

Vision and Community Partners for Flexible Performing Arts Venue



Embracing Arlington Arts

- Mission: Enhance the health and vibrancy of arts and culture in Arlington and the DC region
- One major objective: establish a quality, flexible performing arts venue in Arlington
- Non-profit organization established in February 2017
- Only organization representing and advocating for ALL arts genres in Arlington
- Close working relationship with County Board members, County Manager (and staff) and Arlington Commission for the Arts



Need for Quality, Flexible Performing Arts Venue

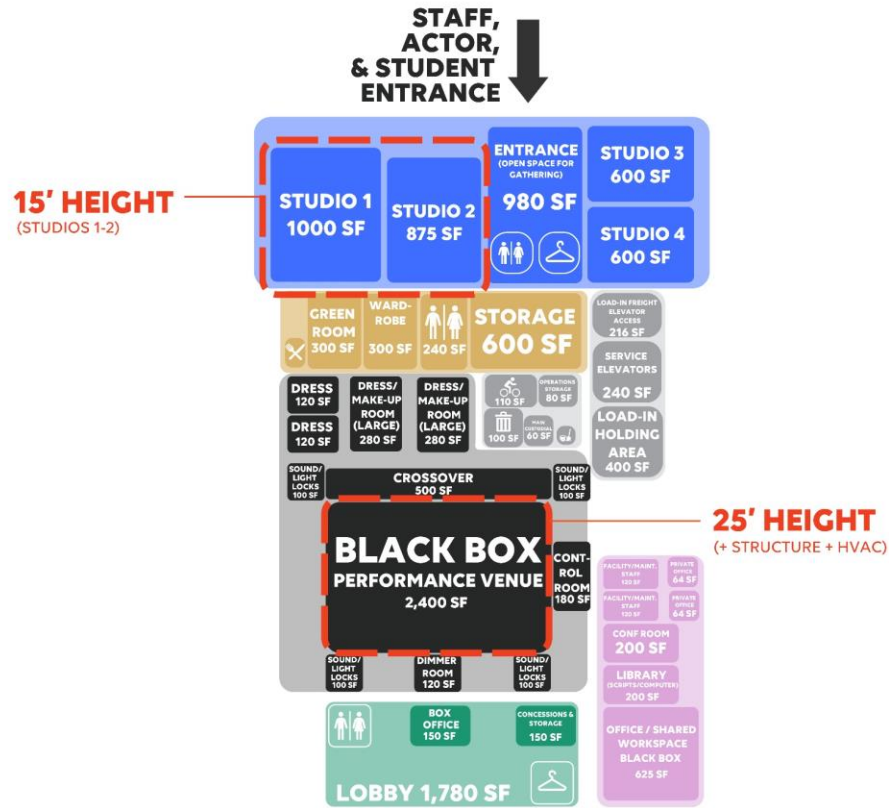
- Arlington has dearth of performing arts and live music venues
 - No dedicated performing art and live music spaces in the County accessible to multiple arts organizations
 - No cultural arts center
- Arts organizations perform elsewhere or out of schools, churches or “found” spaces
 - Venues not suited for professional arts organization performances
 - County residents have to leave Arlington for many entertainment options
 - Accessibility to arts decreased for residents
- County lost numerous heritage groups and other arts organizations due to the lack of venues
- 2018 Artspace Arts Market Study
 - Developer should consider including flexible space that can be used for rehearsal space as well as small black box performances
 - Space should be dedicated to performing arts or a mixed-use facility

EAA Black Box Initiative

- EAA has begun behind the scenes work to facilitate the development of a new performing arts venue

Activities to date:

- Drafted architectural plans
- Meetings with all County Board members
- Meetings with several developers
- Drafting business plan
- Preliminary discussions with two investors
- Preliminary talks held with artistic partners
- Support obtained from local civic associations



BLACK BOX
OFFICE
EDUCATION
LOBBY
SUPPORT
BACK OF HOUSE

↑ **PUBLIC ENTRANCE**

EAA PROGRAM
14,274 ASSIGNABLE SF

EAA Artistic Partners

- National Conservatory of Dramatic Arts - Key daytime tenant
- Only contemporary opera company in DMV
- 2-3 professional performing arts organizations
- Largest children's theater in DMV
- Several classical music organizations
- Live music band concerts



Productions Line Up

- Live Theater Production Runs
- Contemporary Opera Productions
- Classical Music Concerts
- Play Readings
- Improv Lessons/Productions
- Art Gallery Openings in Lobby
- Karaoke Nights
- Movie Festivals
- Live Music Concerts

A hub for Neighborhood Partners

- Community Organizations/Civic Associations/Neighborhood Groups
- Non-profit organizations/Play readings
- Summer Camp venue
- Church – weekly services
- Arlington County Commission meetings
- Artist and Theater “Hub” in Lobby
- Film screenings
- Capital Fringe Festival



The Numbers (VERY conservative estimates)

PERFORMANCES

- Number of Performances/Productions = 163
 - includes matinees/band concerts/theater runs
- Number of Classroom Rentals – 15 days
- Church Services - 43
- Summer Camp – 24 days

FOOT TRAFFIC

- Black Box Performances/Productions = 22,250
- Church Services = 2,150
- Classroom Rentals – 300
- Camps – 600
- Community Organization meetings – 200
- TOTAL: 25,500

National Conservatory of Dramatic Arts

- Founded 1975, currently located in Georgetown
- DMV's only accredited actor training studio
 - Accredited by Accrediting Commission of Careers Schools and Colleges
- Post secondary school (after high school)
- Has hosted many theater groups, including:
 - WSC Avant Bard, 1st Stage, Next Stop Theatre Company, First Draft, Prologue Theater, The Hub Theatre, The Keegan Theatre, Capital Fringe Festival, Flying V Theatre, Solas Nua, The Welders, Actors' Equity Association Second City (Chicago), Baltimore Improv Group



Conservatory's Students

- Median age: 24
- 30 – 40 full-time day/evening students
- 50 student performances per year (10 – 12 weekends)
- Local students from these counties: Arlington, Fairfax, Loudon, Frederick, Prince William, Stafford, Montgomery, Prince George's, Howard, Carroll, Baltimore and Washington, DC
- International students have been from Sweden, Ukraine, Iceland, France and Colombia

