Silver Linings Report

Creative Resiliency During Difficult Times
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

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

Bloomberg Asphalt Art Grant
3 Street Murals
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