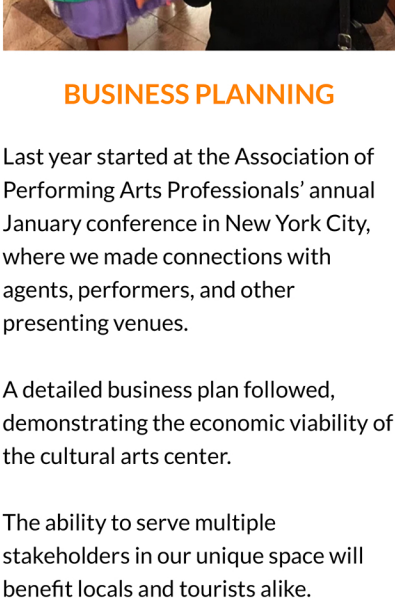




ARCADIA PROJECT

2024 ANNUAL REPORT

HIGHLIGHTS FROM OUR READINESS CAMPAIGN



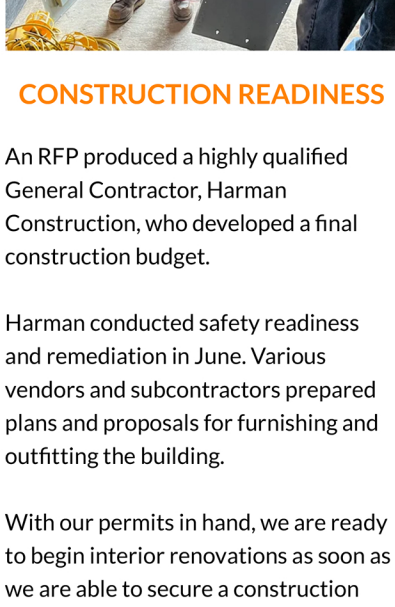
BUSINESS PLANNING

Last year started at the Association of Performing Arts Professionals' annual January conference in New York City, where we made connections with agents, performers, and other presenting venues.

A detailed business plan followed, demonstrating the economic viability of the cultural arts center.

The ability to serve multiple stakeholders in our unique space will benefit locals and tourists alike.

We welcome you to read the pro forma, our operating plan based on financial projections.



CONSTRUCTION READINESS

An RFP produced a highly qualified General Contractor, Harman Construction, who developed a final construction budget.

Harman conducted safety readiness and remediation in June. Various vendors and subcontractors prepared plans and proposals for furnishing and outfitting the building.

With our permits in hand, we are ready to begin interior renovations as soon as we are able to secure a construction loan.

[Read our Plan](#)

NEW GRANT FUNDING

Thanks to an additional \$50,000 from the Virginia Department of Economic Development, we were able to complete additional asbestos remediation.

We are most grateful for other generous grants in 2024:

- \$100,000 in new funds from the Industrial Revitalization Fund to install a wheelchair lift to make our 2nd floor classroom fully accessible
- \$44,000 from The Helen S. and Charles G. Patterson, Jr. Charitable Foundation Trust.
- \$4,000 from the Community Foundation of the Central Blue Ridge

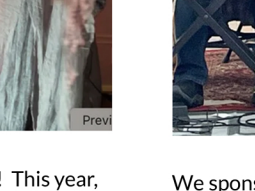
WE COULDN'T HAVE SAID IT BETTER OURSELVES!

Special thanks to our community partners for helping make our projects a success. Without the help of these businesses and individuals, the success we've achieved this year would not have been possible.



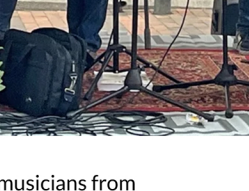
"The team we have worked with on the Arcadia building renovation have been very professional and good stewards of their budget as they work to make the project a success. Perhaps more importantly they are clearly passionate about the arts and adding to the downtown cultural scene in Staunton."

- Wayne Witmer, President & CEO, Harman Construction



"The vision for the Arcadia Project is a well-timed gift for our community. Not only does it breathe new life into the repurposing of the former Dixie Theatre, but this bold new vision will welcome and connect creative people of all ages and backgrounds who make Staunton and our surrounding communities their home."

- Dan Layman, President & CEO, Community Foundation of the Central Blue Ridge



"I've been impressed in my time working with Pam and the Arcadia Project board as we have worked through the funding for the project. They have been attentive, organized and persistent."

- Peyton Wright, Virginia Credit Union, Board VP Shenandoah Community Capital Fund

- Wayne Witmer, President & CEO, Harman Construction

CONNECTING PEOPLE THROUGH CULTURE AND CREATIVITY

58 amazing volunteers contributed over 1,693 hours and engaged 3,443 people in our programs in 2024.

TRIWIZARD MAZE AT QCMM

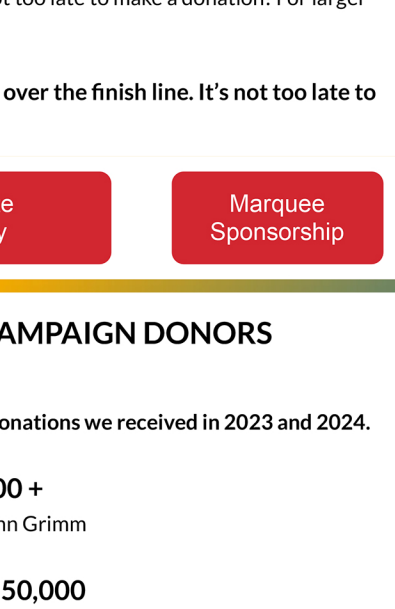


Our biggest fundraiser to date! This year, more than 3,276 muggles and wizards braved our maze at the Queen City Mischief & Magic festival in September.

HUGE thanks to the 40+ volunteers who stepped up to build the maze, craft the creatures, sell the tickets, guard the dragon, mind the maze, and deliver a sticker to anyone who survived the experience!

The event inspired imagination as we increased participation by 11% from 2023 and raised \$16,802.

MUSIC EVENTS

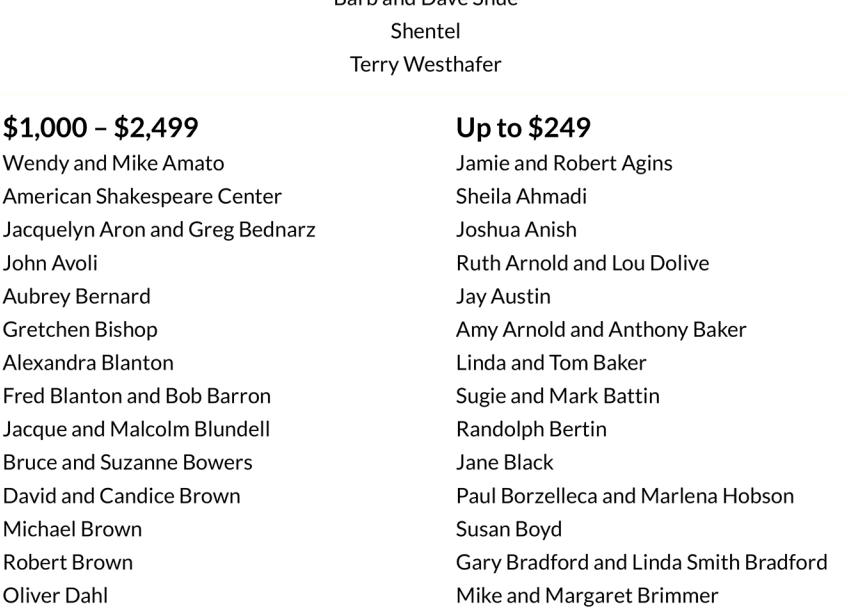


We sponsored musicians from Caravanserai Music and the Heartland Trio at Staunton Jams in May.

Arcadia also presented renowned folk musician and storyteller Bill Wellington who shared his craft with our community at the Augusta County Library in June.

Both events reflect Arcadia's commitment to making diverse cultural experiences accessible.

DONOR SUPPORT MAKES IT ALL POSSIBLE



Our capital campaign, begun in 2023, is now 71% complete.

Help put our campaign over the finish line - it's not too late to make a donation! For larger gifts, some naming rights remain.

Your contribution will help put the campaign over the finish line. It's not too late to make a donation!

[Naming Opportunities](#)

[Donate Today](#)

[Marquee Sponsorship](#)

2023 - 2024 CAPITAL CAMPAIGN DONORS

We are humbled by the 242 families whose donations we received in 2023 and 2024.

\$325,000 +

Stanley and Lynn Grimm

\$20,000 - \$50,000

Pam and Jim Huggins
Blue Ridge Lumber Co. LLC (in kind)
Skywalker Ranch (in kind)

\$10,000 - \$19,999

Ellen Brock and Joe Borzelleca
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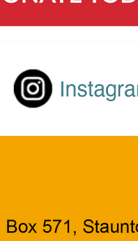
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