



Cultivating the arts. Connecting communities.

## **Pandemic Pivot Year March 2020 - May 2021**

### **PROGRAM HIGHLIGHTS**

#### **Advancing the Arts: \$53,655 awarded to 40 recipients**

- Arts for Education and Creative Inspiration Grants: 28 projects, \$36,970; estimated reach - 23,119 + thousands more who experience public art installations.
- COVID-19 Response Grants: Total of 12 grants; \$16,685 (includes \$15,000 in City of Harrisonburg CARES Act funding for Arts & Culture grants to artists/arts nonprofits experiencing financial impacts due to the pandemic).

#### **Performing Arts**

- ACV's Board of Directors voted in May to reopen Court Square Theater. Although much work remains (ventilation system upgrade, staffing, fundraising, etc.) before performances resume, ACV is now moving toward that goal.
- A survey conducted in March-April by ACV's Performing Arts Task Force received 339 responses. Highlights (percentages are rounded) include:
  - 84% of respondents attended 1-10 events at Court Square Theater each year.
  - 175 (54%) Harrisonburg City residents completed the survey; 134 (40%) live in Rockingham County.
  - Almost 85% of respondents expressed support of ongoing governmental assistance for a local performing arts venue.
- ACV applied for a \$73,955 Shuttered Venue Operators Grant through the SBA.

#### **Public Art Projects**

- *Language of Love* installation is in process; estimated completion in early September, when the public will be invited to paint stencils for the project.
- ACV Board of Directors created a new Public Art Committee; April installation of *The Blue Rider* in front of the Smith House began with that group, and expanded to include financial support from Riner Rentals.
- Tyler Kauffman completed a mural, partially funded by ACV, on a retaining wall near the newly renovated Nest Realty Building.
- ACV will host a virtual Public Art "How to" video for businesses, building owners, and municipalities, beginning June 23.

#### **First Fridays Downtown**

- ACV provided support for venues to switch to virtual formats.
- An [online interactive map](#) was created to promote this year's 20 participating venues.
- June 4 saw four venues holding in-person events, and six also making art exhibitions accessible during business hours.

#### **Smith House Galleries**

- After switching to all-virtual format in 2020, in-person exhibitions resumed in June.
- Online option will continue: 2021 virtual albums have reached more than 26,628 people.

## **COMMUNITY PARTNERSHIPS**

- ArtfeltTHANKS - Spring/summer 2020 collaborative effort involving business (Riner Rentals), artists (20), Rockingham Fine Arts Association, and ACV showed support for COVID-19 frontline workers, provided payments to artists, and generated more than \$3,100 for the RMH Foundation Crisis Response Fund.
- Celebrate Local Arts, an effort by 10 downtown businesses/nonprofits to host a weekend arts festival in Fall 2020 was sidelined by COVID-19. Now, that group will dovetail its planned arts experiences with the Sept 3-5, 2021 Harrisonburg Downtown Renaissance (HDR) Best Weekend Ever.
- *Language of Love*, an ACV and HDR collaboration that also involved Harrisonburg City Public Schools, is awaiting the opportunity for public participation in the final phase of installation, now scheduled for Sept 4.
- Interactive Art Walk, with QR codes, an ACV and JMU collaboration, is scheduled for rollout in fall 2021.

## **FUNDRAISING HIGHLIGHTS**

Community support for the arts has remained strong.

- Cultivating the Arts Sponsorships - reworked our sponsorship structure to address the lack of an event-based model. 17 sponsors for 2021, \$34,000
- 2020 Annual Appeal - our best ever, with 68 donors, \$18,874 (up from 45 donors, \$7,395 in 2019)
- Great Community Give participation (not including prizes)
  - April 21, 2021 - 133 donors, \$29,005
  - June 24, 2020 - 123 donors, \$18,401

Presentation to City Council, 6.22.2021

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