



DRAFT

## **Frequently Asked Questions: MPA's New Arts & Education Campus**

### **1. What is McLean Project for the Arts (MPA)?**

- MPA, established in 1962, is a premier center for contemporary visual art exhibitions and arts education programming in Northern Virginia. As a private non-profit 501(c)(3), MPA aims to nurture creative human imagination through its mission to exhibit works from emerging and established Mid-Atlantic artists, promote public awareness of contemporary art, and offer instruction in the visual arts.

### **2. What is MPA's plan to expand in McLean?**

- MPA's Board of Directors approved a plan in September 2023 to create a new Arts & Education Center at 6910 Fleetwood Road in McLean. This purpose-built space will feature two galleries, teaching spaces, a café, gift shop, office, and conference room. This expansion reinforces MPA's brand identity separately from its partnership with the McLean Community Center (MCC).

### **3. Will MPA move out of its galleries and studio in the MCC?**

- No, the new facility will complement existing visual arts programming provided through the public/private partnership with Fairfax County. MPA will continue exhibitions in the Emerson and Atrium galleries and maintain visual arts instruction in DuVal Studio.

- With this additional art exhibition and art education space, MPA will expand the programming of our award-winning ArtReach art education outreach program, offer more exhibition space availability to community partner organizations, and expand the size and offerings of our summer art camp programming for community residents.

### **4. What is the anticipated timing of this project?**

- Fall 2023: Contract signed for space; pursue financing and commence fundraising.
- Q1 2024: Close on space, design process, and building permit submission.
- Spring 2024: Begin build-out, anticipated to last 5-6 months.
- Operational by the end of 2024.

### **5. How much will this project cost?**

- The projected cost for purchasing, building out, and launching the new site is \$5.5 million.

### **6. What is the impact/benefit to neighbors?**

- The project benefits the community by providing a beautiful space for art and community events in the heart of downtown McLean. MPA will also create a welcoming venue in its onsite café. The café will be open gallery hours and is anticipated to offer light food and drinks.

### **7. What types of events can be held at the new location?**

- Events include opening receptions, artist talks, community receptions, private functions, corporate events, small weddings, film viewings, performing arts presentations, and more.
- Many events will be free and open to the public. Some events at the space will be a source of operating revenue, including private functions, corporate events, small weddings and other special events (both indoors and outdoors).

### **8. Will there be enough parking?**

- Yes, the new location in the Signet building has 460 parking spaces; 200 for its residents and 260 for MPA's needs and those of the office building at 6862 Elm Street ensuring ample availability during events. There is additional parking available on the street, especially during the hours of MPA's most heavily attended hours of evenings and weekends.

### **9. How can the community contribute to this project?**

- MPA welcomes community involvement in the fundraising campaign, offering gift sizes from \$250 to \$1 million and naming opportunities for various facilities. Please reach out to us at [info@mpaart.org](mailto:info@mpaart.org)

### **10. What new revenue sources will this create for MPA?**

- MPA anticipates that this new location will allow for new contributed and earned revenue sources for the organization:
  - Development revenue:
    - Exhibition support: Increased visibility of this site will make underwriting exhibitions more attractive for potential donors
    - Event support: The onsite café will improve the ease and economics of onsite fundraising
  - Operating revenue:
    - Art sales: Increased visibility, location within a commercial / residential area of McLean and the welcoming environment of the café will result in higher visitor traffic and art sales
    - Events: This new facility allows ticket income from MPA events and rental income from private events; which is not possible in our current location at the MCC
    - Café: Onsite food and drink sales
    - Gift shop: Sales of artwork, gifts and art supplies for classes

### **11. How will this new facility change MPA's staffing?**

- MPA's operating staff is projected to grow from eleven to fourteen, with additional faculty staffed based on class demand/enrollment.

### **12. What happened to MPA's partnership with the Fairfax County Park Authority (FCPA)?**

- MPA and FCPA continue to collaborate, with ongoing operations such as the annual MPAartfest. MPA and FCPA continue to work towards plans for bringing art initiatives to parks in Fairfax County's Dranesville District.

### **13. How will the new center expand partnerships and cultural awareness?**

Through research and analysis, MPA will develop a global reach by collaborating and coordinating programs and efforts with other institutions, nonprofits, and academic institutions in the DMV.