



Embracing Arlington Arts Annual Report of Successes – 2020

During 2020, Embracing Arlington Arts (EAA) was extremely busy and achieved numerous successes towards its [mission](#) of enhancing the vibrancy and health of the arts and culture industry. The onset of the pandemic and shutdown made our work even more critical for arts organizations. Our efforts would not be possible without the generous support of our corporate sponsors and individual donations. Here are some details:

- Established biweekly ZOOM calls once the shutdown was announced to offer a forum where arts organization representatives could meet to discuss the situation, explore programming opportunities and hear from experts in several focus areas including fundraising, strategic planning, self help and the future of the arts post-COVID. EAA also published a COVID-19 [Resources page](#) that focused on critical areas of importance to the arts industry.
- Continued sending the monthly [Update](#) to over 1,300 readers that reported on the arts industry (including a calendar of events to help arts organizations market their happenings), initiatives our organization is pursuing, details about podcasts, and much more.
- In order to assist arts organizations remain “relevant” during this shutdown, the podcast show “[Embracing Arlington Arts Talks](#)” continued airing new episodes every week. Guests included artists, actors, theater leaders, arts dignitaries, gallery directors, dancers, musicians and more.
- Recognizing the dearth of resources available on the arts industry for students, educators and those employed in the industry, Embracing Arlington Arts launched the [Theater/Arts Management Education](#) series with our first featuring the Artistic Directors from the five most successful theater companies in the DMV. The organization also received a grant from the Nora Roberts Foundation for marketing and publicizing this series.
- Embracing Arlington Arts provided the opportunity for arts organizations in Arlington to publish one column during the year on ArlNow for FREE to help publicize and market their opening, productions, organizations, etc. This unique opportunity allowed them to reach over 400,000 online readers.
- Working with a theater architect firm, EAA commissioned a specs and diagram outline of how a [flexible black box theater](#) could be designed and fitted into a development site.
- The EAA Board of Directors has begun drafting a three-year Strategic Plan. Considering all the vast changes seen since the pandemic hit, our goal is to prioritize what we can and should be doing to be as effective and successful as possible in achieving our mission. The organization received a grant from the Arlington Community Foundation to complete this project.
- EAA arranged for northern Virginia theater organizations to provide input to the Governor’s reopening Task Force as they developed guidelines for the reopening of the state.
- In order to highlight benefits of the arts, as well as bring more visibility to arts organizations, EAA was very effective in achieving [media coverage](#) throughout the year, including an OpEd in the [Washington Post](#) Sunday edition. The organization also remains active on social media.
- Members of the EAA Board of Directors have spoken to a number of groups and at several events to tout the importance of, and advocate for the arts, including civic associations, County Board, County staff, Commission and other Advisory Committees meetings.