



Embracing Arlington Arts Annual Report of Successes – 2022

During 2022, Embracing Arlington Arts (EAA) achieved numerous successes to meet its [mission](#) to advance the vibrancy and health of the arts and culture in Arlington through advocacy and awareness programs, outreach initiatives and projects that enhance equitable access to the arts and cultural environment. The organization also made great strides in its long-term initiative of having a quality performing arts center built in Arlington. Our efforts would not be possible without the generous support of our [corporate sponsors](#) and individual donations. Here are some details:

- During 2022 Embracing Arlington Arts released its much-awaited [business plan](#) for the performing arts center which included budget projections, vision for the entity, results of a community survey on support for the theater, details about the business model to be used, staff requirements and much more.
- The organization continued producing its podcast show “[Embracing Arlington Arts Talks](#)” every week to bring more visibility to artists and arts organizations. Guests included artists, actors, theater leaders, arts dignitaries, gallery directors, dancers, musicians and more.
- Embracing Arlington Arts launched its fourth [Theater/Arts Management Education](#) podcast series. The latest [series](#) was entitled “Emmett Till Trilogy and Racial Justice – Theaters Keeping the Conversation Going.” It focused not only on the exciting premiere of a rotating repertory production of the Emmett Till Trilogy of plays presented by Mosaic Theater Company, but also embellished and continued the conversation about racial justice in our nation today and how the theater industry is and should be spurring those discussions.
- The organization for the fourth year in a row underwrote a subscription to enable arts organizations in Arlington to publish one column during the year on the online ArlNow news website for FREE to help publicize and market their openings, productions, organizations, etc. This unique opportunity allowed them to reach over 400,000 online readers.
- The organization released its revised “one-stop” library [database](#) of 100 links to studies that provide evidence of the health benefits of the arts. The database is broken into five community sectors (Medically Disabled, Physically Disabled, Seniors, Students/Children, and Veterans), with five links for each of four art therapy genres (dance, music, theater/drama and visual arts). Each new version of the library ensures that no study is more than five years old.
- Our monthly [Update](#) that reports on the arts industry, includes a calendar of events to help arts organizations market their happenings, initiatives our organization is pursuing, details about podcasts, and much more continued to be sent out to over 1,500 readers.
- In order to highlight the benefits of the arts, as well as bring more visibility to arts organizations, EAA was very effective in achieving [media coverage](#) throughout the year. 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 meetings, County staff meetings and other Advisory Committees.
- The organization achieved a 20% increase in visitors to the website compared to 2021, and increased facebook “likes” and “follows” by over 25%.
- Based on demand from arts organizations, Embracing Arlington Arts held a very successful “[Meet and Greet](#)” networking event that resulted in several collaborative events among the groups the following month.