

## **The Arts Have Emotional and Economic Impact**

### *Non-Profit Arts and Cultural Organizations Serve Norfolk Citizens*

#### **The Vision**

Norfolk is the cultural capital of Virginia and offers the highest quality and the widest array of artistic experiences.

#### **The Mission**

The Norfolk Commission on the Arts & Humanities is an effective resource to arts and humanities organizations serving the City of Norfolk. It promotes the development and awareness of artistic and cultural programs in the City and provides a coordinated method of city support for non-profit arts and cultural organizations and programs that benefit the citizens of Norfolk. The arts and culture give people opportunities for self-expression and enhance the quality of life for everyone.

#### **Economic Impact**

The arts and culture also have an important economic impact in the City of Norfolk -- more than \$6 million last year alone. These numbers are for Fiscal Year 2019 (September 1, 2018 through August 31, 2019).

More than 273,000 students, seniors, and people of all ages in Norfolk enjoyed 3,936 performances, events, and programs presented by the medium to small arts and cultural organizations in the city.

Grants totaling \$248,325 were awarded to 29 organizations.

The organizations collected and paid \$31,216 in admissions taxes.

Staff and audience members paid \$25,823 in parking (estimated).

For every dollar the City invests in the arts, \$23 are directly returned to the economy.

#### **Achievements**

Grant supported programs reach into every neighborhood and give all citizens the opportunity to enjoy the finest arts Norfolk has to offer.

In FY 20, the Commission went to an online grant application system, saving the organizations much time and money as they no longer have to make 16 copies of everything and submit the applications in person.

Organizations awarded grants in FY 19 and a description of their programs follows.

[Academy of Music](#) offers group and private lessons to children and adults, taught by some of the finest musicians in Hampton Roads. There is a drumming class at Grandy Village Learning Center. They offer scholarships based on financial need.

[Atumpan the Talking Drums](#) is the group behind “Harambe for the Holidays,” a musical presentation for Kwanzaa starring the dance and music students Atumpan works with all year. They tour libraries throughout the state, bringing stories and songs to children and adults. “Corey the talented blind guy” and his wife LaQuita also produce original, commissioned work for organizations such as Hurrah Players.



[Bailes~do~Monde](#) is a new organization whose mission is to bring dance from all over the world to Hampton Roads. A troupe of dancers from Puerto Rico came to Norfolk and the Kaufman Theatre in the Chrysler Museum was standing room only.

[Bay Youth Orchestras](#) is one of the largest youth orchestra programs in the country. Over 300 student musicians in grades 3 – 12 study and perform in 6 ensembles. The Bay Youth Symphony Orchestra musicians play a Side-by-Side program with members of the Virginia Symphony.

[Boys Choir of Hampton Roads](#) celebrated their 20<sup>th</sup> year in FY 19. Young men ages 7 through high school graduation wow the audience with their performances of music from “Let There Be Peace on Earth” to “Man in the Mirror” by Michael Jackson.



[d'ART Center](#) is now located in the NEON arts district. Every first Thursday and second Saturday of the month they offer free arts events, including demonstrations, lectures, and make and takes. Their summer camps for children more traditional art such as painting and clay, but they make videos, too.



[Feldman Chamber Music Society](#) has brought some of the best chamber music to Southeastern Virginia for 72 years. Concerts in the intimate Kaufman Theatre in the Chrysler Museum of Art are preceded by an informative lecture by eminent musicologist Dwight Davis of WHRO – FM.

[Generic Theater downunder](#) is literally down under Chrysler Hall. Those who venture down to the bottom level of the Scope garage can find this little theater tucked into the back of the lot, and once inside will be treated to some of the most innovative and daring live theater in the area.



[Hermitage Museum & Gardens](#) worked with the Smithsonian's Freer Gallery of Art as they scanned and the Hermitage 3-D printed priceless and fragile art objects which cannot actually leave the Gallery.

[Hope House Foundation / Norfolk Artist Award](#) is presented at the spring and fall Stockley Gardens Arts Festival to recognize an artist from Norfolk. This is one of the premier arts festivals on the East Coast.

[The Hurrah Players](#) is presented its 35<sup>th</sup> season of high quality, family friendly entertainment. Known for their exuberant musicals and plays, Hurrah Players also offers classes for children (ages 5 and up) and adults. Financial assistance is available, too.

[I. Sherman Greene Chorale](#) is in its 49<sup>th</sup> season. It started with alumni of Booker T. Washington High School alumni and has now expanded to include community singers as well as college students. Their stirring concerts of classical music, traditional spirituals, and new music by contemporary composers enlighten, energize, and inspire audiences in Norfolk and Virginia Beach.



[Little Theatre of Norfolk](#) is one of the oldest, if not the oldest, continuously operating little theatres in the country. Each season, they present four plays and a musical, all wonderfully produced, and all done by volunteers. Those in the know get tickets early – they often sell out.

[Mosaic Steel Orchestra](#) offers year-round classes for children and adults. They have special no-fee, after school classes for junior students as well. Steelpan is art form and students learn music, history, and performance skills. Their music rings out at Military Circle mall, Blessed Sacrament Church, and other venues throughout Hampton Roads.

[Naro Expanded Video](#) presented a film series in the Lambert's Point recreation center and the NEON district.

[Norfolk Chamber Consort](#) presents the public performance of chamber music from the 17<sup>th</sup> to 21<sup>st</sup> centuries. Their concerts feature lesser known works and neglected masterpieces, as well as performers who work with unique instruments. The season was their 50<sup>th</sup> anniversary, and audiences enjoyed music by Mozart, Chopin, and P.D.Q. Bach – “the worst musician ever to have trod organ pedals,” according to his biography.

[ODU, Literary Festival](#) presents readings, lectures, and book signings around a timely theme every year. That year the theme was “Double Lives/Double Trouble,” featuring writers or poetry, fiction, and nonfiction who have found more than one way to sustain their creative lives. All events are free and open to the public.

[Park Place Child Life Center Arts Classes](#) are offered after school and on Saturdays. Since 2004, more than 600 children have enjoyed arts-based programming designed to advance literacy and encourage a lifetime love of learning. The programs are free for the children and they get homework help, go on exciting field trips, and do reading and math practice.



Salvation Army Hampton Roads Area Command presents the [“HeartStrings” program at the Kroc Center](#). This partnership with the Virginia Symphony helps children in Title 1 schools in Norfolk in grades 1-5 learn an instrument, starting in 1<sup>st</sup> grade, where they build their own papier-mâché violins. In second grade they receive a donated violin to practice with at home. They have performed at Chrysler Hall in the dress circle lobby before a Symphony concert.

[The Teens with a Purpose](#) project was the HEAR THIS Poetry Collective for Youth. In this powerful community and school-based arts and humanities program, young people use their lives as primary text and learn to tell their stories through performance poetry.

[The Muse Writers Center](#) is one of the top ten writer centers in the United States. They have classes in poetry, fiction, memoir, and more. You can learn how to write songs, how to craft a realistic courtroom scene, hone your craft in graphic novels. No one is turned away for financial reasons, there is help available.

[Tidewater Arts Outreach](#) carries the joys of music and visual arts to the elderly and their caregivers, homeless children and adults, veterans, and other people with special needs. Singing, dancing/movement, visual arts, drama, poetry, and music all have recognized health benefits, and Tidewater Arts Outreach advocates for the arts to foster a healthy climate for arts and healing.



[Tidewater Classical Guitar Society](#) brings world-renowned classical guitarists to Hampton Roads, including the Guitar Federation of America Winner. Their own Tidewater Guitar Orchestra tour around the state as part of the Virginia Commission for the Arts Performing Arts Tour Directory and has performed in Costa Rica twice.



[Todd Rosenlieb Dance](#), the area's only professional dance company, has adaptive dance programs for children with Down syndrome and Autism spectrum disorders. It also has classes for children and adults, and its own professional ensemble produces classical and original modern choreography.

### **Board Progress and Plans**

The guidelines for Norfolk Commission on the Arts and Humanities states “**SPECIAL CONSIDERATION WILL BE GIVEN TO PROJECTS AND ORGANIZATIONS** that respond to the cultural needs of Norfolk’s ethnic and distinct communities, and underserved populations (which include minorities, children, senior citizens, people with disabilities, and the financially challenged) and that promote the development of arts based in those communities.”

The Board is working to formulate a policy that includes equity, access, inclusion, and resiliency. During the coming year, they will be meeting with the Diversity, Equity, and Inclusion Office and LGBTQ Liaison. They are planning a retreat to formulate a new strategic plan, one that includes agility and how to support the arts and cultural organizations in their efforts.