



Arts Alliance

Arts Alliance aims to provide **leadership, advocacy, services, and support** to the South Hampton Roads arts community.

artsallianceva.org

growing together

Transforming to meet the growing needs of the arts in South Hampton Roads, Arts Alliance, formerly the Business Consortium for Arts Support, has expanded its mission to include much more to benefit the entire region through the arts. The following four concepts encapsulate our mission.



Arts Leadership

With the creation of the Senior Advisory Committee, Past Board Chairs Committee, and the new Arts100 we strive to be the place for implementing great ideas in the arts for the community.



Arts Advocacy

Through a partnership with Americans for the Arts, we are embarking on a comprehensive arts economic impact study for the entire South Hampton Roads Region. We will be able to pin point an accurate average of arts and culture spending to better advocate for more arts investment from municipal and corporate leaders in our area.



Artist/Arts Employee Services

Along with our corporate members, we have created a program called Wills for the Arts that has officiated over 70 will, advanced directive, and power of attorney documents for artists and their families. We have also hosted several Social Security informational seminars on retirement and other benefits. We are in the process of new financial wellness seminars to launch in Fall of 2022.



Support

General operating support for the non-profit arts organizations at the core of our mission. One contribution will reach over 30 non-profit arts groups throughout the region and in a wide range of disciplines. General operating support to our area's arts organizations is truly what keeps them going above and beyond their events.

We need the arts to entertain, educate and inspire us and our children.

Local arts organizations employ over 1900 full and part time and contract paid positions in our area. Arts Alliance recognizes that the arts are vital in our area in many ways. Thousands of performances are provided to local school children in our area that are both fun and tied directly to the mandated SOL's and other school curriculum. The arts also play a vital role in economic development, attracting new business to the area with bright, civic minded employees. The arts compliment other local businesses with ancillary spending in restaurants, local stores and hotels.



\$25 mil
in grants

70
Art Organizations

35
Years

In addition to the over \$25 million given to over 70 arts organizations, Arts Alliance has given in grants in the past 35 years, the Alliance has become involved with both the NEON district in Norfolk and the VIBE district in Virginia Beach. The goal of these emerging districts is to revitalize blighted areas. In 2022, the BCAS sponsored the NEON Festival, which attracts more than 3,000 to the area, and also the Mural Festival in Virginia Beach's VIBE district.

Evaluating and Measuring Impact

Annual grants received from area arts groups are reviewed and analyzed by a 6- person Allocations Committee. Each committee member is asked to liaison 6-7 groups and is personally responsible for visiting the organization and reviewing the grant materials for the following:

- ✓ Artistic Quality
- ✓ Organizational Fiscal Responsibility
- ✓ Regular Performances/Exhibits
- ✓ Geographic Diversity or Diverse Offerings
- ✓ Educational or Community Outreach Offerings
- ✓ Collaboration with Other Non-Profit Organizations.

The determination of funding is made based on the above criteria and historic grant amounts. We frequently offer to make grants matching new funding earned or otherwise incentivize the grantee to improve an area of the above criteria.

Join Us

We would love for you to join our cause of providing general operation support to over 30 arts organizations in South Hampton Roads. Arts Alliance is a 501(c)3 organization and all donations are tax deductible.

Learn more about our memberships and donations by visiting artsallianceva.org



Arts Alliance

Contact Us

World Trade Center
101 W. Main Street,
Suite 4500
Norfolk, VA United States

757.383.6047
Info@Artsallianceva.org