Arts and cultural experiences enrich our lives. They give us a way to share our own stories, to celebrate what makes us unique and remind us what we all have in common.

Widely known for its creative spirit, the Richmond region is home to a thriving arts and culture scene, and the Community Foundation is dedicated to ensuring that all residents of Greater Richmond have access to it. Under our Community Vibrancy funding priority, we envision a region where everyone can experience and appreciate a diverse offering of arts and cultural activities in their communities and schools, and where our historic and cultural assets are supported so they can touch future generations as well.
Arts & Economic Impact

A vibrant arts and culture scene can do a lot of good for a community. The nonprofit arts industry is a $360.1 million economic engine for Central Virginia, attracting 1.6 million visitors annually to enjoy arts and cultural events in our region and generating a total of $148 million in events-related spending.

The nonprofit arts and culture sector in Greater Richmond generates:

- $360.1 million in total economic activity each year
- 10,702 full-time equivalent jobs
- $204.2 million in household income to local residents

Annual Volunteer Impact

- 7,849 Volunteers
- 310,883 Hours
- $7.3 million Value
- 31.2% of event-related spending comes from nonresidents

$31.6 million generated in local, state and government revenue

The economic footprint of the nonprofit arts and culture sector affects the localities of Ashland, Chesterfield, Colonial Heights, Hanover, Henrico, Hopewell, Petersburg and Richmond.
Arts & Philanthropy
Philanthropic support helps to sustain and expand the efforts of arts and cultural organizations, so that more people can enjoy a profound connection to the arts now and in the future.

Community Foundation Arts & Culture Funding 2016-18
Total: $13,585,254

By Source
- Affiliates: 3.2%
- Competitive Grants: 9.8%
- Donor Directed: 69.8%
- Supporting Organizations: 17.1%

Location Served
- Foundation Service Area: 72.0%
- Other Virginia: 11.5%
- Out of State: 16.5%

Art Type
- Visual Arts: 13.7%
- Performing Arts: 32.0%
- Cultural Arts: 54.3%

"We believe art is as important as fresh air. Arts and cultural institutions not only help us stretch our minds and engage our senses, but also cultivate a sense of community by bringing people together to express themselves through a common language."
— Bucci and John Zeugner, donors

2018 Community Vibrancy Grants Impact
56,974 residents enriched by arts & cultural activities

Richmond Symphony’s Big Tent Community Festivals
$400,000 raised by Big Tent festivals for the Richmond Public Education Foundation
4,000 approx. people attend each festival
Arts & Community

New and redesigned museums, along with new exhibits at established institutions, bring perspective to where we’ve been. With educational opportunities for our youth, arts and cultural organizations shape where we’ll go.

"For a long time, most of my lifetime, it was highly unusual to see people who looked like me in mainstream magazines, newspapers, or on television – much less in museums. It felt like my perspective was not of interest.

We’re seeing a change now that people of color are becoming the majority. From our viewpoint, it’s critical that all people and all races have an opportunity to see, learn, appreciate, and be inspired by the many contributions that African Americans have made. At the Black History Museum we share stories that may be unknown, untold, or undertold. We want a more inclusive America."

— Adele Johnson, Executive Director of Black History Museum & Cultural Center of Virginia

Determined: The 400-Year Struggle for Black Equality at the Virginia Museum of History and Culture

"This exhibit is one of the most powerful I have been privileged to view ... it captures the essence of the centuries-long struggle and the continuing struggle in an engaging way that educates and enlightens without engendering overpowering negative emotions that block great appreciation for the journey ..."

— VMHC guest, July 2019
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The Valentine’s Richmond History Makers event celebrates individuals and organizations making an impact on our city’s story today. Nominations are open through October 25, 2019 at richmondhistorymakers.com

Virginia Repertory Theatre

“Hugs and Kisses,” a comprehensive musical play that serves as a child sexual abuse prevention program

50,000 K-5 children enjoy the play annually

1.9 MILLION Virginia students have viewed the play

Science Museum of Virginia

100,000 K-12 students visited the Museum for STEM-based field trips in the last fiscal year

Visual Arts Center of Richmond

2,000 Richmond youth reached each year

90% of Art After School students participate tuition-free

Science Museum of Virginia

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Arts & Equity

Arts by everyone, for everyone

CultureWorks has become the leading champion and advocate for Richmond’s arts and culture institutions. It supports more than 200 artists and organizations by facilitating networking and artistic collaborations, promoting arts and cultural events and providing pro-bono consultation. They also run an annual grant program that helps make organizations and artists more sustainable, including a new category focused on Cultural Equity.

“There are many people that don’t know about or don’t have access to arts and culture because of barriers like cost, geography or disability,” Garka said. “Our grants provide investments that can help overcome these barriers.”

With a similar focus on equity and access, the Community Foundation has developed a unique partnership with CultureWorks by pooling resources from its Community Arts Endowment to bolster the Cultural Equity program. Organizations benefit from a streamlined process and the Foundation benefits from CultureWorks’ vast knowledge and network, ensuring these dollars will have the greatest impact.

In 2019, 14 organizations and professional artists received Cultural Equity grants, such as Stavna Ballet and their Stavna reach program which makes dance more accessible to youth in the East End of Richmond. “Our mission is to drive a vibrant community through arts and culture,” Garka said, “and to achieve this, we believe arts and culture needs to be by and for everyone.”

SOURCES
Nonprofit output figures and testimonials provided by their respective organizations.
Ezibu Muntu African Dance and Cultural Foundation photo courtesy of Tom Topinka
Cover page mural by Hamilton Glass
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$20,000

One anonymous donor with the Community Foundation contributed to the 2019 Cultural Equity grants pool.

SOURCES


In 2018, artoberVA delivered:

173+ Artists & Organizations

1,532+ Arts & Culture Experiences

423 Unique Events

“Our work is about so much more than shelter. We offer modest income residents an opportunity to be in a community.

Our partnership with artoberVA brings artists of all kinds to our communities and helps lift the imagination of our residents to find joy, to dream big and, in many cases, to have hope again.”

— Greta Harris, President & CEO of Better Housing Coalition

Experience Local Art

In October, join us for a month-long celebration of arts and culture in Richmond and the Tri-Cities area.

Experience arts and culture through events, pop-ups, exhibits, science, history and collaborations.

Learn more at: www.bit.ly/artoberVA2019

Ezibu Muntu African Dance and Cultural Foundation perform at the Claiborne Square Senior Apartments, a Better Housing Coalition community in Petersburg, during artoberVA 2018.

Arts Advocacy Day

Each year, Virginians for the Arts and CultureWorks assemble a group of artists and arts organizations to visit the Virginia State Capitol, demonstrating the importance that our state’s constituents place on arts and culture. These cultural ambassadors also visit with individual delegates and senators to share information about the impact and benefits of the arts.

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