGROUND

First presented in 2011 as “Art All Night: Nuit Blanche DC” by Shaw Main Streets with grant funding from CAH, the event has expanded across the city as “Mayor Muriel Bowser Presents: Art All Night,” drawing over 120,000 attendees in 2021. The festival is a collaboration between the Department of Small and Local Business Development (DSLBD), CAH, DC Public Library, the DC Main Streets programs and Business Improvement Districts. This year, Art All Night will be presented in multiple locations across the District on September 23 and 24.

In FY21, CAH was the single largest funder of the event, contributing \$200,000 (30% of the total event budget). CAH has again committed \$200,000 towards the FY22 festival. Funds are moved by intra-District transfer from CAH to DSLBD. DSLBD then allocates funding to the various participants. CAH is not involved in determining funding allocations to participants or any programmatic decisions. DSLBD provides to CAH a final report following the conclusion of the event.

ART ALL NIGHT BUDGET COMPARISON, FY21 v FY22

	FY21 (actual)	FY22 (to date)
Number of Main Streets Participants	16	22
DCCA		
DCCA	\$200,000.00	\$200,000.00
DSLBD agency funds	\$41,844.16	\$292,500.00
DSLBD DC Main Streets funds	\$113,180.65	\$132,000.00
DMPED	\$125,000.00	\$-
Private funds	\$126,558.15	TBD
DC govt agency sponsorships	\$49,200.00	TBD
TOTAL	\$655,782.96	\$624,500.00

As indicated in the table above, the number of participating Main Streets has increased in FY22, and there are several funding sources that may potentially be reduced or lost altogether. DSLBD is therefore requesting additional funding from CAH to support the event.

DSLBD ADDITIONAL FUNDING REQUEST

32,000 - Additional Main Streets Participant (MSP) support

- Permitting fees, proportional to additional event support necessary for growing needs and relative to the number of MSP participating in AAN2022

3,000 - T-Shirts

- Supplements DSLBD's anticipated 2K. Shirts would be supplied to MSPs to help create a citywide branding of the event

40,000 – Event Marketing and Advertising

- Supplements DSLBD's contributions towards marketing and advertising for AAN2022 and printing needs associated with the event
- 30K for marketing and advertising support; 10K for printing support

10,000 – Videographer

- Recap video serves as a historical record of past event success, and can be used in driving attendance and advertising efforts for the next year's Art All Night

Total additional funds requested: \$85,000

Total CAH funding for AAN2022: \$285,000

ADDITIONAL CONSIDERATIONS

The intra-District transfer of funds from CAH to DSLBD is accomplished by way of a Memorandum of Understanding (MOU) between the two agencies and detailing the obligations of each. In order to transfer additional funds, an addendum to the MOU will be required, which presents an opportunity to request a greater level of detail from DSLBD in their final report, particularly in regard to how CAH funds are used.

PROPOSED RESOLUTION

RESOLVED,

1. That the Commission agree to the intra-District transfer of an additional \$85,000 to the Department of Small and Local Business Development (DSLBD) to support the 2022 Art All Night festival; and
2. That the addendum to the Memorandum of Understanding between the Commission and DSLBD regarding this matter include an obligation for DSLBD to include expenditures of CAH funds in the final report for the event.