2026 - 2027 MCC Governing Board
Programs & Community Engagement Committee
October 14, 2026 6:30 p.m.

MINUTES

Committee members present: *in-person:* Doug Jeffery; Michael Solomon; Yingxi Zhao; Michael Signer

Committee members absent: Liz Lawson; Michael Monroe

Other board members present: Ron Keesing

MCC Staff present: Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Sarah Schallern Treff, Performing Arts Director; Jessica Wu, Marketing & Communications Director; Ashley Prosser, Instructional Programs Manager; Mike Fisher, Special Events Manager; Matt Hockensmith, Comptroller; Willie Montgomery, Special Events Coordinator

Guests: None.

CONVENE MEETING

As Chair Liz Lawson was unable to attend, Doug Jeffery was designated to convene a meeting of Programs & Community Engagement Committee of the Governing Board of the McLean Community Center on October 14 2026, at 6:40 p.m. The meeting was open to the public attending in-person. A courtesy announcement was made about audio-recording for purposes of Minutes. No changes were requested to the agenda; it was adopted by acclamation. Each MCC Staff member in attendance introduced themselves with their respective job title/function.

FY26 PROGRAM ATTENDANCE ANALYSIS **remarks by Executive Director Betsy May-Salazar*

Executive Director Betsy May-Salazar presented a deeper FY26 attendance analysis including a look at in-district vs out-of district-participation; programmatic % of goals reached; total visits; and unique attendance (where identifiable).This analysis supplements the monthly report provided to the board detailing total visits by category. This analysis is still a work-in-progress to envision relevant data analysis to build meaningful reports. The presentation reviewed high level data by division, pointing out the nuances of what data is available by category.

Entire analysis presentation is included at the end of this Minutes document.

Clarification by Executive Director May-Salazar: There are two parts to this analysis:

1. Percentage-to-goal: How are we doing against our goals? One very important aspect is that MCC offers a wide range of different types of programs and we set our goals for audience based on many factors. For some programs, 100 people is the target audience. For others, the 383-seat capacity in The Alden with a wait list is what we expect. We set those goals very strategically and evaluate: How are we measuring towards the goals we are setting?
2. Unique Visitors- How many individual people are we reaching? Unique visitors are only able to be calculated for programs that require registration. Free community events do not collect this data.
3. Total visits: 143,683. "Total visits" does not include walk-in attendance or passive presence of people who are waiting for classes. We currently have a contract underway to install door counters at our entrance doors so we can start to collect the information of who is coming in and out of the facility, and the time-of-day.
4. Unique Buyers**:** The data for the Performing Arts tracks Unique Buyers not Unique visitors. Unique buyers purchased multiple tickets for guests and does not tie to unique attendance.

Chair Keesing noted the purpose of this analysis is to see whether the unique attendance we are getting is meeting our goals? It's entirely appropriate to look at goals but we had to first get a baseline. It's great to now have this data!

***Discussion and points of clarification (individual perspectives and inquiries) included:**

1. More detail regarding total visits vs unique visits from in-district registrants;
2. Performing Arts Audiences: Discussion revolved around value of having more detail on unique ticket buyers for performing arts including in-district vs out of district and number of tickets being purchased to more closely determine number of unique visitors; evaluating the goal of in-district participation and overall attendance (both total visits and unique visits) ; desire to increase public reach perhaps through broader programming offerings such as lecture series, book talks, panel discussion, etc.
   Clarification by Executive Director May-Salazar: Interesting and surprising data is that McLean Community Players has only 15% in-district attendance. We perceive them as community based with a community audience. She suggested that we take the analysis a step further to look at zip code for unique attendance to have more nuanced data beyond in-district and out of district which will indicate where attendance is primarily fairly local or more widespread.
3. Consider requiring registration for large community events – to be able to tally actual attendance.
   Clarification by Executive Director May-Salazar: At our large community events, we don't want a barrier of registration; therefore, there is no data about in-district or unique visitors. However, we will soon use a county tool (perimeter scanning) that provides some customer data using cell phone data. We are starting to experiment with it - it doesn't give a true count but yields some interesting information. MCC is not soliciting the individual information; it is aggregated (no security concerns) and is already being collected. It won't tell us unique visitors but it will provide useful data regarding where attendees came from and where else they visited.
4. Determine appropriate proportion of in-district vs. out-of-district participation welcoming broader community while ensuring space availability for in-district.
   Clarification: It depends on the program and its popularity. If programs routinely develop wait lists we would consider modifying enrollment requirements to preserve in-district spaces. Keep in mind for certain programs, such as Afterschool Program and Camps, that out-of-district youth could have parents who work within our tax district.

Summary: That was great information! Awesome. Thank you! We have been asking for the "unique visit" data. And we are excited to see what the counting data is like – just as estimates.

NEXT STEPS: **Focus on higher-level goals**

Recommendation by Chair Keesing: We should aim toward setting some top-down goals for unique participation to be driving toward. Then the different ways we assess and try to create programming can be measured on progress against those higher goals. It's great to have program goals and designated attendance goals; but those metrics can become self-driven. It would be useful for us to focus on how we're going to drive some new metric (such as overall unique attendees for a period), which then informs the design of programming and the choices made toward actually achieving those goals.

MCC offers meaningful <u>repeat</u> programming (series) – not solely focused on 'unique visitors.'

Clarification by Executive Director May-Salazar: Yes, we absolutely do want more visitation and to reach more people in the community who are not currently attending (more people coming; increased unique visitors). But when you hear peoples' ideas about what they want for programming – it focuses on <u>programs that repeat (series)</u> that they can come to every month, creating a sense of community and connection. That is not a 'unique visitor' - it is someone coming every month. Examples are SIA and ASP (which is 53 people - but they value the program and come daily). It is category-by-category: in the theater there are plenty of seats and it's valid to consider how to increase unique visitors. But we also enormously value our <u>repeat</u> visitors who come to thoughtfully designed 'supportive community' programs. When setting goals we will need to keep both in mind.

MCC PUBLIC INPUT SURVEY: SHAPING FY29 PROGRAMMING

**remarks by Deputy Director Jonathan Melendez and Marketing & Communications Director Jessica Wu*

Toward the goal of well-rounded data, MCC's annual Public Input Survey is another avenue for the public to give their thoughts on what MCC should be offering and what they would like to see. It accompanies public comments expressed at the annual public hearing on programs held in March (which is typically not well-attended). The survey offers a better snapshot of our community: demographic questions; What barriers prohibit them from coming to MCC programming? What would they like to see? Community-based questions: Do they feel valued and welcome when they come here?

TIMING:
Summer 2026: We developed the survey based on last year's version – evaluating what changes needed to be made. Worked with other agencies: NCS, and county data analytics division (they were very helpful in guiding us to ask the appropriate questions to get the answers we need). We are also translating this survey into the five most commonly spoken languages in our tax district.
Fall 2026: As the fourth iteration of MCC's Public Input Survey it is now open and remains open until late January 2027.
Late January-March 2027: We will start looking at results, analyzing what has been said and try to figure out what we can do in response. What do we have the capacity to do? How can we start formulating our budget ideas for new programming?
Summer 2027: Last year's 2025 survey results > consideration for implementation beginning Summer 2027.

PARTICIPATION: We added the survey as a balance point to the Public Hearing on Programs – because the public hearing was so focused on only those who attended; which is limited to a handful of people with individual comments. What do you do with such comments in isolation? The survey helps to ground the information, averaging approx. 350 participants. First year had 1,200 respondents; last year - 345 respondents. We are trying to increase participation now. The 'ask' is for Gov. Board members to visit community organizations, faith- based organizations and networks you already have – those are great opportunities to address some of the gaps in survey participation.

Survey Distribution Plan: In thinking about segmenting the different patron categories in our community:
*Who are the current MCC patrons whom we know come to MCC events, classes? How can we reach them? Through e-newsletter, social media; they go to MCC website often. Those are the people who are loyal to MCC currently.

*How do we reach residents who don't participate - so we can understand their interests and needs, and why they are not participating? We've been talking about this continually – Who are those people and why aren't they coming here? We distribute survey fliers to Dolley Madison Public Library; fliers at condo associations and apartment buildings. We distribute the survey flier through e-mail contact lists and distribution lists. Extra-curricular activities (dance studios) – making sure we have contacts there who can assist with spreading awareness of the survey.

*Who are residents who have communication barriers? Some people don't have access to the internet or don't know how to utilize technology to its fullest potential. Also, some people don't speak English. We are using services in Fairfax County to get the survey translated into the five most commonly spoken languages in the school district.

*We reach out to various cultural associations – to understand different perspectives and making sure we actually are hitting that goal in MCC's Strategic Plan: "Reaching all of McLean and its Global Community." Which tax district residents can be reached through trusted networks that exist out in the community?

*Residents who aren't interacting with MCC currently but know or have relationships with people who are interacting with MCC. We lean heavily on the Governing Board to get the survey out to the community, to really understand what feedback community members have – whether they attend MCC events, attend classes; whether they really appreciate our services… *OR*… the ones who don't. We want to try to understand why they are not attending any of our programs, events or classes. We also reach out to schools, PTA's. Internally, we maintain a list of faith organizations to reach out to when appropriate; also utilizing such networks with local civic organizations.

Summary by Chair Ron Keesing: Gov. Board members can take responsibility for relating to these groups. It would be great to have materials and talking points prepared for board members, and target lists. Then we can coordinate: Who wants to take on reaching out to these groups? Board members will also need guidance on how best to approach these groups (school principals; PTA's; faith organization leaders)

ACTION: Use the 10 fliers in your packets. Reach out to the appropriate contacts in all different segments outlined here in an organized way (try to avoid multiple touchpoints to the same contact). A communication toolkit would be useful to keep track of who is doing what and the results we are seeing. Consider how you promote MCC currently; this effort will be similar. We are getting input from folks who may be coming here but have always questioned: What do you do here on the Governing Board? Simply share the survey with ten people you know who would be interested.

Recommended ways to reach out: At schools, start with principals and then send the surveys to homes; 10-11 schools are in our tax district. Jessica Wu has a good relationship with PTA's at the elementary schools. We send information to the high schools about volunteer opportunities for the students. Schools are open to it if you know the right contact person.
*A CRM (Customer Relationship Management System) will track who the key people are at the different locations we are trying to reach. Example: Chesterbrook PlayDates ListServe – 2000+ people are on it!

DISCUSSION: OPTIONS FOR FUTURE EVENTS, PROGRAMS AND COMMUNITY ENGAGEMENT
**discussion led by Executive Director Betsy May-Salazar and Special Events Manager Mike Fisher*
This was an open opportunity for board members to talk about their ideas - to 'brainstorm' on things they think would be interesting that are beyond what MCC is currently doing.
Aspects to think about: 1. vision and goal 2. annual vs. series 3. location 4. target age group 5. scale

Board Member Brainstorming:
1. Signature events that McLean would become well-known for.
The thing that would mark success is the following outcome: events (stand-alone, annual or a series) that would appear in a real estate listing for someone to live here. People would think about "_X_" when they thought of McLean. It would rise to the level of such remarkable standard – so embedded in the fabric of the community that you would think about it when you envision why you like living here. McLean Day, Independence Day Fireworks, summer camps are already such signature events. This is not to criticize the many other things that are already successful. The goal would be to develop things that would aspire to that status within the community. Examples: Virginia Beach uses the boardwalk as an iterative outdoor art festival (began years ago; continuing to build on it).
*food truck night – repeated monthly (8x per year) in MCC parking lot; invited vendors; band music.
*Movie night in McLean is growing.
*Offerings on-stage in The Alden that would stimulate conversation and engagement. Local authors – a conversation series; debate; book talk; panel discussion. McLean is such an interesting community – very diverse; many prominent people; culturally relevant. There is so much going on (being right next to DC) and there are many fascinating people who have done amazing things in their careers. Abundant resources in this community – it would be offered FREE; and people would be flattered to do it. It's something people would be proud to participate in: amazing discussion series at MCC.

2. Establish effective contact with houses of worship and schools to reach friends and neighbors who are long-time residents but wonder: "What is the McLean Community Center?" The two things most important for some families: a. school; b. practicing their religion. For people didn't get the information about MCC that's how you get to them. This suggests maybe setting up an appointment with such people to pick their brain: What is a list of things you would like to see at MCC? What is one thing you can inform us about that we didn't think of? Is there something we shouldn't do?

3. Aim for steady growth over time: establish a new program > then make adjustments to address growing public interest. Example: MCC's summer concert series seems to be exploding in popularity from 5-6 years ago, with the difference of better infrastructure at MCP pavilion and the tweaked time of week. It's becoming like a 'mini McLean Day;' we should keep that and develop similar ideas. A speaker series is another phenomenal idea that could gain increased popularity over time – maybe 30 people initially; and then more than 100 people would attend.

4. Regularized frequent offerings Example: weekly evening music on the MCC patio with back-up indoors (so it can still go on in case of bad weather); featuring different cultural themes. "First Friday" – people show up for free wine & cheese. A coffee shop here at MCC would bring in 3-4 times more people to come through very regularly.

5. Gather ideas from other institutions throughout U.S. with a similar structure to MCC. It would be a set of evidence about what is working. What are other organizations that are like us and what are they doing? From a research-informed perspective: What is out there elsewhere that meets the high standard = has become institutionalized in the community (i.e. everyone thinks about it)?
Clarification by Executive Director Betsy May-Salazar: The special tax district makes us unique: MCC and Reston CC. **Other community centers may be tax-funded but they are nothing like us. We are really a cultural arts program – we're not like a lot of others that have a pool (aquatics) and basketball courts as the main focus. The fact that MCC is in cultural arts puts us in line with distinct non-profits and other types of organizations. There is not a 'big world' of**

what we are doing. Our staff has over a century's worth of experience; and we also attend industry conferences. At NRPS in Philadelphia last month, (Executive Director May-Salazar attended) it was clear that MCC is at such a different level than the park and recreation world in the kind of programming we're offering. That is why MCC ties better to other *cultural arts* organizations, which is more what we're trying to be. It is a balance.

Benefit of looking at community organizations that are NOT exactly like us:
Chair Ron Keesing pointed out that at a certain level we can get obsessed with the fact that an organization is not exactly like us. But we don't have to look at things exactly like us. What we're really talking about is: Where can we go out and mine for ideas for new programs? It doesn't have to be something that looks exactly like MCC. Where can we go out and get more ideas? Other board members agreed: it doesn't have to be local; we can look at other things in the U.S. that are considered 'best-in-class.'

Emphasis on forming high-level objectives > to shape the next iteration of MCC's Strategic Plan
We are starting to fall into the idea of 'tactical' whereas we should set high-level objectives.
Example: the goal of people desiring to live in this tax district (that is phenomenal). We have one more year with this current Strategic Plan. We should define high-level objectives and figure out how to get there. I like the quantification and think that is the vehicle to get there.
Comment by Chair Keesing: Yes, absolutely. The MCC staff team is amazing at programming! This is an opportunity for the Governing Board to frame those objectives and goals and talk about the kinds of ideas to really introduce fresh thinking. **It puts everyone a little bit out of their comfort zone of where MCC has been operating for a long time. We want to create space to do some brainstorming, but in the spirit of: How do we bring fresh thinking? And then ultimately, leave it to the staff to think about how to take these ideas and aim for the objectives we've set.**

* Consider how MCC can address a significant overarching theme: the epidemic of loneliness. This is pervasive in every age group at this point. What is our role as a community center? MCC's role is to convene and be a place where people can gather. Yes, we have amazing events – everything we do rises to this level > there were 1,500 people here for three hours on Monday for Touch-A-Truck! It is the most joyful event! There are so many experiences of that - with different target audiences. Harvest Happenings appeals to a different target audience.

* Re-locate MCC-branded events elsewhere out into the community To address the 'epidemic of loneliness' there is an opportunity for us to think about MCC not only as a place where people come to convene, but as a center that helps people to meet up in *different* venues and locations. A lot of our best events don't even take place here at MCC. It would be a huge success if we figured out a way for MCC to be the catalyst to help convene 'an explosion of block parties' in McLean? I would love us to think about that because that would be exactly the kind of move to build a sense of community. It could be in the form of a 'challenge' or a template: Such as, "The MCC is launching a block party: Here is the tool for how your block can win. Here's how you participate. Here is whom to contact to get permission for your street to shut down. This is the target window."
Comment by Executive Director May-Salazar: Yes, while keeping in mind that a lot of our purpose is to facilitate convening here. That's literally what we offer – a place to convene. For MCA and other local organizations that is a major part of MCC's mission – to provide space available for local groups. Our Light Up McLean program is similar to the idea regarding the block party – we are expanding to include commercial as well as residential and could consider a "best block" award.

* Continue to push the Public Input Survey to gather the most ideas coming in. Referencing back to the survey, we want to get a range of ideas… and the 'best of the best' ideas! With so many interesting people living here in McLean from many different backgrounds and places, the survey is how we receive and catalogue those ideas.

* Create opportunities for positive civic engagement If we were to achieve renown as a known community touch point, offer a collaborative discussion topic; actively do civic assemblies. There are formats of citizens assemblies for the community to get together for one day, discuss and debate, and come up with policies. That's a governmental thing done all over the world. It would convey that we want this place to be a 'convener of discussion and dialog about issues.' That would be strategic and it would be up to us to come up with options about how to best do that.

* Encourage local connection in neighborhoods What does community engagement look like? Neighborhood block-level Christmas light contestant – encourages people to interact with their neighbors on their block to watch the holiday lights.

It becomes like a block party! Our "Light Up McLean" holiday lights contest brings neighborhoods together through the chat –only one house might enter the contest but everyone votes for it and poses for pictures in front of the house. It builds community! We are also bringing businesses in the MCC tax district into "Light Up McLean" holiday lights contest this year.

* There is keen interest in cult movies. I think we saw something with "Napoleon Dynamite" movie night – there is an appetite for cult movies. Especially if we bring in people associated with the cult movies! These are things people love! I loved to share it with my kids; positive parent/child connection there. That kind of series would be very resonating.

* Segmented marketing: think about the needs of families with kids In understanding MCC's multi-year planning: if there was significant planning a couple of years ago for all the emphasis on seniors (which makes a lot of sense), we should give the same forethought now about the needs of families with kids.
Clarification by MCC staff: We piloted an offering for families with kids in Spring and now it is underway: OFC Ignite – held monthly on the first Saturday, focused on exactly that – kids and their families. There is a different theme each time at OFC. We are building momentum. When you go there, you see Dads playing pool with their sons, people in the Sensory Room – everybody using the space in a different way. It has a lot of potential. It's very similar to SIA, though on a different scale for a different audience. Reasoning/goals of OFC Ignite (as developed by our excellent specialized staff team): to introduce kids to what OFC has to offer; to get them interested in the After School Program. They might attend our camps or break trips – as a place to touch the OFC space. But now they can also have a fun experience with their family. It's also a model for specialized programming for other age groups.

Summary: We all hope for another session like this again because it has been very constructive. Creating the space for these kinds of discussions is why we expanded the meeting time for this committee. It's very valuable to do this type of collaborative process here.

MCLEAN ARTFEST 2026 (DEBRIEF) Sunday, October 4 10 am – 4 pm McLean Central Park
**remarks by Special Events Manager Mike Fisher, Special Events Coordinator Willie Montgomery, Executive Director Betsy May-Salazar*
McLean Artfest 2026 was a grand success! This was MCC's first effort to facilitate logistics of the beloved annual fine arts festival originated by MPA. With this year's opening of Café Monet and Berlage Gallery, MPA was unable to also manage a successful event facilitation for Artfest. MCC Special Events team was asked to assume facilitation and execution of Artfest in partnership with MPA. We adjusted the core elements very little to keep the signature feel and personality of this beloved art festival, while injecting our expertise in logistical facilitation and Fairfax Co. resource connections.

We are very proud of what we were able to produce for McLean Artfest 2026 and we truly thank everyone at MPA for the trust they gave us to steward this event: Lori Carbonneau for her leadership, Jen Lillis for her work in soliciting and jurying the artists, Phyllis Riley for leading the Children's Artwalk in conjunction with New Dominion Women's Club.

"Connecting Art and Community" – was the guiding the focus in our planning. Even in the rainy weather, people were lingering and enjoying the event all day long. 31 curated artists were selected: woodworking; textiles; jewelry; watercolor painting; oil painting; glass; photography; sculpture; pottery. Attendees complimented the consistently high quality of all the artwork displayed.

The overview presentation walked through the planning and execution of the 2026 McLean Artfest, attended by 1,487 people on October 4, 2026. Brief descriptions of the logistical foundation set within the Special Events team's planning were shared. They included the role of MPA, the re-branding of the event, and what key pieces of the past event would continue or be modified. The presentation then highlighted specific features including the Children's Artwalk with over 150 pieces from 16 local schools, the Artist Village with 31 local visual artists, and the Beer Garden that featured 6 local live bands with an internation sound. A team of 16 MCC staff, 7 Board Members, 32 volunteers, and a host of others made the 2026 Mclean Artfest an overwhelming success.

Question: How did 1,500 attendance compare to previous years?
MPA's traditional goal was about 2,000 attendees (usually very close to that). Goal for next year: 2,200 - 2,500 attendees.
Clarification by Executive Director May-Salazar: This was a HUGE ask by me of the staff (in May): to accomplish this event with only a few months to prepare – being responsive to 19 years of high expectations from the community of how it was

supposed to be run. It was beautiful! To view the beer garden totally encircling the stage as a wonderful place to sit and eat was amazing!

Compliment by Chair Ron Keesing: Kudos to the staff! It was clear what a massive ask this would be. The staff did an amazing job! The individual artists expressed appreciation for the higher degree of professionalism in the event arrangements – which is typical of the work that MCC Special Events team does. It was a difficult day (rainy weather) but a fantastic effort. We can think about next year and things to do better; but this time was just making sure all the expectations were met.

Executive Director May-Salazar pointed out this is an example of a premiere 'signature' program that people directly reference as associated with McLean. That is why we chose to step in to continue the program with MPA no longer having the capacity to continue. With the prospect of the ArtFest ending, Executive Director May-Salazar was approached by many community leaders and members to encourage us to explore how to continue the event and we determined it was a key community event that we wanted to sustain.

*Weather vulnerability: Is it possible for Artfest to be held indoors (in the event of adverse weather); or 'hybridize' it to offer some aspects outdoors and some indoors?

Clarification by Executive Director May-Salazar: That would be a totally different experience. An art show outdoors in the park is what people expect and look forward to in autumn. It would lose something to have it here (inside MCC). The only possible exception would be to possibly install the Children's Artwalk on the ramp up to Emerson Gallery– but that is such a big draw of why people come; it's the six-year-old bringing their parents to see their artwork. Outdoor events vs. indoor events are totally different concepts. McLean Holiday Craft Show at MCC is similar and is completely inside. Changing Artfest to also be that kind of indoor format would become repetitive to all our other fall season programs.

Most importantly, the artists are not stopped by the weather. We received more questions from the public and internally on day of about the weather and whether we were going forward with the event, than from any artist. The artists were all very enthusiastic as we checked-in with them and thanked them for showing up in the weather. Every artist said: "This what we do – it's an outdoor event, rain-or-shine." They were prepared and ready for this venue. Some artists traveled a great distance exhibit their work at McLean Artfest 2026. That positive attitude established an overall temperament of the day: **If the artists (for whom this is their bread-and-butter) were willing to come out with their very expensive artwork product in the rainy weather, then who are we to say that this needs to be a different model?**

OLD /NEW BUSINESS

The floor was opened to any matters of old or new business:

1. It would be great to have a follow-up on the strategic plan objectives. To have a discussion about the high-level goals. Breaking them down into the things that are viable vs. the things that are more conjecture.

2. We would like to look up some things that are happening in other public sectors similar to MCC – best practices of other places.

3. Request for board members and Programs & Community Engagement Committee to receive a briefing or written summary of what MCC staff are learning at industry conferences.

   We do give presentations to our full staff; but it's also something we can share here. MCC staff are all in the networks that are appropriate to our respective specialties. It is included in our strategic plan reporting.

Nothing else was mentioned as a further topic for discussion.

ADJOURNMENT

With all business matters concluded, Doug Jeffery thanked everyone for attending and contributing to a thoughtful, comprehensive discussion. He adjourned the meeting at 8:03 p.m.

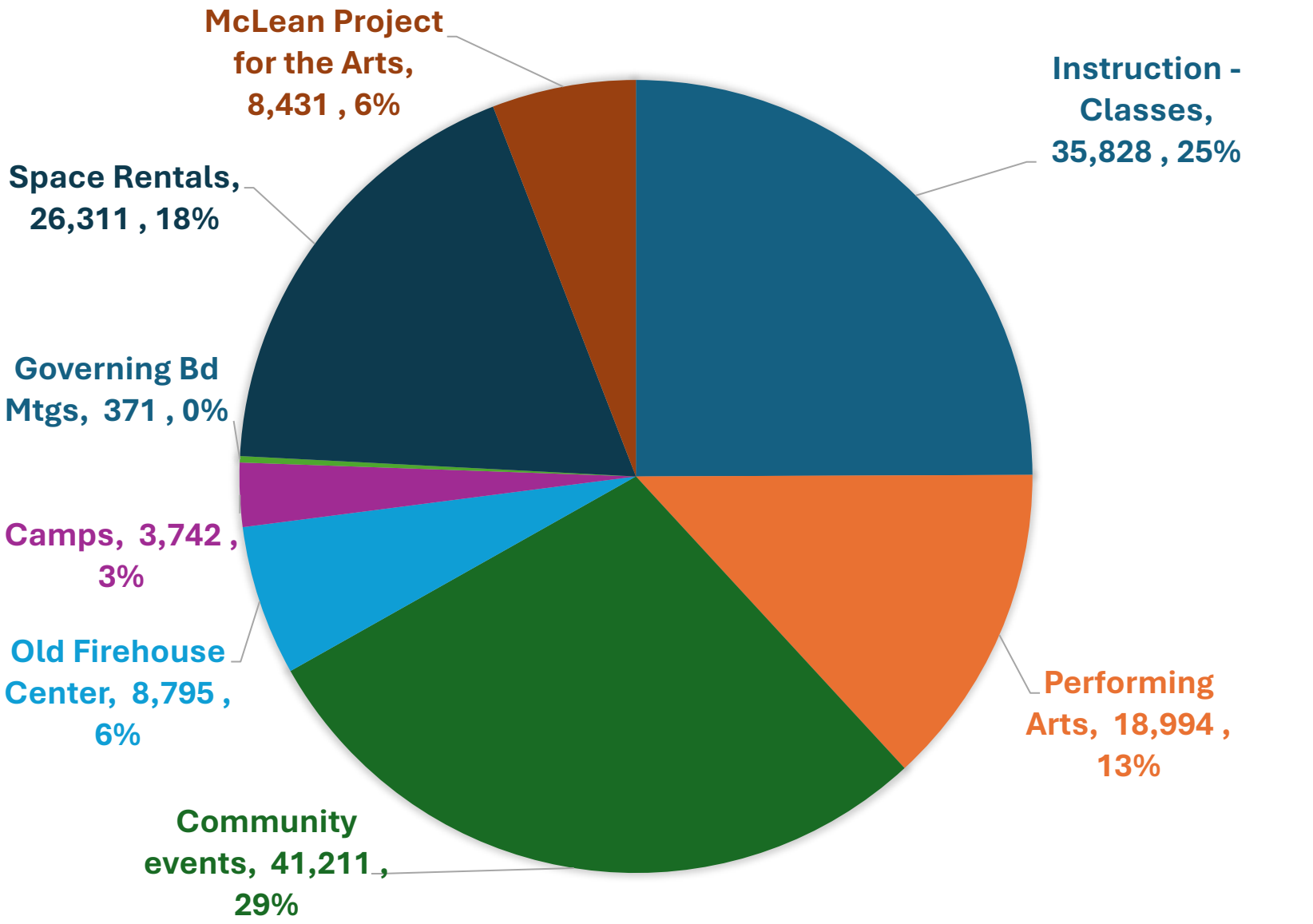
Respectfully submitted – Holly Novak, Executive Assistant

McLean Community Center Programs & Community Engagement Committee Meeting

Wednesday, October 14, 2026

6:30 p.m.

McLean Community Center
The Center of It All



FY2026 Total Visits: 143,683

Total Visits does not yet include walk-in and passive uses of MCC facilities.

Plans are in place to add door counters at MCC to capture full usage.

McLean Community Center
The Center of It All

In-district Registrants

McLean Community Center
The Center of It All

Instructional Programming

- Instructional 77 – 80%
- Primary Target Audience: In district residents

Performing Arts Ticketed Programs

- Adult 41%
  Youth 67%
  Originating Theater 65%
  Community Performing Arts 15%
- Alden Theatre is a professional theatre, presenting national performers.
- Target audience is regional.
- Attendance goals differ by show, but the theater capacity is 383.

Old Firehouse Center

- After School Program 75%
- Break Trips and Programs 79%
- Target Audience: In district school students and residents. Not all students attending McLean district schools reside in district.
- Additionally, programs have participation from children of parents who work in vicinity to MCC.

Camps

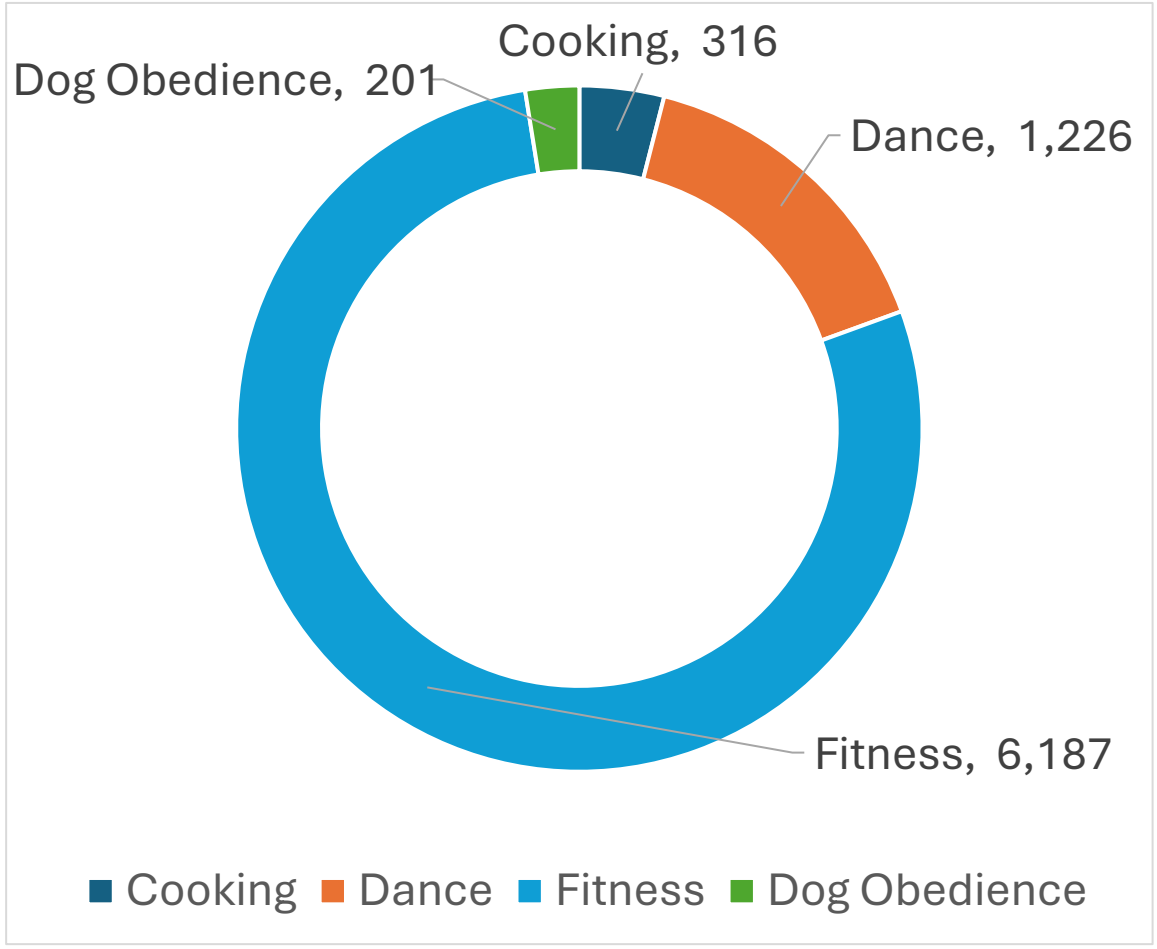
- Camp McLean 87%
- MCC Specialty Camps 76%
- Camp Shakespeare 50%
- OFC Excursion Camps 80%
- Target Audience: In district residents and children of district employees.
- Camp Shakespeare 50% of seats are held for in district residents.

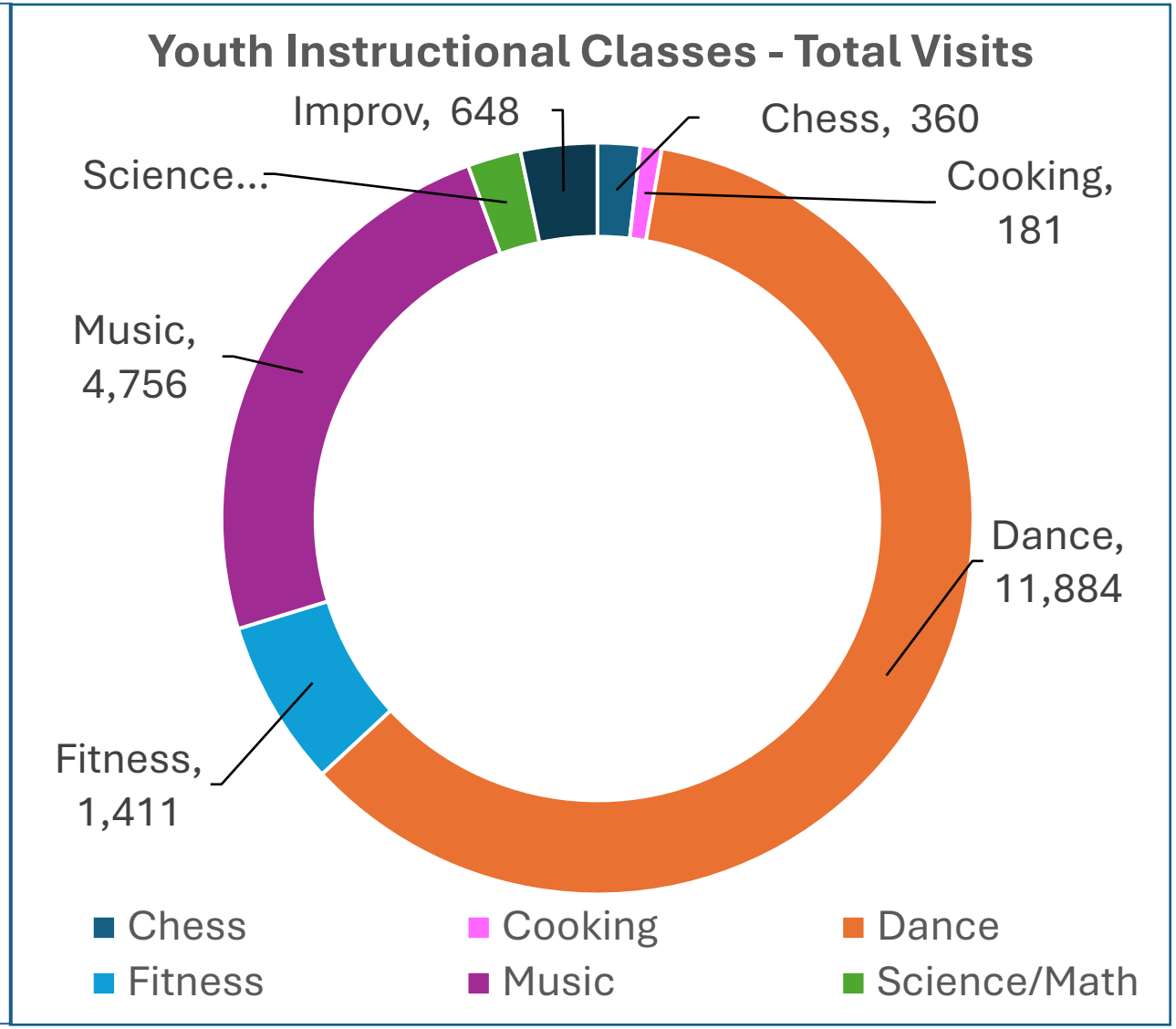
FY2026 Attendance Analysis - Instructional

Program	Total Visits	Program Enrollment	% of Goal	In District Registrants	Unique Attendance
Adult Classes	8,493	879	110%	80%	458
Youth Classes	19,003	1,971	124%	81%	1,045
SIA	8,146	753	120%	87%	261
Drop-In Programs, Lectures, Workshops	186	293	107%	77%	182
Total	**35,828**	**3,896**			

McLean Community Center
The Center of It All

Instructional Programming





FY2026 Attendance Analysis - Performing Arts

Program	Total Visits	Program Enrollment	% of Goal	In District Registrants	Unique Ticket Buyers
Adult Programming[1]	7,400	7,400	148%	41%	1,557
Youth/Family Programming[2]	5,756	5,746	97%	67%	980
Originating Theater	2,403	1,101	140%	65%	
Community Performing Arts	3,435	3,435		15%	
Total	**18,994**				**2,701**

[1]Ticketed Adult Programs: 4,075 – 147% of goal
[2]Ticketed Youth/Family Programs: 4,175 – 130% of goal
In District and Unique Ticket Buyer calculations are based on ticketed events.
Unique Ticket Buyers purchased multiple tickets for guests so does not tie to unique attendance.

McLean Community Center
The Center of It All

Performing Arts FY26

McLean Community Center
The Center of It All

Events	# of events	Actual Attendance	Attendance Goal	Goal %
Presented shows	25	5,689	5,080	112%
School shows	5	1,012	1,500	67%
Chamber music	6	1.055	450	234%
Movies	31	1,024	945	108%
Summer concerts	7	2,296	1,950	118%
Community Arts (MCP)	39	5,014	N/A	N/A
Totals	**113**	**15,036**	**9,925**	

FY2026 Attendance Analysis – Community Events

Program	Total Visits	Program Enrollment	% of Goal
Events at MCC	13,286	13,286	102%
Events at OFC	5,232	5,232	129%
Events Off-Site	22,693	22,693	87%
Total	**41,211**	**41,211**	

Because free community events do not require registration there is currently no data on in-district and unique visitors.

MCC is beginning to utilize tools available though the county that may provide additional customer data.

McLean Community Center
The Center of It All

MCC Community Events

18
Events at MCC

11
Events at OFC

3
Off-Site Events

97%
Scheduled Programs Held

Key large events at MCC

• 2 Parking Lot Sales	1,932
• Harvest Happenings	860
• 50th Anniversary Celebration	850
• Touch a Truck	1,340
• Antique Show	1,202
• Holiday Craft Show	1,810
• Winter Block Party	1,453
• Fiesta Del Sol	1,200
• Spring Fest	1,568

Key large events at OFC

• OFC Fall Block Party	1,472
• Festival of Frights	2,552
• 4 Dances (1 additional at MCC)	1,055
• Not included: 3 pilot Saturday Ignite Programs	

Off-Site Events

• 5K	625
• McLean Day	18,000
• Independence Day	4,068
• PetFest – rain cancellation	

McLean Community Center
The Center of It All

FY2026 Attendance Analysis – Old Firehouse Center

Program	Total Visits	Program Enrollment	% of Goal	In District Registrants	Unique Attendance
Afterschool Programs	2,715	52	104%	75%	52
Trips	288	288	104%	79%	158
Activities at OFC	5,792				
Total	**8,795**				

McLean Community Center
The Center of It All

Old Firehouse Center Programs

Key Activities at OFC – Total Visits

• SPARC	2,832
• Open Game - Mah Jongg	435
• Open Game	605
• Open Game - Ping Pong	1,091
• Unruly Theater	541

Afterschool Programs

- 52 students enrolled
- School Year Afterschool Program
- 52 students enrolled
- Total Attendance : 2,715

Break Trips & Programs

- 326 students enrolled
- 158 unique participants

Community Events at OFC are included with Community Events.

Rental programs at OFC are included with Rentals.

McLean Community Center
The Center of It All

FY2026 Attendance Analysis – Camps

Program	Total Visits	Program Enrollment	% of Goal	In District Registrants	Unique Attendance
Camp McLean	1,426	243	106%	87%	182
Specialized Camps (MCC) [1]	1,442	642	124%	76%	373
OFC Excursion Camp	874	238	93%	80%	209
Total	**3,742**	**1,123**			

[1]Specialized Camps total includes Camp Shakespeare which didn't include full level of detail. MPA Art Camps are included in MPA class figures.

McLean Community Center
The Center of It All

MCC Camps

Week-long Specialty Camps

- **1 week full and ½ day camps**
- **3 specialty camps**
- 8 weeks
- Ages 3 - 16
- At MCC
- 610 Campers
- Contracted Instructional providers managed by MCC staff

- **124% Goal**

Camp McLean

- **1 & 2-week day camps**
- 5 weeks
- Ages 5 - 10
- At Kent Gardens ES
- 243 Campers (incl. Jr.)
- MCC staff

- **106% Goal (incl. Jr.)**

Camp McLean Jr.

- **2-week day camps**
- 4 weeks
- Ages 3-4
- At Kent Gardens ES
- MCC Staff

Old Firehouse Summer Camp Trips

- **1-week camps**
- **Daily fieldtrips**
- 8 weeks
- 5th – 9th grades
- At OFC – Daily trips
- 238 Campers
- MCC staff
- **93% Goal**

MPA Summer Art Camps

- **1-week ½ & full day themed art camps**
- 7 weeks
- Ages 6-13
- At MCC
- 336 Campers
- MPA Staff

Camp Shakespeare

- **1- & 2-week theater camp**
- 3 weeks
- Ages 9-14
- At Alden Theatre, MCC
- 32 Campers
- Shakespeare Theatre Co. Staff

McLean Community Center
The Center of It All

Thank You!

McLean Community Center
The Center of It All

McLean Community Center
FY2026 Attendance & Unique Visit Analysis

Program	Total Visits	Program Enrollment	% of Target Program Enrollment (Goal)	% Registrants In District	Unique Attendance by Category
Instruction - Classes					
Adults (18+ y/o)	8,493	879	110%	80%	458
Youth (0-18 y/o)	19,003	1,971	124%	81%	1,045
SIA	8,146	753	120%	87%	261
Drop-in Programs, Lectures, Workshops	186	293	107%	77%	182
Subtotal	35,828	3,896			
Performing Arts					
Adult Programming	7,400	7,400	148%		
Ticketed programs		*4,075*	*147%*	*41%*	*1557*
Youth/Family Programming	5,756	5,746	97%		
Ticketed programs		*4,175*	*130%*	*67%*	980
Originating Theater - UTP, Spring Production	2,403	1,101	140%	65%	
Community Performing Arts - MCP	3,435	3,435		15%	
Subtotal	18,994	17,682			2,701
Community events					
Events held at MCC	13,286	13,286	102%	N/A	N/A
Events held at OFC	5,232	5,232	129%	N/A	N/A
Events held off-site	22,693	22,693	87%	N/A	N/A
Subtotal	41,211	41,211		N/A	N/A
Old Firehouse Center					
Afterschool Programs	2,715	52	104%	75%	52
Trips	288	288	104%	79%	158
Activites at OFC	5,792	N/A	N/A	N/A	N/A
Subtotal	8,795	N/A		N/A	N/A
Camps					
Camp McLean (off-site)	1,426	243	106%	87%	182
Speciality Camps (MCC)	1,442				
MCC Speciality Camps		*610*	*124%*	*76%*	*373*
Camp Shakespeare		*32*	*N/A*	*50%*	*N/A*
OFC Excursion Camp (OFC)	874	238	93%	80%	209
Subtotal	3,742	1,123		N/A	N/A
MCC Governing Board Meetings	371	N/A	N/A	N/A	N/A
Space Rentals					
MCC	21,566	N/A	N/A	N/A	N/A
Old Firehouse Center	3,686	N/A	N/A	N/A	N/A
Alden Theatre	1,059	N/A	N/A	100%	N/A
Subtotal	26,311	N/A		N/A	N/A
McLean Project for the Arts					
Gallery	949	N/A	N/A	N/A	N/A
Class & ArtReach	5,284	N/A	N/A	N/A	N/A
Special Events	2,198	N/A	N/A	N/A	N/A
Subtotal	8,431	N/A	N/A	N/A	N/A
Total Attendance	143,683	N/A	N/A	N/A	N/A
Outreach					
Social Media Reach	864,891	N/A	N/A	N/A	N/A
Social Media Impressions	1,080,512	N/A	N/A	N/A	N/A
Website Interactions	3,549,491	N/A	N/A	N/A	N/A

McLean Community Center
FY2026 Programs Offered vs Held

Program	Total Visits	# of Programs Offered	# of Programs Held
Instruction - Classes			
Adults (18+ y/o)	8,493	87	84
Youth (0-18 y/o)	19,003	165	160
SIA	8,146	47	47
Drop-in Programs, Lectures, Workshops	186	28	24
Subtotal	35,828	327	315
Performing Arts			
Adult Programming	7,400	60	58
Youth/Family Programming	5,756	30	29
Originating Theater - UTP, Spring Production	2,403	116	115
Community Performing Arts - MCP	3,435	28	28
Subtotal	18,994	234	230
Community events			
Events held at MCC	13,286	18	18
Events held at OFC	5,232	11	11
Events held off-site	22,693	4	3
Subtotal	41,211	33	32
Old Firehouse Center			
Afterschool Programs	2,715	N/A	N/A
Trips	288	19	18
Activites at OFC**	5,792	n/a	n/a
Subtotal	8,795	19	18
Camps			
Camp McLean (off-site)	1,426	12	12
Speciality Camps (MCC)	1,442	33	33
OFC Excursion Camp (OFC)	874	8	8
Subtotal	3,742	53	53
MCC Governing Board Meetings	371	26	24
Space Rentals			
MCC	21,566	N/A	
Old Firehouse Center	3,686	N/A	
Alden Theatre	1,059	N/A	
Subtotal	26,311	N/A	N/A
McLean Project for the Arts			
Gallery	949	N/A	N/A
Classes & ArtReach	5,284	N/A	N/A
Special Events	2,198	N/A	N/A
Subtotal	8,431	N/A	N/A
Total Attendance	143,683	692	672
Outreach			
Social Media Reach	864,891	N/A	N/A
Social Media Impressions	1,080,512	N/A	N/A
Website Interactions	3,549,491	N/A	N/A

McLean Community Center Monthly Attendance Report
FY2026 Final Attendance (with FY25 Comparable)

Program	YTD FY26	YE Total FY25
Instruction - Classes		
Adults (18+ y/o)	8,493	7,660
Youth (0-18 y/o)	19,003	21,078
SIA	8,146	5,978
Drop-in Programs, Lectures, Workshops	186	128
Performing Arts		
Adult Programming	7,400	6,522
Youth/Family Programming	5,756	4,808
Originating Theater - UTP, Spring Production	2,403	4,790
Community Performing Arts - MCP	3,435	-
Community events		
Events held at MCC	13,286	15,316
Events held at OFC	5,232	4,366
Events held off-site	22,693	24,026
Old Firehouse Center		
Afterschool Programs	2,715	2,780
Trips	288	249
Activites at OFC	5,792	3,609
Camps		
Camp McLean (off-site)	1,426	2,152
Speciality Camps (MCC)	1,442	2,024
OFC Excursion Camp (OFC)	874	1,381
MCC Governing Board Meetings	371	385
Space Rentals		
MCC	21,566	17,984
Old Firehouse	3,686	3,458
Alden Theatre	1,059	1,699
McLean Project for the Arts		
Gallery	949	6,035
Classes & ArtReach	5,284	9,053
Special Events	2,198	2,806
Total Attendance	143,683	148,287
Outreach		
Social Media Reach	864,891	422,013
Social Media Impressions	1,080,512	534,224
Website Interactions	3,549,491	1,770,949

Reach is the total number of people who see your content.
Impressions are the number of times your content is displayed, no matter if it was clicked or not" (via Sprout Social)
Website interaction indicates when someone loads a page, clicks a link, or completes a purchase.