

2024/25

IMPACT REPORT



RICHMOND
PERFORMING
ARTS
ALLIANCE



RPAA's 15th Anniversary Season has come to a close, and I am so proud of the student who gained confidence by trying out a hip hop dance class, the teacher who took the time to improve their skill set in sound and lighting design, the arts organization who produced a new work, and so many others who made our community better by bringing the arts directly to our stages and classrooms.

In this report, you'll find a celebration and reflection of the work the RPAA staff and board dedicate themselves to—from expanding arts education opportunities to investing in historic theaters. Thank you for believing in the importance of our mission and generously supporting our programs throughout the year. We have YOU to thank for the impact you see here!

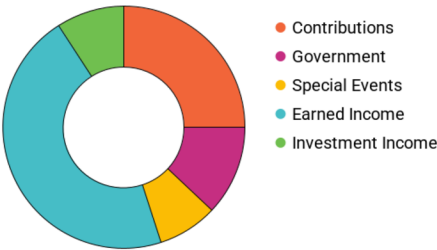
With gratitude, I am pleased to share with you the 2024/25 Impact Report.



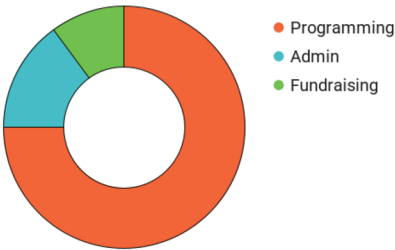
Abbi Haggerty, PhD
Executive Director

Financial Report

Income



Expenses



Learn more...

To view a copy of RPAA’s most recent 990 and 2022-27 Strategic Plan, scan the QR code.



Board of Directors

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THRIVE

Providing world-class spaces for the arts to thrive by supporting Richmond's premier historic venues.

\$180,000 provided to **24** local nonprofit arts organizations to subsidize expenses related to their activities in the venues including:

- Rentals
- Operations
- Ticketing
- Marketing

Did you know?

RPAA is the nonprofit that supports Altria Theater + Dominion Energy Center. Through fundraising initiatives, **\$500,000** is contributed annually for the operations and maintenance of the venues.



Altria Theater



DOMINION
ENERGY
CENTER

Resident Companies

RPAA is proud to be affiliated with numerous arts organizations who call our venues home. To see the full list, scan the QR code.



Increasing Venue Access

RPAA Night is a program that provides tickets for individuals to attend live performances in the venues. The goal is to eliminate financial barriers so more people can experience the performing arts. For each Night, RPAA provides **at least 100 tickets to community members.**

During the 2024/25 season **792** tickets were distributed across **5** Broadway in Richmond shows plus **2** Resident Company performances:

- Richmond Ballet
- Richmond Symphony

Genworth BrightLights Education Center

serves as the hub for many of RPAA's education programs and offers affordable studio and classroom space rentals for artists and arts organizations that seek venues for education programs, rehearsals, content creation, and more.

32 artists and organizations utilized the rental spaces to support their programming in the 2024/25 season.



New this past season!

RPAA began developing the Richmond 34 Gallery with works by local artists commemorating the historic sit-in. Scan the QR code to learn more.





*\$203,287 paid to
332 local artists*

SUPPORT

today's artists by cultivating diverse arts experiences.

Professional Development + Skill Building

Supporting artists and educators with unique opportunities for career growth.

- Lights Up! for Educators cohort
- Teaching Artist training
- Performances, residencies, and workshops

"Having access to RPAA's bookkeeping services has allowed Gallery5 to develop more sustainable processes, allowing us to focus on what we do best—creating meaningful community-based arts programming."

*-Amanda Robinson, Founder
Gallery5*

Sector Resources

Offering high-quality tools, resources, and spaces to lessen financial burdens and create equity within the sector.

- Back Office support
- Video Production services
- Resident Company funding



NURTURE

tomorrow's artists through programming and experiences that deepen their connection to the arts.

RPAA's Pre-K to Grade 12 education programs ensure access to and engagement with the arts and foster academic growth and social-emotional learning for youth across the Richmond region.

3,329 youth served through RPAA's school and community-based programs:

- Greater Richmond Wolf Trap
- Baby Artsplay!™
- Lights Up! Youth Series
- Digital Arts Lab

RPAA comes to you! These programs take place in libraries, rec centers, and schools, and thanks to our funders are FREE to attend!

"My daughter loves to sing, dance, and perform around the house. The free workshops make it extremely beneficial to be active without a weekly/monthly commitment. She gets to explore different types of environments and classes as we decide which options are best for her."

-Lights Up! Youth Series parent

Did you know?



600 E. Broad St. Suite 400
Richmond, Virginia 23219



Mark your calendar for upcoming
events and programs

SUPPORT | NURTURE | THRIVE

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