

# 2025 Virginia Annual Report

25



Image: The Leila performed at The Virginia Arts Festival. Credit: Courtesy of the artist.



Image: Tidewater African Cultural Alliance. Credit: Courtesy of Tidewater African Cultural Alliance.

## About Mid Atlantic Arts

Mid Atlantic Arts supports artists, presenters, and organizations through unique programming, grant support, partnerships, and information sharing. Created in 1979, Mid Atlantic Arts is aligned with the region's state arts councils and the National Endowment for the Arts. We combine state and federal funding with private support from corporations, foundations, and individuals to nurture diverse artistic expression while connecting people to meaningful arts experiences within our region and beyond.

### West Virginia Board Member

- Geoffrey Kershner, Lynchburg, VA

## MISSION

Our mission is to strengthen and serve the arts and culture ecosystem in the mid-Atlantic region by elevating local voices through accessible resources, programs, and partnerships.

## VISION

A thriving and self-sustaining creative economy in the mid-Atlantic region where investment is amplified, creativity and civic life are bridged, and art is a catalyst for community prosperity and well-being.

## VALUES

### CURIOSITY

Learning, exploring, and working with empathy

### COLLABORATION

Building and nurturing purposeful human connections

### EQUITY

Acknowledging and addressing disparities within the arts

### TRUST

Fostering reliability, open communication and transparency in operations

### ACCESSIBILITY

Expanding opportunities for participation in the arts

### ADAPTABILITY

Being open to change and committing to innovation



Image: Cultural Sustainability: Community Roots Program Graphic. Credit: Illustration by Uzo Njoku.

# Impact Summary 2025



**\$248,120**

Investment



**910**

Participants



**24**

Grants Awarded



**11**

Events

Grantees per city	
Blacksburg	1
Chester	1
Earlysville	1
Fairfax	1
Floyd	1
Hampton	2
Harrisonburg	1
Laurel Fork	1
Lexington	1
Monterey	1
Newtown	1
Norfolk	1
Pilot	1
Richmond	2
Roanoke	1
Virginia Beach	1
Wise	6



Virginia Partnership  
Support \$36,000

**17**  
Cities

**15**  
Counties

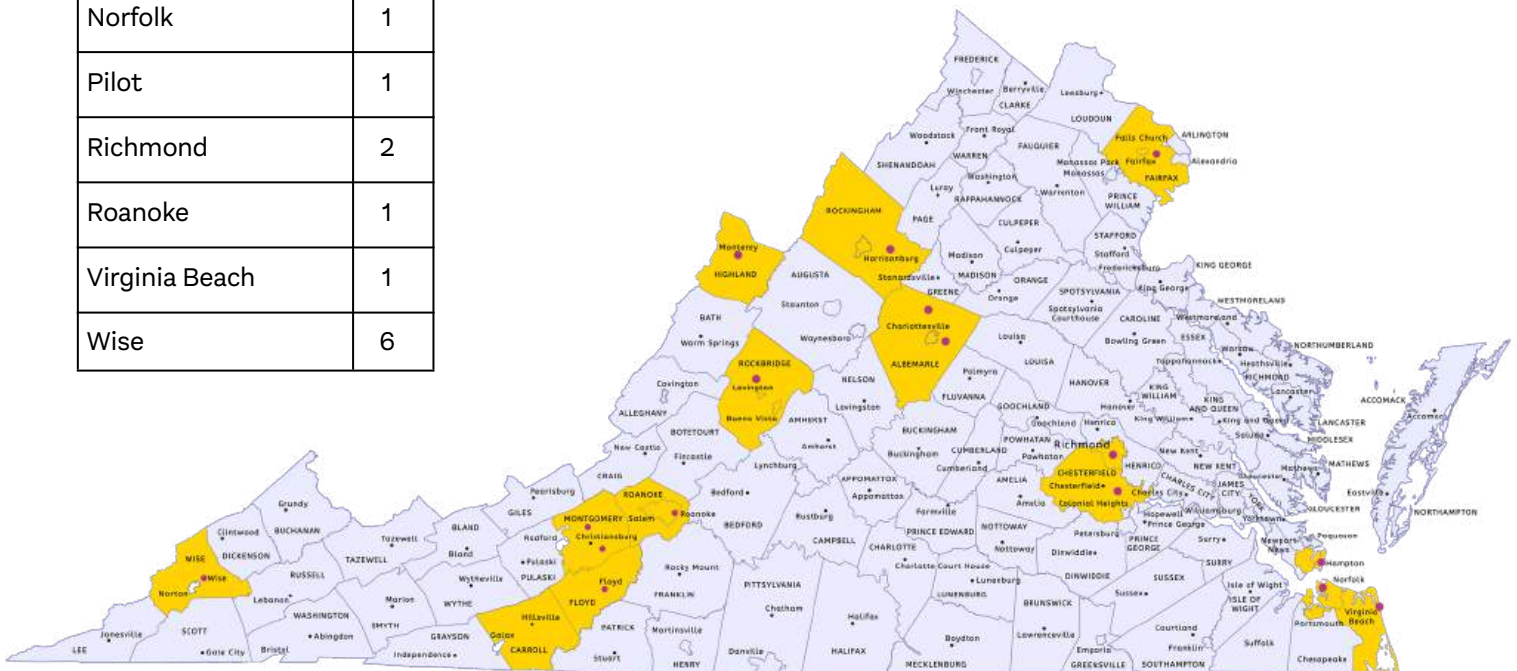
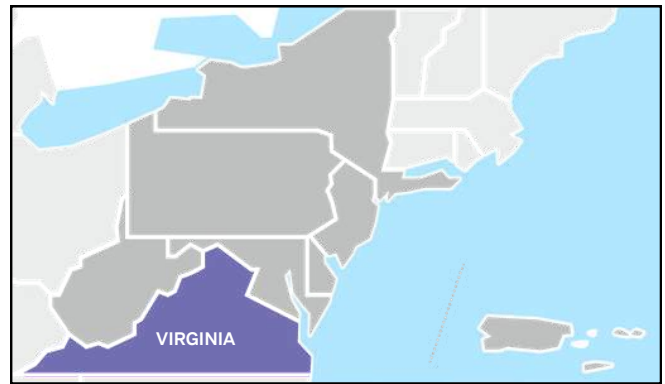




Image: The Little River Missionary Baptist Church Choir performing on the Floyd Living Traditions Festival Outdoor Stage. Credit: Robert Simmons.

## Homecoming

Floyd Living Traditions Festival, [Floyd](#)

“The Floyd Living Traditions Festival is not just a celebration — it’s a cultural homecoming,” said Keela Dooley Marshall, Executive Director of the Floyd Center for the Arts. “We’re proud to uplift the stories, songs, and skills passed down through generations and to honor legendary voices like Randall Hylton alongside our vibrant local community.”



Image: Weaving demonstration in the new Loom Barn at the Floyd Center for the Arts. The Virginia is for Lover "LOVE" quilts displayed in the background - donated by the Floyd Quilt Guild. Credit: Robert Simmons.

**CALT Folk and Traditional Arts Experiences: 3rd Annual Floyd Living Traditions Festival at Floyd Community Center for the Arts, Floyd, VA.**

# PY2025 Program participation for Virginia

## ArtsCONNECT

Collaborative tours by mid-Atlantic presenters, featuring performances and complementary engagement activities that deepen connections among artists, audiences, and communities.

Organization Primary Benefit	Artist/Provider of Services	Amount
GEORGE MASON UNIVERSITY, FAIRFAX	Soles of Duende	\$12,000

## CALT Folk and Traditional Arts Experiences

Central Appalachia Living Traditions supports folk arts and cultural communities through new programs, regional recognition, and honoring underrecognized traditional artists across Appalachia.

Organization Primary Benefit	Artist/Provider of Services	Amount
ELLEN RATCLIFFE, MONTEREY	Revitalizing the square dancing tradition in Highland County and beyond	\$10,000
FLOYD COMMUNITY CENTER FOR THE ARTS, INC., FLOYD	3rd Annual Floyd Living Traditions Festival	\$10,000
LIVE WORK EAT GROW, INC., BLACKSBURG	Edges of Appalachia: Seasonal Foraging Traditions In and Around the Garden	\$10,000
MALCOLM SMITH, PHD., LAUREL FORK	SW Virginia Clawhammer Masters Internet Map	\$10,000
SPRINGHOUSE COMMUNITY SCHOOL, PILOT	Wayzgoose 2025: A Celebration of Printing and the Irish Traditions in Appalachian Culture	\$9,600

## Cultural Sustainability: Community Roots

Unrestricted operational support to arts organizations founded by, with, and for communities of color allowing them to sustain and expand their practices, benefiting the communities they serve.

Organization Primary Benefit	Amount
PODIUM FOUNDATION, RICHMOND	\$67,000
TIDEWATER AFRICAN CULTURAL ALLIANCE, VIRGINIA BEACH	\$47,000

## Jazz Touring Network

Presenter-based membership program supporting professional development, partnerships, and and working together to curate tours that reflect the richness of the field of jazz.

Organization Primary Benefit	Artist/Provider of Services	Amount
JEFFERSON CENTER FOUNDATION, LTD., ROANOKE	Tuba Skinny	\$3,500
PRO-ART ASSOCIATION A CHAPTER OF THE VIRGINIA MUSEUM OF FINE ARTS, WISE	Tuba Skinny	\$3,000

## Mid Atlantic Folk and Traditional Arts Community Projects

Funds projects that sustain traditional arts and cultural communities in the region, including public performances, exhibitions, workshops, and collaborations.

Organization Primary Benefit	Artist/Provider of Services	Amount
VENTURE RICHMOND, INC., <b>RICHMOND</b>	The Virginia Folklife Area at the Richmond Folk Festival	\$5,600
VICTORY HALL OPERA, <b>EARLYSVILLE</b>	Gullah Meditations: A staged/choreographed performance of new arrangements of traditional Gullah spirituals	\$5,600

## Mid Atlantic Tours

Brings exemplary performing arts ensembles to communities across the mid-Atlantic region. Presenters can book an artist from the annual roster and receive grant support toward the artist fee.

Organization Primary Benefit	Artist/Provider of Services	Amount
CHESTERFIELD CULTURAL ARTS FOUNDATION, <b>CHESTER</b>	Bindlestiff Family Cirkus	\$2,600
CITY OF HAMPTON VIRGINIA, <b>HAMPTON</b>	Bindlestiff Family Cirkus	\$2,400
CITY OF HAMPTON VIRGINIA, <b>HAMPTON</b>	Brent Birckhead	\$2,100
JAMES MADISON UNIVERSITY, <b>HARRISONBURG</b>	Nidia Góngora	\$3,000
PRO-ART ASSOCIATION A CHAPTER OF THE VIRGINIA MUSEUM OF FINE ARTS, <b>WISE</b>	Bindlestiff Family Cirkus	\$3,750
PRO-ART ASSOCIATION A CHAPTER OF THE VIRGINIA MUSEUM OF FINE ARTS, <b>WISE</b>	Orchestra of Indigenous Instruments and New Technologies	\$6,000
PRO-ART ASSOCIATION A CHAPTER OF THE VIRGINIA MUSEUM OF FINE ARTS, <b>WISE</b>	The Missing Element featuring the Beatbox House	\$7,500
PRO-ART ASSOCIATION A CHAPTER OF THE VIRGINIA MUSEUM OF FINE ARTS, <b>WISE</b>	The Paza Experience	\$5,500
PRO-ART ASSOCIATION A CHAPTER OF THE VIRGINIA MUSEUM OF FINE ARTS, <b>WISE</b>	Soledad Barrio & Noche Flamenca	\$8,000
WASHINGTON & LEE UNIVERSITY, LEXINGTON	The Missing Element featuring the Beatbox House	\$4,000

## Performing Arts Global Exchange

Open to presenters nationwide, this program curates international artists for U.S. tours, offering fee support for nonprofit presenters and community engagement.

Organization Primary Benefit	Artist/Provider of Services	Amount
THE VIRGINIA ARTS FESTIVAL, INC., NORFOLK	The Leila	\$4,250

## USArtist International®

Supports in-person performances by American artists at international festivals and global performing arts marketplaces outside the United States. Funds individuals and ensembles across disciplines.

Artist/Provider of Services	Amount
CORA ARMSTRONG FAMILY SINGERS, NEWTOWN	\$5,720

## The National Leaders of Color Fellowships cohort 2024-2025

The National Leaders of Color Fellowships builds multicultural leadership in the arts,

SHAWNÉ MICHAELAIN HOLLOWAY, RICHMOND

# IMAGINE NEXT

Strategic Plan  
2025-2029



## Model

### FOCUS AREAS

#### WHAT WE DO

1. Elevating Local Voices

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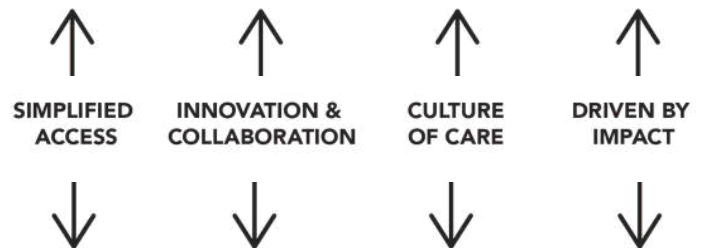
2. Learning, Connecting, and Convening

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3. Working Towards a Sustainable Ecosystem

### OPERATIONAL PILLARS

#### HOW WE DO IT



### NEW HORIZONS

#### WHAT COMES NEXT

- A. From Hyper Local to Global

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- B. Art and Technology

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- C. Cross-Sector Development