



2023 ANNUAL REPORT

HIGHLIGHTS FROM OUR CAPITAL CAMPAIGN



A surround sound system, destined for our renovated movie theater, is donated by George Lucas.

\$1.5M AWARDED BY THE IRF

The Virginia Industrial Revitalization Fund (IRF) awarded Arcadia Project \$1,500,000 to preserve the charm of the historic theater at 125 E. Beverley Street while creating an adaptive, mixed-use, state-of-the-art cultural center.

We were one of four projects in the state that received funding for construction projects aligned with local and regional economic development strategies.

We are humbled by the contributions of **225** donors who helped us obtain the matching funds needed for a successful application.

SALE OF 119 E. BEVERLY ST.

Arcadia Project sold 119 E. Beverley Street, the building adjacent to the theater, to Miller & Associates.

The highly qualified development services provider is developing it into 23 rental apartments with commercial space on the ground level.

This deal created a tremendous win-win situation. The renovation of both historic buildings is significant to the economic vitality of downtown Staunton. And, the proceeds from the sale were used toward the required 1:1 IRF grant match.

CONNECTING PEOPLE THROUGH CULTURE AND CREATIVITY



We brought together 3,357 people through 14 programs that fostered creative expression, built understanding, and fostered connections.

Partnerships have been key to providing diverse, creative, educational, and enrichment opportunities for the central Shenandoah Valley.

We enjoyed co-creating gatherings with Staunton Jams, Mary Baldwin University's Shakespeare and Performance graduate program, Queen City Women's Day, and Creative Mornings (pictured above). In addition, The Milestones and Austin Fox recorded music videos in our building and our windows spotlighted art from Ft. Defiance High School, Wilson Memorial High School, Mary Baldwin University, and the Shenandoah Green Student Earth Day Contest.

TRIWIZARD MAZE AT QCMM



During Queen City Mischief and Magic, 3,000 people braved the rain to find their way through our Triwizard Tourny Maze which featured a sculpture of a baby dragon made in partnership with LAUNCH. The event inspired imagination as we increased participation by 57% from 2022 and raised \$14,456.

MUSIC AT THE MOVIES



This fall our monthly series in partnership with Visulite Theater was a great success. We brought together three local musicians with great films about music. Maria Leckey hosted *Anonymous Club*, Mallory McKendry hosted *The 40 Year Old Version*, and Mojo Parker hosted *Crossroads*. Each inspired new ideas and encouraged participants to find common ground.

DONOR SUPPORT MAKES IT ALL POSSIBLE



We could not do it without YOU. We are grateful for such an amazing community of donors, volunteers, collaborators and supporters.

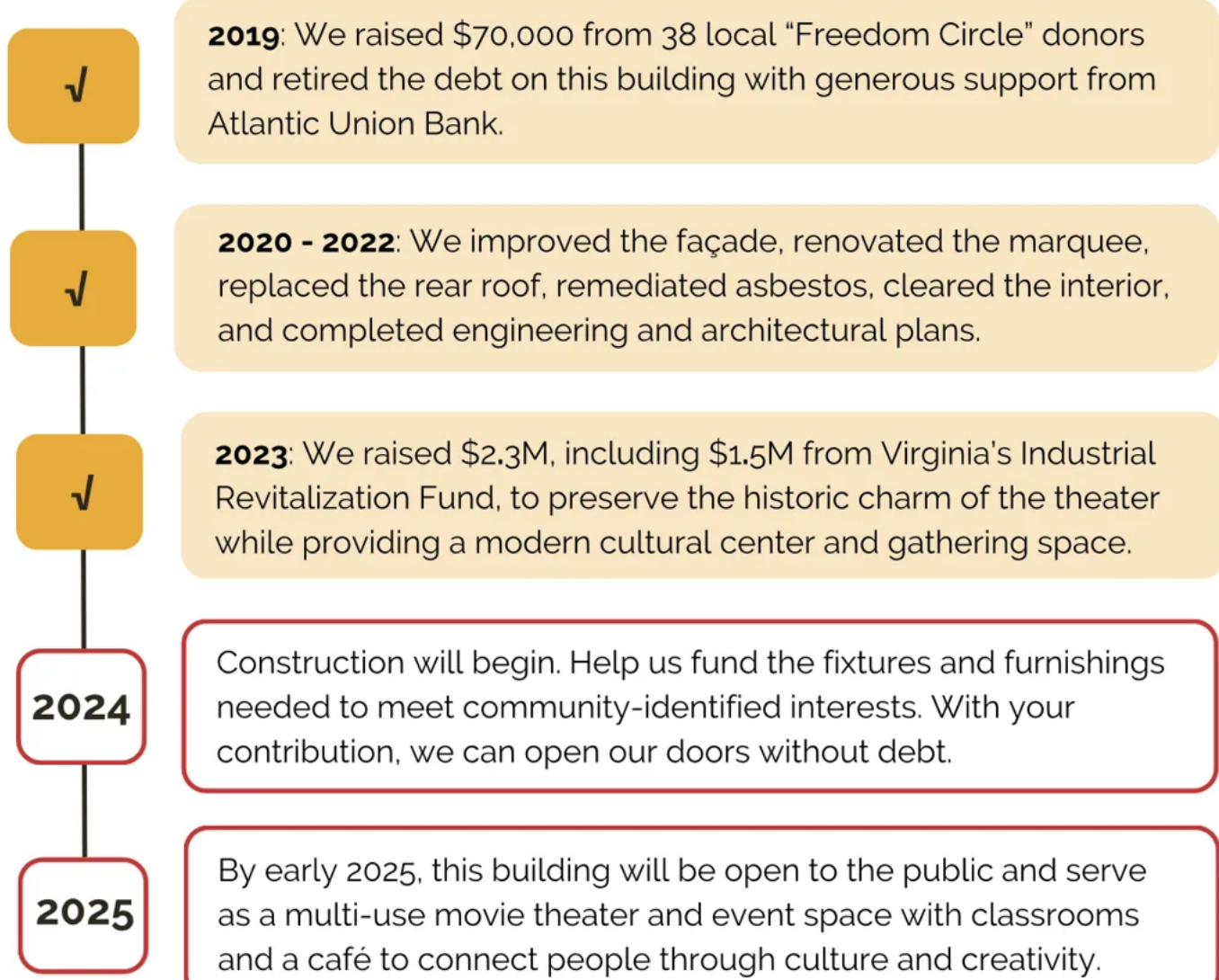
We thank the following foundations, nonprofit and government organizations for their support:

Community Foundation of the Central Blue Ridge
Virginia Economic Development Partnership
Virginia Industrial Revitalization Fund
Virginia Department of Housing & Community Development
City of Staunton
The Tiedemann Foundation

We are thrilled to highlight the following downtown businesses and organizations that sponsored our marquee, offering inspiring quotes.

Peg's Salt
Split Banana
Words Matter
Little House of Crystals
Book Dragon
Heirloom Home
Staunton Downtown Development Association

WE ARE NEARLY THERE!



THANK YOU FROM OUR 2023 BOARD



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