



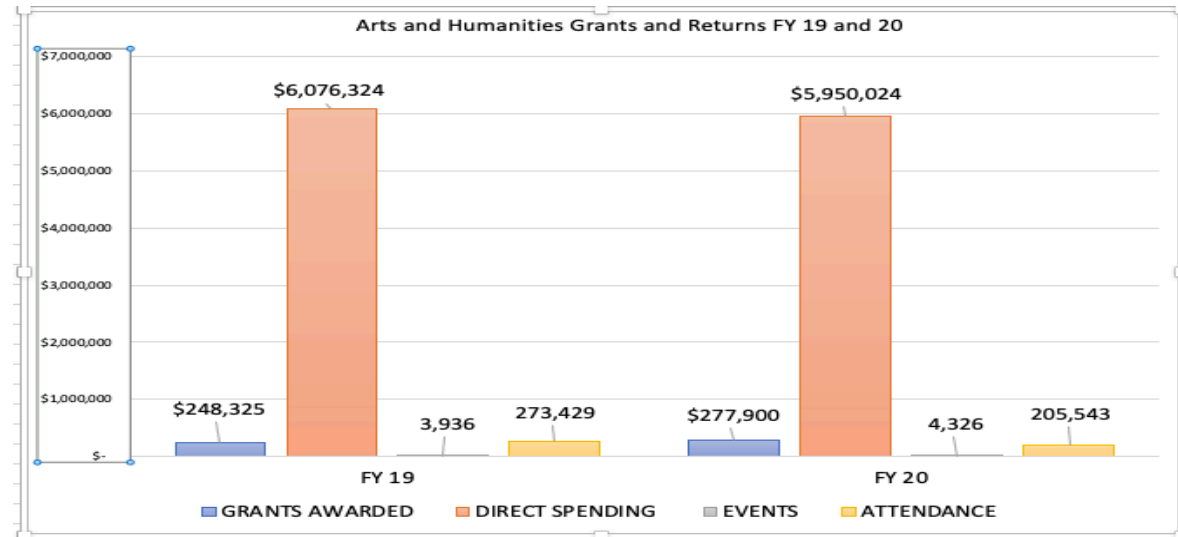
Silver Linings Report



Creative Resiliency During Difficult Times

Return on Investment

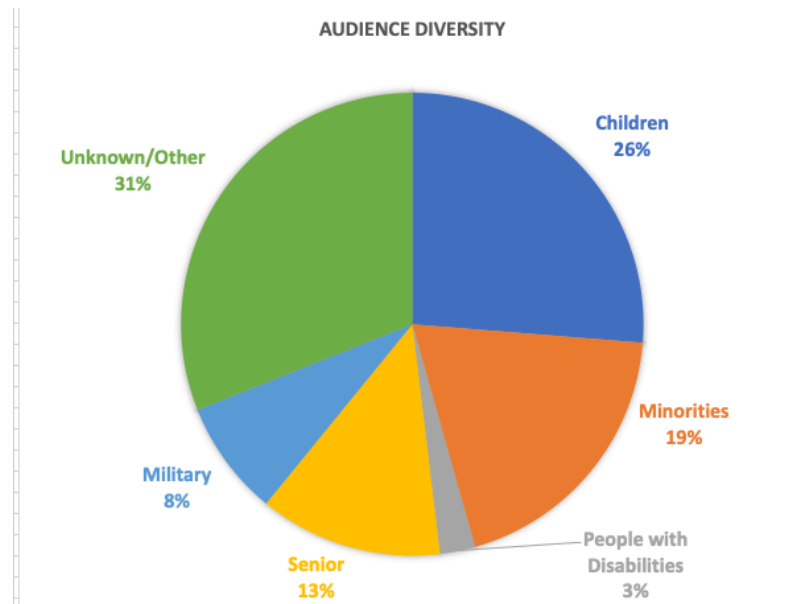
Funding from Norfolk is a firm foundation of investment the organizations need to leverage sponsorships, ticket sales, and other funding that pays for programming.



Events and attendance were down, but not as much as one would think.

Online attendance
28,869 views

Norfolk Arts reaches all over the world



Audiences reflect diversity



New Public Art

- Munson Park
- Ocean View Elementary
- Camp Allen Elementary
- 2 New Letters at Armed Forces Memorial

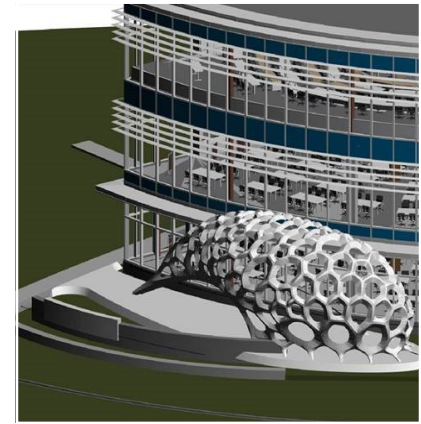
5 Rotating
Billboards by Local
Artists



Public Art in Process

- Airport
- Chelsea Elizabeth River Trail
- Larchmont Elementary
- Richard Tucker Library
- End of Massive Resistance
- NEON Streetscape
- Bay Oaks Park
- Diggs Town Park
- Norview Park

Bloomberg Asphalt
Art Grant
3 Street Murals



Public Art & Private Development

- Larchmont Library Elizabeth River Trail
- Ocean View Beach Park
- Sentara Brock Cancer Center
- EVMS
- CHKD

\$100K City Public Art funds

\$525K Public Art

More Art in the Community



Highest opening
attendance
2019 = 139
2020 = 96



There was a decline
at opening events
during the pandemic
but attendance
remained steady.



Sales
2019 = \$8500
2020 =
\$27,250

Social Media

Facebook = 7722 followers

Twitter = 1659 followers (top tweet reached 13.3K)

Instagram = 2899 followers

Google = 4.84K monthly views

Pinterest = 4.2K monthly views

