City of Virginia Beach

Cultural Affairs

Arts & Humanities Commission

The commission exists to assist the growth of exciting and diverse arts and humanities programs in the City of Virginia Beach.

FY2019-20 ANNUAL REPORT

FY2019 GRANTS

- In Fiscal Year 2019 (most recent data available) the Arts and Humanities Commission funded 501 performances and programs within the City of Virginia Beach.
- Commission-sponsored programs reached a combined audience attendance of approximately **485,000**.
- Arts organizations receiving Commission grants in 2019 returned over **$228,000** in direct revenue through admission taxes and venue rental to the City and returned **43¢** on each dollar of the Commissions' annual appropriation back to the City.
- Funding from the Arts and Humanities Commission during FY19, for example, sponsored The Proteus Festival, presented by Zeider's American Dream Theater, which featured 53 performances, panels and workshops bringing together artists, local businesses and citizens over three days, the first Virginia Beach Iftar Friendship Dinner, which brought together the City's Turkish Islamic community with citizens of different backgrounds to foster cross-cultural understanding through the arts, the first part of a new binaural recording of Handel's *Messiah* by Symphonicity, which would later accompany a new book about Handel's music, and other projects reaching new audiences.

FUNDED
500+
PERFORMANCES IN VIRGINIA BEACH

COMBINED AUDIENCE ATTENDANCE
485K+

RETURNED
$228K
DIRECT REVENUE TO THE CITY

2019 GRANT RECIPIENTS

- The African American Cultural Center of Virginia Beach
- The Art of Humanity Festival
- Arts 4 Learning
- Ballet Virginia International
- The Hurrah Players
- I Sherman Greene Chorale
- The Little Theatre of Virginia Beach
- Rumi Friendship Association
- Symphonicity
- The Tidewater Winds
- Teens With a Purpose
- Tidewater Arts Outreach
- United Jewish Federation of Tidewater
- ViBe Creative District
- Virginia Arts Festival
- Virginia Beach Art Center
- The Virginia Beach Chorale
- Virginia Museum of Contemporary Art (MOCA)
- Virginia Musical Theatre
- Virginia Opera Association
- Virginia Stage Company
- Virginia Symphony Orchestra
- WHRO
- Zeiders American Dream Theater

COMMUNITY CULTURAL ARTS GRANTS

In Fiscal Year 2020, two eligible organizations received funding through the **Community Cultural Arts Grant Program.** This grant program and was created to provide support to emerging groups whose purpose is to promote and develop diverse cultural arts programming that reflects the changing communities in which we live in.

LEADERSHIP & ORGANIZATIONAL DEVELOPMENT GRANTS

In 2019, five eligible arts and humanities organizations received the LOD grant funding which allowed representative from each organization to attend an array of classes, workshops and conferences related to non-profit management.

PUBLIC ART

Virginia Beach's Temporary Public Art program is excited to build on the momentum and public support from our previous successes and is pleased to add another **Environmentally Responsive Public Art Residency** to our City's portfolio. This program is designed to highlight Virginia Beach's natural spaces with hands-on experiences offered to the public throughout the artists' process.

NEW PUBLIC ART PIECES:

Prismatic Play, by Aimee Bruce, is the whimsical wall mural depicting crowds of octopuses enjoying beach activities in the Rudee Loop area. Aimee Bruce is the artist behind Princess Anne Recreation Center's new mural, and the colorful stairway mural at Mount Trashmore, *Helping Hands*, all awarded through an online public vote.

Parallel Migrations XXV, by Anne Dushanko-Dobek, is the latest Eco Public Art Residency. Located at Lake Lawson/Lake Smith Natural Area, the piece is part of Dobek's decades-long series of global installations in which she uses silkscreened images of the Monarch butterfly as a symbol of survival in the face of perilous journeys.

Peace Doves, by Sean Coffey and John Muldoon, is the new mural on the inner walls of the Rudee Loop. After hearing of the May 31 tragedy, Coffey and Muldoon reached out to the City of Virginia Beach offering to donate their mural. *Peace Doves*, a play on origami birds and shadows, was created to show that communities can overcome anything if they work together, and to remind us all that there is light at the end of even the darkest tunnels.

The Cultural Affairs Department and the Commission also will oversee the addition of a new sculpture planned for the 17th Street area, which has been delayed due to the COVID-19 pandemic, a new mural located at the Shore Drive Gateway and continued growth of the Community Artist Residency. While these projects are on hold due to a City-wide purchasing freeze, we hope to move forward in the future.

FY20 COMMISSION DATA

In FY20, the Commission received requests from 20 organizations for the Project Grants and 2 organizations for the Community Cultural Arts Grant. More than $922,000 was requested in essential programmatic funding from the Commission. The Commission awarded 17 organizations Project Grant funds totaling $560,750. The Commission also awarded 2 Community Arts Grants a total of $10,000. Grant awards supported numerous performances and final reports are pending. Some of the activities funded include:

- The ***Proteus Festival*** at Town Center, presented by **Zeiders American Dream Theater**, featured 53 performances, panels and workshops over a three day period bringing artists, businesses and citizens together.
- The **Virginia Arts Festival** not only produced more than their contracted number of programs in Virginia Beach, but they also completed an economic impact study illustrating that VAF on average provides 231 jobs and $17.3 million in economic impact across the state.
- Numerous activities and exhibits at **Virginia Museum of Contemporary Art**, including a community event co-hosted with the **Virginia African American Cultural Center** to celebrate the public art installation, *Portraits from a Place of Grace*, and the Community Hero Poster project.
- Education outreach programs allowed more than 60,000 students to experience performances or programs from organizations like **Arts 4 Learning Virginia**, **Virginia Symphony Orchestra**, **Virginia Arts Festival** and more.
- The **Virginia African American Cultural Center's** production of *Cross That River*, which provided a performative history of African-American Cowboys in America. The production was presented by the AACC with *Zeiders American Dream Theater*, with performances at both the Z and Kempsville High School.

FY20 final reports with earnings, metrics, and further detail are due from all awardees by July 2020.

MARKETING

The Arts and Humanities Commission is also a marketing resource for local arts groups. The Commission sponsors co-op ads in local newspapers and social media to make advertising more affordable for the arts organizations. This year, the Arts Commission partnered with VEER Magazine, The Virginian-Pilot and Paciolan Digital Advertising to provide this valuable resource. Paid online advertising, plus organic social media, continues to drive traffic to VBArts.org – a listing of arts groups' upcoming events. The Arts Commission has over 6,180 Facebook Followers (up nearly 150% since last year), 2,965 Instagram followers and 1,624 Twitter followers.