



The Cultural Alliance of Greater Hampton Roads

Norfolk, VA 23501

ANNUAL REPORT

2015 - 2016

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Message from the President. . .

Dear Fellow Board Members,



I am pleased to take this opportunity to thank the Executive Committee and the many Board Members who have generously given time and money to support the Cultural Alliance of Greater Hampton Roads. I am also indebted to our Executive Director Joan L. Rhodes-Copeland for her untiring determination, hard work, and generosity to the Alliance. As we end this year facing some difficult decisions, I would like to focus on the wonderful work the Cultural Alliance has done.

The October 2015 Alli Awards dinner, organized by Carlton Hardy, was an extraordinary success and a great model for the awards in the future. The event recognizes the broad spectrum of citizens, organizations, and businesses that work to support arts throughout the region. We also presented important workshops on Diversity in the Arts and Building High-tech and Cyber Communities a conference focusing on the Business of Art. Organized by Linda Bunch, these events received praise from all who attended. Additionally, we mounted one of our most successful fundraisers with Brew at the Zoo and Vino Too, with the able direction of Dana Clark Epstein, attracting a good audience and raising significant funds for the Alliance.

The Alliance continues to struggle to raise funds that would insure the ongoing health of the organization. In order to address this issue, the Alliance has conducted a number of focus groups, the results of which will be helpful in restructuring the Alliance and should help us meet our mission. Unfortunately, there were few recommendations regarding how to address the lack of funds. It is my hope for the Alliance that the Board will turn its attention to stabilizing the funding of the organization, focusing on the base operating budget and seeking program funds through grants and sponsorships.

Although I will be leaving the board at the end of June, I feel the organization is important to the region and I will make every effort to support the board in their decisions in the future.

I am pleased to take this opportunity to thank the Executive Board and the many board members who

Fred Bayersdorfer, President

Message from the Executive Director

The arts offer so much to the human spirit and for over **30 years** the Cultural Alliance has offered myriad experiences to the arts and cultural organizations in Hampton Roads. As Executive Director of



the Alliance, I believe that our mission is to offer support and assistance to the many arts and cultural organizations, as well as the individual artists, in Hampton Roads. We have reached out to our community this year with focus groups, networking opportunities and programs to learn more about their needs and ways to keep our community focus on the arts. Our organization has been called a “convener,” a “connector” in the arts community and we want to continue to be the fulcrum around which the arts can operate. We are aware of the large economic impact of the arts in the Hampton Roads community—not only for artisans but for the businesses and residents in our area.

This Annual Report only touches on what the Alliance has done this year – because the intrinsic benefits of our work cannot be measured—we can only hope that the Alliance can continue for another 30 years to be the Voice of the Arts!

Joan L. Rhodes-Copeland, Executive Director

Mission and Scope of the Cultural Alliance

The Cultural Alliance of Greater Hampton Roads had a very productive year. Many of the goals and initiatives set for the year (July 1, 2015- June 30, 2016) were accomplished and new ideas and plans for the upcoming year were started.

In 2014, the Strategic Planning Committee redefined and clarified the mission. Each year, the Strategic Plan is reviewed and determination is made as to whether or not our goals have been met.

Vision Statement:

The Cultural Alliance of Greater Hampton Roads (CAGHR) recognizes the arts and culture as significant contributors to the region's quality of life.

Mission Statement

The CAGHR mission is twofold: to stimulate cultural vitality and to facilitate the development of healthy and dynamic cultural life throughout the region by:

1. Advocating public and private financial investments in the cultural infra-structure.
2. Encouraging participation in the arts and cultural activities.
3. Providing programs and services to assist arts and cultural organizations in meeting their needs.
4. Providing forums for communication and collaboration among arts organizations and the community's arts advocates.
5. Providing arts and cultural organizations tools that will help them with internal management issues.
6. Assisting the development of individuals to become arts entrepreneurs.
7. Recognizing and encouraging support of the arts by businesses, organizations and individuals

Core Values

1. A passionate conviction in the value of the arts and culture for the community and all its citizens.
2. A profound belief in continuing the transfer of knowledge and culture from generation to generation.
3. A dedication to innovation, creativity and the power of the arts to stimulate thoughtful contemplation and change.

Responsible Parties

1. Staff
2. Board of Directors
3. Committees
4. Members

The Scope of the Alliance

The Cultural Alliance’s target community spans the entire region of Hampton Roads. The region extends from the North Carolina border to the Upper Peninsula and encompasses communities along the James and York Rivers. The primary audiences for the programs and workshops of the Cultural Alliance are the arts and cultural organizations and individual artists (in all fields-e.g. performing arts, visual arts, literary arts, music and dance). Because of the content and focus of some of the workshops that the Alliance has sponsored, the audience for the Alliance has expanded to include several non-profit organizations sharing similar interests and problems.

Additional audiences include people from tourism, economic development, arts commissioners, foundation directors, members of the media, local and state government representatives and the arts advocating public. It is the goal of the Alliance to create an open network of communication and information sharing for all these groups. The Governor has added Surry County and Southampton County to the Hampton Roads area—thus the Alliance will reach out to those areas to include them in our programs.

Accessibility

The Cultural Alliance keeps its fees low to be affordable to small arts organizations and individual artists. Membership fees are also offered on a sliding scale—with special categories for seniors, students, military, and other specialized groups. All programs are open to the public. The Alliance continues to work to find ways to offer art experiences to persons of diverse communities and diverse levels. The Alliance also provides opportunities for businesses and arts professionals not affiliated with an arts organization to become a member and supporter of the arts.

Board Governance

The membership of the Cultural Alliance Board spans a diverse racial and ethnic background with representatives from all communities in Hampton Roads. Occupations of Board members include arts administration, education, business, law, accounting, authors, artists, and individuals who are arts advocates.



The Officers - Executive Committee for 2015-2016 were as follows:

President	Fred Bayersdorfer
Vice President	S. William Berg
Vice President, Programs	Linda Bunch
Vice President, Advocacy	Jim Thompson
Secretary	Pam Hyatt
Treasurer	Jay Legum
Past President	Anne Meek

Roster of Board Members

This year there were four new Board members: Catherine Craft, Rita Sutherland, Dana Clark Epstein, Jay Legum.

- Russell Allen
- Minette Cooper
- Catherine Craft
- Nancy DeFord
- Dana Clark Epstein
- Carlton P. Hardy II
- Steven Holliday
- Solomon Isekeije
- Michael Khandelwal
- Marie Pierre Myrick
- Elizabeth Nybakken
- Robert Sharak
- Rita Sutherland
- Byron Tobin
- Fran Ward
- Ginny Werner

Awards Received by the Alliance



The Alliance received an award from the Hampton Roads Diversity and Inclusion Consortium for its work in promoting diversity in the arts.

Officers elected to serve during the 2016-2017 are as follows:

President	Anne Meek
Vice President, Administration	Minette Cooper
Vice President, Advocacy	Jim Thompson
Vice President, Programs	Linda Bunch
Secretary	Pamela Hyatt
Treasurer	Jay Legum

Staff of the Cultural Alliance

Joan L. Rhodes-Copeland serves as Executive Director of the Alliance. Joan is employed part-time, 30 hours per week. The office also utilizes interns from local college and ECPI College of Technology to assist in the office.

Member Benefits and Services

The Cultural Alliance increased its efforts to let its membership know about the benefits and services available to them. These services include

- Workshops and Leadership Forums with topics relevant to the arts and arts organizations
- The ALLI AWARDS program that gives special recognition was given to persons and businesses who support the arts and artists
- The partnership of SCORE (Service Corps of Retired Executives) to provide business and technology consulting services with the members as needed
- A website that continues to be a major service to members. Not only does it keep members informed of the arts news in the arts community, but it carried details about the arts events. Each organization was able to submit its activities to be placed on the CAGHR website. The website was also used as a financial tool for the membership as a quick and efficient way to pay for programs and events sponsored by the Alliance.

Membership Data-

The 2015-2016 year ended with 97 members: Organizations, 53; Individuals 21; Board members 23.

Programs of the Alliance – 2015-2016

The goal this year for programming was to focus on topics that would help strengthen the arts and cultural organizations. The theme for the year was “Building Cultural Communities”. Programs presented included the following:



Annual Membership Meeting – The speaker was Marguerite Z. Ratliff, Oscar Smith High School, Her topic was “Arts Education Practices—How Arts Builds Communities”. The program was held on September 9, 2015 at WHRO Public Media studio, Norfolk VA (55 in attendance). The Annual Membership meeting is designed to present the upcoming programs for the year to the membership.



The A.R.T. of Diversity” workshop program was held on October 8, 2015 to celebrate National Arts and Humanities month. Three artists, Fred Freeman, Ces Ochoa and Donald Wilson displayed their work and discussed how the arts can be used to bridge diversities in the communities. Michael Williams, Young Audiences, was the moderator, and additional panelists included Lisa Hartz from the Seven Writers Group, Portsmouth, and Vanessa Torres, from the Virginia Beach Diversity and Inclusion Consortium. It was held at the Children’s Museum of Virginia, Portsmouth, VA. It was sponsored by the Portsmouth Arts and Cultural Commission. (51 in attendance)



Alli Awards, held on November 7, 2015—The Cultural Alliance’s annual tribute to individuals and businesses who have supported the arts. This year’s event had 31 nominees and the format was changed to a sit down dinner, held at the Doubletree Hotel, Norfolk. (203 in attendance)



“Building High Tech and Cyber Communities” presentation by Susan Branch-Smith, Base Camp Productions; Shannon Bowman, WHRO, THE SCENE; and Tom Powell, the Addison Group, Suffolk, talked about “How to use social media more effectively”, “How to create an army of online storytellers for your organization?” And “How to track the success of your website through Google Analytics”. It was held in Williamsburg, VA on Wednesday, January 20, 2016 (25 attending)



THE Alliance hosted the March quarterly meeting for **HR Diversity and Inclusion Consortium**. The topic was “Diversity in the arts in Hampton Roads. The speakers were Cheryl White, the Glass Studio, who discussed the Millennials; Lynn Berg, Norfolk PrimePlus Senior Center, who discussed aging population; Donald Wilson, Chesapeake artist who discussed the various ethnic

groups and artistic opportunities provided by these groups; and Lois Boyle, ACCESS VA., discussed how her organization provides for the visually and hearing impaired audiences. It was held on March 17, 2016 at the Chrysler Museum, Norfolk. (55 in attendance)



The Business of Art Conference was held at Norfolk State University on Saturday, April 2, 2016. It was held in the Lyman Beecher Brooks Library which houses the H. B. Wilson Archives. Speakers and workshops were held to assist arts entrepreneurs with their businesses and students who were pursuing careers in the arts. The speakers were Lisa Fournier, Norfolk Fair Trade, (pictured above); Jeffrey Allison from the Virginia Museum of Fine Arts in Richmond; Carrie Braswell, Accountant; and Ron Watson from Norfolk SCORE. The attendance for this conference was low due to several changes in dates.



The BREW AT THE ZOO AND VINO TOO! Fundraiser was a huge success this year for the Alliance. It was held at the Virginia Zoo on June 2 2016 and had over 250 persons in attendance. Beers from seven local breweries were featured; wine from Tinto Wines and Cheese, Norfolk was offered; music by the local group, DJP& Mr. T; a silent auction was held and food trucks were available to provide food for the evening (Cast Iron BBQ, Capt'n Crabbie, and the Twisted Sisters Cupcake). This was our most profitable fundraiser to date.



Membership Mixers were held during the year to provide our members with a chance to meet and greet other organizations in the arts and to meet the Board members of the Alliance. One was held at Max and Erma’s in MacArthur Mall in Norfolk, and one at the Victorian Station in Hampton.

Advocacy

The Vice President (Advocacy) of the Alliance, Jim Thompson, served as the President of Virginians for the Arts. That organization works very closely with the Cultural Alliance to keep membership abreast of the legislative issues regarding the arts in the General Assembly.

Letters were mailed to elected officials to encourage them to support the budget for the Virginia Commission for the Arts. The Alliance plans to work more diligently to visit and present the “case for the arts” at local and community organizations to get them more involved in understanding the economic impact of the arts and why each cities and counties arts commission needs funding.

Programs for July 1, 2016 to June 30, 2017

- Networking activities – Increase networking for affinity groups. Networking can provide opportunities for members to actually get to meet and communicate to determine how partnerships and services can be met and shared.
- Advocacy program will be held in October to allow local residents to meet and greet the state candidates.

Date	Program/Topic	Venue/City/Resources
September	Membership meeting: “So we have built it, planned it, Now, how do we get them to come?”	Norfolk
October	National Arts and Humanities Month—“What will the arts in HR look like in 2021 (5 years) and What must groups do to effect and deal with these changes”	Norfolk
October	Arts Commissioners Roundtable	Peninsula
October	Advocacy-Reception/meetings with legislators	
November	Alli Awards	Norfolk, Sheraton Hotel
December	Mixer/Affinity Group(s) Speed networking-have topics: “Share one marketing tip”, “Share one education program that worked”, “Share a tip or resource that saved time and or money”.	One on Peninsula/One Southside. The Alliance plans to piggyback with organizations holding similar event/activity
January	Workshop: Volunteers – recruiting, training, retaining and reporting; co-sponsored by the Portsmouth Arts and Cultural Center.	Portsmouth
February	Fundraiser	TBD

March	Host HR Diversity & Inclusion Consortium “Why are the arts important to HR”	Norfolk
March	Mixer/Affinity Group	
April	Leadership Forum: “Board and Staff Development”	Chesapeake
April	Arts Commissioners Roundtable	Southside
May	Promotion and preparation for fundraiser: Brew at the Zoo and Vino Too!	
June	Brew at the Zoo	

Partnerships Developed by the Cultural Alliance

In executing its programs and services, the Cultural Alliance collaborates and consults with the agencies listed below. The ongoing process of building partnerships will increase the numbers of agencies

- Americans for the Arts
- Local Arts Commissions of Greater Hampton Roads
- Hampton Roads Diversity and Inclusion Consortium
- Hampton University
- Hampton Roads Writers
- The MUSE Writing Center
- Non-Profit Leadership Academy
- Norfolk State University
- Norfolk Public Schools
- Old Dominion University
- Professionals in the fields of arts, theaters, music, writing, museums, galleries, nonprofits, and advocacy
- Regional Chambers of Commerce
- Service Corps of Retired Executives (SCORE) group in Hampton Roads
- The College of William and Mary
- The Hispanic Chamber of Commerce
- Virginia Commission for the Arts
- Virginia Wesleyan College
- Virginians for the Arts
- Visit Norfolk
- Volunteer Hampton Roads
- WHRO Public Media

The Cultural Alliance works with the Virginians for the Arts to support their work with the Virginia legislature and elected officials.

Volunteers

The Cultural Alliance also utilizes volunteers in carrying out its programs. Volunteers are recruited from the communities and the local colleges. There are some who complete administrative duties and others who assist with the special programs and fundraisers. Board members also volunteer many hours through committee work and assistance during programs and workshops.

Marketing and Promotion of Alliance Programs

The Cultural Alliance markets its programs through a variety of media. Email invitations and notifications provide an opportunity to get information to a wide audience.

Social Media and the web are the greatest tools used to market the programs and activities of the Alliance as well as the activities of member organizations. Members can submit their programs and activities and they are listed on the Cultural Alliance website. Persons can register to attend activities, as well as become members of the Alliance. Face Book provides instantaneous contact with both members and the general public.

News articles, press releases, direct mail, blogs, and presentations by Board members and the Executive Director are additional vehicles used to market the programs of the Alliance.

Program Evaluation

Evaluation of the programs of the Alliance are conducted by the participants, as well as the membership and Board members. After each program, participants are asked to fill in an evaluation form describing the effectiveness of the activity with their suggestions for improvement and additional programs and workshops. This data is reviewed by the appropriate committee to determine what changes or new programs need to be offered, as well as how to increase the audience for these programs.

Ensuring the Fiscal Stability and Growth of CAGHR

CAGHR's budget for the year was \$ 66,000. Currently the Alliance is still completing the budget analysis; it is expected to have operated within its budget allocation.

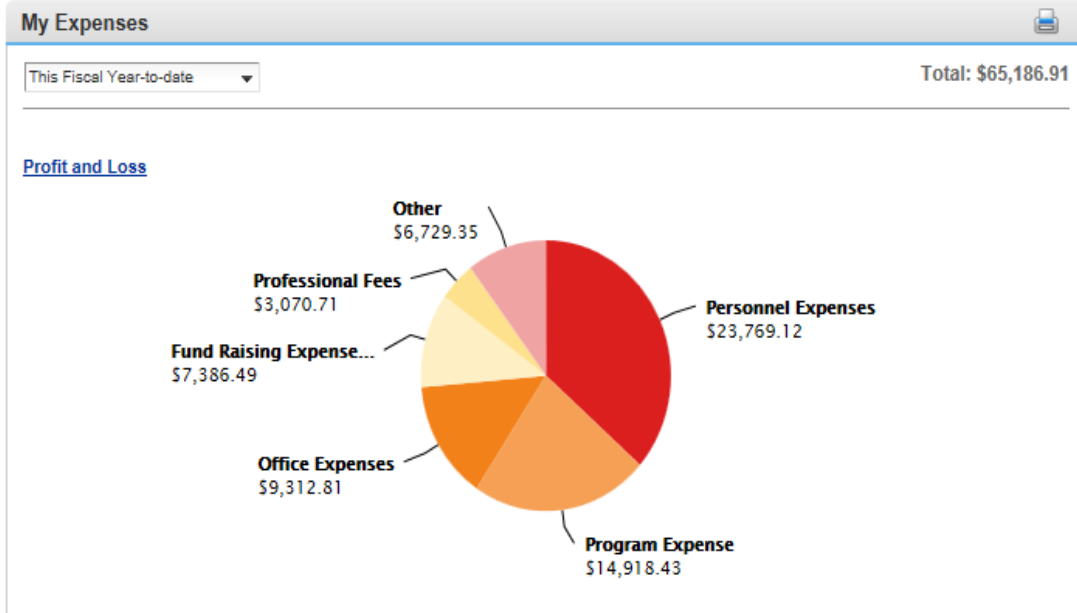
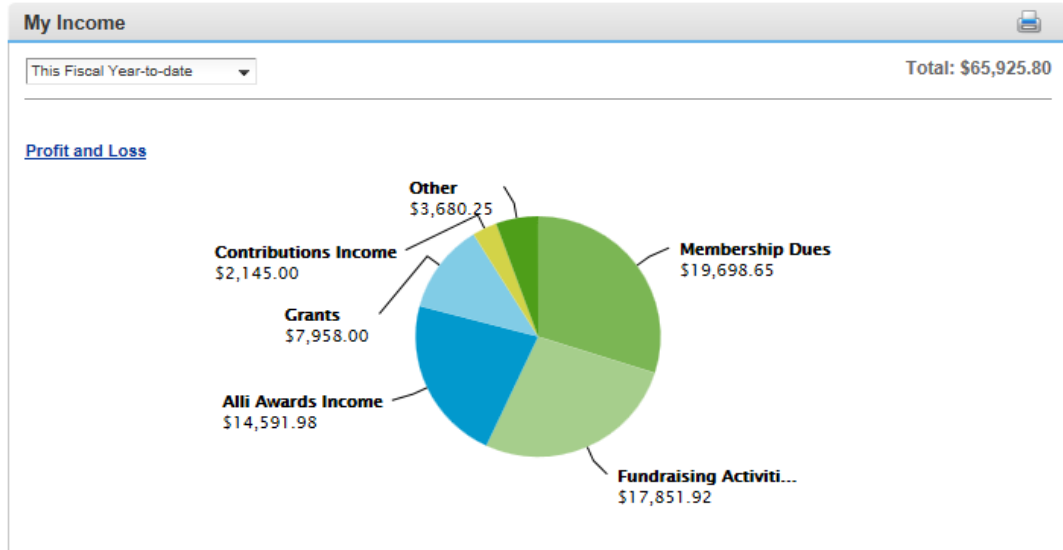
Financial stability in an organization starts with the Board of Directors. This year, the CAGHR has experienced 100% of its board members who have paid their financial obligations to the Board. A large percent have added additional monies for sponsorships to the activities and programs of the Alliance.

The ALLI ARTS AWARDS, our Signature event, provides visibility for the Alliance and income for the operations of the Alliance as does the fundraiser, THE BREW AT THE ZOO AND VINO TOO!. It is expected, however, that the Alliance will offer a second fundraiser at the start of the calendar year to ensure ample financial stability for the organization.

The Cultural Alliance is supported in part through grants from the Virginia Commission for the Arts, the National Endowment for the Arts and the Arts Commissions in the cities and counties of Chesapeake, Newport News, Norfolk, Portsmouth, Williamsburg, Virginia Beach and York County,

An analysis of the income and expenses for the Alliance is pictured below:

Company Snapshot



2015-2016 ALLIANCE DONORS AND SPONSORS

\$2,500

WHRO, Public Media
Stephen Israel, Zapruder Film, LLC

Carlton Hardy and Chris Vaigneur
Michelle R. Montgomery, PLLC
Superior Marble
Ann D. Reed

\$1,001 – 2,499

Charles and Minette Cooper
Cooper Realty
Stephen Israel, Zapruder Film LLC
James and Rachel Jiral
Rubin Communications

\$100-250

Anonymous
Carol Butler, Pembroke Title
Linda Bunch
Mrs. Geri Gilliam
Edwin Kellam, WARE Insurance
Jay Legum
Michelle R. Montgomery, PLLC
Mr. and Mrs. Richard Waitzer, Waitzer
Properties
Harry and Judy Wason

\$500 – 1,000

Aberdeen Barn
BB&T Bank
Dr. and Mrs. S. William Berg
Linda Daniel, Nancy Chandler Associates
Gold Key Resorts Hotel
Anne Meek and Gilbert Kraine
James Newsom, Southern Bank
Elizabeth Nybakken and William Graves
Optima Health
RADM Byron Tobin

\$50 - 99

Vernon Battle
Victoria Bea
Gale Garner
Daniel Landis
Rev. Dr. Robert and Amanda Murry
PFLEG-Parents, Families and Friends of
Lesbians and Gays

\$251-500

Fred Bayersdorfer and John Wills
John Cooper, Cooper Hurley PLLC

Strengthening the Association

Accomplishments achieved by the Alliance during the past twelve months include

- The Alliance received a “HEIDI award” from the Hampton Roads Diversity and Inclusion Consortium, as a result of its service and efforts to provide and encourage diversity in the arts. Through its programming the Alliance promotes ways the arts can relate and support all types of all diversities and use these differences to enhance cultural communities. The Alliance hosts a quarterly meeting for the Consortium.
- The CAGHR website continues to be a great information tool for the arts community. Event payments are received via the website and residents are made aware of the arts organizations and opportunities in the Hampton Roads area when they access the Alliance’s website.
- The Alliance has developed a structured volunteer program that has helped to increase the number of volunteers for the organization.
- Membership in the CAGHR has increased in the past few years. This is due, in part, to the strong programming that the organization has offered to the Hampton Roads residents and the benefits they receive from their memberships.
- The Alliance continues to grow its partnership with local groups, including the Hampton Roads Diversity and Inclusion Consortium--one of its new partners. This and other partnerships help the Alliance to publicize its offerings in a more effective manner. Our collegiate partnerships are extremely helpful in offering our services to students who are seeking careers in the arts (through our workshops and art conference) and using these students for volunteers and office interns.
- The Alli Awards for 2015 was the largest attended event in its history. The nominees were from many of the cities in Hampton Roads which displayed a wide appreciation for the persons who support the arts and culture in our area.

The Alliance wishes to thank everyone who supported our organization during the year. Your support helped to make the 2015- 2016 year a success!



The Cultural Alliance of Greater Hampton Roads

420 North Center Drive
Suite 239-B

Norfolk, VA 23508

Tel. No. 757-961-4002

www.culturalli.org

joan@culturalli.org

