

Mayor and Council Work and Executive Session October 9, 2012 Agenda

*"Being the location of choice for a diverse and dynamic citizenry."
"Providing a proud and prosperous community."*

4:00 PM WORK SESSION

1. [Joint Meeting with Washington County Commissioners - Arts and Entertainment Study Presentation - Anirban Basu and Mary Anne Burke](#)

- 6:00 PM** 2. [Public Information Meeting - Multi-Use Stadium and Event Center Meeting held at the Clarion Hotel and Convention Center, 901 Dual Highway, Hagerstown, Maryland](#)

CITY ADMINISTRATOR'S COMMENTS

MAYOR AND COUNCIL COMMENTS

EXECUTIVE SESSION

ADJOURN

REQUIRED MOTION

**MAYOR AND CITY COUNCIL
HAGERSTOWN, MARYLAND**

Topic:

Joint Meeting with Washington County Commissioners -
Arts and Entertainment Study Presentation - *Anirban Basu and Mary Anne Burke*

Mayor and City Council Action Requested:

No action is required at this time.

Discussion:

Mr. Anirban Basu, The Sage Policy Group, will be presenting the results of the recently completed A & E Study to the Mayor and City Council and Washington County Commissioners at the joint meeting scheduled for October 9, 2012.

The Arts, Education, and Entertainment Task Force, led by James Miller, discussed this feasibility study during the March 15, 2011 Work Session. The Mayor and City Council endorsed the study at that time. A copy of the minutes and packet information from that meeting is attached as background information.

Financial Impact:

Funding for the study was provided by the local arts organization. There was no cost to the City for the study.

Recommendation:

Motion:

Action Dates:

ATTACHMENTS:

Name:

Description:

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Arts and Entertainment Study



CITY OF HAGERSTOWN, MARYLAND

Donna K. Spickler
City Clerk

TO: Mayor and City Council
Bruce Zimmerman, City Administrator

FROM: Donna Spickler, City Clerk 

SUBJECT: Arts and Entertainment Study Presentation

DATE: October 5, 2012

Mr. Anirban Basu, The Sage Policy Group, will be presenting the results of the recently completed A & E Study to the Mayor and City Council and Washington County Commissioners at the joint meeting scheduled for October 9, 2012.

The Arts, Education, and Entertainment Task Force, led by James Miller, discussed this feasibility study during the March 15, 2011 Work Session. The Mayor and City Council endorsed the study at that time. A copy of the minutes and packet information from that meeting is attached as background information.

Funding for the study was provided by the local arts organizations. There was no cost to the City for the study.

Thank you.

Arts, Education and Entertainment Task Force

Karen Giffin, Director of Public Relations and Marketing, reported members of the newly formed Arts, Education and Entertainment Task Force were present to provide an update on their mission and a new feasibility study they are undertaking.

James Miller, Project Chair, indicated the purpose of the group is to help build the reputation of Hagerstown and Washington County as an Arts destination.

The Task Force set as its initial goal to explore the feasibility to commission a study that would answer four basic questions about the Arts Community:

1. What does the Art Consumer want Arts organizations to provide?
2. What are the best methods to communicate Arts Offerings to audiences?
3. What are the spending habits of an Arts consumer who is attending an event?
4. What environmental factors are important to Arts Consumers?

A subcommittee met with several marketing firms to look at completing three complimentary studies around marketing, economic impact, and artists. The Sage Policy Group (led by Economist Anirban Basu) was identified to complete the Marketing and Economic impact portions of the study at a cost of \$ 22,000. Frostburg State University was selected to complete the Artists study through their graduate level Marketing Program Students at no cost.

Presentations were made to local Arts Organizations to raise money for this effort with a plan to reach out to the City and County for any remaining funding that was needed. The task force has secured the funds necessary to proceed without any ask of either the City or County.

Mr. Miller hopes the City of Hagerstown will be a part of the focus group throughout the process. The market viability study is the most important component. The group will review what is successful in other communities and apply it to Hagerstown.

Mary Ann Burke, Executive Director of the Arts Council, indicated the Chamber of Commerce and the Greater Hagerstown Committee have endorsed the study. She hopes the City will also.

Councilmember Easton asked what support the City could provide to this endeavor. Mr. Miller asked the Mayor and Council members be a part of one of the focus groups.

It was the general consensus of the Mayor and Council to endorse the study.



CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development
Business & Community Relations Division
Karen M. Giffin ~ Director of Public Relations and Marketing
301.766.4188

March 9, 2011

TO: Bruce Zimmerman, City Administrator
FROM: Karen M. Giffin, Director of Public Relations and Marketing
RE: ARTS, EDUCATION AND ENTERTAINMENT TASK FORCE

A newly formed Arts, Education and Entertainment Task Force would like to update the Mayor and City Council on their mission and a new feasibility study that they are undertaking. James E. Miller who is serving as the Project Chair will be representing the task force and making a presentation. A letter outlining their endeavor is attached.

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WASHINGTON COUNTY Arts Council

March 9, 2011

Ms. Karen Giffin, Director
Department of Community Affairs
City of Hagerstown
1 E Franklin Street
Hagerstown, MD 21740

Dear Ms. Giffin:

The Arts, Education, and Entertainment Task Force is a recently formed group that includes representatives from many of the Arts organizations in the Hagerstown/Washington County community. The purpose of the group is to help build the reputation of Hagerstown and Washington County as an Arts destination.

The Task Force set as its initial goal to explore the feasibility of commissioning a study that would answer four basic questions about our Arts Community:

1. What does the Art Consumer want Arts organizations to provide?
2. What are the best methods to communicate Arts Offerings to audience?
3. What are the spending habits of an Arts consumer who is attending an event?
4. What environmental factors are important to Arts Consumers?

A subcommittee met with several marketing firms to look at completing three complimentary studies around marketing; economic impact; and Artists. The subcommittee identified and documented a scope of work; interviewed four firms and selected two firms to be a part of the process. The Sage Policy Group (led by Economist Anirban Basu) was identified to complete the Marketing and Economic impact portions of the study at a cost of \$22,000. Frostburg State University was selected to complete the Artists study through their graduate level Marketing Program Students at no cost.

Presentations were made to local Arts Organizations to raise money for this effort with a plan to reach out to the City and County for any remaining funding that was needed. That process is now complete and the task force has secured the funds necessary to

proceed without any ask of either the city or county. Our local Arts organizations have committed \$15,000 towards this effort and the Bowman Foundation, the CVB, Susquehanna Bank Foundation, and Bushey, Feight, & Morin have graciously provided us with the remaining \$7,000 we need to move forward.

The Arts, Education, and Entertainment Task Force thanks you for arranging the March 15, 2011 meeting with the Mayor and City Council,

Sincerely yours,

James E. Miller
Survey Project Chair

REQUIRED MOTION

**MAYOR AND CITY COUNCIL
HAGERSTOWN, MARYLAND**

Topic:

Public Information Meeting - Multi-Use Stadium and Event Center
Meeting held at the Clarion Hotel and Convention Center, 901 Dual Highway,
Hagerstown, Maryland

Mayor and City Council Action Requested:

Discussion:

Financial Impact:

Recommendation:

Motion:

Action Dates:

ATTACHMENTS:

Name:

Description:

No Attachments Available