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J. Scott Jackson

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PRODUCTION
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Project Manager: Karen Oberthal
Company Manager: Shavonna Bellamy

RHYTHM PROJECT & VIRGINIA INTERNATIONAL TATTOO
Producer/Director: J. Scott Jackson
Assistant Producer: Jennifer Hafner
Operations Manager: Tracy Uriegas

ON THE COVER AND FEATURED HERE

Birmingham Royal Ballet arrived a week early specifically to provide education outreach to our local students. Their dancers conducted 9 master classes and in-school events that reached 308 students and a matinee of Romeo and Juliet that reached a total of 1,244 people.
A SEASON OF DISCOVERY

FROM THE ARTISTIC DIRECTOR

Virginia Arts Festival’s 22nd year marked a season of celebration! With our artistic partners, donors and patrons, we marked the centennial of one of the greatest composers of the 20th century, Leonard Bernstein. At our Bernstein at 100 concerts at Norfolk’s Chrysler Hall and Newport News’ Ferguson Center for the Arts, JoAnn Falletta led the Virginia Symphony Orchestra, on stage with area high school choirs for a breathtaking tribute, hosted and narrated by Bernstein’s daughter Jamie. Our Bernstein on Broadway concert at the Sandler Center featured an unforgettable program curated by one of Broadway’s most sought-after music directors, Rob Fisher, and performed by the VSO and a trio of Broadway singers including Brooke Shields. Partnering with Norfolk’s Slover Library, with help from the Chrysler Museum of Art, the Festival mounted an exhibition of Bernstein memorabilia that included photos, scores, and recordings. All in all, a very happy birthday party for Bernstein, and a vivid example of how Virginia Arts Festival brings great artists to the region while also showcasing our region’s rich artistic resources.

We celebrated the many gifts of our dear friend, André-Michel Schub, who retired as our Connie and Marc Jacobson Chamber Music Series Director in this season. André invited artists to explore the great classics of Mozart, and closed his tenure with a brilliant performance of three Mozart piano concertos. Bravo and thank you, André!

Our calendar of memory-making performances stretched from September through June, including the virtuoso cellist Yo-Yo Ma, the beloved Vienna Boys Choir, and the spectacular Alvin Alley. American Dance Theater. We shared one of the most moving Virginia International Tattoo productions I’ve ever seen, paying tribute to the courage and selflessness of Medal of Honor recipients. Our longtime artistic partner Birmingham Royal Ballet returned with a stunningly beautiful Romeo and Juliet and our NEON Fringe series brought diverse and ground-breaking artists, including the fascinating At the Illusionist’s Table. And to wrap up a great season, our Funhouse Fest welcomed a record crowd to two days of great music in Colonial Williamsburg, featuring Bruce Hornsby, Alison Krauss and the Virginia Symphony Orchestra.

Our sincere thanks to our generous donors, our creative artistic partners, our brilliant Board and our faithful staff and volunteers for a landmark season! Here’s to many more to come.

Robert W. Cross
Perry Artistic Director

FROM THE CHAIRMAN OF THE BOARD

Seeing Virginia Arts Festival in action is an awe-inspiring thing. The performances themselves are moving, memorable experiences; but as Chairman of the Virginia Arts Festival Board I have been privileged to see the impact of the Festival beyond the curtain, behind the scenes and throughout our region. Hampton Roads is a diverse collection of cities and communities: hard-working ports, historic attractions, sun-and-sand resorts, a concentrated military presence, hubs of technology, innovation and education. For the past 22 years, one thing that unites the many facets of Hampton Roads is Virginia Arts Festival, which brings folks from every part of these communities together. Criss-crossing the bridges and tunnels, the back roads and byways, we come together to share experiences that enrich our lives.

Of the many memories I take with me as I end my term as Chairman of the Festival’s Board of Directors, without question it is the faces of the thousands of children at Virginia Arts Festival education events that shine the brightest. Building steadily, quietly, every year for 22 years, the Festival has increased the reach of its education programs to touch the lives of tens of thousands of children each season. The power of those experiences, the potential of the inspiration that Festival artists bring to the classroom and the stage, will fuel the future for the region and the world.

Robert M. Boyd
Chairman, Board of Directors

WELCOME OUR NEW CHAIRMAN

With thanks to Bob Boyd for his leadership as outgoing Chair of the Virginia Arts Festival Board of Directors, we welcome Cy Grandy to the role. Born and raised in Norfolk, Cy has deep roots in the community and has served on the Boards of a number of area institutions including Chrysler Museum, Norfolk Academy, Norfolk Harborfest, Virginia Opera, Red Cross of Southeastern VA, and Westminster Canterbury in VA Beach. Professionally, Cy has been a leader in the banking industry for decades, serving in the Trust Department at Bank of America in Norfolk. Cy retired from Bank of America in 2007 as Senior Vice President and Senior Trust Officer; in addition to his active role in Virginia Arts Festival, Cy is director of a scholarship foundation and president of The Family Office, Inc.
In the darkened concert hall, as tumultuous applause following the last chords of Bernstein’s electrifying Symphonic Dances from West Side Story faded, a rustle arose in the audience. Throughout the hall, in row after row, young singers from high school choirs rose from their seats, singing. They streamed down the aisle to the stage, joining the Virginia Symphony Orchestra. Goosebumps met their performance, as the students sang the moving Make Our Garden Grow from Candide — followed by shouts, cheers and a standing ovation. Participating high school choirs included Booker T. Washington, Granby, Lake Taylor, Maury and Norview; in the Ferguson Center performance, students from Christopher Newport University performed; and in the Bernstein on Broadway concert at the Sandler Center, students from Salem High School performed.

Virginia Arts Festival’s multi-city 100th birthday bash for Leonard Bernstein, arguably the greatest composer of the 20th century, celebrated his works for the concert hall and Broadway along with his iconic sacred music. Partnering with the Virginia Symphony Orchestra, area schools, and Norfolk’s Slover Library, the Festival treated area residents and visitors to great music, great stories, and an exhibition of Bernstein memorabilia that included photos, recordings, and scores. Bernstein’s daughter Jamie joined the Norfolk and Newport News performances as host and narrator, sharing stories of her father; after the concerts, she proclaimed the Virginia Arts Festival celebration one of the most exciting programs she’d seen.

Bernstein’s impact on Broadway is legendary; his groundbreaking West Side Story marked a turning point in American musical theater, and his other shows — the witty and wise Candide, the innovative Mass, the bright and brassy On the Town, and more — have inspired performers and composers for generations. The Festival brought in renowned Broadway music director and conductor Rob Fisher to curate and conduct a salute to Bernstein’s musical theater masterworks, with a cast of Broadway’s brightest singers and the Virginia Symphony Orchestra. Brooke Shields, whose Broadway resume includes star turns in Chicago and Bernstein’s Wonderful Town, was a delight, singing alongside tenor Ross Lekites (Frozen) and soprano Mikaela Bennett.
For an arts organization, having an audience greet an artist with a standing ovation is a triumphant moment. At the 2018 Virginia International Tattoo, the standing ovations were for heroes — a salute to courage, sacrifice, and selflessness.

In one of the most moving productions in its 22-year history, the 2018 Virginia International Tattoo partnered with the Congressional Medal of Honor Foundation to pay tribute to recipients of the highest personal military decoration that may be awarded to recognize U.S. military service members who distinguished themselves by acts of valor.

Living Medal of Honor recipients in attendance included World War II Veteran Woody Williams; Vietnam Veterans Walter Joseph Marm, Jr., Bruce Crandall, Mike Thornton, Roger Donlon, Michael Fitzmaurice, Gary Beikirch, James McCloughan; and active duty Army Major William Swenson. At each performance, when these heroes were presented in the finale, the audience rose to their feet in tribute.

As part of the tribute, the 2018 Virginia International Tattoo brought the audience a rare experience. While many Americans are familiar with the Tomb of the Unknown Soldier at Arlington National Cemetery in Washington, D.C., it is less known that each of the Unknowns is a Medal of Honor recipient. During each performance of the 2018 Virginia International Tattoo, the Sentinels from the 3d U.S. Infantry Regiment, traditionally known as “The Old Guard,” provided a demonstration of the Changing of the Guard at the Tomb of the Unknown Soldier, the first time this has ever been done outside of Arlington National Cemetery. Each and every audience member remained silent and standing for the duration of this six-minute presentation including thousands of young people at each of the three student matinee performances.

And there were more unforgettable moments: performances by bands and drill teams from eight nations, including Italy and the Republic of Ireland for the first time; the sight of the U.S. Marine Corps Band’s reenactment of the Iwo Jima flag raising, as Medal of Honor recipient Hershel “Woody” Williams — Iwo Jima’s last surviving Medal of Honor recipient — looked on; the brilliantly colored costumes and ornate drums of the Republic of Korea Traditional Army Band; and so many more. Arirang, Korea’s most famous folk song, features a soft, lyrical melody accompanied by lyrics about love and sorrow, and was performed during a moving rendition uniting Arirang with Amazing Grace.

ABOVE AND BEYOND THE CALL OF DUTY

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facebook.com/VATatt

youtube.com/user/VirginiaTattoo
Britain’s famed Birmingham Royal Ballet held Chrysler Hall audiences spellbound with its sumptuously staged, brilliantly danced Romeo and Juliet, with the beautiful Prokofiev score performed live by the Virginia Symphony Orchestra.

Long a favorite of Virginia Arts Festival audiences, Alvin Ailey American Dance Theater drew record crowds to its March 2018 performances, including a sold-out student matinee.

Wit, verve, superb training, and split-second timing — the elements of the one-of-a-kind experience that is Parsons Dance. This legendary company performed to gasps and cheers from the audience at the Sandler Center.
Virginia Arts Festival and Bruce Hornsby presented the third annual Funhouse Fest, two days of great music, regional craft beers and foodie fare on the lawn of the Art Museums of Colonial Williamsburg, June 22–23, 2018. Fans flocked from 34 states and 3 countries (England, Australia, and Canada) to enjoy music under the stars.

Legendary singer and fiddler Alison Krauss headlined the Funhouse Friday evening performance. Winner of more Grammy® Awards than any other female artist in history, Krauss electrified the crowd.

Lush symphonic sounds soared through the summer skies as Bruce Hornsby treated fans to a Saturday evening of his newest works along with new orchestrations of some of his signature songs, all backed by the Virginia Symphony Orchestra.

Funhouse Fest guest artists included R&B diva Deva Mahal, bluesy rockers The Wood Brothers, and soulful singer-songwriter Amos Lee.
Singer-songwriter and MacArthur Genius Grant recipient Rhiannon Giddens performed to a sellout crowd.

A sellout crowd greeted the November performance of the great cellist Yo-Yo Ma, who performed a brilliant recital in Chrysler Hall accompanied by pianist Kathryn Stott.

In a multi-performance feast of music and appreciation, Virginia Arts Festival paid tribute to the genius of André-Michel Schub, who retired as the Festival’s Connie and Marc Jacobson Director of Chamber Music after serving for more than two decades. In a grand finale to his tenure, the Van Cliburn Prize-winning pianist performed a thrilling evening of Mozart piano concertos.

Old Dominion University students rocked out at Silent Disco, part of the Virginia Arts Festival’s ODU Fringe series, which brought innovative performances and events to the campus.

STRONG AUDIENCE GROWTH

22ND SEASON ATTENDANCE

Attendance at paid events
64,447

Attendance at free events
17,621

Attendance at education outreach events
39,957
(Students, teachers, chaperones)

Total attendance
122,025

Singer-songwriter and MacArthur Genius Grant recipient Rhiannon Giddens performed to a sellout crowd.
TOURISM AND ECONOMIC IMPACT

VISITORS TRAVELED TO ATTEND FESTIVAL EVENTS FROM FAR AND WIDE!

COUNTRIES
- Australia
- Belgium
- Canada
- Finland
- Germany
- Italy
- New Zealand
- Norway
- Republic of Ireland
- Republic of Korea
- Switzerland

The highest concentration of out-of-market patrons came from five states, including Maryland, New Jersey, North Carolina, Pennsylvania and Virginia (outside the Coastal Virginia region).

GROUP SALES ARE KEY TO OUT-OF-MARKET TICKET SALES

LOCAL VS. OUT OF MARKET GROUPS

The Festival’s estimated Economic Impact in 2018 on the Commonwealth of Virginia:

$20,000,000

This includes more than $7,570,740 in direct spending from out of market ticket buyers attending Virginia Arts Festival events. More than 16,630 ticket buyers came from out of market.

THANK YOU TO OUR TOURISM PARTNERS!

American Bus Association
Newport News Convention and Visitors Bureau
Norfolk Convention and Visitors Bureau
Phillips Destination Management Company
Portsmouth Convention and Visitors Bureau
Student Youth Travel Association
Virginia Beach Convention and Visitors Bureau
Virginia Motor Coach Association
Virginia Music Educators Association
Virginia Tourism Corporation
Visit Williamsburg

232 Groups
200 Buses
9,161 Group Tickets Sold
Arts education is central to the mission of Virginia Arts Festival, and the ways the Festival reaches students are unique and varied. Student matinee performances share the thrill of live performance in a theater or concert hall and coupled with study guides for teachers, the experience is transformed into a learning tool with impact far beyond the performance. Class discussions and projects open students’ minds to new ways of learning while also staying relevant to the Virginia Standards of Learning. In-school performances and workshops bring renowned artists into local schools to share their talents, their knowledge, and their experiences with students. Through these programs, Virginia Arts Festival reached 36,704 students across the region during the past year.

**ADDRESSING THE GREATEST NEEDS: THE BATTEN INITIATIVE FOR INNOVATIVE ARTS EDUCATION**

The impact of arts education is significant and measurable, and the communities where that impact can yield the most improvement in outcomes — better school attendance, a lower dropout rate, higher graduation rates, and more — are often the areas which have the least access to meaningful, consistent, long-term arts education programs. Addressing that need is a crucial part of the mission of the Virginia Arts Festival’s Batten Initiative for Innovative Arts Education. With funding from the Batten Educational Achievement Fund of the Hampton Roads Community Foundation, the Festival created a program focused on the most underserved Norfolk schools, particularly those in the Young Terrace area of the city, where many of the children had little or no access to live performances or private music instruction.

The key is consistency. To produce measurable results in schools, the arts education partner must be present and active year after year, providing reliable resources that offer children opportunities for discovery, disciplined study, and ongoing development. In the three years that the Batten Initiative has been in action, a total of 4,875 students in Young Terrace schools have been reached — 2,069 students through in-school events with artists and 2,806 through student matinee performances. These Batten Initiative programs were made available at no cost to the schools or students, including residency weeks that gave students concentrated, up-close access to artists, matinee performances, and workshops. Participating elementary schools included Chesterfield, Ingleside, Jacox, Lindenwood, PB Young, and Richard Bowling; plus Ruffner Middle School, Booker T. Washington High School, and the community-based Teens with a Purpose.
Music lessons impact a child’s development in so many ways: increased critical thinking skills through problem solving as students encounter and ultimately overcome technical difficulties involved with learning increasingly difficult passages of music; the ability to accept and learn from mistakes as an inevitable part of life; learning to work as a part of a group, to achieve together; the discipline required to master a skill; and so much more. Each of these skills contributes not just to the child’s growth as an artist, but are essential to success in academics, and as a working adult. The Rhythm Project, the Virginia Arts Festival’s ongoing, year-round music education program, makes the study of music and performance opportunities available to children of all socio-economic levels, at no charge. Using world instruments like the steel drum, the Rhythm Project engages students at every level, creating relationships with students, schools, teachers and parents that change lives.

THE SOUND OF SUCCESS: THE RHYTHM PROJECT

RHYTHM PROJECT
2017-2018:
250 students Participated in 9 Rhythm Project Programs from Norfolk, Virginia Beach, and Portsmouth With 7 ensembles performing 35 total performances Reaching an audience of over 13,000

Through the Batten Initiative for Innovative Arts Education, Virginia Arts Festival has been able to bring the Rhythm Project to underserved elementary students in ways that are designed to remove barriers to participation in arts education. Working with schools and families in Norfolk’s Young Terrace neighborhood, the Festival has been able to add instruction during the school day at Jacox and Tidewater Park elementary schools, multiple days per week. The Rhythm Project Rising-Stars after-school program provides dinner to middle school participants and offers summer camps that help prevent learning loss and offer valuable, no-cost arts education opportunities.

The impact is both immediate and long-term. Historically, only 20% of students from Jacox and Tidewater Park elementary schools have chosen elective music in middle school. Since the Batten Educational Achievement Fund has supported the Rhythm Project in these elementary schools, the percentage of students choosing elective music in middle school has more than doubled to 49%!

Long term, participants in the Rhythm Project are more likely to go on to college, technical school, or military service. And Virginia Arts Festival is committed to arts education programs including the Rhythm Project, for the long term – thanks to ongoing support from individuals, corporations, and foundations like the Batten Educational Achievement Fund of the Hampton Roads Community Foundation.

We are pleased to announce that the Batten Foundation recently awarded the Festival a five-year continuation of these programs, offering the Festival the opportunity to continue to serve these students, and to reach even more in coming years.
It is with great pleasure that I announce the success of Virginia Arts Festival’s VAFOREVER Campaign! Our goal was to raise at least $12 million to support the sustainability of the Festival and to complete transformational initiatives that would allow us to expand and enhance our mission. I’m happy to share that we exceeded our goals and raised more than $13.1 million in gifts and pledges. Gifts to the Festival’s endowment — more than $9 million of the funds raised in the VAFOREVER Campaign — will ensure that the endowment will remain a source of income to the Festival for many years to come, making possible even greater artistic achievement, expanded educational outreach programs, and furthering the Festival’s significant impact on the economy of the region and the Commonwealth. Through the Campaign, numerous new permanent endowment funds have been established including The Perry Artistic Director Chair; The Connie and Marc Jacobson Chamber Music Director Chair; The Barr Building Endowment Fund; and The Fannie, Milton, and Leslie Friedman Classical Music Fund. Additional funds raised through the VAFOREVER Campaign were designated in support of capital initiatives and a dedicated “20th season and beyond” programming fund that has already helped take the Festival to the next level of excellence.

I offer my gratitude to the community’s support of this campaign—we couldn’t do it without you. I’d also like to thank Clay Barr for her ongoing efforts to build the endowment for The Clay and Jay Barr Education Center, the Festival’s headquarters. Your gifts have ensured a bright future for the arts in our region.

Jennifer R. Prosser
VAFOREVER Campaign Chair

THANK YOU FOR YOUR GENEROUS SUPPORT OF THE VAFOREVER CAMPAIGN!

VISIONARY ($1,000,000+)

Maclon & Joan Brook
City of Norfolk
David & Susan Goode
Jim Hixon
Pat & Doug Perry

LEADERSHIP ($100,000-$999,999)

Anonymous
Clay H. Barr
Alme & Frank Batten
The Fannie, Milton and Leslie Friedman Family Foundation
Hampton Roads Community Foundation
Connie & Marc Jacobson
Lillyhawk Foundation
Norfolk Southern Foundation
TowneBank Foundation
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The Joshua P. & Elizabeth O. Darden Foundation
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Mike & Carole Walker
Richard L. Wainstain
Adaela O. White
Roger & Barbara Whiteway
Mr. & Mrs. Wesley Wright, Jr.
The Festival’s cash revenue in 2018 totalled $8,100,452 which equated to a seven percent growth over the prior year. Cash expenses in 2018 totaled $8,030,993. The Board of Directors is pleased to project a balanced budget for the year.

ENDOWMENT ALLOCATIONS
As of June 30, 2018 VAF’s invested endowment portfolio was valued at more than $13,500,000. The Festival’s Performance Excellence Funds include the following specific funds: Performing Excellence, Multicultural Programming, Perry Artistic Director, The Fannie, Milton & Leslie Friedman Foundation Classical Music, The Artists in Residence, Diann Prentiss Virginia International Tattoo, and Connie and Marc Jacobson Chamber Music Series Director. Additional funds supported by the endowment include: the Festival’s Arts Education including the Robin Hixon Memorial Fund, the John Duffy Institute for New Opera, Clay and Jay Barr Building Reserve (includes the Barr Building Endowment Fund), and Undesignated for broader support of the Festival.

Charlotte Blake Alston, Storyteller 2018 Student Matinee at Attucks Theatre
THANK YOU FOR MAKING VIRGINIA ARTS FESTIVAL A SUCCESS.

Alvin Ailey, American Dance Theater