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Friends of the Arts in Central Virginia,

For more than three decades, PCA has helped sustain the arts as an essential part of the high quality of life in the Charlottesville area. Serving artists, arts organizations, and audiences, PCA connects people with cultural information and resources, arts experiences and learning opportunities, and each other. We encourage broad participation in the rich cultural life that Charlottesville offers, advocating for the important role of the arts in our community. For these reasons, the Board of Directors voted this year to change the name Piedmont Council of the Arts to Piedmont Council for the Arts – a small but meaningful re-articulation of our focus.

PCA's core goals are outlined in this report, along with highlights from the 2010-11 year of programs and services. We've grown our arts professional development seminars and networking opportunities, and we've helped over 2,000 community members stay current on arts news and opportunities through emails, social media, and blog posts. Our Arts Access Project has continued to improve access to the arts for low-income citizens and diversify local arts leadership. We've helped young people share their artistic visions through the annual Storyline Project and Rising Star Awards.

Also this year, PCA launched an important new initiative to measure the economic impact of the arts in Charlottesville and Albemarle. Using a research framework provided by Americans for the Arts, and with the support of many local partners and volunteers, we've collected over 1,500 audience surveys and dozens of arts organization surveys for the *Arts & Economic Prosperity IV* study. Results, to be announced in Summer 2012, will help us all advocate for sustained and enhanced investment in the arts from public and private sectors. The study will be powerful proof that even in times of recession, the arts are truly an economic driver in our community.

With about 300 members and counting, we're thrilled to continue expanding the PCA community. We look forward to taking advantage of our new location at CitySpace, complete with a 1200-sq-ft exhibition space and state-of-the-art meeting rooms, to better serve you in the year ahead. We're proud to continue promoting one of the most vibrant arts-and-culture scenes in Virginia.

Sincerely,

George A. Beller, M.D.
Board President

Maggie Guggenheimer
Executive Director

ABOUT PCA



George A. Beller, M.D.
Board President

To sustain the thriving presence of the arts in the Charlottesville area, Piedmont Council for the Arts provides support services to artists, arts organizations, and their audiences. PCA encourages community-wide access to and appreciation for the arts.

OUR GOALS ARE:

- To promote and assist artists and arts organizations at all stages of development
- To inform residents and visitors about area cultural events and opportunities
- To stimulate collaboration and resource-sharing across the cultural sector
- To expand arts learning opportunities for a diverse array of community members
- To demonstrate that the arts enhance quality of life and economic prosperity
- To support community-wide access to and participation in the arts
- To be an advocate for the arts at local, state, and national levels

WHERE WE WORK

PCA is the designated arts agency of Charlottesville and Albemarle, with outreach to Fluvanna, Greene, Nelson, Orange, Staunton, and Waynesboro. Our office and exhibit space is located at 100 5th St. NE, in the CitySpace building overlooking Charlottesville's Downtown Mall. Our extensive arts resources are online at www.charlottesvillearts.org.

WHAT WE DO

Established in 1979, PCA now reaches over 150,000 people annually through programs and services, community partnerships, and collaborative projects:

Arts Access Project
Art Drinks Networking Nights
Arts & Economic Prosperity Study
Arts Educator Workshops
Charlottesvillearts.org Web Resources
CitySpace Gallery Exhibits
Community Arts Education Handbook
Creative Conversation Series
Cultural Tourism Promotion

Event Promotion and Ticket Distribution
Fiscal Sponsorship Program
Local and State Arts Advocacy
Professional Development Workshops
Rising Star High School Arts Awards
Speed Networking for Arts Organizations
Summer Storyline Project for Youth
The Arts In Your Inbox
Virginia Festival of the Book Programs

“ JUST GOT THE EMAIL [THE ARTS IN YOUR INBOX] THIS MORNING. THANK YOU VERY MUCH. PCA HAS BEEN, BY FAR, THE MOST HELPFUL IN GETTING THE WORD OUT ABOUT MY ARTWORK.”
– Jim Zarling

YEAR IN REVIEW

The 2010-11 year brought an expansion of PCA's services for artists, community outreach programs, and special initiatives. Highlights included:

■ PCA held many **Professional Development Seminars for Artists** and **Networking Events for Arts Organizations** this past year, leading to increased levels of participation within our membership. Events included: Speed Networking for Executive Directors, Music Industry Panel Discussion, Business Formation Seminar for Artists, Visual Artists Workshops on topics ranging from Estate Planning to Exploring Creativity. Over 700 individuals attended PCA's professional development and networking events this year.

■ The **Arts Access Project (AAP)** continued to grow with two-year funding from Altria Group, Inc. We launched the Arts Reach initiative, which shares arts resources and low-cost arts opportunities with hundreds of community members through a monthly newsletter and website. Additionally, we created a network of representatives from organizations serving low-income citizens for monthly arts leadership development workshops as part of Arts Lead. The final two components of AAP - Arts Grow and Arts Inspire - focused on providing arts mentorship opportunities for middle school youth and diversifying perceptions of the arts in our community through an awareness campaign on the PCA Blog.

■ The publication and distribution of the 2010-11 **Community Arts Education Handbook** strengthened PCA's focus on arts education by once again providing this valuable annual resource for K-12 educators and principals. The handbook gives detailed descriptions of arts learning opportunities for school groups offered by over 60 local artists and arts organizations. It is distributed in print to school principals in Charlottesville and Albemarle, emailed as a PDF to area teachers, and available online throughout the year for the public.

■ PCA continued the tradition of honoring high school students chosen by their teachers to receive PCA's "Rising Star" Youth Incentive Award. On October 9, 2010, the **Rising Star Awards Celebration** celebrated the achievements of 21 students with an awards ceremony, student performances, and reception. One of the only recognition opportunities for high school students in all arts genres, the Celebration showcases youth talent on a community stage, joining students with established local artists. PCA was pleased to present this event free of cost to the community for the third year at PVCC's Dickinson Theater.

■ Data collection for PCA's **Arts & Economic Prosperity Study** began this year, marking the beginning of Charlottesville and Albemarle's most significant and comprehensive effort to measure the economic impact of the arts in our area. Working with a research framework provided by Americans for the Arts



Maggie Guggenheimer
Executive Director

“ I ATTENDED THE CREATIVE CONVERSATION AS AN OBSERVER AND FOUND IT TO BE INTERESTING, PRODUCTIVE, AND CREATIVE! THANK YOU FOR ALL YOU DO TO MAKE CHARLOTTESVILLE SUCH A GREAT PLACE TO LIVE.”
– Deborah Bansemer

and a small team of volunteers, PCA has collected over 1,500 audience surveys at more than 65 cultural events, large and small. The study is supported by Wells Fargo, Charlottesville-Albemarle Convention and Visitors Bureau, and eight arts organization partners.

■ On Wednesday, May 11, 2011, PCA celebrated its final year in McGuffey Art Center with the **Spring For The Arts** event. The gathering featured live performances by local artists, a fabulous silent auction, and bourbon tastings paired with delicious food from Harvest Moon Catering. Nearly 200 artists, arts organization representatives, and arts enthusiasts came out in support of PCA.

■ The fiscal year drew to a close in June with two exciting changes: an **office move** to CitySpace, located at 100 5th St. NE overlooking the Downtown Mall, and a beautiful **new PCA logo** designed pro bono by Payne, Ross & Associates. Our new location positions PCA in the center of the downtown arts district, with the opportunity to program gallery exhibitions and host events in the meeting spaces. The PCA logo is featured prominently on interior, door, and mall window signage.

■ PCA's **community projects in partnership** with Virginia Festival of the Book, Charlottesville-Albemarle VSA arts, and Charlottesville Festival of Cultures continued in 2010-11. Additionally, the **Fiscal Sponsorship Program** grew PCA's support of emerging arts groups in our community. Sponsorship of the Performers Exchange Project (PEP) ended in spring 2011, and PCA enthusiastically welcomed Whole Theatre's *Cry of the Mountain* project into the program.



“ *THE SPEED NETWORKING FOR ARTS ORGANIZATIONS EVENT WAS AWESOME. THE CHANCE TO CONNECT FACE-TO-FACE, RATHER THAN HAVING TO REACH OUT OVER EMAIL, WAS SIGNIFICANT – BOTH TO ESTABLISH A REAL, HUMAN CONNECTION AND TO AVOID A FLOOD OF EMAIL COMMUNICATION THAT ALREADY OVERWHELMS ME. I WAS INSPIRED BY A HANDFUL OF PROGRAM IDEAS, AND I’M ENTHUSED ABOUT FOLLOW-UP WITH SOME OF THE PARTICIPANTS. I REALLY APPRECIATE THE THOUGHTFULNESS THAT PCA PUT TOWARDS THE EVENT REGARDING THE TIME, SPACE, REFRESHMENTS, AND THEME.*”

- **Maureen Lovett, NEW CITY ARTS INITIATIVE**



“ *BECAUSE OF ARTS LEAD, I’VE BEEN ABLE TO PARTNER WITH OTHER ORGANIZATIONS, INTRODUCE KIDS TO THE THEATER, AND ALTER GROUP ACTIVITIES TO INCORPORATE MORE ART-CENTERED PROGRAMMING. I’VE ALSO BEEN AFFORDED THE OPPORTUNITY TO TEACH A DEVELOPMENTAL WRITING CLASS AT THE LOCAL JAIL. THE BIGGEST CHANGE ARTS LEAD HAS BROUGHT TO MY LIFE IS PERSPECTIVE. I NOW FEEL I’M A PART OF A COMMUNITY OF PEOPLE, INSTEAD OF JUST SERVING A SPECIFIC POPULATION.*”

- **Jackie Schuld, ARTS LEAD PARTICIPANT**

2010-11 PIEDMONT COUNCIL FOR THE ARTS *by the Numbers*

PCA-HOSTED PROGRAMS: 35
Professional Development: 9
Networking and Roundtable: 10
Arts Access: 9
Youth and Other: 7

PROGRAM ATTENDEES (approx): 1,350
Professional Development: 215
Networking & Roundtable: 495
Arts Access Project: 195
Youth and Other: 445

ARTS & ECONOMIC IMPACT STUDY:
Audience Members Surveyed: 1,584
Arts Events Surveyed: 66

ARTS INFORMATION SERVICES:
Charlottesvillearts.org Website Visits: 22,338
Arts News Blog Posts: 279
Arts News Emails Sent: 71,865
PCA Facebook Fans: 1,020
@PCA_Arts Twitter Followers: 458

PCA MEMBERS: 320
Artist Members: 123
Arts Organization Members: 47



“ **PIEDMONT COUNCIL FOR THE ARTS** REACHES OUT TO SO MANY INDIVIDUALS AND GROUPS CREATING OPPORTUNITIES FOR COLLABORATION, INTERACTION AND EDUCATION. *WHETHER YOU ARE SOMEONE WHO SUPPORTS THE ARTS, PERFORMS OR CREATES ART, OR AN ORGANIZATION THAT PROMOTES OR SELLS ART, BECOMING A MEMBER OF PCA IS A GREAT WAY TO CONNECT WITH OTHERS WHO CARE AND ENJOY THE ARTS.*”

- **Julia Kindred**



“ **WHAT ABOUT PCA** DO I APPRECIATE THE MOST? *THE WELL DONE, EXTENSIVE WEBSITE. EASY TO NAVIGATE, IT SHOWS ANY AND ALL INFORMATION REGARDING THE VARIED LOCAL AND REGIONAL ART SCENE. PCA HAS DONE A WONDERFUL JOB. REALLY ENJOY THE LAW AND THE ARTS SERIES, TOO; THEY ARE WELL DONE AND HELPFUL.*” - **Murray Whitehill**

Financial Report

Piedmont Council for the Arts 2010-2011 Income/Expense Summary

Income

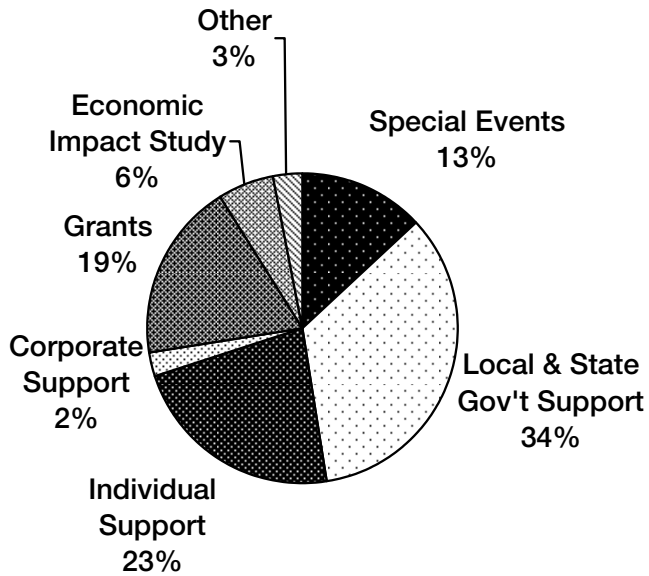
Special Events	14,909
Local & State Government Support	39,785
Individual Support (memberships and contributions)	26,105
Corporate Support	2,835
Grants	21,500
Economic Impact Study	6,500
Other Income	3,603
Total Income	115,237

Expense

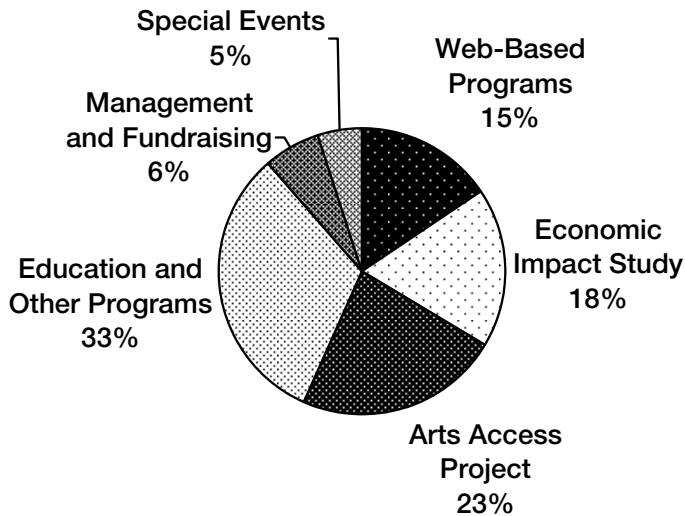
Web-based Programs	15,660
Economic Impact Study	18,208
Arts Access Project	23,356
Education and Other Programs	32,520
Management and Fundraising	6,434
Special Events	4,982
Total Expense	101,160

UNAUDITED FINANCIAL INFORMATION

2010-11 Income



2010-11 Expense



Note: Overhead and wages have been allocated to programs based on amount of time spent on each activity.

PCA Supporters

PCA is indebted to the following for their work with and support of PCA in 2010-11:

MENTORS & VOLUNTEERS

Caitlin Alexander, 2010 Summer Intern
Nancy Bass
Marie Bergeron, AEP Survey Volunteer
Adam Brock, Panelist
Andrew Cedermark, Panelist
Leslie Channel
Patrick Costello
Thomas Dean
Jan Elmore
Stacey Evans, Workshop Presenter
Ron Evans
Joan Forrest, AEP Survey Volunteer
Maria Gall
Rachel Gent
Doni Guggenheimer
Margo Hamilton
Damani Harrison, Panelist
Many Han, AEP Survey Volunteer
Ian Henry, AEP Survey Volunteer
Jennifer Hoffman, AEP Survey Volunteer
Erica Jensen
Sibley Johns
Peter Krebs
Avery Lawrence
Maureen Lovett
Stella Mach, AEP Survey Volunteer
Lindsey Mears
Anne Metz
Jenny Mikulski, AEP Survey Volunteer
Linda Pierce, AEP Survey Volunteer
Sian Richards, Panelist
Elizabeth Rhodes
Kate Ringo
Gloria Rockhold
Steffi Ross, AEP Survey Volunteer
Danny Shea, Panelist
Margo Smith
Beryl Solla
Gina Sobel
Leah Stoddard, Workshop Presenter
Wes Swing, Panelist
Jessica Thayer, Workshop Presenter
Alexandra Triana
Taylor Triplett, 2011 Summer Intern
Angela Tornello, 2011 Summer Intern
Connie Warnock, AEP Survey Volunteer
Sarah Wooten, AEP Survey Volunteer
Yushin Wung, 2010-11 UIP Intern

PROGRAM PARTNERS

Albemarle County Public Schools
The Arc of the Piedmont
Ash Lawn Opera Festival
Big Brothers Big Sisters
The Bridge Progressive Arts Initiative
Charlottesville Abundant Life Ministries
Charlottesville-Albemarle Convention & Visitors Bureau
Charlottesville-Albemarle VSA arts
Charlottesville Area Community Foundation
Charlottesville Ballet
Charlottesville City Public Schools
Charlottesville Community Design Center
Charlottesville Festival of Cultures
Charlottesville Office of Economic Development
Charlottesville Parks and Recreation
Charlottesville Regional Chamber of Commerce
Charlottesville & University Symphony Orchestra
Enrichment Alliance of Virginia
Fire In The Belly Dance Co.
The Jefferson Theater & nTelos Wireless Pavilion
John Paul Jones Arena
Kluge-Ruhe Aboriginal Art Collection
Leadership Charlottesville
Light House Studio
Live Arts
LOOK3 Festival of the Photograph
McGuffey Art Center
Miki Liszt Dance Company
Music Resource Center
New City Arts Initiative
Opera Viva
Pete O'Shea
The Paramount Theater
Partners in Enrichment Resources for Kids (PERKs)
Performers Exchange Project (PEP)
Piedmont Virginia Community College
Second Street Gallery
Southwood Community Center
University of Virginia Art Museum
University of Virginia Internship Program
UVA Program in Arts Administration
Virginia Arts of the Book Center
Virginia Bar Association Young Lawyers Division
Virginia Festival of the Book
Virginia Film Festival
Virginia Museum of Fine Arts
Worksource Enterprises
Youth Orchestras of Central Virginia

DONORS & SPONSORS

\$15,000 and above

Altria Group, Inc.
City of Charlottesville

\$10,000 to \$14,999

County of Albemarle

\$5,000 to \$9,999

Charlottesville Area Community Foundation
Hantzmon Wiebel*
R. Ted and Sheila Weschler

\$2,500 to \$4,999

Bank of America
Payne, Ross & Associates*
Virginia Commission for the Arts
Wells Fargo

\$1,000 to \$2,499

Anonymous
Ms. Katherine Brooks and Dr. George Beller
Aretta and Ronald Dimberg
Harvest Moon Catering*
Terry Grant
MoneyWise Payroll*
Jean and M.C. Wilhelm
David Young

\$500 to \$999

Arctic Inuit Art*
Nancy Bass
CHO Airport*
Crutchfield
Globe Travel*
Sarah C. Green*
The Hook*
Richard Miller*
Donna Plasket and David Breneman
Sycamore Gallery*
Mr. and Mrs. W. McIlwaine Thompson Jr.
Virginia Arts of the Book Center*

** Indicates that some of all or the gift was an in-kind contribution or auction donation.*

\$250 to \$499

Angelo*
Carolyn and David Beach
Charlottesville Photography Initiative*
Bobbi and Lewis Dunn
Nancy and James Galloway
Ellen Hathaway
Ben Jones
Drs. Christopher and Cathy Kramer
Kluge-Ruhe Aboriginal Art Collection & UVa Art Museum*
Les Fabriques*
Elizabeth Piper
Darrell Rose*
Scarpa*
Margo Smith and Tom Cogill
Sun Bow Trading*
Virginia Foundation for the Humanities*
Zack and Carrie Worrell
Bryan and Karen Wright

\$100 to \$249

Ash Lawn Opera Festival*
Be. Hair Loft*
Michael Bednar*
Blue Light Grill and Raw Bar
Karin Bonding
Elizabeth Breeden
Mr. and Mrs. Jeremy Caplin
Blake Caravati
Bob and Maria Chapel
Charlottesville Skin & Laser Center*
Kerry Cross
CrossFit Charlottesville*
Nancy and Fred Damon
Pat and Ed Davis
Derriere de Soie*
Mr. and Mrs. Jason Eckford
Eloise*
FastFrame*
Adam Frazier
Roger Gildersleeve
Mike Guggenheimer and Berry Bolt
The Hamner Theater*
Earl Harter, Jr.
Heritage Theatre Festival*

\$100 to \$249 cont.

Joyce and Michael Holt
HotCakes Gourmet*
Raleigh and Scotty Humphries
The Jefferson Theater
Scott and Karen Knierem
Eric and Diane Lawson
Dr. Victor Lee and Ms. Nancy Holland
Bill Lee
Lewis Dunn Photography*
Tullia and Allen Lynch
Monkeyclaus Production Studio*
Music Resource Center
The Needle Lady*
Susan Northington*
Oasis Day Spa & Body Shop*
Rick Olivarez*
Omni Hotel Charlottesville*
Beatrix Ost and Ludwig Kuttner
O'Suzannah*
Nina and Yalcin Ozbey
Quilts Unlimited*
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Martha and Craig Redinger
Rock Paper Scissors*
Shergold Studios*
Ned and Anne Slaughter
Robert Spekman and Susan Snyder
Leah Stoddard*
David and Nancy Summers
Russell and Steve Taylor
Tru Pilates*
Rachel Unkefer
Anna von Gehr and Rob Tarbell
Elizabeth Waters
Richard and Ellie Wilson*
Wintergreen Performing Arts*
Jack and Carol Weber
Dr. Douglas Weiss
Whole Foods Market*
WriterHouse*

\$50 to \$99

Eleanor Abbot
Mildred Abraham
Albemarle Ballet Theatre

\$50 to \$99 cont.

Bob Anderson*
Ash-Lawn Highland
Steve Ashby and Julia Kindred
Bang!*
Beverly Street Studio School
Kate Bennis
Billy Hunt Photography
Bittersweet Clothing & Accessories*
Nancy Brockman
Ms. Suzanne Brooks
Camino*
Central Virginia Watercolor Guild
Charlottesville Ballet
Charlottesville City Schools/Jeff Suling
Charlottesville Jazz Society
Charlottesville & University Symphony Orchestra
Janis and Robert Chevalier
Chroma Projects Art Laboratory, LLC
Terry Coffey
Libby and Ralph Cohen
Susan and Michael Coleman
Joyce Galbraith Colony
Creative Framing and The Art Box
Pat and Madison Cummings
Susan and John Dienelt
Ken and Lucille Digges
Mr. and Mrs. William Duxbury
Fleurie*
John Grant and Stacey Evans
Adrienne and Ivan Gardner
Hedge*
Holladay Spa*
Dr. Linda Hunt
Blake Hurt
Lois Scott Kannensohn
Mr. and Mrs. James Kaulzarich
Greg Antrim Kelly
Jane W. Kerewich
Kid Pan Alley
Peter Krebs and Meredith Cole
Phyllis and Mel Leffler
Les Yeux du Monde

** Indicates that some of all or the gift was an in-kind contribution or auction donation.*

\$50 to \$99 cont.

Light House Studio
Peppy Linden
Live Arts
Donald Loach
LOOK3 Festival of the Photograph
Louisa Arts Center
Jennifer Maney
Jack Marshall and Cri Kars Marshall
McIntire Botanical Garden
Moxie Hair & Body Lounge*
Music for Hope
New City Arts Initiative
Oratorio Society of Virginia
The Paramount Theater
Pizza Bella*
Play On! Theatre
PVCC Fine Arts Department
Dr. Pam Roland
Round Oaks Creative Center

\$50 to \$99 cont.

The Salon*
Second Street Gallery
Skylight Studios
Howard Singerman and Janet Ray
Beryl Solla and James Yates
Terra Voce
John R. Thelin
Mr. and Mrs. Robert Vaughan
Virginia Discovery Museum
Virginia Foundation for the Humanities
Wednesday Music Club
Wintergreen Performing Arts
WMRA Public Radio
David Weiss
Murray Whitehill & Mary Beth Meachum-Whitehill
Karen Yannello and Scott Elliff
Deborah and John R. Younger

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THANK YOU FOR SUPPORTING PCA!



PIEDMONT COUNCIL

FOR THE ARTS

WWW.CHARLOTTESVILLEARTS.ORG