



RICHMOND
PERFORMING
ARTS
ALLIANCE



10-YEAR IMPACT REPORT

Since opening the doors to Dominion Energy Center for the Performing Arts in 2009, Richmond Performing Arts Alliance (RPAA) has served the Richmond region through its support of the local arts community, investments in arts education, and stewardship of historic venues.

RPAA owes a debt of gratitude to the thousands of people who have been champions of our mission over the past ten years, including our individual, corporate and foundation donors; local and state government agencies; local artists and arts organizations; school system partners; and students and families. They have brought to life Dominion Energy Center and Altria Theater; spurred economic development downtown; and illuminated the important work of our BrightLights Education Initiatives.

Together, we create a thriving region known internationally for its creative and vibrant culture. And, over the next ten years, RPAA will continue to be a catalyst for uplifting the local arts community and elevating the role of arts education in our schools.

Within this 10-year impact report, you will find information about the people we serve, the events and performances our venues host, the students and educators participating in our education programs, and our local economic impact. We hope within these numbers and stories you see the role you have played in transforming the landscape of the Richmond arts community. Thank you for your patronage and support and for being on this journey with us!

Abbi L. Haggerty

Abbi L. Haggerty
Executive Director

Support

RPAA supports today's artists by cultivating diverse arts experiences.

1,804,806 PATRONS welcomed to Altria Theater and **992,364 PATRONS** welcomed to Dominion Energy Center over the past decade of ticketed performances.

Nurture

RPAA nurtures tomorrow's artists through programming and experiences that deepen their connection to the arts

MORE THAN 40,000 students, families, and educators were served through the BrightLights Education Initiatives over the past 10 years, participating in regional school and community-based programming.

Thrive

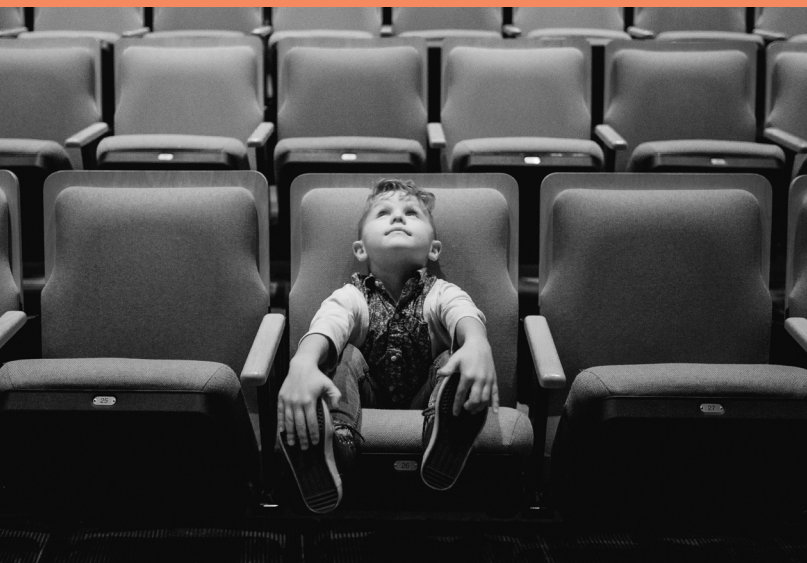
RPAA provides spaces for the arts to thrive by supporting Richmond's premier historical venues.

4,858 PERFORMANCES, REHEARSALS, AND EVENTS have taken place at Altria Theater and Dominion Energy Center since their openings.

In 2001, a group of civic-minded leaders formed RPAA out of a belief that our local arts organizations deserved a first-class performing arts center and that this center could be the economic boost that Richmond's downtown needed.

While RPAA led the fundraising efforts for what would become Dominion Energy Center, more than 40 arts organizations informed the design process. On September 11, 2009, the doors opened to an amazing collaborative performance by nine Resident Companies on the stage of the Carpenter Theatre!

Since then, restaurants, hotels, apartments, and offices have opened in once vacant spaces, and the creative spirit of downtown has attracted new foot traffic that breathes life into the area. RPAA is proud of the role it played in the renaissance of downtown and can't wait to see what the next 10 years will bring!



One of the main reasons Julep's New Southern Cuisine moved to the Arts District was proximity to the variety of theaters. The timing of our move and the renovations throughout the Arts District allowed us to become a founding partner of RPAA and we will continue to support the arts as they have a large impact on our neighborhood and business.

*- Amy Cabaniss, Julep's New Southern Cuisine
RPAA Premier Restaurant Partner*

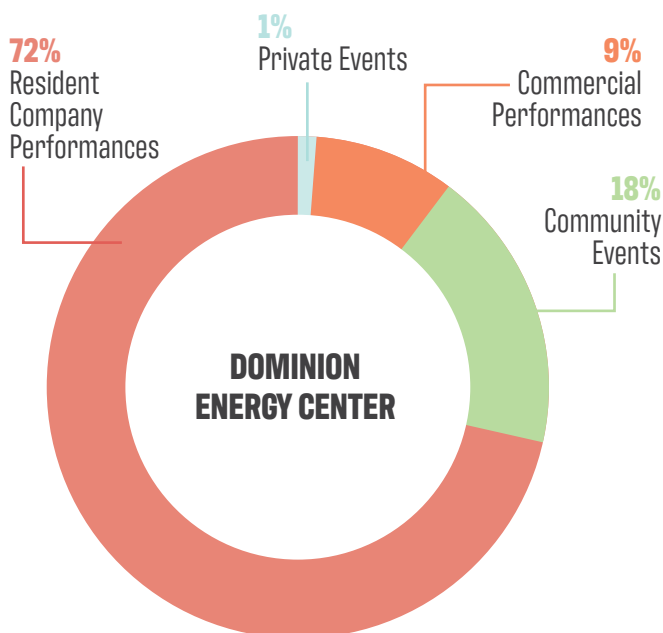
Our Mission

RPAA is a 501(c)(3) organization whose mission is to provide diverse local and world-class performing arts, transformative arts education experiences for students of all ages, and inspirational venues — all to strengthen the cultural and economic vitality of the Greater Richmond region.

Statement of Inclusion

The family of venues of Richmond Performing Arts Alliance and its Resident Companies welcome all to experience and celebrate the arts with us. We strive to foster a caring and kind community of purposeful inclusion. We value diversity in person, thought, gender, gender identity, age, race, ethnicity, ability, sexual orientation, education, religion and socio-economic status. We hope that all feel safe, welcome, and comfortable within our walls.

Venue Activity



Local Economic Impact

Dominion Energy Center and Altria Theater are home to a wide array of world-class touring productions and outstanding local performances.

Admissions Tax Revenue Generated to City of Richmond over 10 Years

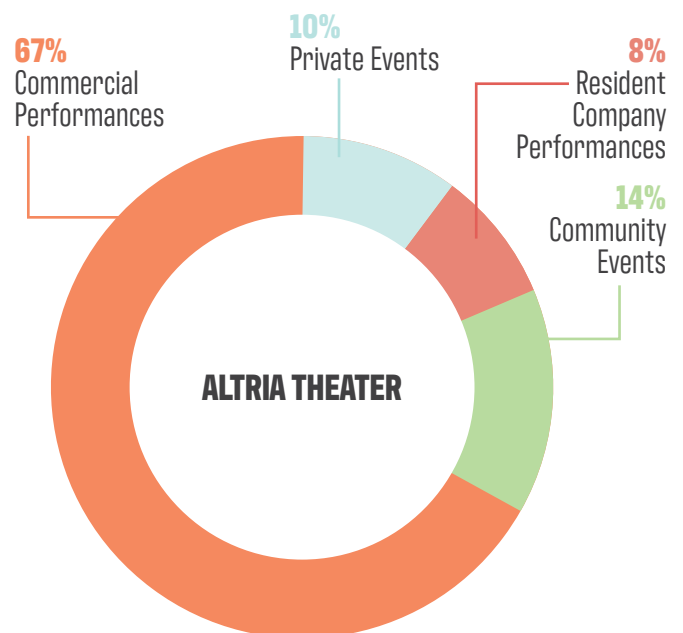


RESIDENT COMPANIES
\$2,232,182



COMMERCIAL SHOWS
\$6,228,606

For both Altria Theater and Dominion Energy Center, 76% of attendees reside outside the City of Richmond, generating additional revenue through dining experiences, hotel stays, and other tourist activities.





Resident Companies

The Resident Companies of Dominion Energy Center and Altria Theater include 11 local arts organizations that call these venues their home. Through its stewardship of the venues, RPAA is proud to support these organizations that represent the diversity of talent in our region and bring amazing performances and engaging programs to our community.

The extensive programming and outreach provided by the Resident Companies includes serving over a million youth in the Richmond Region over the past 10 years.



The Richmond Symphony is thankful to be a partner with RPAA, especially in the presentation of performances and education programs here in the Dominion Energy Center. With the Symphony's offices also housed in the building, we're proud to be able to work side by side every day, literally, with the terrific staff of RPAA to accomplish much together, in service to our complementary missions. Thanks to our shared supporters and colleagues and to all involved in creating 10 years of successful operations in this world-class facility!

- David Fisk, Executive Director, Richmond Symphony

Over the past ten years, RPAA has invested nearly **\$3 MILLION** in providing arts education opportunities to the region, largely at no cost to families or schools, through its BrightLights Education Initiatives. RPAA employs about **55 TEACHING ARTISTS** and serves around **25 SCHOOLS** each year.

GREATER RICHMOND
WOLF TRAP | INSTITUTE FOR
EARLY LEARNING
THROUGH THE ARTS

This program uses music, theater, and dance to teach early literacy and math skills by pairing professionally trained Teaching Artists with Pre-K and Kindergarten classroom teachers. This model has been shown to increase language development, enhance 21st-century skills, and improve teacher practice.

There is nothing more important than quality student/teacher interaction and the performing arts provide children with an important skills-set that will serve them throughout their lives.

*First Lady Pamela Northam at the
Greater Richmond Wolf Trap launch event*

94%

of teachers noted an increase in student achievement in literacy.


88%

of teachers noted an increase in students' social and emotional skill development.

100%

of teachers applied arts integration strategies to their instructional units outside of the residency.



Genworth 

**LIGHTS
UP!** 
YOUTH SERIES

This series offers free workshops and performances at Dominion Energy Center for families, providing an opportunity to expose youth of all ages and abilities to the performing arts in a welcoming and encouraging environment.

Lights Up! was fantastic. Thanks for being inclusive. My son has Down Syndrome & everyone was so accommodating!

*Parent at the September 2019
All the World's a Stage event*

Participating in the arts has a significant positive impact on youth development. According to [Americans for the Arts](#):

4X

A student involved in the arts is four times more likely to be recognized for academic achievement.

2X

While arts engagement benefits all students, students from low-income areas, who are highly engaged in the arts, are more than twice as likely to graduate college as their peers with no arts education.

5X

Student participation in the arts lowers school dropout rates. Students who live in low-socioeconomic circumstances who have high participation in the arts are 5 times less likely to dropout than their peers with low participation in the arts.

Digital Arts Lab

Through the Digital Arts Lab, RPAA provides semester-long video production courses for high schools students (free of charge for those in public schools) and partners with NextUp RVA to offer middle school afterschool programming. Students develop hands-on skills in recording, editing, and live-streaming and work as the production team for many performances and events. RPAA's students broadcast enriching arts events into Richmond area schools over the web. By giving students an opportunity to understand the how and why of media production, they develop critical thinking skills that are crucial to navigating an interconnected digital world.



A Student Story from the Lab:

Ashé was a senior at John Marshall High School and Richmond Technical Center when he registered for our Video Production Course. He quickly became one of our most talented students and also developed a strong sense of teamwork and leadership among his fellow students. One of the things he enjoyed most was “working with other creative, open-minded people.” He credits this experience for leading directly to an internship, and ultimately a job at a local TV station where he still works. When asked why the Lab is important, he said that “without it, children or teens may never find out about the vast opportunities in the field.”

The creation of the “Theater in Schools” program has introduced hundreds of RPS students to Dominion Energy Center and Libby S. Gottwald Playhouse. These early experiences for children of diverse backgrounds lay the foundation for future theater-going interest and opportunities.

*- Diane Hayes, Manager Cultural Arts, City of Richmond
Department of Parks, Recreation and Community Facilities*

