

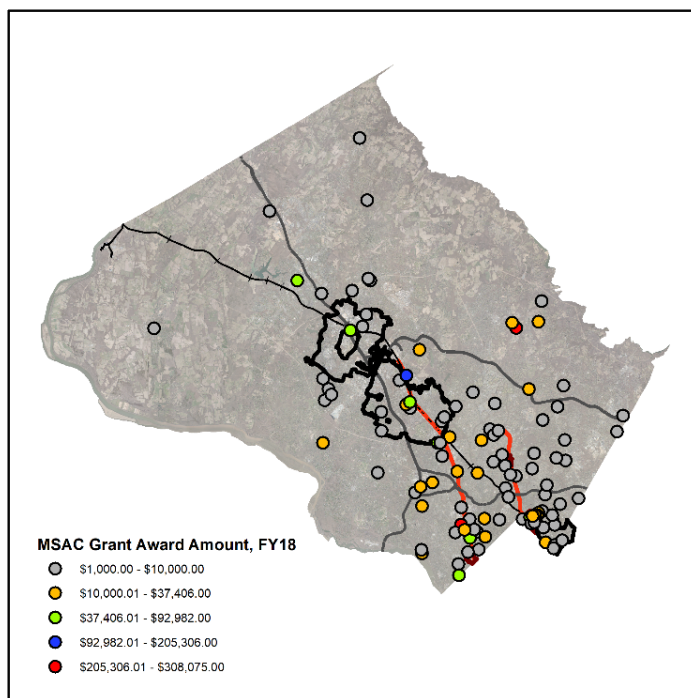
## Montgomery County Cultural Resource Inventory

Montgomery County has a wealth of cultural facilities, destinations and institutions as well as organizations and individuals who contribute to the arts. The Design, Arts & Culture working group conducted a data driven analysis of cultural investments and institutions in the county. The purpose of this effort was to understand what type of cultural institutions and uses exist in the county today and how we support and incentivize the arts and cultural offerings. Our analysis resulted in a partial inventory of Montgomery County, through the lens of art grant awardees, businesses classified as “cultural” as well as historically preserved spaces and parkland. The data alludes to both the cultural and artistic environments as well as the way the County has displayed some priorities in land use decisions.

Our analysis reinforced the role older buildings play in both providing physical markers for cultural heritage as well as offering naturally affordable spaces for artists and creative entrepreneurs. The role of traditional single-family dwellings in providing spaces for cultural output is also worth noting. As we look at creating complete communities throughout the county, the cultural value of single-family dwellings is worthy of consideration. Lastly, our analysis exposed the need for more equitable investments in smaller cultural facilities and support for local artists to create a more organic arts ecosystem.

### Key Takeaways:

- The County, as a whole, was awarded \$2.2 million dollars from the Maryland State Arts Council (MSAC) in fiscal year 2018. This money went into project grants, school integration for artist residency programs, specific cultural projects and operational support. However, almost 70% of the funding went to supporting large organizations, most of which are governmental or tangentially related to government. Additionally, only \$3,000 dollars went to small scale community grant projects (Table 1).



- The County has over 4,000 businesses classified under cultural categories by the North American Industry Classification System (NAICS), distributed primarily Downcounty as well as along WMATA Metrorail lines and the I-270 corridor, see map. These classifications include cultural industries, cultural occupations, cultural organizations, cultural spaces and facilities, natural and cultural heritage, as well as cultural events and festivals. The most significant amount of businesses are classified as Computer Systems Design and Related Services and Architectural, Engineering and Related Services (Table 2).
- These businesses classified under cultural categories occupy some part or all of 131 million gross floor area (GFA), much of it in retail and institution/community facilities (32 million GFA), but also a lot in single family dwellings (9 million GFA). Interestingly, many businesses classified under cultural categories are also using warehouse and industrial spaces (5 million GFA). There is also a relationship between businesses not related to institution/community facilities and the age of the structure, particularly the predominant use of older single-family dwellings and retail spaces (Table 3).

Montgomery County has demonstrated a willingness to preserve its history and celebrate recreation through certain land use decisions. The County has over 800 historic sites and district spread over 11,000 acres (Table 4). In addition to the 106,000-acre Agriculture Reserve, one-third of the County's overall acreage, there are three designated Heritage Areas: the 99,000-acre Farming History Heritage Area, the 27,000 acre Technological Innovation Heritage Area, and the 22,000 acre Quaker and Underground Railroad Heritage Area (Table 5). Finally, the County has 715 parks and over 22,000 acres of land throughout the County with an additional 147 and 6,800 acres proposed.

Table 1: FY18 Grants Listing for Maryland State Arts Council: The Arts and Humanities Council of Montgomery County		
Grant Category	Count	Award Amount
Artists and Scholars in the Community Grant	5	\$ 3,000.00
Artists and Scholars Project Grants	32	\$ 116,801.82
Artists Integration Residency in Schools Grant FY18-1	7	\$ 12,503.55
Artists Integration Residency in Schools Grant FY18-2	9	\$ 13,900.00
General Operating Support Large Organizations Grant	14	\$ 1,569,958.00
General Operating Support Mid-Size Organizations Grant	23	\$ 428,417.00
Small Organizations and Groups Project Grants FY18-1	12	\$ 49,957.00
Small Organizations and Groups Project Grants FY18-2	11	\$ 35,506.00
Wheaton Cultural Project Grants	5	\$ 35,415.00
	118	\$ 2,265,458.37

Source: Maryland State Arts Council

**Table 2: 2016 Q2 Quarterly Census of Employment and Wages (QCEW)  
Cultural Categories<sup>1</sup>, by NAICS Code<sup>2</sup>, by count**

Four-digit NAICS	Count
Advertising, Public Relations & Related Services	164
Agents & Managers for Artists, Athletes, Entertainers & Other Public Figures	11
Architectural, Engineering & Related Services	495
Book, Periodical & Music Stores	31
Business, Professional, Labor, Political & Similar Organizations	51
Cable & Other Subscription Programming	9
Civic & Social Organizations	69
Clothing Stores	246
Computer Systems Design & Related Services	1,710
Concrete Block and Brick	2
Death Care Services	8
Independent Artists, Writers & Performers	68
Motion Picture & Video Industries	91
Museums, Historical Sites & Similar Institutions	14
Newspaper, Periodical, Book & Directory Publishers	94
Other Information Services	71
Other Miscellaneous Store Retailers	91
Other Professional, Scientific & Technical Services	276
Other Schools & Instruction	56
Performing Arts Companies	33
Printing & Related Support Activities	56
Promoters of Performing Arts, Sports & Similar Events	29
Radio & Television Broadcasting	23
Satellite Telecommunications	10
Software Publishers	111
Sound Recording Industries	16
Specialized Design Services	193
Sporting Goods, Hobby & Musical Instrument Stores	14
Used Merchandise Stores	57
	4,099

<sup>1</sup> Includes Cultural Industries, Occupations, Organizations, Spaces and Facilities, Natural and Cultural Heritage, Events

<sup>2</sup> North American Industry Classification System

Source: Bureau of Labor Statistics Quarterly Census of Employment and Wages, 2016

Table 3: "Cultural" Parcels Gross Floor Area <sup>1</sup> , by Land Use Category	
Land Use Category	GFA
Office	47,363,722
Multi-Family	34,707,598
Retail	18,121,362
Institutional/Community Facility	13,519,140
Single Family Attached	5,246,368
Single Family Detached	3,930,331
Warehouse	3,222,455
Industrial	1,819,196
Cooperative	1,215,731
Parking and Transportation	729,230
Cultural	656,225
Research and Development	486,877
Vacant	301,914
Office/Retail	210,193
Open Space/Recreation	124,769
Agriculture	69,010
<Null>	27,280
Parks	-
Utility	-
	131,751,401

<sup>1</sup> May occupy some part or all of noted GFA

Source: Maryland State Department of Assessment and Taxation

Table 4: Montgomery County Historic Sites and Districts								
	National Register		Master Plan		Locational Atlas		Historic Easements	
	Count	Acreage	Count	Acreage	Count	Acreage	Count	Acreage
Sites	9	-	454	-	132	-	78	-
Districts	16	7,089	24	1,037	13	631	78	2,804
	25	7,089	478	1,037	145	631	156	2,804

Source: Maryland State Department of Assessment and Taxation

Table 5: Montgomery County Heritage Areas	
Name	Acreage
Farming History	99,085
Technological Innovation	26,855
Quakers and the Underground Railroad	22,426
	148,365

Source: M-NCPPC Planning

Table 6: Montgomery County Parkland						
	Existing		Proposed		Total	
	Count	Acreage	Count	Acreage	Count	Acreage
United States	2	4,222.3	-	-	2	4,222.3
State of Maryland	8	12,291.7	3	345.7	11	12,637.4
M-NCPPC	487	261.7	136	6,470.5	623	6,732.2
Municipalities	205	1,975.3	7	27.2	212	2,002.5
Other	13	4,049.0	1	0.5	14	4,049.5
SUM	715	22,800.0	147	6,844.0	862	29,644.0

Source: M-NCPPC Planning