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### Proposed Capital One Center

# Area to Get New Arts and Cultural Venues

Conversation with ARTSFAIRFAX'S Linda Sullivan.

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THE CONNECTION

**T**he arts are a big business in Fairfax County. “We’re seeing an increased recognition to the value the arts bring to our region. The arts attract and inspire a strong workforce, help educate our children, entertain us, and enhance our communities,” said Linda Sullivan, CEO and President of ARTSFAIRFAX.

ARTSFAIRFAX is the organization that helps support the arts and provides a voice for the arts in Fairfax County.

There are about 250 arts organizations, big and small in Fairfax



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### Linda Sullivan, CEO and President ARTSFAIRFAX

County according to ARTSFAIRFAX. A recent study developed by Americans for the Arts in collaboration with ARTSFAIRFAX indicated that more than \$270 million is generated annually in economic activity from the arts and culture industry in Fairfax. Additionally more than \$9.0 million of local government revenue is generated and more than 6,200 full-time equivalent jobs supported.

Yet more can be accomplished. “Fairfax County has always had many outstanding arts organizations but with a shortage of arts venues they have not been as visible as they might be in other communities.” For smaller non-profits arts and cultural organization, what may have been an issue “is the lack of professional arts venues that can accommodate audience growth, and lower than regional average financial support that can help an organization enhance its programs and productions.

In terms of cultural facilities, Fairfax County is working to match other communities with more than 1 million populations which may have larger cultural

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facility infrastructures. “The county grew rapidly over a relatively short period of time, that the focus had to attend to roads, schools, and other infrastructure. Now, with a large, diverse and growing population, it’s the cultural infrastructure that will help communities, and the entire county, to thrive.” said Sullivan.

Sullivan indicated that in the Tysons area there is heightened interest in developing arts and cultural facilities. As examples, she mentioned the Capital One Center (McLean Metro) that will include several performance spaces for live productions and a rooftop green space for outdoor music and small performances. Additional arts facility development is anticipated in Tysons with a performing and visual arts venues in early planning for The View development near the Spring Hill Silver Line.

Herndon is developing a major arts facility and an arts education center called the Floris Arts Conservatory is to be built along Frying Pan Park.

“We are seeing an increased recognition to the value the arts bring to our region,” said Sullivan.