

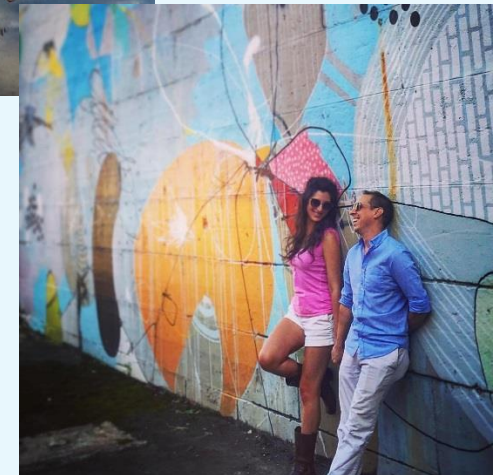
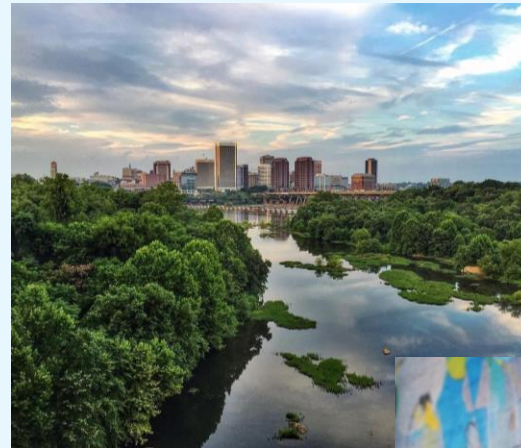


**Strengthening artists and arts & culture organizations
to increase their impact in our region**

www.richmondcultureworks.org

Richmond continues making headlines for great reasons

- **HGTV:** The 50 Best Cities to Live in the US
- **The New York Times:** Celebrating Black History Month? These 5 Cities are Going All Out
- **MSN:** America's Beautiful Small Towns Packed with History
- **MSN:** 50 US Cities Worth Exploring in 2022
- **Redbook:** The Up-and-Coming Travel Destinations You Should Check Out ASAP
- **Bella Magazine:** City with the Best Street Art
- **Insider:** 16 of the Best Places you Should Travel to this Summer in the US and Abroad
- **USA Today:** Readers' Choice '10 Best' Arts District



Our region is home to over 200 nonprofit arts and culture organizations



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Arts & Culture help us find our better selves as individuals and as a community

- Impacts for individuals
- Economic Impacts
- Education Benefits
- Builds stronger communities





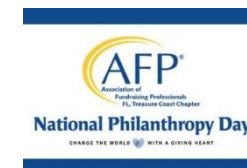
Photo by Tom Topinka



Our mission: Strengthening artists and organizations to increase their impact in our region

- Foster equitable access to arts and culture across the region
- Fortify a regional creative and cultural environment based upon collaboration & connectivity
- Generate increased creative capacity and economic impact of artists & organizations
- Expand artist and organizational access to resources

CultureWorks is an independent 501c3 non profit



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

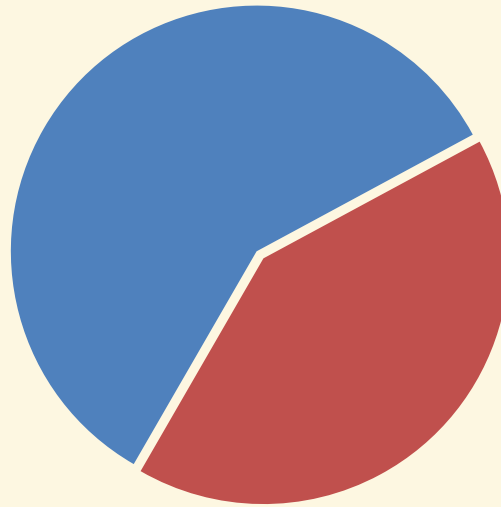
Richmond and Tri-Cities Region

#AEP5



By the Numbers: \$??? Million in Spending (2015)

Organizations

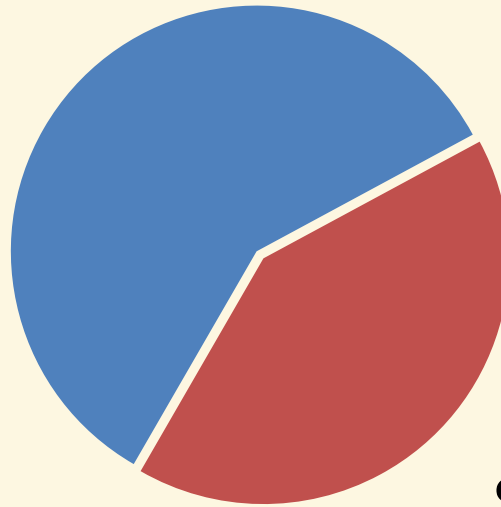


Audiences



By the Numbers: \$360.1 Million in Spending (2015)

Organizations
\$211.7 Million



Audiences
\$148.4 Million



The Perk artober 2021



Photo from October 2020

Arts & culture have been hit hard by the pandemic!

- COVID restrictions led to creative ways to share arts and culture, but monetizing that proved difficult.
- While venues have reopened, ongoing variants and audience hesitation is leading to lower audience turnout.
- The good news is that no arts and culture nonprofit has had to close permanently due to COVID, yet.

**Arts and culture
drive stronger
students and
communities
too!**





artoberVA

- 31 days each October
- Over 1,200 arts & culture experiences at artoberVA.com
- More than 100 organizations & artists



ARTS &
CULTURE
**LIVE
HERE!**

artoberVA
PRESENTED BY CULTUREWORKS





Arts & Culture Calendar

The go-to calendar for arts and culture experiences- virtual or in-person- happening throughout the region.

[RICHMONDCULTUREWORKS.ORG](https://richmondcultureworks.org)

The screenshot shows the Richmond CultureWorks website interface. At the top left is the 'CULTURE Works' logo. Below it are navigation links: 'resources', 'get involved', 'artoberva', 'about', 'contact', 'donate', and 'calendar'. A search bar contains the text 'Search places, events, groups & artists'. To the right of the search bar is a 'Submit an event' button. Below the search bar is the breadcrumb 'Richmond CultureWorks > Events'. The main content area is titled 'Events' and shows the date 'October 13, 2023'. There are navigation arrows for 'Oct 12', 'Oct 14', and a 'Filter' button which is circled in red. Three event cards are displayed: 1. 'ATHENA LATOCHA: THE PAST NEVER SLEEPS' on Fri, Oct 13, 2023 at Virginia Museum of Fine Arts, Lewis Focus Gallery, \$0. 2. 'BERTA, BERTA' by Angelica Cheri on Fri, Oct 13, 2023 at Firehouse Theatre, \$35. 3. 'CALL FOR ARTISTS' on Fri, Oct 13, 2023, a Virtual Event. To the right of the website screenshot is a photograph of a man and a woman in traditional white clothing with a large orange flower in her hair, smiling.

Sign up for weekly emails with picks from around the region on the “Get Involved” tab.

ARTS and CULTURE make change happen

continuum of impact

