



ROANOKE CULTURAL
ENDOWMENT



Vibrant. Creative.
Thriving. **Roanoke.**

Strengthening Roanoke's
future through a legacy
of meaningful support of
community arts and culture.

THE CASE FOR SUSTAINABLE FUNDING FOR ARTS AND CULTURE

WHAT IS THE ROANOKE CULTURAL ENDOWMENT?

Our Mission:

To cultivate a legacy of stability, engagement and vitality for arts and culture in the City of Roanoke through grantmaking.

Our Vision:

Fostering the growth, vitality and future of a vibrant community where arts and culture are accessible to all and valued as a critical component of a healthy region.

Our Model:

Unique private-public partnership with the City of Roanoke.

Our Goal:

To raise \$20 million through public and private contributions within 10 years. The Endowment will award grants to arts and cultural organizations once the Endowment reaches \$20 million. Fundraising will continue perpetually.

Our Ask:

Consider becoming a founding donor by making a multi-year pledge to the Endowment. In addition to outright gifts of cash or stocks, consider leaving a legacy by including the Roanoke Cultural Endowment in your will or other estate plans.



Mill Mountain Theatre's 2016 production of Smokey Joe's Café, photo credit Treadshots

Technology has made talent mobile. Talent is attracted to cities with vibrant cultures. Economic development occurs when cities have a strong workforce. Investments in creative initiatives can spur growth. The Roanoke Cultural Endowment exists to foster and facilitate this growth in Roanoke.

BOARD OF DIRECTORS

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THE AMOUNT THAT THE ARTS AND CULTURE INDUSTRY CONTRIBUTES TO OUR LOCAL ECONOMY.

Roanoke Valley-Alleghany Regional Commission (2017). *Economic Impact of the Arts and Cultural Industry in the City of Roanoke.*

WHO WE SUPPORT: ELIGIBILITY GUIDELINES

Operational grants will be granted in 3-year cycles to allow for predictability, stability, and accountability; our *ultimate* goal is to supplement 25% of operating funds for grantees. Organizations must meet minimum eligibility requirements for funding consideration, including the following:

- Must be a registered 501(c)(3) organization
- Must be an arts and/or cultural organization
- Must be located in Roanoke City
- Must have a minimum 3-year record of continuous operation in the City of Roanoke



Painting by Greg Osterhaus, courtesy of the Grandin Theatre



A SAMPLE OF ARTS AND CULTURE ORGANIZATIONS IN ROANOKE

Center in the Square	Opera Roanoke
Dr. Robert L.A. Keeley Healing Arts Program	Roanoke Ballet Theatre
Grandin Theatre	Roanoke Children's Theatre
Harrison Museum of African American Culture	Roanoke Symphony Orchestra
Historical Society of Western VA	Science Museum of Western VA
Jefferson Center	Southwest VA Ballet
Local Colors	The Spot on Kirk
Mill Mountain Theatre	Taubman Museum of Art
Mill Mountain Zoo	VA Museum of Transportation

68%

AMERICANS ARE ATTENDING THE ARTS.

TWO-THIRDS OF ADULTS ATTENDED AT LEAST ONE ARTS EVENT IN THE PAST YEAR, SUCH AS GOING TO THE THEATER, MUSEUM, ZOO OR A MUSICAL EXPERIENCE.

Americans for the Arts, 2016. Americans Speak Out About The Arts.

TOP TEN REASONS TO SUPPORT ARTS AND CULTURE

They improve healthcare

Nearly one-half of the nation's healthcare institutions provide arts programming. 78% deliver these programs because of their healing benefits, including shorter hospital stays, better pain management, and less medication.

They promote true prosperity

The arts and culture are fundamental to our humanity. They help us express our values, build bridges between cultures, and bring us together.

They strengthen the economy

The arts and culture is a \$699 billion industry, representing 4.3% of the nation's GDP and supporting 4.1 million jobs and \$135 billion in economic activity.

They are great for local merchants

Attendees of nonprofit arts and culture events spend \$24.60 per person, per event, beyond the cost of admission. Attendees who live outside the county in which the event takes place spend twice as much.

They have huge social impact

A high concentration of arts and culture in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates.

They support business growth

There are 702,771 arts and culture businesses in the U.S. employing 2.9 million people – representing 3.9 % of all businesses and 1.9 % of all employees.

They drive tourism

Arts travelers are ideal tourists, staying longer and spending more to seek cultural experiences.

They are an export industry

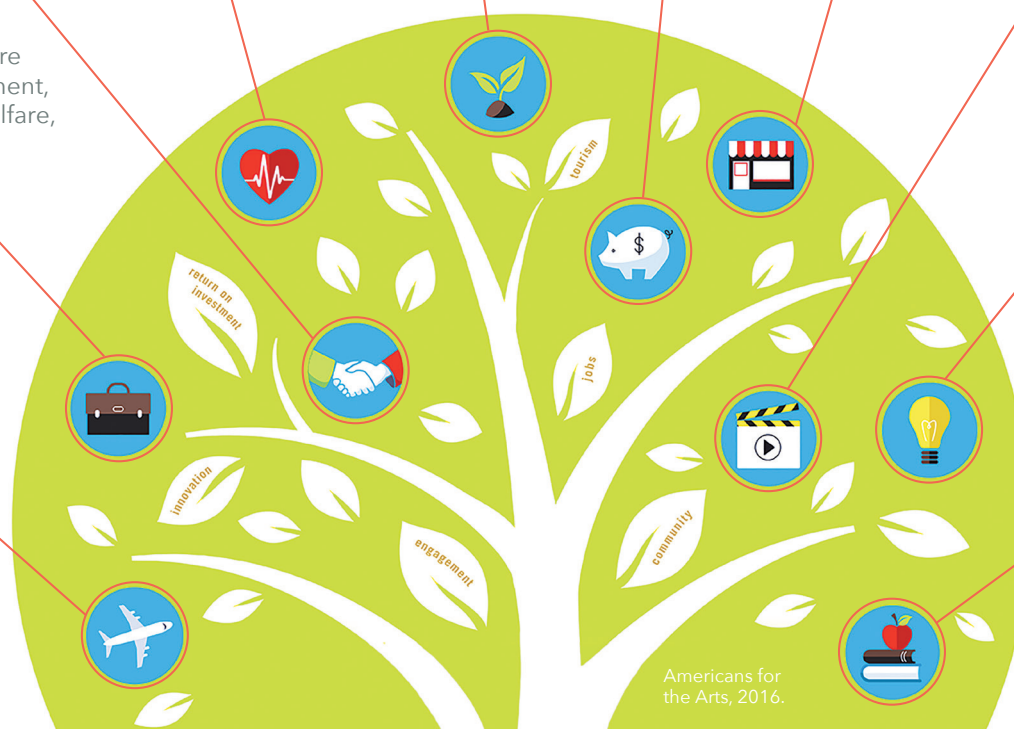
U.S. exports of arts goods grew to \$75 billion in 2012, while imports were just \$27 billion – an arts trade surplus of \$47 billion.

They spark creativity and innovation

The Conference Board reports that creativity is among the top five skills sought by business leaders, with 72% saying creativity is of high importance when hiring.

They improve academic performance

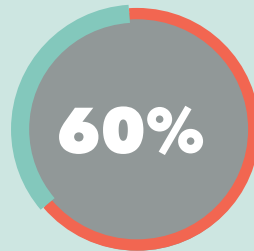
Students with arts education have higher GPAs, higher test scores, and lower dropout rates.



Supporting arts and culture translates to huge opportunities for both economic growth and community enrichment.

IMPACT: QUALITY OF LIFE

Engaging in the arts and culture makes us feel creative



Among those who are personally involved in making art or displaying art in their home, 60 percent say that “arts and music outside of the home” makes them feel more creative. **This number jumps to 70 percent for Millennials.**

Americans for the Arts, 2016. Americans Speak Out About The Arts.

Supporting the arts and culture helps improve the quality of life and prosperity by:

- **Providing inspiration and enjoyment to residents**
- **Beautifying shared public spaces**
- **Igniting the mind to stimulate new ways of thinking, communicating, and doing business**



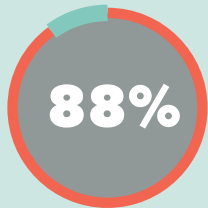
Photo by Norbert Nirewicz, courtesy of Roanoke Ballet Theatre

The arts and culture are fundamental to our humanity. They can enable us to design useful and meaningful things and are increasingly the basis of livelihoods and enterprises that are motivated by higher values and ideals of true prosperity.



THE AMOUNT OF TOURISM AND VISITOR SPENDING THE ROANOKE ARTS AND CULTURE INDUSTRY HELPS GENERATE ANNUALLY. Roanoke Valley-Alleghany Regional Commission (2017). *Economic Impact of the Arts and Cultural Industry in the City of Roanoke.*

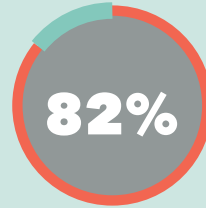
IMPACT: EDUCATION + ACADEMIC PERFORMANCE



88% of American adults agree that the arts are part of a well-rounded education.



90% believe students should receive an education in the arts in elementary, middle, and high school.



82% say the arts should also be taught outside of the classroom in the community.

Americans for the Arts, 2016. Americans Speak Out About The Arts.

- Early childhood arts education improves vocabulary, communication, memory, and social-emotional development in young children
- Music training increases brain and cognitive development in three- to five-year-old children
- Students in high-quality school music programs score higher on standardized tests
- High arts involvement among disadvantaged students is related to finding better jobs, earning degrees, and volunteering



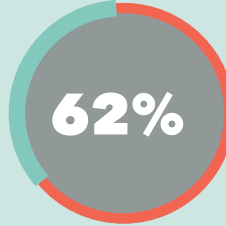
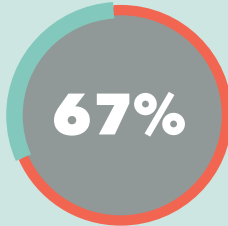
Photo courtesy of Visit Virginia's Blue Ridge

Exposure to the arts and culture boosts learning and achievement for students. Teaching creativity develops critical thinking skills, engages students, and fosters innovation and success.

"The Arts are the spirit of our community. Visual beauty and interest, musical opportunities, and life performances educate and enrich our society. Arts are an essential part of the education of our children. Support of the Arts is a contribution to the enduring legacy of our culture." – Dr. Rita D. Bishop, Superintendent of Roanoke City Public Schools

IMPACT: SOCIAL

The arts unify our communities



The personal benefits of the arts extend beyond the individual and to the community. 67% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity,” and 62% agree that the arts “help me understand other cultures better.”

Americans for the Arts, 2016. Americans Speak Out About The Arts.

Supporting the arts and culture helps reinforce the social fabric of our community by:

- **Preserving historic and cultural heritage**
- **Providing a better understanding and an appreciation for cultural diversity**
- **Facilitating connections and reducing barriers between diverse groups (e.g., age groups, ethnic groups, socioeconomic classes)**

700+

THE NUMBER OF LOCAL FULL-TIME, PART-TIME, SEASONAL AND CONTRACT JOBS CREATED BY ROANOKE AREA ARTS AND CULTURAL ORGANIZATIONS, **WITH A PAYROLL OF NEARLY \$7 MILLION.**

Roanoke Valley-Alleghany Regional Commission (2017). Economic Impact of the Arts and Cultural Industry in the City of Roanoke.



Photo courtesy of Jefferson Center

Supporting the arts and culture builds social capital by getting people involved, by connecting organizations to each other, and by giving participants experience in organizing and working with local government and nonprofits.

IMPACT: ECONOMIC DEVELOPMENT

"The vibrant arts community and the cultural richness of Roanoke have been major factors in the ability of the Fralin Biomedical Research Institute at VTC to attract leading medical research teams and their families to Roanoke. These individuals bring not only their externally funded research programs that provide high-paying jobs and purchases in the community, but they bring along their own culturally diverse family members and co-workers from across the United States and from international locations as well, who are very interested in the cultural aspects of our city.

I am pleased to share not only the outstanding scientific and medical opportunities that Virginia Tech and Carilion Clinic have to offer for these individuals' careers and their passion for research, but also to share with them our community's natural beauty and the many venues for artistic expression and enjoyment here. Resources such as the Taubman Museum, the Mill Mountain Theatre, the Jefferson Center, the Roanoke Symphony and the opera, in addition to the international cuisine and many festivals, are a major factor in what makes Roanoke attractive.

These are the types of things one expects in New York, Los Angeles, Atlanta, Houston, Charlotte and Chicago, but not always in smaller cities like Roanoke. Thus, it is a fantastic experience when I see the delight and often surprise in our visitors' eyes when I share these opportunities with them. Often, after we have discussed the terms of their recruitment to the Fralin Biomedical Research Institute at VTC for their research operations, it is this discovery of Roanoke's arts and its cultural side that seals the deal. **We are very fortunate to have such a rich and vibrant cultural ecosystem here. There is no doubt that it is a major contributor to the economic vitality of Roanoke now and into the future."**

Michael J. Friedlander, Ph.D.

Founding Executive Director, Fralin Biomedical Research Institute at VTC
Vice President for Health Sciences and Technology, Virginia Tech



Photo courtesy of the Roanoke Symphony Orchestra



Photo courtesy of the Taubman Museum



Photo by Dongsoo Choi for Opera Roanoke

82%

THE PERCENTAGE OF PEOPLE WHO BELIEVE ARTS AND CULTURE ARE IMPORTANT TO QUALITY OF LIFE. 82% BELIEVE THEY ARE IMPORTANT TO LOCAL BUSINESSES AND THE ECONOMY.

Americans for the Arts, 2016. *Americans Speak Out About The Arts.*

THE NEED: WHY ROANOKE? WHY NOW?

Roanoke's arts and culture faces ongoing challenges:

- Demand for arts funding is high and may not be sustainable in the long term.
- State & federal support for arts has declined over the last decade.
- Only \$261,000 received annually from the state.
- Zero federal funding received.

Roanoke Valley-Alleghany Regional Commission (2017). *Economic Impact of the Arts and Cultural Industry in the City of Roanoke.*

Rising to these challenges in new and innovative ways offers huge new opportunities for the growth of our community.



Photo courtesy of Center in the Square

We are a city rich in history, beauty, culture, talent, and resources. But we're also facing many challenges, and the way we address them will help define our course for the future.

This is our time to shine.

Arts = Tourism

"In order to continue to be successful, we must maintain a diversity of product offerings to attract visitors and encourage a longer length of stay. Having an array of arts and cultural amenities is essential to the continued growth of Virginia's Blue Ridge as a regional destination."

- Landon C. Howard, President of Visit Virginia's Blue Ridge

YOUR SUPPORT MATTERS

Join us in building something that will last forever.

Become a founding donor by making a **multi-year pledge** to the Endowment.

In addition to outright gifts of cash or stock, you can **leave a legacy** by including the Roanoke Cultural Endowment in your will or other estate plans.

Gifts are 100% tax-deductible.



Photo by McDilda Photography, courtesy of Southwest Virginia Ballet

Support for the Roanoke Cultural Endowment reaches beyond local arts and culture and is an investment in a sustainable future of economic health and vitality for Roanoke.



ROANOKE CULTURAL
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Photo courtesy of the Taubman Museum



The cast of SHREK, The Musical at Roanoke Children's Theatre



Photo courtesy of Jefferson Center

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Cultivating a legacy of stability, engagement, and vitality for arts and culture in the City of Roanoke, Virginia.