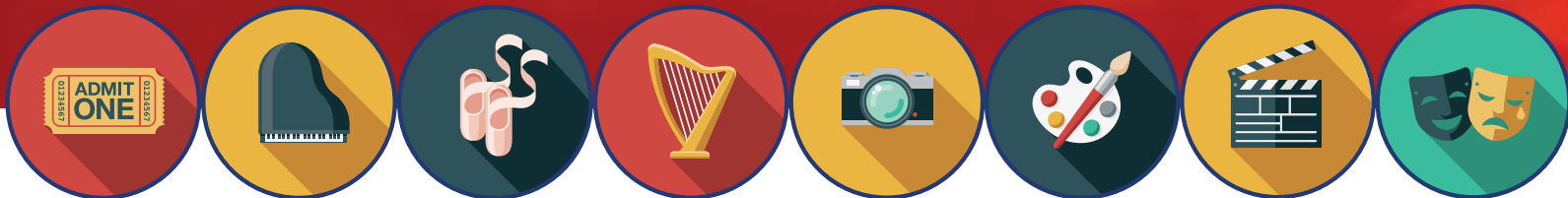


July 2022

Prince George's County

CULTURAL ARTS STUDY

Art is what you make it...



Abstract

Date	July 2022
Title	Prince George's County Cultural Arts Study
Author	The Maryland-National Capital Park and Planning Commission Department of Parks and Recreation, Prince George's County Prince George's Arts and Humanities Council
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The Prince George's County Cultural Arts Study (PGCCAS) is a comprehensive assessment of the diverse arts and culture ecology in Prince George's County.

The Purposes of the Cultural Arts Study:

- **Help** stakeholders understand Prince George's County arts and culture ecosystem
- **Leverage** Prince George's County's network of cultural institutions and partners to develop alliances across organizations and sectors
- **Support** culture as an engine for a creative economy, attracting and retaining diverse residents
- **Position** culture as an integral part of Prince George's County's overall municipal responsibilities
- **Create** recommendations and strategies connected to economic development



[Lord Cultural Resources](#), Consultants

July 2022

Prince George's County

CULTURAL ARTS STUDY

Art is what you make it...



Prince George's County
Planning Department
M-NCPPC

Parks &
Recreation
M-NCPPC

PGAHC
PRINCE GEORGE'S ARTS & HERITAGE CENTER

July 2022

The Maryland-National Capital Park and Planning Commission

Prince George's County Planning Department

14741 Governor Oden Bowie Drive

Upper Marlboro, MD 20772

www.pgplanning.org

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The Maryland-National Capital Park and Planning Commission (M-NCPPC) is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District.
- The acquisition, development, operation, and maintenance of a public park system.
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the County government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Planning Department:

- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change

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The County Council has three main responsibilities in the planning process: (1) setting policy, (2) plan approval, and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the general plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual Budget, the water and sewer plan, and adoption of zoning map amendments.

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Foreword

The Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission (M-NCPPC) along with its partners is pleased to present the Prince George's County Cultural Arts Study. This study is designed to assist in moving the overall economic viability of the County forward by focusing on improving the quality of life for its residents.

The study was the result of the collaborative efforts of the Prince George's County Planning Department, the Department of Parks and Recreation, Prince George's County, and the Prince George's Arts and Humanities Council. It also involved the participation of a County Council-selected steering committee that consisted of County agencies/entities, a community representative and a local artist. Another important component to the process was the input of arts organizations, businesses, local youth groups, and stakeholders who provided valuable information through interviews, surveys, and community workshops. Their participation ensured that the Study was developed to benefit all segments of the County. We also acknowledge the support of the previous Planning Board Chair, Elizabeth M. Hewlett, Esq. whose enthusiasm and endorsement for the effort was demonstrated through her attendance and active dialogue with stakeholders at the community-wide meetings and workshops.

This study contains findings, opportunities, and strategic priorities focused on economic development and its impact on the arts, arts creation, housing, cultural placemaking, visitor attraction and the overall impact of cultural arts countywide. In addition, key goals, strategies, and strategic partners and phasing is recommended to move this study to the next steps.

I commend all who worked on this effort to shine a bright light on how cultural arts throughout our community can improve the overall quality of life and economic viability within Prince George's County.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Shapiro', followed by a long horizontal line extending to the right.

Peter A. Shapiro, Chair
Prince George's County Planning Board
The Maryland-National Capital Park and Planning Commission



Akili Temesgen *Lines of Identity* Show, Fall 2021
Harmony Halls Arts Center,
Source: M-NCPPC

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Chillum Community Center
Source: M-NCPPC



Executive Summary

The Cultural Arts Study helps stakeholders understand Prince George's County's arts and culture ecosystem, strengthen, and support the cultural sector, integrate arts and culture into other sectors of Prince George's County civic life, and tap the transformational abilities of arts and culture to revitalize communities and improve the quality of life for the diverse residents of Prince George's County.

Throughout the process, the Lord team met with the project managers, representatives from their respective agencies and departments, and the steering committee to identify the key findings from the community workshops, Cultural Participation Survey, and stakeholder interviews. These preliminary key findings served as the basis for the development of the Economic Development Report by Jon Stover and Associates. This study is the result of more than a year's work to create recommendations and strategies to support arts and culture economically throughout all of Prince George's County.

Why A Cultural Arts Study?

Why Now?

The study seeks to harness the power of arts and culture for the benefit of all in Prince George's County. Prince George's County is unique. This study recognizes the need to:



Leverage Prince George's County's network of cultural institutions and partners to connect communities.

The Maryland-National Capital Park and Planning Commission (M-NCPPC) Prince George's County Department of Parks and Recreation provides a wide variety of high-quality arts and cultural programs and services. Residents explore visual art, music, dance, theater, and literature as enthusiastic spectators or students and artists who are encouraged to share their work with the community in many ways. As a leading advocate for the arts, the Prince George's Arts and Humanities Council (PGAHC) promotes arts initiatives, creative placemaking and cultural engagement with a focus on arts centered economic development, equity, and inclusion. PGHAC was legislated by the Prince George's County Council to be the Arts Agency for the County. PGAHC manages the County's Arts in Public Places (AIPP) program, the Prince George's Film Office, and the Office of the Poet Laureate.¹

Amplify the creative vitality of the County:

This study is a key tool to connect and bring community collaborators into the process by recommending strategies for countywide collaboration among diverse groups, both within and outside of the arts and cultural sector. Countywide access to arts experiences: to ensure the appropriate, efficient, and effective use of countywide facilities placemaking.

¹ Prince George's Arts and Humanities Council, "Our History," <https://www.pgahc.org/our-history>.



Support culture as an engine for a creative economy, attracting and retaining diverse residents, and public-private partnerships

This Study makes recommendations for business attraction and retention focusing on actionable policies and procedures that County and local partners can implement to help direct future development and business growth in a way that meets the County's planning goals, budgetary constraints, and resident needs. The study proposes a menu of options for public-private-non-profit partnership structures and collaboration opportunities to pool resources and capacity to achieve shared objectives.

This study provides opportunities to serve County objectives by creating jobs, attracting businesses, drawing additional visitation, and spending from people who live outside of the County, raising land values, and increasing the County's tax base. The study of cultural arts in the County increases the potential for tangible



Promote Lifelong Learning:

Promoting cultural impact across broad civic, cognitive, and emotional development and social

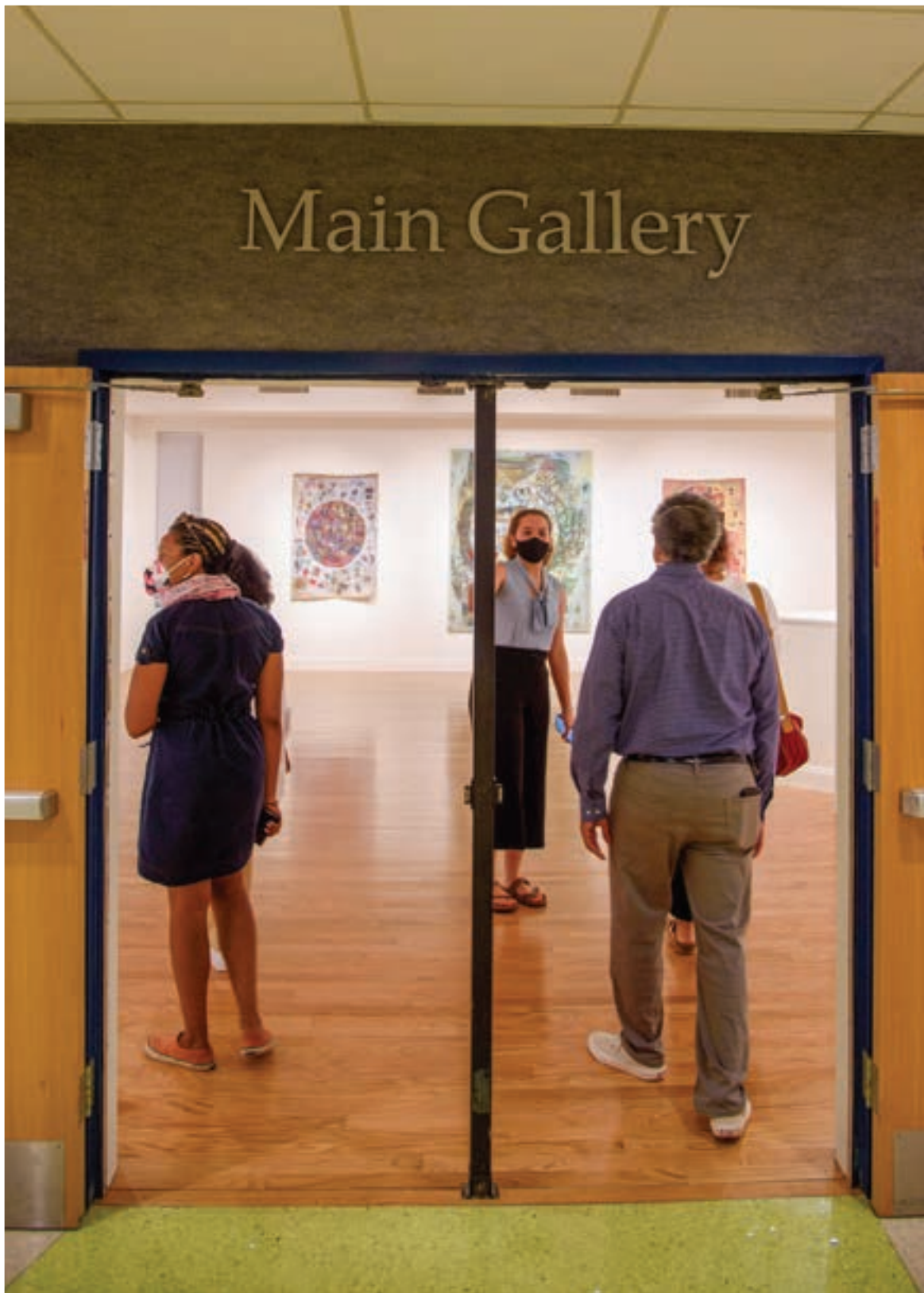
objectives — connections with everyone from our youngest participants to our most senior of residents.

Position culture as an integral part of Prince George's County's overall municipal initiatives:

This study's success will be amplified when connected with initiatives guiding other areas of the County. Cultural policy can have implications for economic impact, neighborhood revitalization, cohesive physical communities with thriving public spaces, smart growth, and environmental sustainability. This study evaluates the potential feasibility of other common economic development tools such as grant programs, loan programs, tax abatements, brokerage assistance programs, and public realm and infrastructure improvements.

and actionable opportunities to build capacity through creative collaboration. Integrated marketing, broader funding options, private/public partnerships, and shared service opportunities are just a few of the economic reasons for developing alliances across organizations and sectors.





Main Gallery, Harmony Hall Art Center
Source: M-NCPPC



1

Introduction

The purpose of the Prince Georges' County Cultural Arts Study (PGCCAS) is to provide a comprehensive assessment of the diverse arts and culture ecology in Prince George's County. The study will guide the development of strategies and recommendations for integrating the County's many cultural arts activities into the County's economic development and land use planning strategies.

Prince George's County is home to many cultural attractions and boasts a wealth of attributes including its racial and ethnic diversity, its beautiful park spaces and finally, its location within the Washington, DC metropolitan area. As a County with an impressive body of existing plans—including master plans and studies such as the Economic Development Corporation's Strategic Plan—Prince George's County is well positioned to ensure that arts and culture are supported and complemented by other planning efforts and is integrated throughout all sectors, both private and public.



Bust sculpture, Harmony Hall Art Center
Source: M-NCPPC



Art Is What You Make It

The purpose of this study is to help stakeholders, including residents, artist, and other sectors, understand Prince George's County's arts and culture ecosystem, strengthen, and support the cultural sector, better integrate arts and culture into other sectors of Prince George's County civic life, and tap the transformational abilities of arts and culture to revitalize communities and improve the quality of life for the diverse residents of Prince George's County.



Source: M-NCPPC



Artwork at Red Dirt Studio
Source: M-NCPPC

2

Methodology

Process Overview

The study began in July 2020 and included virtual community meetings, interviews, and surveys. The feedback informed the strategies and recommendations that were developed.

(See Figure 1 below)

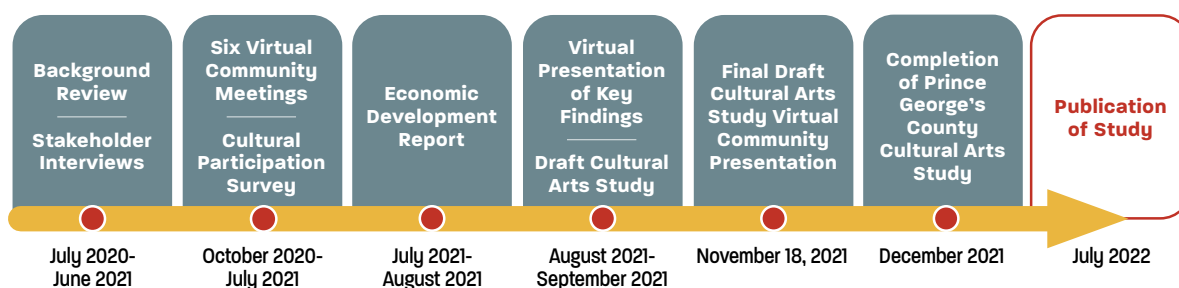


Figure 1

The Prince George's County Cultural Arts Steering Committee

The Prince George's County Cultural Arts Study Steering Committee (see Appendix for member list) consists of various representatives from Prince George's County agency departments, arts organizations, and the business sector. The steering committee was engaged at every phase of the process to provide feedback on the community workshops, stakeholder interviews, and surveys. Their input on preliminary findings charted the course toward the emerging recommendations.



Background Materials Review

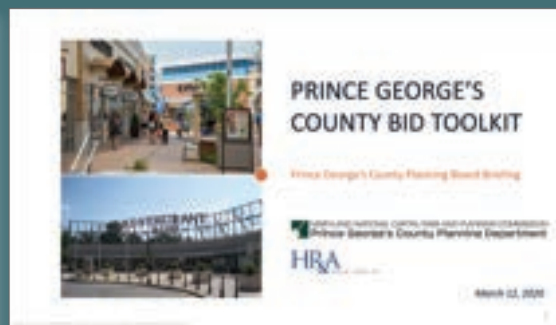
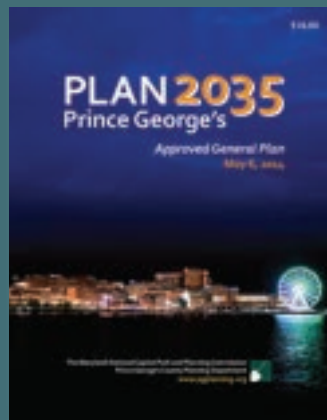
The Prince George's Cultural Arts Study began in June 2020 with an extensive review of the County's Plan 2035, General Plan, adopted master plans, zoning ordinances, and studies. This background review included materials such as current arts and cultural offerings by the Prince George's County Department of Parks and Recreation, PGAHC, and the Prince George's County Planning Department.

The team considered several recently released County-level strategies and initiatives including:

- Prince George's Plan 2035 Plan (M-NCPPC, 2014)
- Business Improvement District Toolkit Study (May 2020)
- Prince George's County Economic Development Platform (June 2021)
- New Prince George's County Zoning Ordinance and Subdivision Regulations (effective April 1, 2022)

The following in-progress planning processes were also considered:

- Economic Development Strategic Action Plan for Prince George's County (Prince George's County, EDC, M-NCPPC, underway)
- Public Arts Strategy (PGAHC, underway)



Source: M-NCPPC

The Prince George's County Cultural Arts Study Stakeholder Interviews

Following the initial introduction to the arts and cultural offerings in Prince George's County, the Project Managers in collaboration with the consultant team, developed an extensive list of stakeholders from various government agencies and departments throughout Prince George's County. The interview process took place from July 2020–July 2021, culminating in 22 completed interviews (see Appendix I) included in the Key Findings and subsequent Emerging Economic Development Strategy and Overall Study Recommendations sections.

The Prince George's Cultural Arts Study Community Workshops

Six virtual community workshops were held that focused on four specific themes and two additional target demographic areas from October 2020–June 2021. These workshops engaged close to 600 County residents.

- **Kick-Off Community Meeting: October 24, 2020**

The first meeting in the series of community workshops was hosted to introduce the residents of Prince George's County to the PGCCAS and the topics the study would focus on. This meeting resulted in feedback on the topic meetings listed below and the best strategies to be used for engagement in the process as a whole.

- **Impact of Arts on Economic Development: January 28, 2021**

It was important, for the PGCCAS, to understand how arts and culture could impact economic development in County communities. In conversations with community residents, the general feelings are that there are many strengths in the County's arts and cultural landscape, and, from an economic development perspective, all of these are assets that can be leveraged to uplift the quality of life for County residents.

Proximity to the nation's capital, coupled with an unmatched transportation sector, excellent offerings from the Prince George's County Department of Parks and Recreation, and unparalleled higher education institutions and great K–12 arts education programs are all strengths of the County.

- **Placemaking: February 18, 2021**

Placemaking has many definitions, but what they all have in common is recognizing the role of arts and culture to improve the physical and social character of an area and promote enduring social change. A central concept in placemaking is integrating arts and culture with other community needs, including land use, transportation, education, housing, infrastructure, and public safety strategies. Ultimately, the goal of creative placemaking is to increase creative activity and create a distinct sense of place.

Prince George's County has a reputation of authenticity. The amount of public art, art creation and performance spaces, and artist communities around the County is indicative of a creative population that can only further enrich the other sectors of the County and support the development a truly unique identity.

- **Youth in Arts: March 25, 2021**

This meeting was specifically organized to get input from the students of Prince George's County. Art and culture have long been interwoven with education, as they serve as an essential repository of information about civilization and our individual and collective heritage. The benefits of the arts in education extend far beyond formal learning. People of all ages are greatly enriched by creative opportunities for lifelong learning, whether in preschool, after-school offerings, or youth programs.

The youth participants provided invaluable insight into the strengths and opportunities within the current opportunities available to youth, K–12, and higher-education students in Prince George's County. These strengths can be built upon further to ensure that more students and lifelong learners can benefit from arts education, particularly in underserved communities. Youth are a critical area of focus for the arts and cultural sector, both to nurture the next generation of creators, audiences, art appreciators, and patrons.

- **Arts and Connectivity: April 8, 2021**

A common challenge for many communities is ensuring that different neighborhoods connect to each other and that residents and visitors experience ease of mobility. Arts and culture have an important role to play in aiding connectivity by making transportation corridors more inviting, safe, and accessible.

This meeting revealed barriers to connectivity in the County landscape and the lack of interconnectedness that exist within the arts and cultural community from one neighborhood of the County to another. Community residents also expressed the need for a central hub or platform to truly connect not only residents in the County, but arts and cultural organizations as well. There are currently many amazing opportunities in the County to experience and explore the arts; however, meeting participants noted that they miss a lot of these opportunities because they are not sure where to find information about them.

- **Spanish Language Meeting: June 6, 2021**

This community meeting was integral to ensuring that the many voices of Prince George's County were represented in this and future studies for the County. Residents communicated ways that the arts and cultural community of the County could become accessible and inclusive. It is crucial to the success of this opportunity that the diverse populations of the County truly feel welcome throughout the County's cultural assets; for example, by providing, whenever possible, translation or interpretation in languages spoken in the County, more residents will feel welcome to participate in arts and cultural offerings.

Arts and culture are ideally suited to telling the rich stories of Prince George's County and to position it as a model community for diverse arts and cultural activity.

- **Final Community Meeting: November 18, 2021**

At our final meeting with Prince George's County residents, artists, business owners, and government officials, we shared a presentation which shared the draft Cultural Arts Study. We wanted to hear from the Prince George's County community that the Study is a reflection of the current environment of arts and culture and that the economic development priorities and overall study recommendations were in line with the needs and wants of the County.

The PGCCAS Cultural Participation Survey

To continue engagement with residents of the County, a survey was developed and made available to Prince George's County residents from October 2020–July 2021. The survey was offered in English and Spanish and received 235 responses. Beyond the input from community workshops and key stakeholder interviews, the survey was an ongoing engagement point for Prince George's County residents. This 24-question survey asked many of the questions that were posed in the other community engagement activities and allowed for respondents to offer their thoughts on arts and culture in Prince George's County and what they would like to see in future opportunities.

DEMOGRAPHICS OF SURVEY RESPONDENTS

The Cultural Participation Survey saw respondents that matched the general demographic make-up of Prince George's County. This allowed the creation of a sample group for analysis of the whole County. The majority of respondents were Black or African American, female, and between the ages of 45–64 (see Figure 2.1).

ARTS AND CULTURAL ACTIVITIES

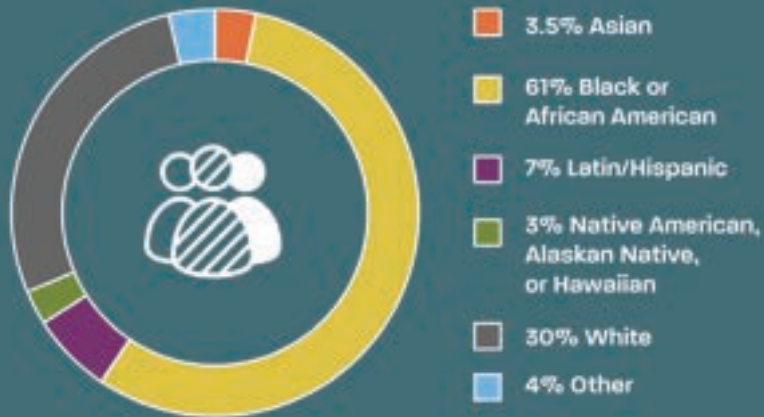
Respondents reported that they visit one to two arts or cultural events per month and that the current offerings of arts and culture in Prince George's County are of good quality. Respondents stated they attended music events, visual arts events, or visited a public park, garden, or arboretum in the last two years. Respondents also visited museums, natural heritage sites, festivals or annual events, and places of worship to participate in culture in Prince George's County. The majority of respondents indicated that they attend arts and cultural events to learn and expand their cultural knowledge through local art and artists.

ARTS AND CULTURAL ENGAGEMENT

Most respondents heard about events from the PGAHC website, the *Prince George's County Your Guide to Park and Recreation Classes and Activities*, published quarterly, Prince George's County's social media accounts, and word of mouth. While most respondents take cars to get to most arts and cultural events or sites around the County, transportation was acknowledged as a barrier to arts and cultural opportunities for certain residents. Being unaware of all that is available to residents in their area or where to find out about events was another barrier indicated by respondents to arts and cultural opportunities for certain residents as well as just not being aware of all that is available to them in their area or where to find out about events.

PGCCAS Cultural Participation Survey

RACE



AGE



GENDER

21% Male



79% Female



Arts and Culture in the Future

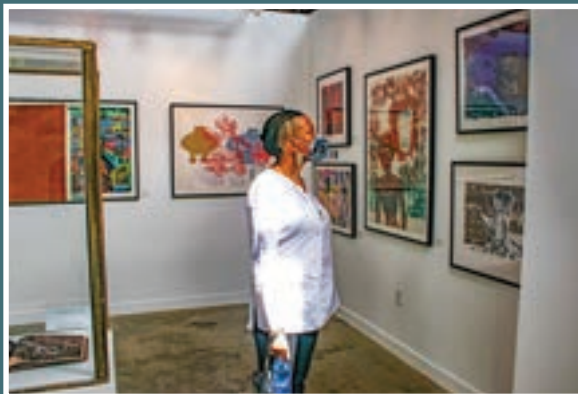
Prince George's County residents want to see more music and theater opportunities in the County—not only to attend, but also to participate. Residents with children under 18 in their households want to see more places for theater workshops and culinary classes. Residents indicated the need for a physical site where people of all ages can create and perform music, which represents an opportunity for a future arts and culture project. Recognizing the high level of promotion of all arts and cultural activities and events happening in Prince George's County, many residents felt that more avenues of promotion or a hub of all arts and cultural events could help the arts and cultural landscape thrive in the future.



Studio at Pyramid Atlantic
Source: M-NCPPC

The Prince George's Cultural Arts Study Site Tour

In September 2021, the project team conducted a multi-day site tour of some of Prince George's County's current arts and cultural assets (see Appendices, B). This site tour was integral to understanding the many opportunities available to Prince George's County residents to create, perform, work, and participate in arts and culture throughout the County.





Outdoor Sculpture at the M-NCPPC Southern Regional Technology and Recreation Complex
Source: M-NCPPC

Findings

The information presented in this study provides a foundation for action by helping Prince George's County take stock of its arts and cultural landscape and understand community needs for arts and culture. Through the process of creating this study, Prince George's County has assessed its strengths, weaknesses, challenges, and opportunities. The findings of this research and analysis directly inform the economic development strategy and overall recommendations, while providing initial suggestions for action.

Key Findings from PGCCAS Community Engagement

The process of identifying the key findings in this study included extensive engagement through community workshops, stakeholder interviews, and the Cultural Arts Participation Survey. The purpose of this section is to understand the key strengths, weaknesses, challenges, and opportunities related to arts and culture in the County. An analysis and synthesis of this data led to the key findings at the conclusion of this section.

Key Findings from PGCCAS Community Engagement

The process of identifying the key findings in this study included extensive engagement through community workshops, stakeholder interviews, and the Cultural Arts Participation Survey. The purpose of this section is to understand the key strengths, weaknesses, challenges, and opportunities related to arts and culture in the County. An analysis and synthesis of this data led to the key findings at the conclusion of this section.

STRENGTHS



Diversity of Prince George's County, especially excellence in Black artistry, is our greatest asset, and the arts are an ideal way to showcase this diversity.



Abundance of land and vacant space provides rare opportunities for artists and arts organizations in comparison to other cultural arts centers in the area (i.e., Washington, D.C.).



Location near the nation's capital, unmatched transportation sector, and a reputation for authenticity.



High concentration of artists and models for artist studio spaces, and a strong network of visual and performing arts nonprofits with an innovative arts district.



Gold medal parks facilities with excellent offerings from Prince George's County Parks and Recreation, including historic properties.



Higher education and great K–12 arts education programs.



Studio at Pyramid Atlantic
Source: M-NCPPC

WEAKNESSES AND CHALLENGES



Identity not sufficiently cultivated/lack of cohesive marketing and branding.



Institutional racism.



Suburban model model of development.



Competition from surrounding, wealthier districts,



Geography can be a barrier.



Funding and corporate support is weak.



Too much **uninspired retail**.



Lack of affordable housing and workspace for artists.



Large size and diverse needs: South County are very different from North and Central and inside/outside I-495.



Historic preservation can be an obstacle



Silos and **need for better communication**.

OPPORTUNITIES



Showcase Prince George's County's rich history, diverse population, and natural beauty to brand it as a model for inclusive arts and cultural destinations with standards of excellence.



Provide capacity building to artists and cultural nonprofits.



Leverage arts and culture to advance County economic goals of job creation and increasing commercial tax base by creating a sense of identity that will attract businesses and allow for daytime foot traffic.



Coordinate efforts to build awareness about arts and culture in Prince George's County.



Create **multipurpose venues** for performance, film festivals, and other arts uses.



Activate vacant commercial spaces, plentiful land, and historic properties for arts and culture purposes.



Incorporate public art throughout the infrastructure of the County (transit, commercial development, wayfinding, neighborhood beautification, safety, etc.).



Grow official support and advocacy for the arts in Prince George's County.



Enhance partnerships between the arts and education sectors: K–12, higher education, and lifelong learning.



Affordable housing and workspace for artists is top of mind. Work with developers to create affordable creative live/work options to offset rising real estate costs in the County.



Expressions of a People event, 2020
Source: M-NCPPC, Parks Department, Claude Langley

Strengths

Prince George's County has many strengths in its arts and cultural landscape. Below are highlights based upon the collective input from the stakeholders consulted for this study.

DIVERSITY



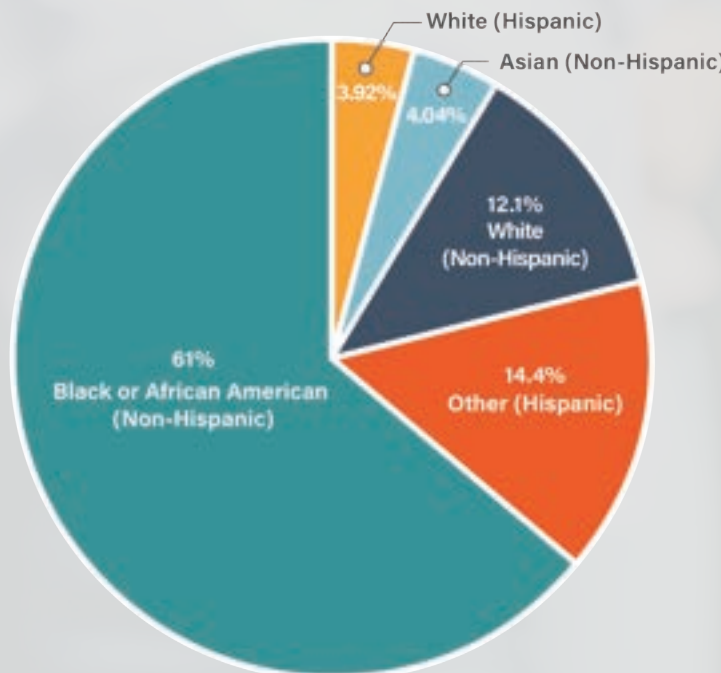
The diversity of Prince George's County's population was cited multiple times as one of its key strengths—a rich source of cultural heritage to be expressed through the arts.

A high percentage of residents speak a second language—28.9 percent of the households in Prince George's County speak a non-English language at home as their primary language. The most common foreign languages spoken in Prince George's County are Spanish, French

(including Cajun), and Yoruba, Twi, Igbo, or other languages of West Africa. As of 2019, 61 percent of Prince George's County residents were born outside of the United States, with leading countries of origin including El Salvador, India, and Guatemala. Prince George's County is relatively affluent, with a median household income of \$86,290 (higher than the national median of \$65,712).

The arts provide rich opportunities to showcase such diversity, and the relative affluence of the population bodes well for audience development.

The five largest ethnic groups in Prince George's County



Source: About Prince George County, MD," Data USA, [www.datausa.io/profile/geo/prince-georges-county-md#:~:text=The%205%20largest%20ethnic%20groups,\(Hispanic\)%20\(3.92%25\).](https://www.datausa.io/profile/geo/prince-georges-county-md#:~:text=The%205%20largest%20ethnic%20groups,(Hispanic)%20(3.92%25).)

LOCATION & TRANSPORTATION



Prince George's County's location, adjacent to Washington, D.C., is a key strength. Its location affords the County access to national and international audiences in addition to the County's local audiences. It also provides opportunities for Prince George's County artists to be featured in the nation's capital. In 2020, for example, holiday ornaments created by students from Hyattsville Middle School were featured on the White House Christmas tree. The County's excellent transportation options further facilitate access to these audiences; for example, the transportation corridor at New Carrollton offers six nodes of transportation within the Washington, D.C. area through Metrorail, Metrobus, Amtrak, Maryland Area Regional Commuter (MARC), and Prince George's County's TheBus. Stakeholders described Prince George's County as the "Brooklyn to Washington, D.C.," showcasing the popularity of the County for artists and art-lovers seeking a more affordable and richly characterized alternative to the neighboring national capital, and also as an "arts and culture breadbasket" to the capital area, to describe the density and variety of artists in the County.



Largo Town Center Metro Station
Source: M-NCPPC

LAND AND VACANT SPACE AVAILABILITY



Stakeholders repeatedly cited the County's abundant land and vacant space resources as a key strength. The County's neighbors—including Washington, D.C. and Alexandria, Virginia—have much greater real estate pressures. Prince George's County has many properties and vacant spaces that hold promise for the arts and culture sector, especially when looking at opportunities for artists and art organizations to reclaim these spaces for cultural usage. The impact of the pandemic is likely to increase the availability of vacant store fronts, as the excess retail in the County may grow due to trends in brick-and-mortar retail chains downsizing, furthering opportunities for artists and arts organizations to activate these vacant spaces.



SAARC Construction, 2019
Source: M-NCPPC, Parks Department, Cassi Hayden

HIGH CONCENTRATION AND STRONG NETWORK OF ARTISTS AND ARTS ORGANIZATIONS



Prince George's County boasts a strong network of arts and culture nonprofit organizations, several which are in the Gateway Arts District. A selection of these is described below.

Gateway Arts District

The Gateway Arts of Prince George's County, heralded as a key strength of the County's arts and culture sector, is a prime example of how to activate vacant properties with arts and culture. Two miles along US 1, the Gateway Arts District passes through the municipalities of Mount Rainier, Brentwood, North Brentwood, and Hyattsville. As outlined in the *Arts Lives Here* blog in 2016, the history of the Gateway Arts District originated in artists and cultural advocates devising arts-based development strategy to activate vacant properties resulting from many mom-and-pop shops closing in the 1970s as a result of pressures from newer, exurban sprawl developments. As artists began moving into the more affordable industrial spaces, they organized and joined forces with community development organizations and

developers such as ArtSpace to create anchor projects for artist live/workspace, with public-private partnerships, further detailed below.

The critical mass of artists and arts organizations, along with economic benefits such as affordable studio space and tax incentives, has resulted in a dynamic and vibrant environment for creatives and the general public alike. The high concentration of artists in the County, cited by many stakeholders, is particularly evident in the Gateway Arts District, which is home to over 500 artists working in a wide variety of media.¹

Additionally, there are many more organizations in the County, including the Prince George's County Philharmonic, the College Park Arts Exchange, the Bowie Center for the Performing Arts, and The Prince George's County African American Museum and Cultural Center.

Models for Artist Studio Space



In addition to a strong network of arts nonprofits, the Gateway Arts District also has numerous examples of artist studio space that can provide models for other parts of the County that will meet the ongoing need for artists to have space to live and work.



The SOHY Arts Building
Source: M-NCPPC

¹ "About The Gateway Arts District," Gateway Arts District, www.mygatewayarts.org/visitors-corner/discover-the-arts/about-the-gateway-arts-district..

Excellence in Black Artistry and Historical Assets



As a majority-Black County, Prince George's County boasts excellence in its historical Black cultural assets and contemporary Black artists. The 2012 *African American Historic and Cultural Resources in Prince George's County, Maryland*² catalogs the County's many historical assets in detail and offers extensive essays that provide historical context for these cultural resources. Among the historical cultural assets with rich histories about Prince George's County's Black residents are:

- **The David C. Driskell Center for the Study of the Visual Arts and Culture of African Americans and the African Diaspora at the University of Maryland** celebrates the legacy of David C. Driskell-Distinguished University Professor Emeritus of Art, Artist, Art Historian, Collector, and Curator - by preserving the rich heritage of African American visual art and culture.³
- **The Ridgeley School**, built in 1927, is one of 27 schools in Prince George's County that were part of the Rosenwald School project, which built schools in the southern United States during the early 20th century for the education of African American children.⁴
- **Sis's Tavern**, initially a grocery opened in 1912, it became known in the 1950s–60s as Sis's Tavern when it was leased and then purchased by Marie "Sis" Walls, who operated it as a tavern on the Chitlin Circuit. It hosted illustrious musical acts such as Duke Ellington and Pearl Bailey. The property is especially significant for being a commercial building operated by African Americans for African Americans. The tavern is being renovated by the Town of North Brentwood and PGAHC, which commissioned vibrant murals depicting its history. It is an example of how art can illuminate the rich history of the area.⁵
- **The Charles Duckett Log Cabin** is a rare chestnut log tenant farmhouse from the 1880s. It's likely it was built by Charles Duckett, a former slave and landsman in the Union Navy during the Civil War.⁶
- **Benevolent Sons & Daughters of Abraham**, constructed in 1889 and located in the community of Rossville, is the best example of an African American benevolent society lodge in Prince George's County.
- **Queen's Chapel Methodist Episcopal Church Site and Cemetery** is the site of a small log chapel built in 1868, that included a cemetery being used by African Americans in the Muirkirk area, an unincorporated community in Northern Prince George's County. North Brentwood is the first municipality in Prince George's County incorporated by African Americans, where the Prince George's County African American Museum & Cultural Center is located.⁷
- **Dorsey Chapel**, built in 1900 as a Methodist church, served as the social and spiritual center of Brookland, an African American farming community.⁸
- **Wilmer's Park** in Brandywine is an 80-acre parcel containing the ruins of a dance hall,

2 "African-American Historic and Cultural Resources in Prince George's County, Maryland," Feb 9, 2012, Issuu, <https://issuu.com/mncppc/docs/aapgc>.

3 "Press Release: African American Art Since 1950: Perspectives From The David C. Driskell Center," Aug. 1, 2012, David C. Driskell Center for the Study of the Visual Arts and Culture of African Americans and the African Diaspora, driskellcenter.umd.edu/news/press-release-african-american-art-1950-perspectives-david-c-driskell-center.

4 "Ridgeley-Rosenwald School," The Maryland-National Capital Park and Planning Commission, www.pgpc.com/3022/Ridgeley-Rosenwald-School.

5 "Maryland Historic Properties Form," Maryland Historic Trust, www.mncppcapps.org/planning/HistoricCommunitiesSurvey/Documentations/PG%2068-061-21%20Sis%20Tavern/PG%2068-061-21%20Sis%20Tavern%20MIHP.pdf.

6 "The Charles Duckett Log Cabin," 2022, Experience Prince George's www.experienceprincegeorges.com/listing/the-charles-duckett-log-cabin/989/.

7 Experience Prince George's, "Queen's Chapel Methodist Episcopal Church Site & Cemetery," 2022, Experience Prince George's, www.experienceprincegeorges.com/listing/queen%E2%80%99s-chapel-methodist-episcopal-church-site-%26-cemetery/1003/.

8 The Maryland-National Capital Park and Planning Commission, "Dorsey Chapel," www.pgpc.com/3047/Dorsey-Chapel.

motel, ranch house, and covered stage. Like Sis's Tavern, it was a major stop on the Chitlin Circuit, showcasing acts including Duke Ellington, Otis Redding, the Temptation, Patti LaBelle, and a young Stevie Wonder.⁹

A number of these historical sites are currently maintained by the Prince George's County Department of Parks and Recreation, providing contemporary audiences access to these historical treasures.

Stakeholders also cited pride in the County's excellence in contemporary Black artistry. Some illustrious Black cultural figures from Prince George's County are Biz Markie, Martin Lawrence, S. Epatha Merkerson, Taraji P. Henson, Toni Braxton, Jermaine Fowler, and Raheem DeVauxhn. Today, there is a burgeoning Afro-futurism in the County, and many of the County's Black artists have achieved notable success with their work featured in collections in the County, such as the MGM Harbor hotel, which includes work by Martha Jackson Jarvis and Ronald Beverly. Jarvis and Beverly's works are also in the collection of The Hotel at the University of Maryland, which also includes work by Jeremy Flick, Wayson R. Jones, and Wesley Clark.

STRONG ARTS OFFERINGS THROUGH DEPARTMENT OF PARKS AND RECREATION



The Prince George's County Department of Parks and Recreation provides a wide variety of affordable, flexible, and convenient local offerings exemplified by their *Arts on a Roll* program, which includes:

- Dance (Embodying African Rhythm, Hip-Hop Basics, Line Dance for Fitness & Fun)
- Theater (A to Z Movement for Pre-K–third grade, Intro to Improv for first grade to adult)
- Music (Percussion Play, and Shake, Rattle & Roll)
- Visual Art (multiple offerings including mosaics, metalworking, watercolors, drawing, etc.)

Numerous stakeholders described the parks in the County as being “gold medal” level, such as Watkins Park, which offers rich programming. In addition, the Department of Parks and Recreation manages an impressive array of cultural assets including many historic properties:



Imagination Playground, Wonderful Wizard of Oz Playground, Watkins Park
Source: M-NCPPC

⁹ “Wilmer’s Park,” Experience Prince George’s, www.experienceprincegeorges.com/listing/wilmer%E2%80%99s-park/557/.

MODEL PARTNERSHIPS THROUGH ARTS & HUMANITIES COUNCIL AND OTHERS



Many stakeholders cited collaborations and partnerships as an existing strength in the County.

PGAHC models excellent collaborations with a wide variety of partners, including:

- Prince George's County Council
- Maryland State Arts Council
- Prince George's County Department of Parks and Recreation
- Prince George's County Economic Development Corporation
- Prince George's County Community College
- Gateway Arts District
- University of Maryland University College
- Redevelopment Authority of Prince George's County
- Maryland Citizens for the Arts
- Bowie State University
- Mission of Love Charities
- Northern Gateway Center
- Employ Prince George's
- National Endowment for the Arts
- Americans for the Arts
- The Clarice

Below are descriptions of a select group of the PGAHC innovative partnerships with non-profits, private companies, and community institutions:

Arts'tination

Arts'tination offers economic empowerment by providing vending opportunities and technical assistance in business and brand development, along with public exposure for a wide variety of creatives. Arts'tination also offers events in partnership with PGAHC partners such as the Lake Arbor Jazz festival and Dialect of Prince George's, featuring up-and-coming local artists from the County, with free outdoor musical performances on weekends.

Art & Social Practice Partnerships

By connecting the arts to partners serving seniors, veterans, the homeless, re-entry/ juvenile diversion, health, and behavioral health,

PGAHC powerfully demonstrates the ability of the arts to help people from all walks of life, including those who may not initially think of themselves as artistic and creative.

An example of such a partnership is with the Mission of Love Charities, a non-profit human services organization with a mission to empower, educate, and advocate for low-income individuals and families in order to diminish poverty.¹⁰ PGAHC has worked with Mission of Love on programs to provide creative arts to their communities, including homeless families. For example, PGAHC offered a Mothers' Day activity, providing professional teaching artists to work with children and families to make cards and paint mugs as gifts.

The Hotel at The University of Maryland

Opened in 2017, The Hotel at the University of Maryland in College Park is a major new hotel development in the County. Integral to its design is its public art collection, curated by PGAHC. Of the 14 artists included in the collection, all but one is from Prince George's County—and many are artists of color—providing an excellent showcase for the considerable talent of artists in the County. Beyond the success of the hotel itself, this project is an important example of how PGAHC works with developers to demonstrate the importance of including local art in developments.

Creative Community Conversations

Creative Community Conversations is a monthly initiative of PGAHC designed to capture quantitative and qualitative data by convening diverse stakeholders from the art and cultural community to share information, learnings, support, and also help strengthen and build community. The initiative, launched in December 2020 with conversations taking place twice a month, was designed to provide the arts community an opportunity to chat and share information about the arts in Prince George's County. Demonstrating the resilience of the arts and cultural community, these conversations, like other programs launched during the pandemic, provide valuable models for a post-pandemic landscape.

¹⁰ Mission of Love Charities, 2022, www.molcinc.org/



MGM National Harbor

The MGM National Harbor hotel and casino is a successful development on the waterfront in Prince George's County. A key feature of the hotel is The Heritage Collection, a collection of artworks by local and international artists including famous luminaries such as Alice Aycock, Robert DeNiro, Bob Dylan, Sam Gilliam, and Robert Rauschenberg. PGAHC worked with National Harbor to curate local artists as part of The Heritage Collection, providing valuable exposure of these artists' works to a huge audience. Local artists from Prince George's County in The Heritage Collection include Margaret Boozer, Martha Jackson Jarvis, and Ron Beverley.

MGM National Harbor Hotel front desk
'Harbor', Margaret Boozer, 2016
Source: PGAHC, Robb Scharetg

GRANTS



A key function of the PGAHC is to distribute grants in categories of Artist Fellowships, County Arts, Arts in Education, and, new in March 2021, Public Art. Additionally, PGAHC provides grants with partners. For example, for FY 2022, PGCAHC is offering a Community Voucher Program in partnership with the Center for the Performing Arts (CPA) at Prince George's Community College, the Prince George's Community College Foundation, and Prince George's Community College. The goals of the voucher program include:

- Building strategic partnerships that expand equitable access to, as well as heighten awareness of, all art forms, cultural expression by its creative community, and cultural assets in Prince George's County.¹¹
- Increasing exposure of Prince George's County Black Indigenous, People of Color (BIPOC) non-profit cultural organizations, arts businesses, and artists by providing an opportunity to stage performing arts performances that are cost-effective and can be enjoyed by the Prince George's County community.¹²
- Expand grant-making and technical assistance services to build capacity and competitiveness of the County's creative community and municipalities with a focus on BIPOC artists and BIPOC-owned/led organizations to increase access capital within and outside of the County's limited resources.
- Support the development of the County's creative infrastructure and capital projects including public art, performing arts, and rehearsal spaces.

POSSIBILITY TO GROW FILM & VIDEO INDUSTRY



Several stakeholders were excited by the possibility to further grow Prince George's County's burgeoning film and video industry. With leadership by the Prince George's Film Office,

great progress is already being made.

Established in 2013, by PGAHC, the Film Office aids with locations, permits, production consulting, and local production resource recommendations. The Film Office has been instrumental in nurturing the expanding film and video sector in the County. Current initiatives include:

- Maryland Film Production Employment Act of 2011 Tax Credit.
- Maryland tax incentives: exemption from the 6 percent state sales tax for qualified film and television projects.
- Economic Development Loan Fund: participation for film and video production in this fund from the County, which provides \$50 million to promote the growth of key industry sectors.
- New American Rescue Plan Grant for Filmmaking.

Among the wide variety of productions filming in Prince George's County are:

- Megamind Media Productions
- 3rd Person Omniscient Productions
- 8 Picture House
- Arrow Media
- Better TV, LTD
- Bindery/Billboard Magazine
- Captain Primo/Travel Channel
- Entertainment/ID Network
- Essential Media & Entertainment/Discovery
- National Geographic
- Faith Productions
- Kelektiv Films, Inc.
- Fleishman Hilliard
- Natural History New Zealand

The Film Office also offers yet another example of creative partnerships by working with community partners including the Maryland State Arts Council, Maryland Film Office, Creative Edge Collective, Gateway Media Arts Lab, Old Greenbelt Theater.

11 FY2022 Community Voucher Program," Oct. 16, 2021, The Prince George's Arts and Humanities Council, static1.squarespace.com/static/5c4be1b09772ae5eba076e59/t/61660a603686a91f0ef5fd3a/1634077281531/FY22+PGAHC+PGCC+CPA+Community+Voucher+Presentation.pdf.

12 "PGCC Center for Performing Arts Community Voucher Program," The Prince George's Arts and Humanities Council, pgahc.submittable.com/submit/203884/pgcc-center-for-performing-arts-community-voucher-program.

PUBLIC ART



The County's Arts in Public Places (AIPP) Program, managed by PGAHC on behalf of the Prince George's County Office of Central Services, provides a strong basis

for growing public art throughout the County. The AIPP Program integrates unique and significant works of art into new and substantially renovated County buildings as 1 percent of the construction cost of a facility. In addition to various public art highlighted elsewhere (i.e., at MGM National Harbor or The Hotel at the University of Maryland), below are multiple public art projects currently in progress—many target transit-oriented revitalization in underserved communities, as well as creative placemaking and resident engagement.

- Sis's Tavern
- Green Meadows Shopping Center
- Hyattsville Branch Library (Exterior)
- Hyattsville Branch Library (Interior)
- Surratts-Clinton Branch Library
- Prince George's County Municipality Bus Shelters
- Shady Glen Fire/EMS Station
- Arts'tination Windows
- Prince George's County Police Station Presidential Parkway
- Transit-Oriented Development (New Carrollton and Addison Road Metro)
- Conservation Project (New Carrollton Metro)
- Wayne K. Curry Administrative Building
- Tanger Workforce Training Center/Employ Prince George's
- Carillon

- Destination Prince George's: Telling Our Story
- UMCRCM Garage
- Public Art Bus Shelter Pilot

To make art available to all residents throughout Prince George's County, the Prince George's County Department of Parks and Recreation works to include artwork into their public projects throughout the County. Combining the capital funds from the Department's office of Park Planning & Development (PP&D) and the Arts and Cultural Heritage Division's (ACHD) Public Art Funds, around two percent of the total construction/renovation project budget is allotted for public art. ACHD manages the Department's Public Art Program which integrates artwork into new construction and renovation projects of facilities and grounds undertaken by the Department to distinguish Prince George's County as a special place to live, work, play and visit. You can view current public art installations at the following sites:¹³

- Glenn Dale Aquatics Center
- Harmony Hall Arts Center
- Lincoln Vista Recreation Center
- North Forestville Community Center
- Oxon Hill Manor
- Palmer Park Community Center
- Peppermill Community Center
- M-NCPPC Parks and Recreation Administration Building (PRA)
- Southern Regional Technology and Recreation Complex
- Southern Regional Aquatic Wellness Center
- Southern Area Aquatic and Recreation Complex
- Suitland Community Center
- Tucker Road Ice Rink



13 "Public Art," The Maryland-National Capital Park and Planning Commission, www.pgparcs.com/2882/Public-Art.

HIGHER EDUCATION INSTITUTIONS AND EXCELLENT K-12 ARTS EDUCATION OFFERINGS



Prince George's County arts and cultural landscape is greatly enriched by its excellent educational assets, both in higher education as well as in arts education for K-12 students.

The County's higher education institutions include:

Bowie State University, which features arts and cultural offerings including:

- Department of Fine Arts and Performing Arts
- Visual Communication and Digital Media Arts Major
- Studio Art Concentration
- Gallery of Fine Art
- Bowie State University Permanent Art Collection, which hosts two student exhibits per semester as well as two exhibits featuring local and national artists

Prince George's Community College (PGCC), which features:

- The CPA, a premier facility that nurtures and develops the passions and talent of PGCC students.
- Degree programs in Performing and Communication Arts (Entertainment Technology, Mass Communication, Music, Theatre Design and Production, Theatre Performance, Dance and Choreography, Visual Communication/Graphic Design).
- Certificates in Entertainment Technology, Media Production, Theater Design and Production, Theater Performance, Animation and Screen-Based Design, and Graphic Design.

•

- **University of Maryland at College Park**, which runs a premier arts destination, The Clarice Performing Arts Center, which opened in 2001 as a hub of innovation (within the College of Arts and Humanities) and nurtures new voices, trains and presents the next generation of artists and creative innovators, and helps develop pipelines of new audiences with its NextNOW initiative working in partnership with six partners:

- The School of Music
- The School of Theatre, Dance and Performance Studies
- The National and International Artist Partner Program
- The Maryland-National Capital Park and Planning Commission
- The Michelle Smith Performing Arts Library

University of Maryland Global Campus (UMGC), which features the following initiatives as part of its arts programs:

- UMGC permanent collection, which includes one of the largest compilations of works by Maryland artists in the state, as well as works by international artists and centuries of Asian art, including Chinese ceramics, traditional scrolls, and contemporary Japanese prints.
- UMGC Arts Program Gallery at the College Park Marriott Hotel and Conference Center.
- Art collection on view at the Academic Center at Largo.
- The LeRoy Merritt Center for the Art of Joseph Sheppard, dedicated to the renowned Maryland artist's painting, sculpture, and classical art library.
- Friends of the Arts Program.
- Art Talks, which provide recordings of educational programs, artists talks, and more.

Prince Georges County Public Schools (PGCPS), boasts excellent arts education programs for its K–12 students. Highlights include:

- Creative and performing arts (CPA) public middle schools (Thomas G. Pullen Creative and Performing Arts Academy, Benjamin D. Foulis Creative and Performing Arts Academy, and Hyattsville Middle School).
- Visual and performing arts public high schools (Northwestern High, Suitland High).
- Arts offerings in other public schools such as Bowie High School, which offers clubs including ASA! Dance, BHS Literary Magazine, BHS Musical Theater Club, Bowie Art Club, and Bowie Dance Company.
- PGCPS Arts Integration initiative, uses research-based and proven strategies that increase students' understanding of non-arts content through the arts. When the arts are used as a natural connection to the non-art student, they are more engaged and learn content areas with a deeper level of understanding. The Arts Integration initiative includes a partnership with the Literacy Office as well as community partners such as Young Audiences of Maryland, PGAHC, Prince George's County Department of Parks and Recreation, and many more. Teachers are offered professional development with monthly evening workshops and the Prince George's Artist-Teacher Institute every summer. Specific goals of the Arts Integration Initiative are to:
 - › Leverage the arts as an alternative instructional approach.
 - › Improve student engagement, behavior, and achievement.
 - › Enhance student creativity, collaboration, communication, and critical thinking skills.
 - › Increase teacher proficiency in implementing Arts Integration strategies.
 - › Encourage student-centered learning in the classroom.
 - › Build community awareness, understanding, engagement and commitment to arts in education.
 - › Develop partnerships to provide arts opportunities for students.
 - › Increase family involvement.
- Partnership with Cultural Action People (CAP) at University of Maryland College Park. CAP is a network of arts professionals, educators, and organizations. The group meets to introduce partners who are providing various arts events, classes, and camps for the community. The group also discusses shared concerns (i.e., family friendly programming) in order to meet the needs of the community.
- PGCPS strategic partnership with The Coalition for African Americans in the Performing Arts (CAAPA). CAAPA's Mission is to help "Bring Color to the Classics!" CAAPA's vision is to help promote opportunities for Black classical musicians and others in the performing arts through arts performances, education, and outreach. PGCPS is working with CAAPA on a year-long project celebrating the 250th birthday of Beethoven. Students are writing essays, creating artwork, writing original compositions, performing in ensembles and more. CAAPA also shares other opportunities with PGCPS, which encourages teachers and students to participate.
- 500 Ways to Cope: In response to the increased levels of stress associated with COVID-19, PGCPS has sought to provide all students the opportunity to use various art forms to express how they cope with stress and improve wellness. CPA teachers guide teachers and staff to implement this initiative, while professional school counselors, school psychologists, school social workers, and mental health clinicians engage with students during the art lessons. For example, a mental health professional may briefly discuss signs of stress, prompt students to share how they cope with stress, and teach and practice a few coping strategies. Artwork will be uploaded to the PGCPS site.



Black History Month Poster Internship, Ridgeley Rosenwald School
Source: M-NCPPC, Parks Department



Asian Heritage Pacific Islander Month Celebration, 2019
Source: M-NCPPC, Parks Department, Cassi Hayden

Excellent Visual and Performing Arts



Numerous stakeholders cited visual and performing arts as a key strength of Prince George's County. Examples of this are integrated into the other strengths above—the high concentration of visual artists in the Gateway Arts District, the various exhibition and performance opportunities provided by nonprofits and cultural organizations in the County or managed by the Department of Parks and Recreation, or the talent showcased by PGAHC.



20th World Dance Showcase '22
Source: M-NCPPC, Parks Department, Raphael Talisman



Construction along University Blvd E, Adelphi, MD
Source: M-NOPPC

Weaknesses & Challenges

IDENTITY NOT SUFFICIENTLY CULTIVATED



While Prince George's County is rich in arts and cultural assets, these are not sufficiently harnessed into a strong identity for the County due to an absence of cohesive marketing and branding. Many of these assets feel tucked away, lacking adequate signage and wayfinding to indicate their presence. There is also a lack of overall design identity to the County, in part due to demolition of commercial buildings—for example, in the 1980s, along Old Central Avenue. New construction projects sometimes resulted in a loss of design cohesiveness. There is also an insufficient understanding and awareness of the rich cultural heritage of many County residents, such as the growing Latino population and other residents who hail from all over the world. More can be done to celebrate the County's rich history, cultural assets, and diverse populations, which will strengthen the County's cultural identity.

SUBURBAN MODEL OF DEVELOPMENT



The abundance of land in the County has led to development that resembles suburban sprawl.

Many residents of the County commute to the Washington, D.C. area during the day and then return to bedroom communities at night. The result of this is communities that lack daytime foot traffic. It can be challenging to traverse the County without a car; even with a car, traffic can be an obstacle. The overall lack of walkability and the spread-out nature of much of the County's geography is at odds with conditions for the successful growth of arts and culture, which typically thrive best in dense, urban settings where there is both daytime and nighttime activity.



Source: M-NCPPC

GEOGRAPHY CAN BE A BARRIER



Related to the suburban model of development, the geography of the County itself can be a barrier to cultural participation—the need to cross rivers, beltways, or deal with traffic can discourage potential audiences from going out to sample arts and cultural activities. There is also a concern about walkability around the County, including a lack of sidewalks and pedestrian crosswalks. Trips from the southern portions of the County to Northern portions can be very time consuming and were cited by numerous stakeholders as a big challenge for activities such as cultural field trips or participation in after-school cultural activities. One benefit of the pandemic was the pivot to remote cultural offerings, which increased participation for many organizations, who may continue to offer virtual instruction even after it is fully safe to resume in-person gatherings.

TOO MUCH UNINSPIRED RETAIL



Many stakeholders cited the glut of retail that is uninspired, or lacking character that creates truly vibrant neighborhoods. Much of this retail consists of large chains, strip malls, or lower-end, struggling businesses—many of which may not survive the pandemic. The risk with excess retail is an abundance of vacant commercial properties, which can lead to problems such as urban decay. For communities to feel culturally vibrant, distinctive retail is an important component of the landscape.



Source: M-NCPPC

LARGE SIZE AND DIVERSE NEEDS



The sheer size of Prince George's County can be a challenge on its own. There is so much diversity within the County in terms of types of municipalities and neighborhoods, and the needs of residents in different parts of the County. The neighborhoods inside the Capital Beltway have a very different character than those in the more rural southern section of the County. Creating strategies that are efficient and respect these differences is a significant challenge.

INSTITUTIONAL RACISM



As a majority Black County, numerous stakeholders pointed to ongoing barriers in society related to the larger issues of structural racism. This can lead to misconceptions of the County's offerings, skewed vision of its cultural offerings, and historical inequities that continue to impact the County and its arts and cultural sector. Some stakeholders noted that surrounding, whiter geographic areas have sometimes perpetuated such stereotypes, while also noting that the major cultural shifts of 2020 signal hope that such antiquated attitudes may finally change.

COMPETITION FROM SURROUNDING WEALTHIER DISTRICTS



While Prince George's County is a relatively affluent County compared to the United States as a whole, it is surrounded by more affluent areas. This can create a sense of competition for cultural audiences and for the funding that artists and cultural organizations need to thrive. Many County residents leave the County to experience arts and culture.

FUNDING AND CORPORATE SUPPORT IS WEAK



Currently, there are simply not enough funding sources and corporate patrons for the arts in Prince George's County. Artists and cultural organizations rely on such funding to develop their programs. There is a need to cultivate the philanthropic sector and corporate partners by making the case that arts and culture improve business by creating more vibrant communities. Some stakeholders specifically noted the need to provide greater funding to the PGAHC, thereby strengthening the principal advocate for arts and culture in the County.

NOT ENOUGH PERFORMANCE OF PRESENTATION SPACES/NEED FOR MORE ARTS VENUES



There are rich performance and presentation assets in some parts of the County (i.e., the Gateway Arts District). However, stakeholders in other parts of the County lamented that they do not have enough spaces for performance or presentation. The amphitheater currently being planned in the Largo area will help with this, but there is still need for additional cultural venues in other parts of the County.

AFFORDABLE HOUSING AND WORKSPACE FOR ARTISTS IS TOP OF MIND



Prince George's County has historically offered more affordable housing and workspace for artists. As the County grows and further develops, there is fear of gentrification and the risk of displacement for artists and arts organizations. This was cited in areas like College Park, where residents expressed this concern in relation to new development.

GREATER OUTREACH TO THE ARTS COMMUNITY ON HISTORIC PRESERVATION OPPORTUNITIES AND PROGRAMS IS NEEDED



The Prince George's County Planning Board's Historic Grant Program provides funding to rehabilitate properties based on a review of property owner applications. To date, \$4.8 million has been allocated for structures throughout the County. Plus, there are state and federal programs based on historic designation that provide funding for rehabilitation. The challenge expressed by the arts community is that the myriad of programs can be confusing. Greater outreach and education among the arts community can encourage use and understanding these programs. Creatives seeking to purchase and renovate run-down (and thus more affordable) historic properties—often a great opportunity for artists with limited means—can take greater advantage of these programs.

SILOS AND NEED FOR BETTER COMMUNICATION



Many stakeholders noted that the arts and cultural landscape in the county is very siloed, lacking sufficient central coordination such as a centralized artist registry that would consolidate all artists in the County. Artists and arts and culture organizations are hungry for better communication, which could also help with collectively formulating a more cohesive identity for the County. Related to this challenge is the need for technical assistance, which many artists and cultural organizations desperately need. Breaking silos, sharing information and best practices, and offering peer-to-peer learning could assist with this need for technical assistance and professional development.

The flip side of weaknesses and challenges is that they present opportunities. The following are opportunities for Prince George's County gleaned from analysis of research and input from study participants.



Arts'tination Windows, National Harbor
Source: PGAHC

Opportunities

SHOWCASE PRINCE GEORGE'S COUNTY AS A MODEL FOR INCLUSIVE ART AND CULTURAL DESTINATIONS



Arts and culture are ideally suited to telling the rich story of Prince George's County and positioning it as a model community for inclusive

arts and cultural activity. Artists and cultural organizations can be enlisted to communicate the history of the County. This should include the deep African American cultural legacy represented by historic institutions as the Ridgeley Rosenwald School and Sis's Tavern. It should also include current assets such as the Serengeti Art Gallery; creative businesses such as Wellspring Manor and Spa, which features art by over 35 artists of color from around the world; and the many arts and culture organizations in the County such as Joe's Movement Emporium, which features art showcasing the cultural heritage of the County's diverse populations. It is crucial that the diverse populations of the County truly feel welcome throughout the County's cultural assets; for example, by providing, whenever possible, translation or interpretation in languages spoken in the County, more residents will feel welcome to participate in arts and cultural offerings. Spanish will be particularly important given the large and growing Latino population in the County.



CREATE A SENSE OF IDENTITY THROUGH ARTS AND CULTURE TO ADVANCE COUNTY ECONOMIC GOALS



Arts and culture are a key strategy in creative placemaking that can activate and revitalize communities.

As places compete for employers, one of the single biggest attractions for companies is a vibrant arts and culture scene to provide quality of life for employees and a strong sense of place. Arts and cultural activity can create resounding economic benefits by attracting more jobs, foot traffic, and day AND night activity. Audiences who enjoy arts and culture also frequently patronize local businesses such as restaurants, bars, cafés, shops, and hotels, creating a multiplier effect not only for artists paid for their performances or artworks, but also jobs for all the supporting roles involved (art administrators, PR and marketing professionals, legal counsel, accountants, etc.) and economic activity generated before and after the cultural events. Arts'tination is a great example of this strategy in practice.

CREATE MULTI-PURPOSE VENUES FOR PERFORMANCE, FILM FESTIVALS, AND OTHER ARTS USES



While the County has excellent presenting venues, many stakeholders expressed the need for more. Ideally these venues would accommodate a variety of art forms including dance, theater, music, visual arts, and the spoken word. The amphitheater planned for the Largo area can meet some of these needs, but it is important to ensure the availability of venues in less-served areas of the County such as the southern region and smaller neighborhoods.

INCORPORATE PUBLIC ART THROUGHOUT INFRASTRUCTURE OF THE COUNTY



Cities are increasingly incorporating artists' work in other sectors of city government, recognizing the benefits that creatives bring by proposing and implementing creative solutions to pressing civic challenges. New York City has the Public Artists in Residence program, which places artists in departments such as the Department of Criminal Justice, Immigrant Affairs, and Design and Construction. In Boston, Massachusetts, the Artist in Residence program invites artists to collaborate in the development and implementation of government practices and policies around a specific theme, such as Resilience and Racial Equity. In Minneapolis, Minnesota, the Office of Arts, Culture & The Creative Economy supports artist entrepreneurs, creative businesses, and arts and cultural nonprofits to help strengthen the health and well-being of every neighborhood, recognizing the role of the arts in community development, public safety, and community beautification. Given the high concentration of artists living in Prince George's County, the County could benefit from enlisting these artists to actively assist with infrastructure projects beyond the arts.

ENHANCE PARTNERSHIPS BETWEEN THE ARTS AND EDUCATION SECTORS: K–12, HIGHER ED, AND LIFELONG LEARNING

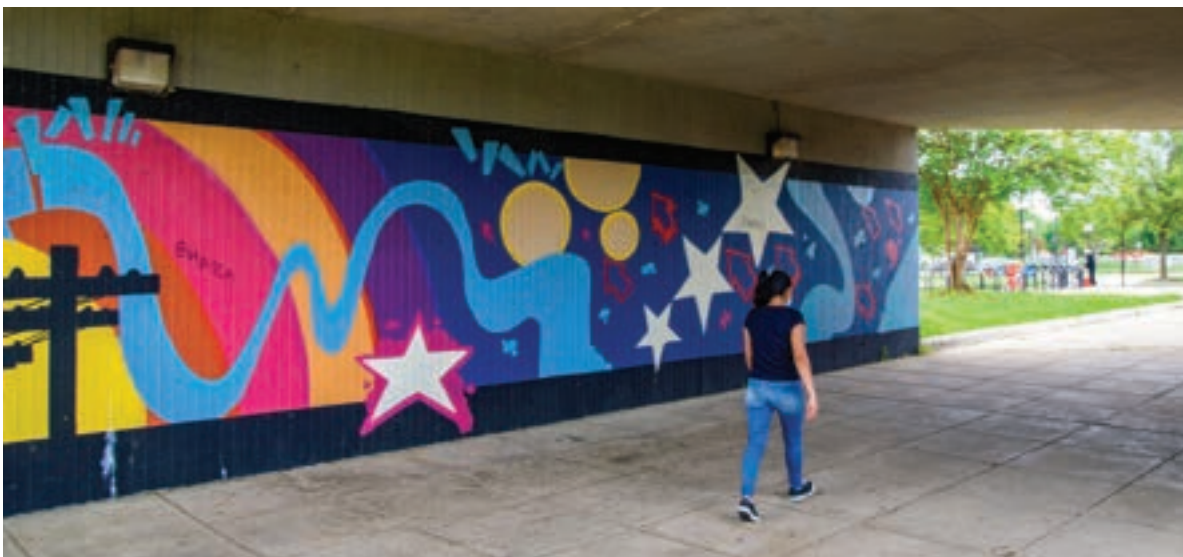


As noted in the Strengths section, PGCPs has strong programs in place for arts education, and there are excellent higher education assets. These strengths can be built upon further, to ensure that more students and lifelong learners can benefit from arts education, particularly in underserved communities. Youth are a critical area of focus for the arts and cultural sector, both to nurture the next generation of creators as well as audiences, art appreciators, and patrons.

PROVIDE CAPACITY BUILDING TO ARTISTS AND CULTURAL NONPROFITS



Several stakeholders cited capacity building as the top need for artists and cultural nonprofits. The impact and legacy of the pandemic has accelerated the need to adapt to new technologies, and not all artists and cultural organizations are fluent in these technologies. Public relations and marketing increasingly



Source: M-NCPPC

require social media knowledge and fundraising, and business expertise is always in demand. Additionally, financial and real estate literacy can empower creatives, positioning them to better manage their resources and consider sustainable strategies for maintaining housing and workspace, including understanding pathways to ownership. All these areas could be topics for professional development and capacity building that would strengthen the arts and cultural sector and members of the creative economy.

COORDINATE EFFORTS TO BUILD AWARENESS ABOUT ARTS AND CULTURE IN PRINCE GEORGE'S COUNTY.



Artists and cultural organizations are eager to break silos and share information. The Creative

Community Conversations launched during the pandemic by the PGAHC are a great start to fostering better communication within the arts and cultural landscape and to coordinate efforts to collectively build awareness about arts and culture in the County. By coordinating and collaborating, messages can be aligned and amplified for the benefit of all in the sector. This also can occur by working with Experience Prince George's on branded messaging promoting Prince George's County as an arts and cultural destination.



GROW OFFICIAL SUPPORT, FUNDING, AND ADVOCACY FOR THE ARTS IN PRINCE GEORGE'S COUNTY



For arts and culture to truly thrive in Prince George's County, the County budget must prioritize arts and culture with additional funding. Arts and culture are proven to be a wise investment, paying dividends in stronger communities, improving mental and physical health, increasing jobs and economic impact, inspiring youth with positive educational outcomes, and creating a better quality of life. Support for arts and culture must also be reflected in policy decisions, such as simplifying permitting, providing tax incentives and economic opportunities for creatives, and prioritizing arts and culture in messaging about the County. Finally, arts advocacy is critical to continually make the case for the benefits of the arts and to leverage support both within and beyond the County.



Pyramid Atlantic Art Center
Source: M-NCPPC



ACTIVATE VACANT COMMERCIAL SPACES, PLENTIFUL LAND, AND HISTORIC PROPERTIES FOR ARTS AND CULTURE PURPOSES



The Gateway Arts District has numerous examples of this strategy, as noted in the Strengths section. Other areas in the County—such as Fairmont Heights, Laurel, Upper Marlboro, Seat Pleasant, Bowie, and Suitland—can learn from the Gateway Arts District strategies. These municipalities are forming art committees and are thirsty for knowledge for how to make art a priority. The density of these areas is being activated with fledgling efforts that provide anchors in art-based community development strategies (i.e., public murals). To adapt to the needs of these municipalities, PGAHC recently implemented a bottom-up strategy of funding with planning grants. These grants could provide seed funds to plan how to activate vacant property for arts and cultural uses that could provide the kind of affordable artist live/work options found in the Gateway Arts District.



Pyramid Atlantic Art Center
Source: M-NCPPC



Pyramid Atlantic Art Center
Source: M-NCPPC



Artwork by local artist Jodi Ferrier at the Hotel at University MD
Source: M-NCPPC



4

Moving into the Future

The Cultural Arts Study sets forth a vision and outlines recommendations for ways that the County and its partners can build upon, strengthen, and invest in the people, places, communities, and ideas that define arts and culture within Prince George's County.

These recommendations are the culmination of months of engagement with Prince George's County stakeholders, an analysis of key findings and align with the Economic Strategic Plan. The recommendations also include an economic development impact perspective. The first section below outlines recommendations from an economic development impact perspective. The second section outlines overall recommendations for arts and culture in the County. These recommendations are not listed in priority order.

Priorities for Economic Development

Culture and arts can play a role in attracting outside visitors, generating spending at local businesses, attracting new employers and residents to move to a location, and increasing land values.

Understanding the outsized impact that cultural arts can and do have in the County, this section provides guiding principles for ways County investment in the arts can play a catalytic role in County economic development efforts. The priorities for economic development provide an opportunity to:

- Coordinate planning initiatives¹
- Align investment in arts and culture with economic development efforts
- Meet the arts and cultural objectives of residents and stakeholders

These arts-focused economic development priorities:

- Address core countywide arts objectives
- Help enhance the local economy
- Align with other County initiatives and agency objectives

The following priorities have been organized into six categories (seen in Figure 3.1) providing key actions and the implementation partners needed to realize the following economic development goals. A summary of these goals can be found in Appendix B.

- Geographic
- Arts Display and Performance
- Arts Creation
- Artist Housing
- Cultural Placemaking
- Visitor Attraction



Mural at Vigilante Coffee Company, Hyattsville, MD
Source: M-NCPPC

¹ Some recommendations in this section are put forward to work with in-progress initiatives. For example, the recommendation of working with County BID efforts takes into consideration the County's recently produced BID Toolkit (M-NCPPC, March 2020).

Economic Development Strategy

GEOGRAPHIC



Goal: Consolidate key arts-related investments in six strategic geographic locations that best align with concurrent County investments and policy initiatives, maximize the opportunity for catalytic economic development impact, and enhance local placemaking efforts.

Figure 3.1

Priority Geographies	Geographic Priority	Gallery / Production Vacant Space Pop-Ups	Makerspace Facility	Embed Arts in STEM Education Programs	Creation of New Major Cultural Facilities	Percent for Arts	Arts-Oriented Placemaking Initiatives	Art Installation Grants	Coordinated Marketing and Visitor Attraction	Arts Festivals & Events	Arts Live/Work Units
A. Gateway Arts District	Stretching along Route 1 from Mt. Rainier to College Park, the area has the strongest existing arts identity in the County and a vibrant mix of galleries, theaters, arts-related stores, coffee shops and restaurants, and an active artist community. Given the existing brand and concentration of arts amenities, the Gateway Arts District is a priority location for artist live/work	X	X	X	X	X	X	X	X	X	X
B. Blue Line Corridor (West of Beltway)	The greater Blue Line Corridor is a primary target for economic growth and denser infill development. Use public art and signage to create a visual gateway along East Capitol Street and Central Avenue and enhance the aesthetics and identity of denser development near the Capitol Heights, Addison Road, Morgan Boulevard, and Largo Town Center Metro stations.	X		X	X	X	X	X	X	X	
C. Largo Town Center	Largo Town Center is slated for a rich concentration of arts and entertainment amenities, including a 5,000+ seat outdoor amphitheater planned by the Revenue Authority. Largo is a priority location for arts venues and support for arts-related placemaking.	X		X	X	X	X	X	X	X	
D. Suitland	Creative Suitland is an arts-based community development strategy with the goal of boosting the area's creative economy, stimulating creativity and innovation, and improving the health of area residents and workers. The Revenue Authority is overseeing a mixed-use redevelopment project on a 3.5-acre parcel including affordable social entrepreneur housing over an art center and food-related concept. Suitland is a priority location for arts venues and resources to enhance local placemaking capacity.	X	X	X	X		X	X	X	X	X
E. National Harbor and FedEx Field	Prince George's major cultural anchors—such as National Harbor and a potential new stadium complex for the Washington Football Team—are important visitor destinations and warrant continued County-level support.	X		X			X	X	X	X	
F. Areas Throughout Southern Prince George's County	Other areas may lack the density and land use mix to have as large a catalytic impact as in the above locations. However, there should remain a continued focus on providing access to arts and culture to all residents throughout the county. In particular, future arts investment and facilities should be concentrated adjacent to Metro stations or at other transit hubs. Arts grants, installations, events, and education programs should be available everywhere.	X		X				X	X	X	

Art Display and Performance



Goal: Create additional venues for art performances and galleries in locations with strong regional access, an existing arts identity, and a density and surrounding mix of uses that helps generate a catalytic economic impact.

RECOMMENDATIONS

A. Develop a pilot vacant-space activation program for temporary gallery spaces.*

Lead Agencies: Prince George's Arts and Humanities Council (PGAHC), The Office of Central Services (OCS)

Timing: Near-Term (1–3 years)

Priority Locations: Countywide Program

Prince George's County has many of the conditions that support temporary pop-up uses in vacant commercial spaces: available or underutilized flex, industrial, and retail spaces; lower rents than many other areas in the region; and strong regional access. Commercial vacancies are expected to increase as the economy recovers from the pandemic. Business Improvement Districts (BID), Community Development Councils (CDC), and other local-serving nonprofits have an opportunity to test new creative solutions to help commercial landlords activate their vacant spaces and bring in revenue until they can find permanent tenants. PGAHC (with support from the Prince George's County Planning Department's) could oversee a vacant-space activation program, to be used as a rotating gallery space, and administer site-specific grants to assist with start-up capital. Other potential partners include local CDCs (Community Development Corporations), BIDs (Business Improvement Districts), Prince George's County Planning Department or Main Streets.

B. Provide continued, significant investment in the arts at Creative Suitland, the Hyattsville Justice Center, and the Largo Amphitheater to create a critical mass of cultural activity and an established arts identity at these locations.

Lead Agencies: Revenue Authority (RA), RDA (Redevelopment Authority), M-NCPPC, PGAHC

Timing: Ongoing (0–5+ years)

Priority Locations: Largo, Suitland

Leverage County investment at Creative Suitland, the Hyattsville Justice Center, and the Largo Amphitheater and maximize the economic development potential of these projects by supporting continued investment in the arts. Help the Largo and Suitland areas near their Metro stations emerge as arts districts and support local partners developing the capacity necessary to develop and manage these districts. Prince George's County should strongly consider directing future large-scale performance venues to these locations.

C. Provide additional County support for murals and public art installations

Lead Agencies: PGAHC

Timing: Near-Term (1–3 years)

Priority Locations: Blue Line Corridor, Transit Locations

Enhance the budget for PGAHC to provide grants for murals and other public art installations throughout the County, particularly along the Blue Line Corridor and at other locations with mass transit stations and coordinate with other entities such as The-Maryland National Capital Park and Planning Commission, Department Public Works and Transportation, and Washington Metropolitan Area Transit Authority.

The Economic Impact of Galleries, Performance Facilities, and Other Arts Venues

Arts venues benefit the economy by supporting jobs of artists, performers and building staff. In addition, ticket sales and audience spending at nearby restaurants and other businesses will bring additional income into the community. The economic impact of pop-ups along transit corridors will lead to neighborhood revitalization that will benefit artists in the long run.

Implementation Partners

- PGAHC
- RA
- RDA
- M-NCPPC

CASE STUDY EXAMPLE: Implementation Recommendation A

Main Street Pops Temporary Pop-Up Art Programming, Hoboken, NJ

Main Street Pops implemented a variety of successful vacant-space pop-ups in Hoboken, NJ, including multiple galleries, an artisan market, and film screenings. The organization's mission is to support small businesses, cultivate a strong main street atmosphere, and build community through dynamic live and virtual hyper-local programming designed to start conversations and create engagement through the arts.

** This strategic action overlaps with the vacant-space activation program identified in the following Art Creation section.*

Arts Creation



Goal: Create new spaces for arts creation and production in locations that activate vacant spaces and create value for the surrounding land uses.

RECOMMENDATIONS

A. Develop pilot vacant-space activation programs that accommodate arts production.

Lead Agencies: RA, PGAHC, OCS

Timing: Near-Term (1–3 years)

Priority Locations: Countywide Program, Particularly Transit-Oriented Development Areas

In addition to developing a vacant-space activation program with gallery uses (see previous page), another type of applicable temporary pop-up use is arts production space— studios for art development of all types. Prince George's County may want to consider developing and subsidizing the operations of a more permanent makerspace or arts innovation facility that provides creation space at an affordable monthly rent; offers a wide range of fabrication tools, software, and machinery; and provides training and education programs to potential users.



Studio at Southern Regional Technology and Recreation Complex
Source: M-NCPPC

B. Align arts with Science Technology Engineering and Math (STEM) initiatives.

Lead Agencies: Prince George's County Public Schools (PGCPS)

Timing: Mid-Term (3–5 years)

Priority Locations: Countywide

Prince George's County emphasizes STEM education and a variety of economic development goals pertaining to increasing training, education, and job creation in STEM fields. There is an opportunity for PGCPS to strengthen the link between art, technology, and engineering, which may include exposure to STEM fields directly related to the arts such as video game design, website creation, and architecture or engineering. These may serve as an entry point for students who otherwise might not have had exposure to, or developed an interest in, STEM skills and fields. Existing career and college readiness programs within PGCPS, which PGAHC and other arts organizations could partner with, include the 3D Scholars Program, the Middle College Program, and the Pathways to Technology program.

In addition, the Prince George's County Skills for Jobs Partnership seeks to build partnerships that encourage a strong K–12 STEM talent pipeline, retain the County's top talent, and offer pathways toward adult education and skills development. The County currently has a STEM program, but it should add arts to STEM to become STEAM.

The Economic Impact of Arts Creation

Exposure to the arts and a strong sense of cultural identity and pride raises the quality of life in a place, which attracts residents, workers, and visitors alike.

Implementation Partners

- PGAHC
- M-NCPPC
- RA
- RDA

CASE STUDY EXAMPLE: Implementation Recommendation C

"STEAM and the Role of the Arts in STEM"

The 2020 study by the National Endowment for the Arts: "STEAM and the Role of the Arts in STEM" shows the benefits of, and best practices for, integrating the arts in STEM education (often referred to as STEAM).

By adding the A (arts) into STEM lessons, making the acronym "STEAM", these educational methods provide an opportunity to make the educational environment work more like the real-world by developing authentic connections between academic content and practice. With STEAM at the center of educational practice, students can learn to solve real-world problems using cross-content skills and knowledge while strengthening their creative and innovative thinking. When speaking with students from the Prince George's County schools, these types of STEAM methods would be well-received. This gives Prince George's County the opportunity to focus in on developing these forward-thinking initiatives.

Artist Housing



Goal: Encourage the development of additional housing for all income levels throughout the County and incentivize the creation of artist live/work housing in the Gateway Arts District, Largo, and Suitland.

RECOMMENDATIONS

A. Promote the construction of more housing supply at all income levels.

Lead: Prince George's County Department of Housing and Community Development (DHCD)

Timing: Ongoing (0-5yrs+)

Priority: Countywide

Strive to meet County goals of increasing multifamily construction starts by 10,400 by 2030; produce 26,000 new residential units, 75% committed as affordable to households within 120% AMI; and preserving 6,000 affordable residential units.

B. Encourage more construction of new artist-oriented housing in the Gateway Arts District, Largo Town Center, or in Suitland and other arts and cultural hubs around the County.

Lead: M-NCPPC, DHCD, The Housing Authority of Prince George's County, Maryland (HAPGC), The Redevelopment Authority of Prince George's County (RDA), RA

Timing: Mid-Term (3-5yrs)

Location Priority: Countywide

Ensure that county policy allows for the development of subsidized artist live/work housing. Provide financial subsidy to support the construction of artist live/work housing in existing or emerging arts districts: such as the Gateway Arts District, Largo Town Center, and Suitland. Such housing should play a role in area branding and placemaking. Recognizing the new county zoning ordinances, there already are measures being taken to further this development for artists. As there are

already numerous sites around the county that allow for artist live/work housing, these initiatives should be supported and furthered.

C. Showcase Prince George's comparatively large supply of artist housing in County marketing efforts.

Lead: Experience Prince George's

Timing: Near-Term (1-3yrs)

Location Priority: Countywide

Prince George's is building its fourth affordable artist housing community (Overseen by the Revenue Authority as part of Creative Suitland). Prince George's County and Mt. Rainier have more artist-oriented housing than anywhere else in the region. All three current projects are in the Gateway Arts District and combine for 100 total units. Once the County can provide additional affordable live/workspaces, the opportunity exists to leverage communicate the County's artist-friendly conditions within marketing and branding initiatives.

The Economic Impact of Artist Housing

Helping artists reside in places that might be otherwise unaffordable helps create diverse, desirable communities and sustain the livelihoods of the arts community.

Implementation Partners

- PGAHC
- M-NCPPC
- Revenue Authority
- RDA
- Prince George's County Skills for Jobs Partnership
- PGCPs

CASE STUDY EXAMPLE: Strategic Priority B

Arts Lofts of West Village, Lake Worth, Palm Beach County, FL

The 2020 study by the National Endowment for the Arts: "STEAM and the Role of the Arts in STEM" shows the benefits of, and best practices for, integrating the arts in STEM education (often referred to as STEAM).

The Arts Lofts of West Village in Palm Beach County, FL, is a best practice for strengthening neighborhoods through the cultivation of multidisciplinary art. Creating affordable homeownership and small business opportunities under one roof has helped reduce displacement of artists who contribute to the social fabric of Lake Worth. This is the second phase of live-work lofts to be sold specifically to low- and moderate-income working artist households to ensure that they can afford to stay in West Village and grow their businesses. The Lofts will remain affordable through deed restrictions. Built to certified green standards, the development consists of eight 3-story townhomes designed with street level studio/retail space along with a 2,000 sq. ft. "Class A" commercial-retail building. The Florida Redevelopment Agency recognized the project as an "Outstanding Housing Project" for a small city.

\$3.4 million total project cost included the following participation:

Lake Worth CRA: Donated land & \$700,000 NSP 2 Grant

Palm Beach County: \$532,000 HOME Funds for Low-Income Buyer Down Payment Assistance

Project Reinvest NeighborWorks: \$500,000 Commercial Building Grant

Florida Community Loan Fund: Construction Loan

Source: "Art Lofts of West Village," Neighborhood Renaissance, www.neighborhoodrenaissance.org/programs/art-lofts/.

Cultural Placemaking



Goal: Provide support to local economic development non-profits in arts districts to enhance their placemaking capabilities and strengthen the cultural identity of their districts.

RECOMMENDATIONS

A. Support the formation of BIDs (Business Improvement Districts) or CDCs in the Gateway Arts District, Largo Town Center, and Creative Suitland and equip them to serve as primary on-the-ground implementation partners for local placemaking efforts.

Lead Agencies: Local Business Community, RDA, DHCD, RA

Timing: Mid-Term (3–5 years)

Priority Locations: Gateway Arts District, Largo, and Suitland

Lean on future local BIDs or CDCs as implementation arms for placemaking efforts related to the arts. Consider piloting start-up funding programs to build organizational capacity and operating revenue until a BID becomes self-sufficient. State funding or grants from local nonprofits and philanthropists could help supplement initial BID revenues generated from property tax assessments. RA, or another County agency could provide start-up assistance to BIDs before they become self-sufficient.



Placemaking event, Suitland, MD
Source: M-NCPPC

CASE STUDY EXAMPLE: Implementation Recommendation A

Placemaking Program, City of Charlotte, North Carolina

The City of Charlotte's Placemaking Program writes:

"The City of Charlotte's Placemaking Program launched in 2018 with the mission of using urban design and placemaking to transform underutilized public spaces into vibrant places for people. The Urban Design Center in the City of Charlotte's Planning, Design, and Development department is leading the effort with their own projects while creating opportunities for neighborhoods to use placemaking to promote community collaboration and accomplish public space goals."

Source: https://www.brookings.edu/_Bass-Center_Bronzeville_case-study.pdf

https://charlottenc.gov/civicinnovation/placemaking_program/Pages/default.aspx?NotFoundURL=https://charlottenc.gov/placemaking&Referrer=https://www.bing.com/

B. Consider forming a Percent for Arts policy in the arts districts with arts spending allocated directly within the district.

Lead Agencies: Prince George's County Chamber of Commerce, Prince George's County Economic Development Corporation (PGEDC), PGAHC

Timing: Mid-Term (3–5 years)

Priority Locations: Countywide

Revenue should be allocated for services and programming that directly serve the district and benefit the subject development project. Such services may include art installation, marketing and branding programming, neighborhood beautification, business and property technical assistance, or local BID or CDC operations.

C. Continue to explore M-NCPPC's role in placemaking.

Lead Agencies: M-NCPPC

Timing: Immediate (1+3 years)

Priority Locations: Countywide

Take deliberate steps to explore M-NCPPC's role in placemaking and emphasize the achievement of tangible results at priority locations such as streetscape beautification, quality public spaces, safety, brand identity, residential and commercial density, and walkability. Following the completion of the creative placemaking pilot. Prioritize placemaking efforts at TOD (Transit Oriented Development) locations across the County. Emphasize existing concentration of arts and culture in placemaking measures at the Gateway Arts District, Suitland, and Largo Town Center.

D. Prioritize placemaking efforts at TOD (Transit Oriented Development) locations across the County. Emphasize existing concentration of arts and culture in placemaking measures at the Gateway Arts District, Suitland, and Largo Town Center.

Lead Agencies: Prince George's County, RDA, PGEDC, PGAHC, M-NCPPC

Timing: Mid-Term (3–5 years)

Priority Locations: Blue Line Corridor, TOD locations

Take deliberate steps to emphasize the achievement of tangible results at priority locations such as TOD areas along the Blue Line Corridor and throughout the County. Placemaking measures that emphasize an existing concentration of arts activity should be prioritized. Consider developing programming and land use policy at these locations pertaining to streetscape beautification, quality public spaces, safety, brand identity, residential and commercial density, and walkability.

E. Create a visual gateway along the Blue Line Corridor and implement public art and local wayfinding measures to enhance the local aesthetics, vibrancy, and neighborhood identity at infill development by the Capitol Heights, Addison Road, and Morgan Boulevard Metro Stations.

Lead Agencies: Prince George's County, PGAHC, M-NCPPC

Timing: Near-Term (1–3 years)

Priority Locations: Blue Line Corridor

The greater Blue Line Corridor is a primary target for economic growth and denser infill development. Use public art and signage to create a visual gateway along East Capitol Street and Central Avenue and enhance the aesthetics and identity of denser development near the Capitol Heights, Addison Road, Morgan Boulevard, and Largo Town Center Metro stations.

F. Enhance PGAHC's ability to provide grants for art installations and other arts programming across the County.

Lead Agencies: PGAHC, County

Timing: Near-Term (1–3 years)

Priority Locations: Countywide and particularly TOD locations

Increase PGAHC staffing and expand capacity to administer grants for art installations and placemaking efforts across the County, including in more suburban and rural areas.

The Economic Impact of Placemaking

Vibrant, desirable places attract residents, employers, retail operators, and visitors – the core ingredients in improving a local economy and enhancing a county's tax base

Implementation Partners

- Future Local BIDs and CDCs
- Chamber of Commerce
- PGEDC
- PGAHC
- M-NCPPC

CASE STUDY EXAMPLE: Recommendation C

Bronzeville, Chicago

Culture and the arts have stimulated economic growth in Bronzeville, a neighborhood of Chicago. Similar to what is happening in Prince George's County, the neighborhood currently has major development projects underway, with new regional and local retailers setting up shop, and place-based efforts to highlight the district's history taking root. The challenge and opportunity for the neighborhood is to ensure that development efforts connect existing residents to new job and market opportunities and create quality places that are authentic to Bronzeville's cultural heritage. This project can be demonstrated in many areas of Prince George's County.

Source: https://www.brookings.edu/_Bass-Center_Bronzeville_case-study.pdf





Placemaking event, Suitland, MD
Source: M-NCPPC

Visitor Attraction



Goal: Develop a coordinated effort to enhance Prince George's County's identity as a leading place to create art and experience arts and culture via marketing, branding, and other visitor attraction efforts.

A. Encourage the development of festivals and events that both serve local communities and attract outside visitors.

Lead Agencies: PGAHC, Experience Prince George's, DPR (Department of Parks and Recreation), DPWT (Department of Public Works and Transportation), Municipalities, M-NCPPC

Timing: Near-Term (1–3 years)

Priority Locations: Countywide

Support local organizations in developing, sustaining, and expanding local festivals and events that provide additional arts and entertainment experiences to residents and draw outside visitors who are likely to visit nearby dining, retail, and entertainment businesses. Consider enhancing the budget of PGAHC to issue and oversee a grant program to help fund such activities that are run by local nonprofits and other entities.

B. Coordinate neighborhood-level and countywide marketing and branding efforts to create enhanced regional awareness of Prince George's County's cultural amenities and arts community.

Lead Agencies: Experience Prince George's

Timing: Mid-Term (3–5 years)

Priority: Countywide

Arts-related marketing and branding is occurring at the neighborhood, municipal, and countywide level. The Art Lives Here initiative in Mt. Rainier is an example of a particularly successful effort. There is an opportunity for Experience Prince George's to establish a coordinated marketing and branding strategy to enhance the messaging of local municipalities, CDCs, and future BIDs; link marketing efforts with a countywide communications strategy that emphasizes the County's unique cultural assets, history, and arts scene; and raise awareness of specific arts and cultural assets and opportunities. Residents throughout the

Washington metropolitan area should think of Prince George's County as a desirable destination for engaging with the arts—as creator or audience.

C. Track arts-related visitor ship to the County, develop target levels for 2022 and beyond, and integrate these quotas into future County economic development platform objectives.

Lead: Experience Prince George's

Timing: Near-Term (1–3 years)

Priority: Countywide

Provide the necessary funding to Experience Prince George's to undertake a detailed study of County visitation, develop key performance indicators and target visitation levels for future years, and work with the County to prioritize the growth of outside visitors. Continue to track and evaluate visitors to the County, particularly those drawn by arts and culture.

The Economic Impact of Outside Visitors

Exposure to the arts and a strong sense of cultural identity and pride raises the quality of life in a place, which attracts residents, workers, and visitors alike.

Implementation Partners

- PGAHC
- M-NCPPC
- RA
- RDA
- Prince George's County Skills for Jobs Partnership

Countywide Cultural Arts Recommendations

The following set of recommendations should be explored countywide and are not limited to a specific location. They move beyond the economic development focus of those above and are designed to support the realization and expansion of cultural arts as a tool for revitalization and economic growth more broadly.

A. CONNECT

1. **Designate arts and cultural hubs throughout the County, particularly in underserved areas and unincorporated areas.**

- Partner with County agencies, developers, private industry, and nonprofits to improve collaboration and create a sense of cohesiveness while honoring the County's diversity. Such hubs should encourage production, learning, and experimentation for artists of all types and ages who are eager for artistic opportunities.

2. **Enlist artists and cultural groups to tell stories about Prince George's County through a countywide coordinated branding and marketing campaign.**

- Broaden the definition of culture in Prince Georges' County when providing support and promotion of the County's arts and cultural landscapes and include such cultural expressions as culinary arts and design, as well as more traditional artistic expressions such as dance, theater, and music.
- Ensure that artists and arts groups tapped for spaces are of, from, and supportive of the communities in which they work—remember, authenticity is critical.
- Celebrate the County's diversity, all must truly feel welcome, which includes providing, when possible, translation and interpretation and supporting initiatives that present artworks, performances, and storytelling about the varied cultural heritages represented by the County's population.

3. **Facilitate greater communication between artists, the cultural community, and County government.**

- Appoint a County cultural liaison for assistance with permitting and real estate.
- Place artists in residence in key

departments such as public safety, transportation, etc.

- Provide capacity building opportunities for artists and smaller arts and culture organizations.
- Improve the promotion of existing cultural assets and efforts such as the robust public art program.

B. ACTIVATE

1. **Activate the abundance of underused land, vacant property, and existing venues.**

- By identifying vacant properties and land, Prince George's County can begin to create a framework for permanent and temporary activation.
- Existing venues can be assessed for their capabilities and capacities for expanding usage for residents of the County.

2. **Continue to develop arts-friendly policies and programs to address artist live/workspace affordability and facilitate space ownership**

- Collaborate with arts and cultural groups and individual artists, resulting in more space for arts and a greater sense of community vibrancy for revitalized communities throughout the County. Space for artists to live and work is a constant challenge.
- Address affordability and facilitate ownership by, for example, providing artists and cultural organizations with financial and real estate literacy education, financing assistance/models, and building relationships with developers.

C. COLLABORATE

1. **Success in the arts and cultural sector must be coordinated with efforts in other sectors, including education, economic development, and areas of infrastructure such as transportation and TOD.**

- Improvements in pedestrian, cycling, and public transportation are deeply connected to a sustainable arts and culture sector.

2. **Foster greater collaboration by building upon existing models between and among the arts and culture community.**

- This is facilitated by creating a centralized arts and culture information hub and artist registry. It can also happen with the private and other sectors within the County such as education, transportation, public safety, and wayfinding.

- From public events to regularly scheduled programming for all ages; the diversity of Prince George's County should be acknowledged by ensuring inclusion and accessibility for all residents.



D. SUPPORT

1. **Financial support and advocacy for arts and culture should be reflected in the County budget.**

- Maximize ways that artists and arts and culture groups can access funding, and in policy decisions that support artists and arts and cultural organizations.

2. **Youth should be provided maximum opportunities for arts education and artistic expression**

- Youth are central to a vibrant arts and culture sector and should be provided leadership development, leveraging existing successful models to grow further throughout the County.

3. **Provide translation, interpretation, and support for initiatives about the varied cultural heritages represented in the County**

- This study highlights a need for continued and extensive inclusionary practices at all levels of community engagement.



WHQC Teen Focus Group
Source: M-NCPPC



Art in Public Places Program; Laurel Branch Library
"Involve Me and I Learn" sculpture, Washington Glass School
Source: PGAHC, Pete Duvall



5

Next Stop: A Cultural Plan for Prince George's County

This study provides a solid foundation for future cultural arts planning in the County. As is often the case in cultural planning, the process itself has value in a more in-depth dialogue communication between different individuals and groups within Prince George's County creating energy, momentum, and advocacy for building upon this study's results.

While this study is not a cultural plan, it provides a solid foundation for future cultural planning. As is often the case in cultural planning, the process itself also has value in increasing communication between different individuals and groups within Prince George's County, and in creating energy, momentum, and advocacy about the importance of building upon this study's results with next steps.



Animal totem at SAARC, (Southern Area Aquatic and Recreation Complex)
Source: M-NCPPC

To move from prioritization to implementation requires organization in the community, ideally by task forces in charge of the respective priorities. The task forces would be charged with creating action plans to address:

ACTION STEPS TO MOVE THESE PRIORITIES FORWARD

- Consolidate recommendations under each strategic priority
- Develop concrete tasks to fulfill each recommendation
- Responsibility: Championing Goals of The Study
- Assign goal champions to coordinate each task and maintain contact over time
- Define community partners needed for implementation

NECESSARY RESOURCES

- Estimate costs in order of magnitude
- Identify funding sources
- Timeline for realizing the priorities
- Create timelines for each task
- Assign milestones for check-ins and to ensure accountability

Tasks, resources, and potential partners to realize priorities can be mined from the rich feedback provided in this study. As an example of how to create task forces, schedule a facilitated meeting with cross-sectoral partners. This initial conversation may include defining the next steps and who will commit to act upon them.

At this pivotal historical moment, when arts and culture are recognized as a powerful tool for recovery and healing, Prince George's County is well positioned to grow its existing strengths and develop additional opportunities. With the completion of this study, the clear and concrete actions that follow can continue to develop the foundations of a robust Prince George's County cultural plan.



Gallery at Montpelier Arts Center
Source: M-NCPPC



Mural at SOHY Arts Building
Source: M-NOPPC

Appendices

- A.** Partial Listing of Prince Georges County Arts and Cultural Spaces from September 2021 Site Tour
- B.** Cultural Arts Study Goals, Strategies, Strategic Partners, and Phasing

A. Partial Listing of Prince Georges County Arts and Cultural Spaces from September 2021 Site Tour

HARMONY HALL ART CENTER

Located in Fort Washington, in the southern part of Prince George's County, Harmony Hall is a multifaceted arts center founded in 1989 in a Georgian country house built in 1769 and has evolved to become one of the County's most popular arts facilities. Among its loyal audiences are the "Harmony Hallers" a community of senior citizens who regularly come to enjoy singing, dancing, art-making and other events.¹ Harmony Hall also serves youth and audiences of all ages, with a wide variety of offerings including:

- Concerts and performances ranging from contemporary artists to tributes to Blues, R&B, Funk, Soul, and Motown
- Art Gallery with a wide variety of exhibitions including celebrations of National Hispanic Heritage Month and National Caribbean Heritage Month; Annual Black History Month Exhibition; and exhibitions of various contemporary artists
- Afternoon Tea Series and Gallery Experience, featuring a variety of programs that combine music, art, performance, featured speakers, and delicious food, desserts, and tea
- \$5 First Fridays, offering a variety of programs including dancing, live music, art, and socializing
- Special Events such as a Teen Art Summit, Children's Theatre performances, and Black History celebrations
- Kids' Day Out including programs such as Count Mathula STEM party, "Stone Soup" and Other Heartwarming Tales, and Rosa Parks and Friends
- Workshops and classes including interior design, felting, ceramics, painting, multimedia Tai Chi, Belly Dance, Brazilian African indigenous underground music and more
- Rental opportunities (including the 220-seat concert hall, dance studio, and classrooms) for arts and non-profit organizations, groups, and individuals

In addition to educational opportunities, Harmony Hall also provides economic opportunities to local artists, both by providing employment and selling artwork by local artists, who receive proceeds after a small commission paid to Harmony Hall.



Source: M-NCPPC

¹ "Harmony Hall Arts Center," The Maryland-National Capital Park and Planning Commission, www.mnccppc.org/1979/Harmony-Hall-Arts-Center.

SOUTHERN AREA AQUATICS AND RECREATION COMPLEX (SAARC)

Opened in February 2020, the newly constructed SAARC, located in Brandywine in the southern end of Prince George's County, is the County's first multi-generational complex, designed to serve preschoolers through senior citizens. The LEED-certified green building showcases excellence from its programs to its stunning pool to its public art featured throughout the complex. Amenities include a fitness center, auditorium, gymnasium, indoor track, and hospitality spaces. Classes and programs feature athletics as well as arts and crafts, dance, painting and vocal programs for children and youth, pre-teens and teens, adults, and seniors. Family programs include art exhibits, concerts culinary classes, drum circles, song circles, festivals, and holiday events. Fees are kept low to be accessible to community members across income levels.²



Source: M-NCPPC

The extraordinary art installations at SAARC include:

- “The Guardians” – a 22-foot steel outdoor sculpture by Judy Sutton Moore
- “Water’s Promise” – a 12- by 20-foot mosaic wall by Heidi Lippman, consisting of thousands of pieces of cut glass varying in color and size
- “Family Tree/Community Circle” - a ceiling installation by Martha Jackson Jarvis, celebrating the family tree as the essential building block of community.

Beyond these centerpiece public art works, artistic design is infused throughout the facility, even to its creatively designed bike racks. SAARC's integration of art to humanize and beautify its spaces provides a model that can be replicated elsewhere in the County.



Source: M-NCPPC

² “Southern Area Aquatics and Recreation Complex,” The Maryland-National Capital Park and Planning Commission, www.pgpc.com/4783/About-Us.

SOUTHERN REGIONAL TECHNOLOGY AND RECREATION COMPLEX



Source: M-NCPPC

Also known as “Techrec,” this newly constructed complex is, like Harmony Hall, located in Fort Washington. The multipurpose facility includes a multipurpose room, outdoor patio, and seminar rooms for programs and for rental to the community. Programs include health and wellness classes, summer day camps, and Xtreme Teens. As with SAARC, arts and culture are integrated into its offerings, including:

- DJ’ing classes as part of Xtreme Teens
- Music recording facility
- Interactive art wall
- Culinary classes³



Source: M-NCPPC

OXON HILL MANOR

Constructed in 1928, Oxon Hill Manor is a neo-Georgian house of 49 rooms, located in Forest Heights. Listed on the National Register of Historic Places, its location features a stunning view of the Potomac River from its lush grounds which include formal English gardens, rose bushes surrounding a reflecting pool, and a large brick patio for outdoor entertaining. Its restored stately interior rooms are popular for tours as well as rentals for meetings, conferences, weddings, and other events.

In September 2021, Oxon Hill Manor opened a 2-year outdoor sculpture exhibition on its grounds, curated by a jury from a wide variety of local and national artists. The exhibition is being presented in partnership with the Washington Sculptors Group. A key goal of the sculpture exhibition is to deepen community engagement through the arts.⁴

³ “Southern Regional Technology & Recreation Complex,” The Maryland-National Capital Park and Planning Commission, www.pg parks.com/4669/Southern-Regional-Technology-Recreation-.

⁴ “Oxon Hill Manor,” Maryland Historic Trust, Department of Planning, mht.maryland.gov/nr/NRDetail.aspx?NRID=476&FROM=NRMapPR.aspx.

MONTPELIER ARTS CENTER

Located in Laurel, on the grounds of the historic Montpelier Mansion, the Montpelier Arts Center has provided arts and cultural offerings to the community for over 40 years. The multifaceted, community-oriented facility includes three galleries with rotating exhibits, studio space for artists, classrooms, a ceramics studio, bronze casting facilities, and a digital media lab. Among their many offerings are:

- Exhibitions of local and regional artists including a variety of juried exhibitions i.e., for teens, and around varied themes.
- Spotlight on resident artists with exhibitions such as The Latino Art League of Greater Washington, D.C.
- Concert series of local, national, and international musical artists in a wide variety of genres including jazz, blues, soul, classical, and world music.
- Smooth Sounds for Seniors, a special series specifically geared to senior citizens.
- Special events such as for Active Aging week, book discussions, drum circles, meditation sessions, creative writing, holiday events, veterans book groups, and panel discussions and programs connected to Black History Month, Hispanic Heritage Month, Earth Day, and National Fitness Day.
- Artist professional development series including a boot camp for artists, training sessions, lectures.
- Classes and workshops including animation, ceramics, drawing, graphic design, painting, photography, printmaking, rug hooking, sculpture, sewing, watercolor, writing, and more.
- Artist opportunities including juried exhibitions for teens and resident artists, calls for exhibition proposals, an annual library gallery competition, a classical recital competition, teaching opportunities, studio space for resident artists.⁵



Source: M-NCPPC

⁵ "Arts at Montpelier," M-NCPPC, Department of Parks & Recreation, Prince George's County, Montpelier Arts Center, 2019-2020, Your Guide, Oct. 11, 2019, www.issuu.com/pgparks/docs/mac_2019-2020_final_pages.

PUBLICCK PLAYHOUSE

Established in 1947 in a former Art Deco theatre, the Publick Playhouse, located in Cheverly, is one of the premiere performing arts venues in the greater Washington, DC area. With a seating capacity of 494, excellent acoustics and its distinctive historic Art Deco interior, it serves as a popular venue for a variety of events, performances and services to the community including:

- Concerts spanning a wide variety of musical genres including jazz, soul, and various contemporary musicians
- Showcase for touring community theater groups
- Teen dance competition
- World dance showcase
- Interactive Story Theater for all ages, to engage in creative problem solving
- Field trips for educators and students
- Lecture series and book readings
- Film screenings
- African dance and drumming workshops
- Classes including costume making, yoga, meditation, and more
- Rental opportunities with priority pricing for non-profit performing arts groups based in Prince George's County



In addition to performances in the theater, the lobby area serves as a gallery space and exhibits art by local artists, all of which is for sale to provide economic opportunities and additional recognition of local talent.⁶

Source: M-NCPPC

⁶ "Publick Playhouse," The Maryland-National Capital Park and Planning Commission, www.pg parks.com/2280/The-Prince-Georges-Publick-Playhouse.

BRENTWOOD ARTS EXCHANGE



Source: M-NCPPC, Parks Department

Located in a former garage within the Gateway Arts Center in Brentwood, the Brentwood Arts Exchange is dedicated to presenting and promoting the visual arts in its 3,000 square feet of space including two galleries, a contemporary Fine Craft Boutique, learning classroom, a digital media lab, and meeting space. Bridging contemporary art to the community, and responsive to community needs, its September 2021 exhibition "Put it to the Fire" featured more than 20 works by 14 regional artists, offering a dynamic portrait of life as it intersects with mental illness, well-being, and healing.

Among Brentwood Arts Exchange offerings are:

- Exhibitions of local artists, including juried exhibits
- Concerts and music series, including by artists in residence
- Affordable classes (digital art portfolio development, adult coloring books, children's open studio, adult open studio, painting and more)
- Summer camps
- Holiday workshops especially popular with families
- Digital media lab with 3D printer
- Local artisans craft store featuring over 40 diverse local artists, who receive the majority of proceeds as a means of economic empowerment⁷

SURRATT HOUSE MUSEUM

Located in Clinton, MD (formerly known as Surrattsville until after the time of the Civil War) in the southern part of Prince George's County, the Surratt House Museum is a historic house and house museum built in 1852 by John and Mary Surratt, who was hung for being a co-conspirator in the assassination of Abraham Lincoln. Acquired in 1965 by M-NCPPC, the house was restored and opened to the public as a museum in 1976. Today, the museum offers tours to the public that reveal how African Americans survived enslavement in Prince George's County, teaches about middle-class life in Civil War Maryland, and offers a bus tour which charts the escape route of Lincoln's assassin John Wilkes Booth.⁸



Source: M-NCPPC, Parks Department Cassi Hayden

⁷ "Brentwood Arts Exchange," The Maryland-National Capital Park and Planning Commission, www.pg parks.com/1782/Brentwood-Arts-Exchange.

⁸ "Surratt House Museum," The Maryland-National Capital Park and Planning Commission, www.pg parks.com/3037/Surratt-House-Museum.

PYRAMID ATLANTIC ART CENTER



Source: M-NCPPC

Founded in 1981 by noted artist and teacher Helen C. Frederick to provide a setting for artistic collaboration and dialogue, Pyramid is a nonprofit now located in the historic Arcade building in the Hyattsville Gateway Arts District. Their mission is to create a collaborative community that fosters the artistic disciplines of papermaking, printmaking, and book arts, and their vision is to create an artistic hub in Hyattsville that inspires local and international artists, elevates the local arts and small business scene, and enhances the quality of life for artists and neighbors.

Offerings include:

- Community studios (hourly rentals, monthly “art gym” rentals, or studio “happy hours” for members).
- Equipment available (book bindery, letterpress, papermaking, printshop, screen printing).
- Workshops (book arts, letterpress, papermaking, printmaking, screen printing, specialty media).
- Youth education for K-12 (field trips, group classes on-site at Pyramid or in schools/community centers).
- Professional development for arts educators.
- Free art education access for young adults (ages 17-22) living in Prince George’s County.
- Free short video demonstrations.
- Pyramid On-the-Go (virtual and hands-on learning opportunities at community events, businesses, and other cultural institutions).
- The Helen C. Frederick Gallery (exhibitions of various artists as well as items from Pyramid’s collection, and event rentals available to the community with discounted rates for non-profit organizations and Hyattsville residents).
- Artist opportunities (residencies, fellowships, apprenticeships, and internships).
- Artist services (screen exposure, print editioning, pulp by the pound).

Throughout its history, Pyramid has provided artists opportunities to learn new skills and many artists—some of whom went on to become famous artists - first began printmaking through their services. At the same time, Pyramid provides instruction for all skill levels, and encourage creative entrepreneurialism by teaching creatives marketable skills, and selling artists work in their gift shop. Pyramid also offers artists a work trade program—allowing artists’ to teach in exchange for free studio access as well as income.⁹

⁹ “Pyramid Atlantic Art Center,” Mission and History, www.pyramidatlanticartcenter.org/about/history-and-mission/.

ART WORKS NOW

Established in Mount Rainier in 2011 by Barbara Johnson, Art Works Now (AWN) is a nonprofit arts education organization now based in Hyattsville in a renovated 4,000 square foot facility featuring two studio classrooms, a gallery/meeting space, administrative offices, and an outdoor work/play space. AWN's mission is to create a stronger community through the arts, by providing affordable, content-rich art classes and experiences. The core value of social justice is activated throughout AWN programming, reflecting the organization's commitment to reducing economic barriers to art education.¹⁰



Source: M-NCPPC

Offerings include:

- Youth programs for children 3–17 (watercolor, acrylic painting, figure drawing, preschool ARTventure, portfolio development, gaming design)
- Adult programs (acrylic painting, alcohol inks, creativity bootcamp, open studio, sketch to paint, wheel throwing ceramics)
- Creative aging (ceramics, drawing, improvisation, watercolor theory, all about color)
- Art parties (birthday party event rentals)
- Space rentals
- Little Free Art Shop (community lending library of free art supplies)
- 20,000 Pizzas (a partnership with Pizzeria Paradiso to donate free pizzas to the community along with distribution of mandala coloring sheets)
- Global Angel Wings Project (partnership with artist Colette Miller) featuring photos of angels wings from around the world including Hyattsville
- Virtual Programs Gallery



Source: M-NCPPC

¹⁰ "About Us," Art Works Now, www.artworksnow.org.

JOE'S MOVEMENT EMPORIUM

Established in 1995 by Brooke Kidd, Joe's Movement Emporium is based in Mount Rainier and serves over 70,000 visitors each year, with a mission to inspire creativity through cultural experiences supporting arts education, job training, and a creative community.

Its offerings include:

- Arts education: after school programs, summer arts learning, arts education partnerships, and the Ability Project, a multi-disciplinary performance project for differently-abled performers with developmental disabilities.
- CreativeWorks: a paid workforce-development program for Prince Georgians ages 17–24, many of whom are first-generation college students; teaching creative skills in areas such as theater tech, digital media, music production, photography, videography, storytelling, as well as green job programs and environmental sciences training with their Inspector Green Student program.
- Club Joe's: an innovative aftercare program.
- Adult classes in a variety of dance forms and yoga.
- The Meyer Performance Theatre, which can be rented for performances or rehearsal.
- Studios available for rent for creators or teaching artists (who can exchange teaching for studio time).
- The Riotous Youth Theatre Program, a classical children's theater group that uses Shakespeare to help youth grow their self-confidence and imaginative discovery.
- Performances reflecting traditions from all over the world, such as the NextLOOK performance series including dance and music traditions from Brazil and Nigeria.

Innovations resulting from the pandemic include increased use of outdoor space for performance and expanded digital offerings. As transportation is a major obstacle to participation, virtual/remote instruction has vastly increased Joe's Emporium's ability to serve even broader audiences.

Joe's Movement Emporium also models partnerships that demonstrate how the arts can connect with and enrich non arts organizations. Its "Stream Team" leverages its CreativeWorks graduates to partner with Anacostia Riverkeeper, the City of Mount Rainier, the Chesapeake Bay Trust, the Prince George's County Department of Environment, and The Maryland-National Capital Park and Planning Commission on an environmental initiative to create cleaner waterways. CreativeWorks graduates participate in the Stream Team by maintaining a litter trap to collect debris, clearing litter from the trap, educating the community about proper litter disposal, and utilizing their digital media skills to maintain a social media presence, create infographics, and raise awareness about the impact of pollution on County waterways.

Freedom Stories, launched in September 2021, is another innovative partnership—a two-year initiative to provide anti-racist and social justice programs with a coalition of organizations and agencies in Prince George's County, including the Prince George's County Humanities Council, the Prince George's County Memorial Library System, the Prince George's County Office of Human Rights, The Center for Performing Arts at Prince George's Community College, the Maryland Humanities Council, the Maryland State Arts Council, and the National Endowment for the Arts. Freedom Stories will examine the local and national legacy of slavery, connecting the legacy of present-day Prince George's County families with the history of Black families living in the County since the 1700s.¹¹

11 "Joe's Movement Emporium," About Us, www.joesmovement.org/about.



Source: M-NCPPC

CREATIVE SUITLAND



Source: M-NCPPC

While the Gateway Arts District features numerous arts and cultural organizations, there is a need for more of these organizations in other parts of the County, and there are lessons from the Gateway Arts District that can be applied to other parts of the County. An example is Creative Suitland, located in central Prince George's County and serving the Greater Suitland areas, including the communities of Suitland, Coral Hills, Silver Hill, Forestville, Capitol Heights, District Heights, Camp Springs, Hillcrest Heights, Marlow Heights, and Temple Hills.

Creative Suitland is an arts-based community development strategy designed to include residents and businesses in defining the cultural and creative spirit of the Greater Suitland area. It is a project of Joe's Movement Emporium in partnership with the Redevelopment Authority of Prince George's County.

Goals of Creative Suitland include:

- Providing a platform and venue for students from Suitland's excellent Duke Ellington School of the Arts
- Providing space for community artists
- Providing arts education to the community
-

Among its offerings are:

- Self-Care Sundays, offering yoga classes, health chats, and art therapy at affordable prices
- Writing to Wellness, a poetry-based discussion workshop to help participants navigate trauma
- A YouTube channel to share and archive content
- Front Porch at Suitland featuring local artists' live performances
- Poetry and Produce in partnership with The Capital Market every Sunday 2:00–4:00 p.m., a program to highlight food insecurity issues through the art of poetry and spoken word
- Juneteenth celebrations
- Indie virtual film screenings
- Space for artists including two dance studios, a theater, classrooms, and a gallery available by the hour

Creative Suitland is also an example of activating vacant property in the County, as it occupies a parcel of land that otherwise would have sat vacant prior to its purchase by Redevelopment Authority, and partnership with Joe's Movement Emporium, which is applying lessons learned in the

Gateway Arts District to this area of the County.¹²

¹² "Creative Suitland Arts Center," About, www.creativesuitland.org/about.

SIS' TAVERN

Sis' Tavern, located in North Brentwood, is a landmark of the first African-American community incorporated in Prince George's County. Initially, the building housed a grocery store. Eventually, owner Emma Hawkins (wife of North Brentwood's first mayor) leased it to Marie "Sis" Walls, who ran it as a watering hole when the restrictive covenant no longer applied. Longtime residents recall Duke Ellington and Pearl Bailey dropping by to perform after their official shows at the Howard Theatre in the Washington, D.C.

The mural by created by artist Jay Durrah attracts visitors to learn and experience the history of Sis' Tavern and makes a significant statement that portrays black entrepreneurship as it relates to the sense of place associated with North Brentwood and has the potential to become a cultural history identifier for the neighborhood.



Source: PGAHC



Source: PGAHC

ARTS'TINATION

Arts'tination is PGAHC's newest art gallery space at the National Harbor. The gallery supports local artists and curates immersive creative experiences. Beginning as just a window installation, the space has grown to hold several local resident artists, all of whom handcraft, create, and run their own stalls. Featuring the artwork of several of local artists, Arts'tination features both an expansive event space and a dedicated workshop space suited for community workshops, art exhibits, events, and more.



Source: PGAHC

Models for Art Space Tour

RED DIRT STUDIO



Source: M-NCPPC

Red Dirt Studio is a warehouse studio and incubator founded by artist Margaret Boozer in Mount Rainier in the Gateway Arts District. Red Dirt provides studio space to a wide variety of independently practicing artists and creative professionals, from emerging artists to established and nationally known. Studios are offered on a 4-month term, renewable for up to three years, and include weekly convenings to provide feedback and foster community. In addition to studio space, Red Dirt features a welding studio and bike shop.

Red Dirt also seeks creative partnerships, such as with Gallaudet University for the deaf and hard of hearing, who provide American Sign Language interpreters for deaf artists at Red Dirt. Red Dirt hosts events that connect arts to other sectors such as agriculture. Examples include the NYC Soils Symposium Panel Discussion, bridging soil science, agriculture, and art; Perfect Knowledge of the Ground, exploring the roots of our current ecological crisis and Black and indigenous alternatives to the capitalist and colonialist episteme; of the Inside OUT studio and food drive.¹



Source: M-NCPPC

¹ "Red Door Studio," Artists/About, www.reddirtstudio.net/artistsabout.

OTIS STREET ARTS PROJECT

The Otis Street Arts Project is an artist-run space in Mount Rainier, serving as an example of artists employing equitable strategies to resist gentrification. Otis Street Arts Project offers a creative incubator that provides a community of supportive professional artists. Their offerings include:



- Studio space for artists
- Exhibition opportunities
- Art exhibits
- Lectures series
- Workshops
- Groups critiques
- Staged readings
- Performances

Otis Street Arts Project currently provides space for approximately 75 artists, as well as the Washington Glass School, which offers classes in glassmaking as well as working with communities on co-created glass installations. While the building is currently on the market, artist tenants are exploring an equitable model of co-ownership to retain affordable workspace.¹³



Source: M-NCPPC

¹³ "Otis Street Arts Project," About, www.otisstreetarts.wixsite.com/otisstreetarts/about.

MOUNT RAINIER ARTIST LOFTS , GATEWAY ARTS AND MEDIA LAB AND DPARK3311 CO-WORKING SPACE

The Mount Rainier Artist Lofts, located at 3311 Rhode Island Avenue in Mount Rainier, was the first of the Gateway live/work new construction projects for artists, developed by Artspace Projects, with financing from Prince George's County Department of Housing and Community Development, the Redevelopment Authority of Prince George's County, and Maryland Department of Housing and Community Development, as well as funding from private foundations and the National Endowment of the Arts. The \$11.7 million project provides 44 units of artist live/work affordable housing in an energy efficient building close to public transportation. The building has a total area of 68,441 square feet, including 7,000 square feet of commercial space on the ground floor.¹⁴



Source: M-NCPPC

The building has a partnership with the PGAHC, which operates in the commercial space their Design Park 3311 (DPark 3311), offering access to resources for fashion design, film and audio production, and a state-of-the-art co-working space to the community of creative entrepreneurs in the County's emerging film and fashion industries. Designers in Residence are offered specialized technical assistance and capacity building workshops on graphics, costume design, and more.¹⁵

STUDIO 3807 AND PORTICO GALLERY & STUDIOS



Source: M-NCPPC

Studio 3807 is a rental apartment building developed and built by a public-private partnership that includes Prince George's County, the Gateway Arts District community, and Landex Development, a family-owned real estate development company. Landex Development's CEO Peter Siegel states: "The arts play a very critical role in our society; it forces us to push boundaries and take a reflective look at ourselves. As part of the development of Studio 3807, our goal is to promote the arts and the artists of the Gateway Arts District."¹⁶ In addition to developing Studio 3807, Landex has also sponsored the design of two sculptural bus stops and facilitated films of interviews with local artists.

Studio 3807 features the 3807 Collection, a permanent display throughout the building of artwork by nationally and internationally recognized local artists, who are also featured and promoted on the building's website. The building also includes

the Portico art gallery, an artist-run space which offers curated exhibitions open to the public. Portico also includes art studios managed and occupied by local artists. Residents of Studio 3807 are invited to gallery openings as well as open studio tours.

¹⁴ "Art Space," Mount Rainier Artist Lofts, www.artspace.org/mount-rainier.

¹⁵ "DPark3311," Prince George's Arts and Humanities Council, www.pgahc.org/dpark.

¹⁶ "Studio 3807," www.studio3807.com/about-us/landex/.

B. Cultural Arts Study Goals, Strategies, Strategic Partners, and Phasing

ARTS DISPLAY AND PERFORMANCES

GOALS	STRATEGY	STRATEGIC PARTNERS	PHASING
Create additional venues for arts performance and galleries in locations with strong regional access, an existing arts identity, and a density and surrounding mix of uses that helps generate a catalytic economic impact.	A. Develop a pilot vacant space activation program for temporary gallery spaces	<ul style="list-style-type: none"> Prince George's Arts Humanities Council (PGAHC) The Office of Central Services (OCS) 	1 to 3 years
	B. Provide continued significant investment in the arts at Creative Suitland, the Hyattsville Justice Center, and the Largo Amphitheater to create a critical mass of cultural activity and an established arts identity at these locations.	<ul style="list-style-type: none"> Revenue Authority (RA) Redevelopment Authority (RDA) M-NCPPC PGAHC 	1 to 5 Years
	C. Provide additional County support for murals and public art installations, particularly along the Blue Line corridor and at other locations with mass transit stations.	<ul style="list-style-type: none"> County, PGAHC M-NCPPC 	1 to 3 years

ARTS CREATION

GOALS	STRATEGY	STRATEGIC PARTNERS	PHASING
Create new spaces for arts creation and production in locations that activate vacant spaces and create value for the surrounding land uses.	A. Develop pilot vacant space activation programs that accommodate arts production.	<ul style="list-style-type: none"> • RA • PGAHC • OCS 	1 to 3 years
	B. Align arts with Science Technology Engineering and Math (STEM) initiatives	<ul style="list-style-type: none"> • Prince George's County Public Schools (PGCPS) 	3 to 5 years

ARTIST HOUSING

GOALS	STRATEGY	STRATEGIC PARTNERS	PHASING
Encourage the development of additional housing for all income levels throughout the County and incentivize the creation of artist live/work housing in the Gateway Arts District, Largo, and Suitland. Encourage the development of additional housing for all income levels throughout the County and incentivize the creation of artist live/work housing in the Gateway Arts District, Largo, and Suitland.	A. Promote the construction of more housing supply at all income levels to ensure enough affordable housing units that attract artists.	<ul style="list-style-type: none"> • Prince George's County Department of Housing and Community Development (DHCD) 	1 to 5 years
	B. Encourage more construction of new artist-oriented housing in the Gateway Arts District, Largo Town Center, or in Suitland and other arts and cultural hubs around the County.	<ul style="list-style-type: none"> • DHCD • The Housing Authority of Prince George's County • RDA • RA • M-NOPPC, 	3 to 5 years
	C. Showcase Prince George's County's comparatively large supply of artist housing in County marketing efforts.	<ul style="list-style-type: none"> • Experience Prince George's 	1 to 3 years

CULTURAL PLACEMAKING

GOALS	STRATEGY	STRATEGIC PARTNERS	PHASING
Provide support to local economic development nonprofits in arts districts to enhance their placemaking capabilities and strengthen the cultural identity of their districts.	A. Support the formation of BIDs (Business Improvement Districts) or CDCs in the Gateway Arts District, Largo Town Center, and Creative Suitland and equip them to serve as primary on-the-ground implementation partners for local placemaking efforts.	<ul style="list-style-type: none"> Local Business Community RDA DHCD RA 	3 to 5 years
	B. Consider forming a Percent for Arts policy in the arts districts with arts spending allocated directly within the district.	<ul style="list-style-type: none"> Prince George's County Chamber of Commerce Prince George's County Economic Development Corporation (PGEDC) PGAHC 	3 to 5 years
	C. Continue to explore M-NCPPC's role in placemaking.	<ul style="list-style-type: none"> M-NCPPC 	1 to 3 years
	D. Prioritize placemaking efforts at TOD (Transit Oriented Development) locations across the County. Emphasize existing concentration of arts and culture in placemaking measures at the Gateway Arts District, Suitland, and Largo Town Center.	<ul style="list-style-type: none"> County RDA PGEDC PGAHC M-NCPPC 	3 to 5 years
	E. Create a visual gateway along the Blue Line Corridor and implement public art and local wayfinding measures to enhance the local aesthetics, vibrancy, and neighborhood identity at infill development by the Capitol Heights, Addison Road, and Morgan Boulevard Metro Stations.	<ul style="list-style-type: none"> County RDA PGEDC PGAHC M-NCPPC 	1 to 3 years
	F. Enhance PGAHC's ability to provide grants for art installations and other arts programming across the County.	<ul style="list-style-type: none"> County PGAHC 	1 to 3 years

VISITOR ATTRACTION

GOALS	STRATEGY	STRATEGIC PARTNERS	PHASING
Develop a coordinated effort to enhance Prince George's County's identity as a leading place to create art and experience arts and culture via marketing, branding, and other visitor attraction efforts.	A. Encourage the development of festivals and events that both serve local communities and attract outside visitors.	<ul style="list-style-type: none"> • PGAHC • Experience Prince George's • DPR (Department of Parks and Recreation) • Department of Public Works and Transportation (DPW&T) • Municipalities • M-NOPPC 	1 to 3 years
	B. Coordinate neighborhood-level and countywide marketing and branding efforts to create enhanced regional awareness of Prince George's County's cultural amenities and arts community.	<ul style="list-style-type: none"> • Experience Prince George's 	3 to 5 years
	C. Track arts-related visitor ship to the County, develop target levels for 2022 and beyond, and integrate these quotas into future County economic development platform objectives.	<ul style="list-style-type: none"> • Experience Prince George's 	1 to 3 years

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Vanessa Akins	Special Program Coordinator, Prince George's County Planning Department
Rhonda Dallas	CEO (Chief Executive Officer) and Chief Curator, Prince George's Arts and Humanities Council
Darlene Watkins	Division Chief, Arts and Cultural Heritage Division, Prince George's County Department of Parks and Recreation

Technical and Administrative Assistance

Zachary Luckin	Planner II, Community Planning, Prince George's County Planning Department *
Daniel Hartmann	Manager, Publications, Graphics and Web Development, Prince George's County Planning Department
Carly Brockinton	Senior Public Affairs and Marketing Specialist, Prince George's County Planning Department
Robert Getz	Publications Specialist, Prince George's County Planning Department *
Shannon Sonnett	Publications Specialist, Prince George's County Planning Department
Sonja Kitchens	Assistant Division Chief, Arts and Culture Heritage Division, Prince George's County Department of Parks and Recreation
Nydia Ocasio	Public Affairs and Marketing, Prince George's County Department of Parks and Recreation*
Karin Halverson	Planning Intern*Prince George's County Planning Department*
Anika Jackson	Principal Public Affairs and Marketing Specialist. Prince George's County
M'balu Abdullah	Senior IT Support Specialist/Web Manager, Prince George's County Planning Department
Ryan Craun	Senior Visual Media and Imaging Specialist, Prince George's County Planning Department
Amir King	Planning Intern, Prince George's County Planning Department *

**Former Employee*

Consultant Team

Joy Bailey Bryant	President, Lord Cultural Resources
Eve Moros Ortega	Senior Consultant, Lord Cultural Resources
Tiffany Lyons	Consultant, Lord Cultural Resources
Jon Stover	Managing Partner, JS&A
Stan Wall	P.E., Partner, HR&A Advisors

Steering Committee

Vanessa Akins	Project Manager, Prince George's County Planning Department
Michael Banner	Prince George's County Council Constituent Representative
Wanda R. Coley-Smith	Custodian of Records, Prince George's County Office of Finance
Rhonda Dallas	Project Manager, CEO and Chief Curator, Prince George's Arts and Humanities Council
Jimmy Jenkins	Artist Representative, Jenk Ink, LLC
Diana Leon-Brown	Director of Strategic Partnerships, Prince George's County
Lori Valentine	Vice President, Prince George's County Economic Development Corporation
Darlene Watkins	Project Manager, Division Chief, Arts and Cultural Heritage Division, Prince George's County Department of Parks and Recreation

Key Stakeholder Interviews

Terri Allen	Executive Director, Coalition for African Americans in the Performing Arts
Mary Ann White	Board Member, Prince George's County Philharmonic
Jim Chandler	Director, City of Hyattsville-Community and Economic Development
Laura Connelly	Planner Coordinator, Prince George's County Department of Parks and Recreation*
Stuart Eisenberg	Executive Director, Hyattsville Community Development Corporation
Sonja Ewing	Assistant Division Chief, Park Planning and Development
Monica E. Goldson, Ed. D.	Chief Executive Officer, Prince George's County Public Schools (PGCPS)
David Harrington	Chair, Prince George's County Chamber of Commerce
David Iannucci	Esquire., President/CEO, Prince George's County Economic Development Corporation
Barbara Johnson Community	Chair of Art, Music, and Philosophy, Prince George's College Art Department
Joseph Kautzer	Principal, Bowie Center for Performing Arts
Eric Key	Arts Program Director, UMUC Arts Program
Brooke Kidd	Executive Director, Joe's Movement Emporium
Anita Lambert	Coordinating Supervisor, Department of Creative and Performing Arts, Prince George's County Public Schools Creative Arts
Tewodross Melchishua	Chair/Artist, Bowie State University Art Department
Erica Bondarev Rapach	Acting Executive Director, The Clarice Smith Performing Arts Center at the University of Maryland

**Former Employee*

Angie Rodgers	Prince George's County Office of County Executive, Deputy Chief Administrative Officer Economic Development
Peter A. Shapiro	Chairman, Prince George's County Planning Board (Former Executive Director, Prince George's County Revenue Authority)
Melissa Sites	Executive Director, College Park Arts Exchange
Elizabeth Stuart	Visual Arts Instructional Supervisor, Prince George's County Public Schools Visual Arts
Pat Thornton	Interim Executive Director, Gateway Community Development Corporation
Jenelle Wallace	Chief Operating Officer, City of Seat Pleasant

Special Appreciation to

The Maryland-National Capital Park and Planning Commission

Prince Georges County Arts and Humanities Council

Prince George's County Department of Public Works and Transportation

Prince George's County Department of Parks and Recreation

Prince George's County Public Schools

Special Thanks to

- Calvin Hawkins, Prince George's County Council Chair
- Elizabeth M. Hewlett, Former Chairman, Prince George's County Planning Board
- Arts'tination, National Harbor
- Brentwood Arts Exchange
- Harmony Hall Arts Center
- Joe's Movement Emporium
- MGM National Harbor
- Montpelier Arts Center Otis Street Artists' Lofts
- Oxon Hill Manor and Sculpture Garden
- Sis's Tavern
- Publick Playhouse
- Pyramid Atlantic Art Center
- Red Dirt Studios
- Southern Area Aquatic and Recreation Complex
- Southern Regional Technology and Recreation Complex
- Southern Regional Aquatic and Wellness Center
- The Hotel at The University of Maryland
- PGCCAS Community Workshop Registrants

We would like to extend thanks on behalf of M-NCPPC for your participation in the PGCCAS.



The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

www.pgplanning.org