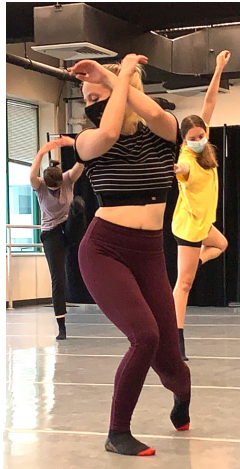


CREATIVE GREENSBORO ANNUAL REPORT

2020-2021



CITY OF GREENSBORO OFFICE FOR ARTS & CULTURE

MEET CREATIVE GREENSBORO

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Ryan Deal

Chief Creative Economy Officer

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Business Services Manager

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Performing Arts Coordinator

Kendrick Mayes

Special Events Coordinator

Abigail Van Patter

*Community Partnerships
Coordinator*

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Drama Specialist

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*Public Record, Management
Consultant*

Karen Archia

*Neighborhood Arts, Management
Consultant*

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Meredith Gornto

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Marketing Assistant

Nicholas Helms

Facility Assistants

Mayah Wells

Facility Assistants

ABOUT US

Founded in 2019, Creative Greensboro is the City of Greensboro's office for arts and culture. Our work is guided by the 2018 Greensboro Cultural Arts Plan commissioned and adopted by the City Council.

Creative Greensboro provides support for, ensures access to, and drives awareness of Greensboro's creative community. Through a range of programs, services, and partnerships, we support the development of a vibrant city.



CREATIVE GREENSBORO PARTNERS

A Sign of the Times • Africa Unplugged • African American Atelier, Inc. • Alexis Orgera • Allegra Gicla • Allegro Music Therapy • Allan Beck • Allison Bailey • Art Alliance of Greensboro • ArtsGreensboro • Bad Cameo • Banna • Beka Butts • Bel Canto Company • Beth Allen-Gardner • Cameron Robinson • Carey Sound AVL • Casa Azul of Greensboro • Center for Visual Artists • Christian Anderson • Christy Wisuthseriwong • Claire Clark • Colin Cutler •



Community Theatre of Greensboro • Dance Project, Inc. • Darlene J. McClinton • David Furr • doby • Donna Baldwin Bradby • Downtown Greensboro, Inc. • Dudley Heights Neighborhood • Eastern Music Festival • Elena DeAngelis • Eve Hubbard • Gate City Divas • Gate City New Horizons Bands • Glenwood Neighborhood • Gloria Butler Graves • Golden Flower Tai Chi



• Goodly Frame Theatre • GreenHill Center for NC Art • Greensboro Ballet Inc. • Greensboro Community TV • Greensboro Downtown Parks Inc. • Greensboro Grasshoppers • Greensboro Opera • Greensboro Symphony

140+
COMMUNITY
PARTNERS



Orchestra • Greensboro Trombone Ensemble • Greensboro Youth Council • GSO Food Truck Festival • Guilford County Schools • Guilford Native American Association • Gustavo Antoniacomi • Harry Turfle • iAlign Dance Company • Jason Keith • Jeffrey Carlson • Jim Gallucci • JMH Media • Josephus Thompson III • Josh Watson • Junction 311 Endurance Sports • Kathy Eaton • Kay & Adriel • Kemari Bryant • Kendo Club • Kenan Institute for the Arts • Kerri Mubaarak • Kevin Greene • Kimberly Harper • Kings Forest Neighborhood • Kirkwood Neighborhood • Knights of Soul • Lauren Light • Linda Cykert • Lorena Guillén • Lorena Guillén Tango Ensemble • Los Acoustic Guys • Luci White • Magnolia House Foundation Inc. •

PARTNERS

AT THE GREENSBORO CULTURAL CENTER

SUPPORTING NONPROFIT TENANTS

We recognize that the nonprofit arts community provides foundational support for artistic celebration, exploration, engagement, education and employment for creative individuals.

Creative Greensboro supports existing arts organizations by providing space in the Cultural Center to **18 nonprofit organizations**. This in-kind support – valued at nearly \$850,000 annually – allows organizations to provide community access to cultural and artistic experiences including dance, art, and theater.

In 2020-2021, many of our Cultural Center partner agencies faced pandemic restrictions that dramatically affected the way they interacted with the community. Despite those obstacles, our tenants offered programs and events that provided more than 400,000 participant experiences.

“Dance Project’s mission is to build a stronger community through dance, and we can’t think of a better base to help facilitate our goal than the Greensboro Cultural Center in the heart of our local community. The GCC has become an integral part in furthering our mission and the positive impact we can have on our community, and we are thankful to be a part of something so much bigger than ourselves.”

— Lauren Joyner
Co-Executive Director for Dance Project

ABOUT THE CENTER

Located in the heart of downtown, the four-story Greensboro Cultural Center is home to galleries, rehearsal studios, theaters, classrooms, and office space. Creative Greensboro provides strategic management of the building and leads several initiatives to ensure access and dynamic programming for people of all ages and interests.

We value showcasing Greensboro as an arts destination and invite visitors to experience our history, our present, and our future with us. We value fair, equitable access for all organizations and individuals to participate in the arts, culture, heritage and creative expression.



61

PARTNERS

15

FIRST-TIME
PARTNERS

415,202

PARTICIPANT EXPERIENCES OFFERED
BY CULTURAL CENTER PARTNERS

\$847,568

IN-KIND VALUE OF RENT TO 18
NONPROFIT TENANTS

EXPANDING ACCESS

The City's Cultural Arts Plan calls upon Creative Greensboro to provide broader access to the Cultural Center to support new and growing creative individuals and organizations. To meet this goal, this year we introduced new programs to provide Cultural Center space for individuals or groups – especially those serving communities of color, low-income residents or people with disabilities.

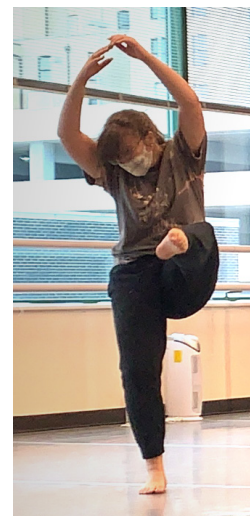
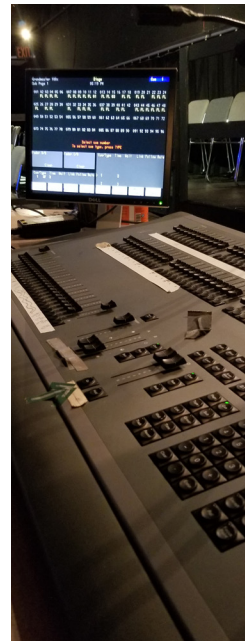
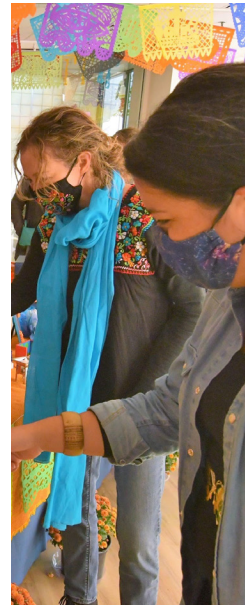
Launched in October 2020, the **Creative Activation Partners** program provides affordable rates for individuals or groups to use dance and theater studios, music classrooms, and a multi-purpose room. Rental rates range from \$6-12 for 90 minutes. Priority access is given to programs that are different from what is offered by existing Cultural Center tenants. The first partners include martial arts groups, dance companies, and music groups, although this program allows for use by a wide range of disciplines.

Greensboro Residency for Original Works provides an open flex-space for the production of new works. Artists in residence are encouraged to invite the public in for visits, workshops, or performances. The first residency partner was Casa Azul, which created a Community Ofrenda – a stylized altar in honor of the Day of the Dead – in the GROW space in November 2020. Since then, GROW has hosted visual and performing artists.

Residency at the Hyers, launched in May 2021, provides rent-free access to the Cultural Center's black box theatre. Residencies of one-to-six weeks for dance, theatre, music, film, or poetry will begin in late 2021.

“ Being in the Greensboro Cultural Center allows greater accessibility to our programs and gives our organization greater visibility since we are now meeting in a more public space. A wonderful location and a reasonable cost. We love our new home!

— Sara Howard
Triad Ukulele President,
a Creative Activation Partner

”

“ Thanks to Greensboro Residency for Original Works, we were able to safely and securely open our arms and welcome our community to participate in one of our signature events. Many community members, some previously unfamiliar with this Mexican (Day of the Dead) celebration, contributed to the event and expressed comfort in being invited to participate during a time of such complexity and personal challenges.

— Teresa Wellendorf
Casa Azul Board Member

”

PARTNERS

IN THE COMMUNITY

SHARING CREATIVE EXPERIENCES

At Creative Greensboro, we believe all Greensboro residents should have access to arts and culture and that individuals should have the right to express themselves in their own language, customs, art forms and cultural expressions. This year, our community partnerships expanded access to cultural programs and helped to lift the voices of diverse groups.

In summer 2020, we created a **street mural program** that resulted in three, large-scale pieces in downtown led by Black artists and centering Black experiences. An expanded program, introduced in the spring, allows murals in neighborhoods citywide.

In December 2020, we awarded our first ever **Catalyzing Creativity Grants**. Seven nonprofit organizations and three creative individuals were provided \$60,000 to provide programs that engaged people of color, low-income communities, and people who are disabled. All

the grantees were first-time City of Greensboro grant winners. Among the grant winners was the Montagnard Dega Association, which was awarded \$8,500 to support “The Past is Present,” a six-month residency program for young Montagnard artists and a two-day intergenerational celebration.

In May 2021, we selected three artists partners for our **Neighborhood Arts: Residency Program**. Each will host creative programs and work with neighbors to create a large-scale mural in the community. Creative leader and educator Darlene McClinton will work with Dudley Heights. TAB Arts Center Nonprofit, led by Executive Director Sunny Gravely Foushee, will work with Kings Forest. Artist Harry Turfle will work with Glenwood.

All year-round, the Special Events team worked to help a wide range of community groups produce COVID-safe events.





“ I can't express how much the Catalyzing Creativity grant has meant to Montagnard Dega Association, the artists and community members who were involved, and our whole community. It gave all of us the opportunity to connect to one another and to the larger Greensboro arts community. It's opened doors for our second generation young artists and our 'sandwich generation', first-time writers, and it gave us at MDA the proper way to recognize our elder traditional artists.

— Liana Adrong
 Executive Director of
 Montagnard Dega Association

3
 STREET
 MURALS

3
 NEIGHBORHOOD
 RESIDENCIES

10
 GRANTS

51,366
 PARTICIPANT
 EXPERIENCES

\$127,500
 AWARDED

CREATIVE GREENSBORO PRESENTS

PUTTING ON A SHOW

We value complete access to arts and culture for all Greensboro residents, without financial, social, geographic or other barriers to participation, learning and exposure.

The City of Greensboro has decades of experience producing drama and music programs for the whole community to enjoy. The tradition of these programs, formerly operating as The Music Center and The Drama Center, is proudly carried on through our direct programming efforts.

We refreshed the long-running **Music for a Sunday Evening in the Park (MUSEP)** and **Opus Concert Series** by offering an open call for regional musical acts and bringing in 16 new guest artists. We continued our support and feature our **community music ensembles**, Greensboro Big Band, the Philharmonia, Greensboro Concert Band and the Choral Society of Greensboro. Although the pandemic forced us to reimagine these concerts as live-streamed events, this online platform actually expanded our audience to more than 200,000 people.

Our **drama programming** also thrived during the pandemic. We stretched ourselves to develop creative alternatives and transitioned to live, online productions and Greensboro Playwrights Forum sessions.

We also uplifted the work of other creative community members in our **Public Record** interview series. Each of the 20 profiles in this series includes a portrait, biography write-up and a video interview that showcases the lives and practices of Greensboro's diverse artists and makers. This year we also produced special **Juneteenth programs** in partnership with local creatives. We premiered "Juneteenth: The Beginning" an original play filmed and written by Scrapmettle Entertainment, a song-telling program featuring Negro Spirituals with T. Dianne Bellamy Small, and a spoken word and music program by The Poetry Project.



“ Creative Greensboro is the group that provided the spark and rekindled the passion that I had in my life for writing, and for the theater, presumed dead and dormant after 30 years. Creative Greensboro has been instrumental in helping me grow as an artist.. ”

— Mike Brannon
Greensboro Playwrights forum member

34

GUEST
ARTISTS

16

FIRST-TIME
GUEST ARTISTS

\$16,850

PAID TO
GUEST ARTISTS

224,839

AUDIENCE
EXPERIENCES



Virtual programming with Creative Greensboro helped me grow as an artist in many ways. I learned new skills with technology on Zoom, and I got more comfortable acting in front of a camera. I was also given the opportunity to try different roles in a judgment free zone, as usual. It helped my creativity and confidence soar, despite how rough the past year has been.

— Ila Deese
Youth Drama
Programming Participant

“ The experience for me was amazing! I got a chance to share (the concert video) with folks that were in California and Washington, DC – my family and friends that wouldn’t normally be able to be here. They were able to see me online and I thought it was great. I go back and watch it and I’m still sharing it with people!

— Sheila Washington
Lead Singer of Sheila Star
Productions and OPUS
and MUSEP performer



“ I am very grateful for the support that Creative Greensboro has given to the Philharmonia during the pandemic shutdown. Creative Greensboro kept us going by planning virtual concerts this year. I can say with confidence that I have not participated in a chamber music performance that felt more cohesive and secure than those we did this year. I believe that the musicianship of every participant has been elevated and that we’ll enjoy the effects of that growth for years to come. Thank you Creative Greensboro!

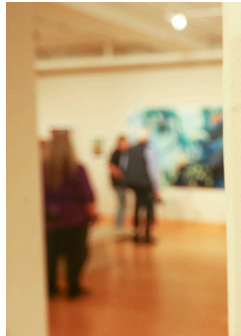
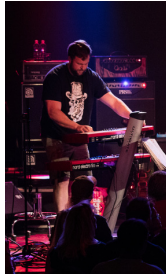
— Eve Hubbard
Philharmonia Concert Master

Special support of our programs provided by:



3,252
PARTICIPANT
EXPERIENCES

70+
DONORS
CONTRIBUTED \$43,940



www.CreativeGreensboro.com

336-373-2026

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  @CreativeGreensboro

