



## Virginians for the Arts



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## State Public Funding of the Arts in Virginia

- **The arts are a vital part of the quality of life for Virginia citizens.** As a billion dollar industry the arts contribute to the Virginia economy. The work of artists and arts organizations helps to strengthen education as well by providing programs to supplement the work of classroom teachers.
- **Across the Commonwealth there are hundreds of arts organizations that are small businesses contributing to the overall economic health of their communities.** These arts organizations enrich the lives of Virginia citizens with concerts, dance performances, art exhibitions, and plays. Virtually all of these organizations have educational programs for young people.
- **These organizations depend upon a wide base of funding sources to survive** - ticket sales, memberships, contributions from individuals and corporations, and support from local and state government.
- **At its current funding level of 80 cents per capita, Virginia remains well behind its neighbors** when per capita rates of state arts funding are compared. North Carolina funds state arts grants at 98 cents per capita, Maryland at \$2.56, Kentucky at \$1.01, and West Virginia at \$1.33.

Virginia artists and nonprofit arts organizations provide important learning opportunities that support and strengthen the work of Virginia teachers in the classroom. In FY2007, 2.3 million school children participated in arts activities and educational programs funded by the Virginia Commission for the Arts. Of the nearly 200 arts organizations that currently receive operating support from the Virginia Commission for the Arts (VCA), virtually all have programs for schoolchildren.

The state investment of \$6.4 million in FY 2007-2008 for arts grants funding through the Virginia Commission for the Arts was matched by over \$33 million in private and local government support for the arts, a 7:1 return. State funding for the Commission leveraged \$719,100 in additional support from the National Endowment for the Arts for FY2008-2009.

State funds for the Commission were reduced by 15 percent (more than \$920,000) for the current fiscal year in the most recent round of budget cuts (October 2008).



## ***ARTS ARE BUILDING COMMUNITIES IN VIRGINIA***

### **COMPELLING EVIDENCE**

In every part of Virginia, the evidence is compelling that the arts help to build stronger communities.

- Staunton's Blackfriars Playhouse generated \$156,416 in local revenues and \$188,447 in state revenues in 2007.
- South Boston's The Prizery has spawned a renaissance in its downtown historic warehouse district (including the Southern Virginia Higher Education Center, a consortium of colleges and GED programs). Patrons help support a three-diamond restaurant in walking distance.
- The Bluemont Concert Series, Leesburg, which serves 68 communities in north and central Virginia, has leveraged the support of 20 jurisdictions, more than 350 business and civic associations, and 2,500 families and neighbors to reach over 2 million audience members in 5,000 concerts since 1976. It brings performers to schools and hospitals at no cost.
- First Fridays for the Arts has pulled the crowds back into Richmond's downtown, along with a real nightlife, generating excitement and bringing in tourism, business for local restaurants and tax revenues.
- Arts organizations like Chesapeake's Tidewater Arts Outreach, support health and elder care. TAO matches nearly 200 visual artists, musicians, instructors and performers with more than 60 dependent care facilities, hospitals, shelters and crisis centers, enriching the daily lives of 4,441 last year alone.

## Tidewater Arts Outreach

Tidewater Arts Outreach brings live music, visual arts and performances to those who are isolated from community life due to illness, age or disabilities. These enriching experiences, which many of us take for granted, carry the power to uplift the spirit, stimulate the mind, and even bring joy and healing.



**Pianist and composer BJ Leiderman plays a waltz at Berger Goldrich Home.**

Tidewater Arts Outreach was formed in 2004, and today the organization matches nearly 200 talented visual artists, musicians, instructors and performers with more than 60 dependent care facilities, hospitals, shelters and crisis centers annually. TAO programs reflect the diversity and interests of the artists and the needs of their clients. Programs take many forms, including concerts, visual journaling, storytelling, sing-alongs, visual arts workshops, dance, and guitar lessons.



**Musician Gary "JuJu" Garlic brings the beat with Camp Horizon campers Stephanie, Katie, Julie and Meredith.**

Incorporating art is a valuable component in residential, therapeutic and dependent care. In addition to its healing aspects, art allows audiences to have a voice, a creative choice and an outlet for self-expression. These programs create a sense of community among the recipients, and are a source of inspiration and reward for participating artists. The results are striking as Tidewater Arts Outreach's positive impacts are reflected in the smiles, eager participation and improved well being of thousands of deserving, yet underserved, area residents annually.

## Art 180



**Tabatha Lambredt, *Save the Whales*  
Age 11**

ART 180 is a homegrown Richmond, Virginia, nonprofit that creates and provides art-related programs for young people living in challenging circumstances, encouraging personal and community change through self-expression. Using art to turn lives and communities around 180 degrees, it offers outlets in creative expression for children who need art—children who face considerable obstacles and countless negative influences.

Celebrating 10 years of art and community change in 2008, ART 180 has reached 1,900 children through its 12-week after-school programs. Through art festivals and community events it has brought art experiences to another 2,000. Beyond the children it works with, it reaches out to their parents, the neighborhoods it serves, and the Richmond community. Programs focus on stained glass, poetry, drumming, photography and more, exposing youths to a variety of art forms and encouraging self-discovery and dialogue shaped by creativity. As children's own creative ideas are nurtured they develop a stronger sense of self, heightened awareness of their abilities, and a greater optimism for the future.



**Ryan Kellner, *No. 1***

By bringing diverse audiences together, ART 180 teaches alternative ways of communicating that cross social, economic, and circumstantial barriers. View its unique marketing program, encouraging individuals to donate \$10 and also to

“make” \$10—to use their preferred medium to create their own \$10 bill, using it as a canvas to express the change they'd like to see in the community— at [www.art180.org/ten](http://www.art180.org/ten).

## The Prizery

Public-school teacher Krista Skelton has a sideline in teaching pottery classes to all ages. The wheels and kiln were bought with help from the Virginia Commission for the Arts.



The Prizery has created cultural, educational and economic opportunities where none existed in South Boston, a small town in Southern Virginia battered by the losses of textiles and tobacco. It has brought top-notch performances to the community, ranging from Shakespearean theater to Chinese acrobats to bluegrass legend Dr. Ralph Stanley.

The Prizery has created on-site art, music, and movement classes for 200 at-risk public school pre-K students and housed classes in drama, ballet, ballroom dancing, pottery, painting, and paper-making for all ages. The Prizery sponsors an international partnership with an elementary school in Leverano, Italy.



**Isis Woody, a parent, leads young students through an art show and fundraiser held every two years.**

The 1902 Italianate building serves as home to a half-dozen civic and arts groups and the local Tourism Office. Since its award-winning 2005 renovation, The Prizery has spawned a renaissance in Downtown's historic warehouse district (including the Southern Virginia Higher Education Center, a consortium of colleges and GED programs). Its patrons help support a three-diamond restaurant in walking distance.

In summer 2008, The Prizery opened a new Revolutionary War exhibit. Within a few months, The Prizery will become a start/end point on a 4.5-mile *Rails-to-Trails*, the first of its kind in this area.



## Economic Impact of Cultural Organizations in Hampton Roads, Virginia

### EXECUTIVE SUMMARY

Recent research based upon data from a comprehensive survey of cultural organizations in Hampton Roads finds that **the region's cultural organizations impact the local economy** in a variety of ways, some of which are listed below.

#### **Provide**

- 3851 full-time jobs
- 2198 part-time jobs
- 1281 have pay greater than \$30,000 per year, (One-third of full-time jobs)

#### **Pay**

- \$ 134.1 million in salaries; \$ 14.1 million in local taxes

#### **Receive**

- \$ 223.7 million in earned income
- \$ 40.7million in contributions
- \$ 26.5 million in grants (local, state, national, foundations)
- \$ 5.7 million in donated volunteer time

#### **Spend**

- \$ 19.7 million directly in Hampton Roads

#### **Create**

- \$ 193.4 million in audience spending

### **MULTIPLIER EFFECT**

Each dollar cultural organizations spend in Hampton Roads has a multiplier effect of 2.47.

### **COMBINED IMPACT**

Have a combined impact: \$ 563.9 million Hampton Roads (jobs + direct spending + local tax revenue + volunteer time + visitor spending) or \$ 368 per capita.

*Study by Christopher B. Colburn, Ph.D.*

November 8, 2005, Economics Department, College of Business and Public Administration, Old Dominion University



## Staunton and the American Shakespeare Center: Partners for Community & Prosperity

### *Praise from Blackfriars Patrons*

"I just wanted to extend to you my thanks again for making our trip to Blackfriars yesterday a smashing success! The kids have not stopped talking about it, and several said it was the best field trip they have been on since they started high school." -- Kerry Sheppard, teacher, Deep Run High School, Henrico County

"Thank you for making my experience of Romeo and Juliet so vivid. The performance was very well done. It was the first play that I have attended, and it was much better than the Romeo and Juliet movie. Thank you again." – Amanda Robertson, student, Rockbridge High School

"We discovered your theater in October, so now, we come each time we go to our condo at Wintergreen...Each performance has been excellent...We have told friends and family that they need to see your work...You really are talented and committed!" – Pat Moore, Alexandria, VA



"I became a fan of Shenandoah Shakespeare Express back when I was in graduate school in the mid-1980's...The opening of the Blackfriars was also a wonderful event. Two of my friends and I have frequently come up for a weekend for the 'tri-play maneuver.'" – Kurt Benrud, Raleigh-Durham, NC

### *The ASC's Economic Impact on Staunton*

- Loan (since forgiven) from the City of Staunton to build the Blackfriars Playhouse in 2001: \$500,000
- Support for operating expenses that the ASC has received from the City of Staunton in any year: \$0
- Tickets sold at the Blackfriars Playhouse in FY 2007: 54,138
- Visitors brought to Staunton by the ASC, from nearly every U.S. state and abroad in FY 2007: 25,000 (approx.)
- Average that a patron of the Blackfriars spends in Staunton on food, lodging, etc. per performance: \$28

Revenue that the ASC generated in Staunton in FY 2007:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
ASC	\$2,900,000	81.2	\$1,757,893	\$85,608	\$108,228
ASC audiences	\$1,695,600	44.4	\$611,823	\$70,808	\$80,219
Total ASC Impact	\$4,595,600	125.6	\$2,369,716	\$156,416	\$188,447

Source: Americans for the Arts

*Contributed by Erik Curren, Director of Sales and Marketing, American Shakespeare Center*



## Roanoke Symphony Orchestra: Roanoke Valley Economic Partner



The Roanoke Symphony Orchestra has been a cultural mainstay of Southwest Virginia since the 1950's. Beginning with Gibson Morrissey as conductor, the RSO has demonstrated a progressive strengthening and building process for over a half-century. It has a proud reputation of maintaining conductors who are deeply involved in the community – Gibson Morrissey, Jack Moehlenkamp, Victoria Bond, and currently David

Wiley, who is about to begin his 13th season with the RSO on Opening Night, October 13th.

During its 55-year history, the RSO has demonstrated strong fiscal stability, and is a strong economic partner for the Roanoke Valley. In 2007-2008, the RSO generated over \$12,000 in admissions taxes for the City of Roanoke, plus nearly \$15,000 paid in catering and meals for musicians and patrons, \$32,000 to hotels, and over \$58,000 for facility rental and related concert costs. As a non-profit organization, the RSO receives grant funds from the City of Roanoke, City of Salem and Roanoke County totaling \$58,400.

For every dollar received from the municipalities, the RSO directly invests two dollars into the local economy. These figures do not include dollars spent on meals, hotels and other services consumed by the over 18,000 concertgoers during by corporate grants and individual donors and the on-going support of the **Virginia Commission for the Arts**. Each year over 500 donors support the RSO with gifts as small as \$5 and as large as \$100,000, contributing directly to the organization's fiscal stability. Every RSO donor becomes a partner in fulfilling the organization's mission and contribution to the Roanoke Valley.



In education, the RSO has a variety of programs that serves the educational needs of school children in southwestern Virginia. The RSO works closely with local school districts to offer full orchestra performances twice a year to students through its Adventures In Music and Discovery Concerts. For the low admission price of \$4 each, students from Roanoke and beyond can experience a live performance of symphonic music in a concert hall setting. Teachers are admitted at no cost. The RSO also offers small ensembles for in-school performances, providing musical programs that align with SOL guidelines. Roanoke City Schools and Roanoke County Schools contribute an average of \$13,000 in grants to the RSO to bring the in-school ensembles to many schools. All RSO educational offerings come with teaching materials to support the instruction and make it easier for the teachers to stay within their goals for learning. In addition, the RSO has offered the only orchestra experience for youth in Southwest Virginia for over 50 years through the Roanoke Youth Symphony (RYS).

The RSO is a recent recipient of the the Roanoke Regional Chamber of Commerce 2008 Small Business of the Year Award for Not-for-Profit Arts and Culture Organizations. The award was presented as part of the Chamber's 22nd annual Small Business Awards ceremony on Tuesday, September 30th at the Hotel Roanoke Conference Center.

The RSO looks forward to being around another 50 years by doing what it has historically done – run a good business.

**Sources: Press Release: Rodney Overstreet, Marketing Director, October 9, 2008; photo by Jim Bullington.**



## Barter Theatre, Abingdon: Community Anchor

Southwestern Virginia's Barter Theatre works with regional economic development offices and businesses to help them recruit and retain key personnel. Barter invites top recruiters and event planners to become instant experts on the theatre.

Existing regional businesses use Barter as a recruitment/retention tool by partnering through corporate sponsorships. Partners provide Barter with essential operational funds and exposure to employees and visitors. In turn, Barter provides them with tickets they may share as employee rewards, exposure to its 160,000 annual patrons through curtain speeches and its Souvenir Program and many other creative projects created together based on specific company goals.

The Theatre currently serves more than 40,000 regional youths. Opportunities for youths include: acting workshops, local auditions for roles in Barter productions, Student Matinee performances, Distance Learning classrooms, talk-backs, facility tours and prepared lesson plans.



Barter contributes to the economy by attracting new visitors. Barter devotes nearly 50 percent of its Season Brochure to advertising additional things to do and see when they visit. Its website also includes a visitor's guide. Local bed and breakfast inns reported in 2008 that they have dropped other Internet advertising programs because their inclusion on Barter's website was hands-down the most effective in attracting new customers. Barter has been likened to the "anchor" store in a mall. Visitors may initially come for Barter, but the visit does not end there.

The Town of Abingdon and Washington County both readily acknowledge the value of Barter as the identity of the community. Barter patrons buy performance tickets, a Barter souvenir and perhaps a sandwich in the Café. However, they spend even greater amounts of money staying the night, eating in local restaurants, visiting other attractions and shopping. Local businesses rely on the traffic Barter generates.

Barter Theatre is *one of the top ten employers in Abingdon* - with approximately 125 full-time employees and about the same number in temporary employees. Barter employees reside and shop in the community. They also share their expertise with the community by serving on boards, sharing resources and expertise with other organizations.

Barter *continually invests in facilities and technology*. Renovations to both theatres, beautification of Stonewall Square, the addition of The Barter Café, and continuous upgrading and maintenance of technology are all part of the Barter experience.

***Contributed by Jayne Duehring, Director of Advancement, Barter Theatre***



## Arts and Cultural Districts

Cultural districts are generally defined as geographic areas of a city where there is a high concentration of cultural facilities, arts organizations, individual artists and arts-based businesses. They are mixed-use developments that incorporate other facilities such as office complexes, restaurants, retail spaces, and occasionally residential areas. The United States is home to more than 100 arts and cultural districts.

Cultural districts involve long-term vision, planning, and commitment and should capitalize on regional assets that are specific to the cultural, economic, and social issues of the community. They require careful coordination among varied stakeholders and may require specialized management to be developed and maintained.

--Americans for the Arts

### Legislatively Mandated Cultural Districts in Virginia

1. Alexandria
2. Blacksburg
3. Charlottesville
4. Chincoteague
5. Falls Church
6. Harrisonburg
7. Manassas
8. Petersburg
9. Winchester

Some communities have gone to the General Assembly to get legislative authorization for their arts and cultural districts, which allows these communities to create special regulations or impose new taxes in the districts. Other communities, such as **Norfolk** and **Lynchburg**, have created districts without going to the legislature. These communities are promoting their districts as destinations but are not imposing special taxes or amending city regulations.

### Excerpt from the Code of Virginia Authorizing Creation of arts and cultural district

#### § 15.2-1129.1. Creation of arts and cultural district.

A. The Cities of Alexandria, Charlottesville, Falls Church, Harrisonburg, Manassas, Petersburg, and Winchester and the Towns of Blacksburg and Chincoteague may by ordinance establish within their boundaries an arts and cultural district for the purpose of increasing awareness and support for the arts and culture in the locality. Each locality may provide incentives for the support and creation of arts and cultural venues in the district. Each locality may also grant tax incentives and provide certain regulatory flexibility in an arts and cultural district.

B. The tax incentives may be provided for up to 10 years and may include, but not be limited to: (i) reduction of permit fees; (ii) reduction of user fees; and (iii) reduction of any type of gross receipts tax. The extent and duration of such incentive proposals shall conform to the requirements of the Constitutions of Virginia and of the United States.

C. Each locality may also provide for regulatory flexibility in such zone which may include, but not be limited to: (i) special zoning for the district; (ii) permit process reform; (iii) exemption from ordinances; and (iv) any other incentive adopted by ordinance, which shall be binding upon the locality for a period of up to 10 years. (2001, c. 550; 2005, c. 330; 2006, c. 482; 2007, cc. 236, 251, 280; 2008, c. 290.)

LIS > Code of Virginia > 15.2-1129.1 Page 1 of 1  
<http://leg1.state.va.us/cgi-bin/legp504.exe?000+cod+15.2-1129.1> 10/1/2008



## Arts and Cultural Districts



### Living Arts and Culture

The Town of Blacksburg strives to foster the growth of arts and culture in the community. To that end, the Town requested and received from the Virginia General Assembly the authority to create an arts and cultural district. When this district is established, it will permit the Town to provide incentives for arts-related organizations and businesses in the district.

Existing venues such as the [Lyric Theater](#), the [Armory Art Gallery](#), and many arts-related businesses in downtown Blacksburg provide a strong foundation for this growth.

Additionally, the Town is collaborating with [Virginia Tech's Arts Initiative](#), including several projects located at the interface between the university and the downtown area.

There are also many cultural sites within and around the Town that reveal the rich history of this area. Sites within Blacksburg include the original layout of the Town's "Sixteen Squares", [Historic Smithfield Plantation](#), [The Huckleberry Trail](#), [Solitude](#), and the [Hahn Horticulture Garden at Virginia Tech](#).

Within the region, there are many other sites of interest to be explored. The Town of Blacksburg was a founding member of the [New River Heritage Coalition](#), a collaborative effort among cultural sites from the region.

Our history is diverse and far-reaching, and that history has made Blacksburg *A Special Place*.



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## Virginia News Clips

### Trying to attract the 'creative class'

By Duncan Adams, 981-3324, *Roanoke Times*, July 13, 2008

A popular economic development guru believes that a region's tolerance and diversity, its quality of life and its support for what he describes as the "creative class" pave the way for economic and population growth. According to Richard Florida: "The distinguishing characteristic of the creative class is that its members engage in work whose function is to 'create meaningful new forms.' "

In November, the board of directors for the Roanoke Valley Economic Development Partnership announced new attraction strategies aligned in meaningful ways with Florida's work. Industrial and commercial recruitment of new businesses and support for existing businesses -- its historic backbone -- became just one of four strategies designed to boost the region's sluggish population growth. Florida's ideas, along with quality of life research by former Roanoke College President Sabine O'Hara, influenced the new plan.

In 2004, Florida spoke in Roanoke. About a month later, an opinion piece by businessman Victor Iannello, then president of the board of directors for the partnership, appeared in the newspaper. He mentioned Florida's work and wrote that "research shows that young, talented professionals -- the demographic we're lacking in the Roanoke region -- are not focused just on their jobs. What they are looking for is quality of place."

#### 'Money's worth'

This year, Beth Doughty was hired as the partnership's new executive director to shepherd its new, four-pronged "program of work" -- the organization's description of its radical shift in strategies to boost the regional economy. Jerry Burgess, county administrator for Botetourt County, said he is enthusiastic about the partnership's new course and confident about Doughty's hand at the helm. Based on a population formula, Botetourt County will contribute nearly \$66,000 to the partnership this fiscal year.

Other government contributors are the cities of Roanoke, Salem and Covington, the counties of Alleghany, Craig and Franklin, and the town of Vinton. "I fully believe, especially with Beth there, that we are getting our money's worth," Burgess said. "And I am a huge supporter of the new program of work."

The business community is playing a much more active role in the partnership, he said, and helped lead a major fundraising campaign that garnered pledges for about \$6.7 million. "The business community has stepped up," Burgess added. "I'm a government guy, but I think the governments were dominating too much." Now, he said, "we've got a forum where we can maybe get something done."

The new strategies won't yield overnight results, he said. "There is a lot of work to be done before we run." One big step, he said, will be a major redesign of the partnership's Web site, which he described as an antique in a world where entrepreneurs and young professionals rely on the Internet and online social networking to learn about a city, a county or a region. "Your Web site has got to tell your story," he said.

Burgess is a Doughty fan. "She brings incredible experience in the region and knowledge of economic development and community development," he said.

#### Richard Florida

In 2002, Florida published "The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life." The best-selling book was wildly influential in the arena of economic development.

He has written that the "super-creative core of this new class includes scientists and engineers, university professors, poets and novelists, artists, entertainers, actors, designers, and architects."

These days, many economic development professionals accept the notion that high-income workers, entrepreneurs and even established companies base relocation decisions on such things as cultural amenities, recreational opportunities, diversity in race, ethnicity and sexual preference, affordable housing and other measures of a region's livability.

### **'Going places'**

Employees at Meridium Software recently confirmed in interviews that these high-tech workers considered the region's quality of life before deciding to move to the Roanoke Valley. However, most indicated the first draw was the Meridium job. Doughty acknowledged she has not seen hard data proving that Florida's ideas produce real results. Mark Heath, president and chief executive officer for the Martinsville-Henry County Economic Development Corp., said he takes Florida's ideas "with a grain of salt." But he observed that the world of work has changed and is changing. "The jobs of the future are not going to look like the jobs of the past," he said.

Doughty offered similar thoughts. "The world is changing at breakneck speed," she said. "We have to reach people who choose where to live before they look for a job." The alternative, she said, is continuing to do the same thing while expecting different results. Roanoke is beginning to change, Doughty said. As evidence, she cited the new art museum, downtown living, the expansion of the greenways network (which she said people have come to expect communities to offer), Carilion Clinic's ambitious plans and other signs of progress. "We are going places as a region, finally."

### ***WHSV.com*** ***New Arts and Culture District***

**Staunton, Va.**  
**Posted: 4:18 PM Oct 10, 2008**  
**Last Updated: 12:12 PM Oct 11, 2008**  
**Reporter: Keith Jones**  
**Email Address: [kjones@whsv.com](mailto:kjones@whsv.com)**



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The Staunton City Council considered the possibility of an Arts and Cultural District during Thursday night's work session.

The District would highlight places such as the Frontier Culture Museum, Woodrow Wilson Presidential Library, and the American Shakespeare Center, as well as offering other incentives to encourage arts-related businesses to locate downtown.

The city of Harrisonburg lobbied the 2006 General Assembly to do something similar. Arts and Cultural Council Chairman Erik Curren says in this economic climate, a District like this could bring the right kind of tourist to the Queen City.

Currently, there are nine Arts and Cultural Districts in Virginia. Curren hopes the Arts and Cultural Council will have more information for City Council in December.



## Materials available on the Virginians for the Arts website (VaforArts.com)

### ***The Arts' Economic Impact***

- [State Cultural Districts--National Assembly of State Arts Agencies Policy Brief](#)
- [Read About Michigan's exciting Coolcities initiative](#)
- [Economic Impact of the Arts in Virginia](#)
- [Arts & Economic Prosperity Study III \(Summary, Americans for the Arts 2007\)](#)
- [Creative Industries by Legislative District \(Americans for the Arts 2006\)](#)
- [The Federal Reserve on "The Arts as a Community Development Tool"](#)
- [2005 Economic Impact of Cultural Organizations in Hampton Roads](#)

### ***The Arts and Education***

- [2007-2008 Arts Education Partnership's Arts Education State Policy Database](#) Searchable database containing the latest information on arts education state policies and practices
- [Educational Impact of the Arts in Virginia](#)
- [Ready To Innovate](#) -- U. S. Conference Board Report on Readiness of the U.S. Workforce
- [Critical Evidence: How the Arts Benefit Student Achievement](#) report of National Assembly of State Arts Agencies (NASAA) in collaboration with the [Arts Education Partnership \(AEP\)](#)

## NOTES: