



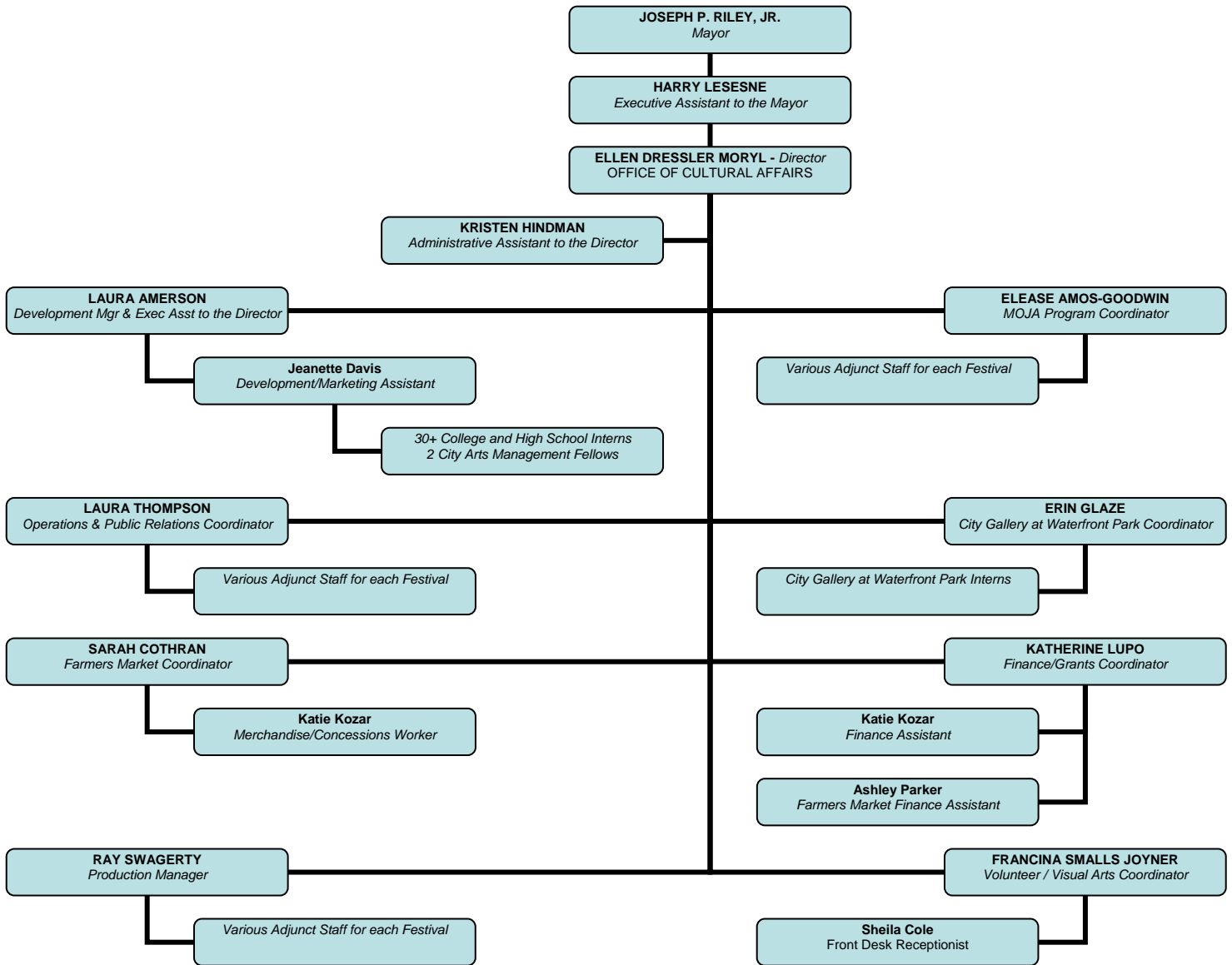
*City of Charleston*

*Joseph P. Riley, Jr.*  
*Mayor*

*South Carolina*  
*Office of Cultural Affairs*

*Ellen Dressler Moryl*  
*Director*

**2009 ORGANIZATION CHART  
CITY OF CHARLESTON OFFICE OF CULTURAL AFFAIRS**



### **Mission Statement:**

The Office of Cultural Affairs is committed to promoting and fostering excellence through artistic expressions, thereby enhancing the quality of life for all of Charleston's citizens regardless of economic, social, or physical considerations. The Office of Cultural Affairs will play a catalytic role in producing and/or supporting programs that educate, inform, and inspire through a wide variety of cultural activities which celebrate creativity and diversity; that contribute to the area's economic development and underscore Charleston's reputation as an international cultural destination.

### **History:**

Established in 1977, The City of Charleston Office of Cultural Affairs (OCA) is responsible for providing access to the arts for all citizens. It advocates the work of local artists, performers, and writers; supports and serves as the municipal interface/convening agency for local arts organizations; and maintains partnerships with Charleston County Schools to provide arts education opportunities and facilitate City-sponsored special events and youth outreach programs. The office also compiles the Arts in Charleston calendar, a monthly events listing posted on several websites, distributed to hotels, and published in *The Post and Courier*.

The OCA's largest project, Piccolo Spoleto, was launched in 1979 to complement the international scope of Spoleto Festival USA by showcasing rising artists from the Southeast over the course of its 17-day schedule; it offers an exhilarating mix of visual arts, music, dance, theater, and ethnic cultural presentations, providing broad access to the Spoleto experience, as well as a venue to present over 3,500 artists in some 700 events to an audience of 180,000 of all ages, ethnicities, economic strata, and educational backgrounds. Established in 1979 to celebrate African-American and Caribbean arts and culture, The MOJA Arts Festival (originally called The Black Arts Festival) is an annual 10-day festival of visual arts, classical music, theater, poetry, storytelling, dance, jazz, gospel, rhythm and blues, children's activities, and traditional crafts for an audience of 58,000. Presented each Fall, MOJA celebrates cultural harmony within the community and encourages participation in and access to a rich variety of traditional arts and cultures, as well as educational programs. Frequently, MOJA brings national figures to participate in the festival such as Billy Taylor, Rennie Harris, The O'Jays, Gerald Levert, W. Deen Mohammed, and the like.

When it moved from its first location in Hampton Park to the Dock Street Theatre in 1978, the OCA created The City Gallery at the Dock Street Theatre to provide the opportunity for local artists to have their work shown in a high visibility space frequented by theater audiences, Spoleto Festival audiences, and thousands of tourists. The monthly exhibitions there have showcased over 350 artists since the gallery was established. In 2002 the OCA worked with the Parks Department to plan the up-fitting of a brand new visual arts project, the City Gallery at Waterfront Park, a beautiful and unique contemporary arts facility situated in the One Vendue Range Development. In 2007, the OCA inaugurated The New Perspectives Gallery at 180 Meeting Street. The OCA continues to plan and manage the exhibition programs at the City Gallery which has been a wonderful addition to the visual arts scene in Charleston. OCA's long range vision for a public art agenda includes establishing a Percent-for-Art program, developing a public art policy in conjunction with a city-wide monument plan. Towards that end, they will continue to present public art administrators and authors to extend local vocabulary in the field and tap into the deepening discourse around public art and public life that is so active today.

### **Key Goals:**

1. Provide access to the arts for all citizens
2. Advocate support of Charleston's artists and arts organizations
3. In partnership with Charleston County Schools, provide arts education opportunities to all children
4. Facilitate City sponsored Special Events

### **Statistics:**

1. *Arts education programs:* in partnership with Charleston County Schools and local arts groups serve 10,000+ children K-12 annually
2. *Audience Members:* Piccolo Spoleto (180,000), MOJA Arts Festival (58,000), Holiday Magic in Historic Charleston (25,000), Parade of Boats (25,000), Happy New Year, Charleston! (15,000)
3. *Participating Artists:* Piccolo Spoleto (3,500) MOJA Arts Festival (300), Holiday Magic (150) Happy New Year, Charleston! (75)
4. *Constituent Groups Served:* Serve as resource to approximately 500 individual artists and community based arts groups
5. *Farmer's Market statistics:* 100,000 people attend the Farmers Market each 36-week season. 30 farmers and growers participate, along with approximately 50 crafts people. 50 non-profit organizations disseminate information to the community over the course of the Charleston Farmers Market season.
6. *Economic Impact of Festivals Produced:* According to USC's School of Business, Piccolo Spoleto has an economic impact of \$32 million annually.

## **Annual Projects and Activities:**

### **PRODUCE ANNUAL FESTIVALS**

- April – December Charleston Farmers Market (*Every Saturday & Friday-Sunday during other festivals*)
- May – June Piccolo Spoleto Festival – Official Outreach Arm of Spoleto Festival USA
- September – October MOJA Arts Festival: A Celebration of African-American and Caribbean Arts
- December Holiday Magic in Historic Charleston
- December Christmas Tree Lighting Ceremony
- December Holiday Parade of Boats
- December Happy New Year, Charleston! (New Year's Eve)

### **MANAGE ART GALLERIES, EXHIBITIONS, AND ART COLLECTIONS**

- *City Gallery at the Dock Street Theatre* (temporarily in the Gaillard Auditorium, due to DST Renovation) – presents 12 exhibits each year featuring works by Charleston's serious emerging professional artists
- *City Gallery at Waterfront Park* – presents six to twelve exhibits each year featuring works by local, regional, national and international contemporary artists
- *The New Perspectives Gallery @ 180 Meeting Street* – presents six to twelve exhibits each year featuring works by local and regional artists
- Various galleries around Charleston present exhibits for festivals produced by the OCA
- Work with Arts & History Commission on projects including public art policy in conjunction with City-wide monument plan
- Administer the Mayor's Purchase Awards for Piccolo Spoleto and the MOJA Arts Festival and manage the permanent collection of these works for the City

### **ASSIST WITH SPECIAL EVENTS**

- Re-opening of Charleston City Hall; Inauguration Ceremony for Mayor and City Council; Ribbon cutting ceremonies for new parks and buildings; Re-opening of Old Slave Mart Museum; First Day Festival; 4<sup>th</sup> of July Special Events; Day of Caring; Memorial Services for the Charleston Nine
- Programs and materials for visits by foreign and domestic dignitaries
- Programs for special conventions and meetings hosted and/or sponsored by the City of Charleston
- Manage designing/printing/mailling invitations, programs, mailing lists for special events
- Maintain master mailing list for special projects of the Mayor's Office
- Serve as a member of the Special Events Committee for the City of Charleston, which issues permits to groups and individuals wishing to hold special events in City parks and outdoor spaces.
- Work with Special Events Committee to administer policies for noise control at outdoor events in city venues.
- Manage permitting process for photo shoots and filming activities in the City of Charleston in conjunction with the Special Events Committee and Traffic & Transportation Commission

### **PROVIDE ADVOCACY AND SUPPORT OF ARTISTS AND ARTS ORGANIZATIONS**

- Serve as municipal interface for all of the Charleston's arts organizations and other City departments
- Produce and distribute monthly *Arts in Charleston Calendar* of events to area media and publications and program events onto [www.charlestonarts.sc](http://www.charlestonarts.sc) for viewing by the general public as well as send weekly e-newsletters of event updates
- Partner with the City of North Charleston in administering the Lowcountry Quarterly Arts Grants Program of the South Carolina Arts Commission, providing small grants to Lowcountry artists and arts organizations
- Provide technical support to help local start-up groups such as Art Forms & Theatre Concepts, Chamber Music Charleston, Charleston Music Fest, and others.
- Serve as city support staff to Dock Street Theatre renovations and other cultural venues improvements involving the city including: Memminger, Gaillard Auditorium, etc.

### **PRODUCE OUTREACH PROGRAMS WITH SCHOOLS**

- Administer arts education activities in the context of the OCA's Storefront School for the Arts outreach programs
- Administer a ticket distribution program in conjunction with Grant-In-Aid recipients to provide arts experiences to children and their mentors and all Title I children (free lunch program) in the City
- Incorporate outreach components in all festivals produced by the City of Charleston Office of Cultural Affairs including presenting festival programs in hospital wards, senior centers, outlying community centers and the like.