

CHARLES COUNTY  
**Public Arts  
& Cultural  
Master Plan**

SEPTEMBER 25  
PUBLIC MEETING



**GOLOB ART**  
ART IS EVERYWHERE IS ART




**SITE DESIGN**



# INTRODUCTION TO THE PLANNING PROCESS

# OUR TEAM




Alexander Golob

*principal*

**GOLOB ART**  
ART IS EVERYWHERE IS ART

**PUBLIC ART AND  
PLACEMAKING +  
KEEPING STUDIO**

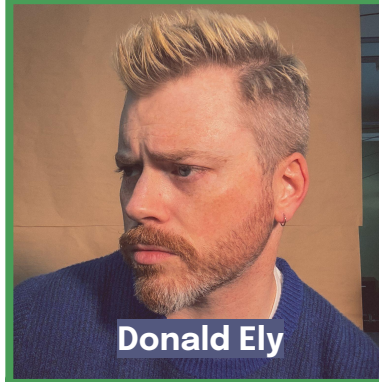


Heidi Thomas

*senior associate*

**enviro|collab**

**LANDSCAPE  
ARCHITECTS +  
URBAN PLANNERS**



Donald Ely

*principal*

**Three King  
Studio**

**CHARLES COUNTY  
COMMUNITY ART  
STUDIO**



Mark Ferguson

*senior land planner*

**SITE DESIGN**

**CIVIL ENGINEERING  
FIRM**

# TIMELINE

**AUGUST** Research and Initial Conversations

**SEPTEMBER** Public Meetings and Public Survey

**OCTOBER** Public Meetings, Public Survey, and Site Visits

**NOVEMBER** Prepare and Deliver Master Plan

# **TODAY'S GOALS:**

## **ENGAGE, GATHER, CONNECT**

### **ENGAGE COMMUNITY MEMBERS**

Engage directly with community members, sharing information and answering questions about public arts and culture

### **GATHER INFORMATION TO GUIDE MASTER PLAN**

Gather critical information about community assets, challenges, and preferences to guide policy recommendations

### **CONNECT COMMUNITY MEMBERS WITH EACH OTHER**

Connect a network of Charles County community members who care about the arts, to generate new ideas and action

## SETTING THE STAGE

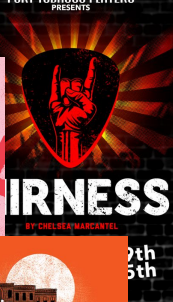
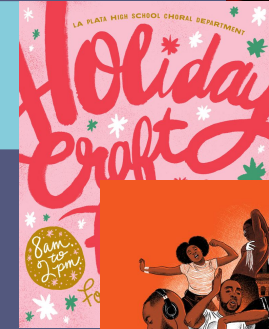
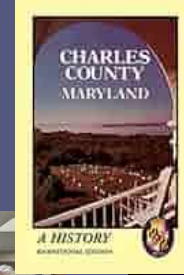
Over a study lasting over twenty years, researchers found that **arts and culture** were more powerful predictors of economic vitality and governmental responsiveness.

*(Making Democracy Work, Putnam, 1993)*

# DEFINING ARTS AND CULTURE

## Arts and culture are *broad*

Music, theatre, comedy, dance, painting, sculpture, ceramics, textile arts, photography, poetry, writing, film, radio, arts education, arts in healthcare, cultural heritage, preservation, history, culinary arts, architectural arts, craft arts



# IMPACT OF THE ARTS – GENERAL

## NATIONWIDE

Per-person event-related spending is **\$38.44**  
(Americans for the Arts, 2023)

Non-profit arts and culture organizations  
generated \$151.7 Billion (NEA, 2025)

## MARYLAND

Arts sector contributes **\$13.7 Billion** to economy (MD State Arts Council, 2025)

\$7.6 Billion towards art workers'  
compensation

Every dollar spent by MD State Arts Council  
grantees generates \$1.86 in economic value

**Supports 86,000 jobs**

5.3 million in-person attendance, 3.9 million virtual attendance

# IMPACT OF THE ARTS - DETAILS

- Arts and culture organizations, even small and medium ones, can act as neighborhood **economic anchors** (Kresge Study, 2019)
- Arts events even every few months can **decrease health care system costs** \$1,000 per person (U.College of London, 2023)

**Neighborhoods with arts clusters showed (UPenn, 2017):**

**14%**

decrease in child  
abuse and neglect

**18%**

decrease in  
serious crime

**5%**

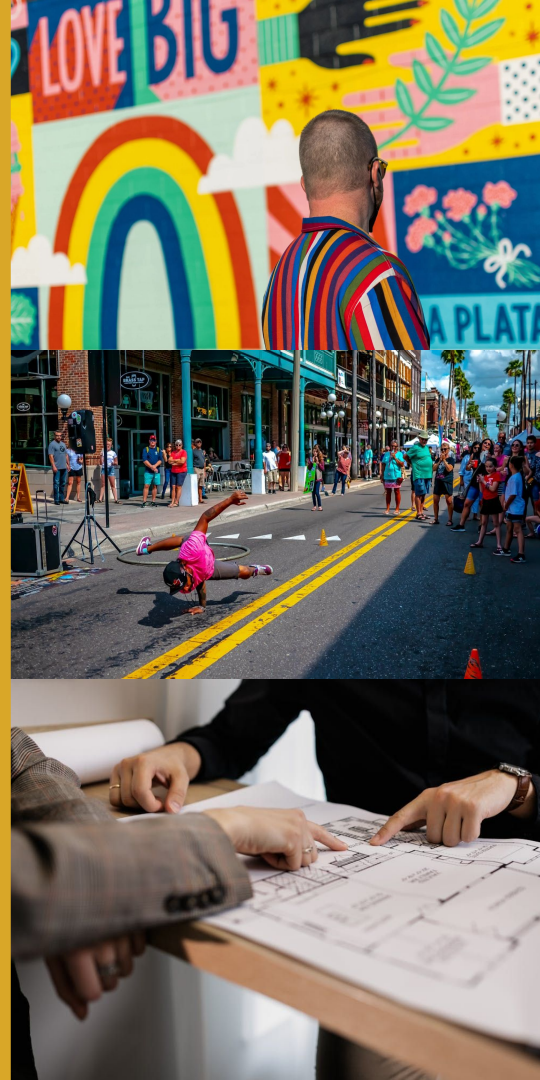
decrease in  
obesity

**18%**

increase in kids scoring in top  
tier in English and math exams

# WHAT DOES THIS LOOK LIKE?

- County arts policy and staff
- Zoning that allows for creative uses
- Percent for art
- Arts + programming for more foot traffic + safer streets
- Placemaking + placekeeping
- Network building
- Art in Infrastructure
- Pavement art
- Block parties microgrants
- Arts accelerators
- Arts centers
- Skill building
- Arts as reimbursable healthcare treatment



# ENGAGEMENT STATIONS

## **STATION 1** EXISTING ENVIRONMENT OF ARTS + CULTURE

What existing arts and cultural programs, places, or events do you participate in or enjoy in Charles County?

## **STATION 2** WISH WALL OF PUBLIC ART + CULTURE

What type of programs, policies, facilities or partnerships would you like to see in Charles County to support arts?

## **STATION 3** POLICY MAKING PRIORITIES

Where and how can public arts and culture be implemented in Charles County?



# QUESTIONS & ANSWERS

*...and don't forget to  
fill out the survey!*

