



THE WOODRUFF
ARTS CENTER

SERVING OUR CITY

2022-2023 IMPACT REPORT

WHAT MAKES A GREAT CITY?

A great city has a distinct identity: an authentic story told through landmarks, cultures, and lifestyles. Embracing creativity and innovation, great cities foster big ideas, emphasize education, promote growth, and create opportunities for prosperity. They attract and retain talent; they charm visitors with memorable experiences. Great cities are peaceful, just, and inclusive. They champion equal access, engage in conversation to create empathy, and prioritize collaboration. In a great city, everyone shares in progress. The common thread between these qualities?



Hala Modellmog
President and CEO
The Woodruff Arts Center

Great cities have great art.

Art unites us through shared experiences and breaks barriers to foster understanding among all walks of life. By learning through art, we can weave and understand compelling narratives to effect change. Ideally, access to art is an essential public service. We know that engaging with the arts creates more knowledgeable, collaborative, resilient, and high-achieving citizens. That is why The Woodruff Arts Center aims to touch every life in our community with transformative arts experiences.

Home to three art partners—the Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art—The Woodruff Arts Center is the only place in the country where you'll find world-class performing and visual arts on a single campus. The innovative partnership model makes us the heartbeat of the city's cultural ecosystem. With inclusion at our center, we ensure opportunity for everyone to benefit from art forms of all kinds. Leveraging the power of the arts, we're ready to move Georgia forward through access, education, and impact. Your support energizes our vision. Thank you.

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SERVING OUR CITY

Atlanta attracts an ever evolving and diverse citizenry—as the gateway to the South, the birthplace of the Civil Rights movement, and a hub for corporate America. Stories told through paintings, performances, and prose at The Woodruff Arts Center invite each visitor to share in our identity.

Drawing from those deep historical roots, The Woodruff Arts Center is the largest contributor to Atlanta's thriving arts and culture community, investing in every facet of our city to connect more than **one million people** annually. Read on to discover how we're serving our community, illustrating our culture, enriching our people, inspiring our workforce, and expanding our reach.



ILLUSTRATING **OUR CULTURE**

We help make Atlanta a world-class city.

Anchored to The Woodruff Arts Center's vibrant campus, Midtown is the Southeast's largest concentration of cultural attractions. Visitors can walk, bike, drive, or ride the train to the many activities on our grounds—from performances and exhibitions, to hands-on arts learning and nights out with music, movies, comedy, and drama.

We celebrate the blended cultures that make up Atlanta's DNA through art, music, and stories. Our offerings' breadth and quality make us one of Atlanta's most treasured institutions, a beacon that shapes this city's unique cultural identity.

2023

BY THE NUMBERS



Alliance Theatre

13 LIVE THEATRE PRODUCTIONS

5 WORLD PREMIERES

63,000+ STUDENTS SERVED THROUGH PERFORMANCES, CAMPS, AND CLASSES



Atlanta Symphony Orchestra

150+ LIVE CONCERTS, FROM CLASSICAL STAPLES TO CONTEMPORARY WORKS

1 WORLD PREMIERE

217,343 LIVE AUDIENCE ATTENDEES



High Museum of Art

12 SPECIAL EXHIBITIONS, INCLUDING *RODIN IN THE UNITED STATES: CONFRONTING THE MODERN*

56 NEW ACQUISITIONS TO THE 19,000+ PERMANENT COLLECTION

26 OF THE NEW ACQUISITIONS WERE WORKS BY ARTISTS OF COLOR



Music director Nathalie Stutzmann led the **Atlanta Symphony** through her first full season in 2022-23, and she remains **the only woman conductor of a major American orchestra.**

We celebrate diversity.

Aiming to create a more inclusive arts world, The Woodruff Arts Center recognizes the contributions of long-underrepresented artists and intentionally seeks out diverse voices—on- and backstage, in the audience and on gallery walls as well as among artists, staff, and leadership. Each art partner thoughtfully curates programs, avenues for participation, and outreach to ensure the artists and works showcased across campus reflect our city while appealing to all Atlanta residents and visitors.

62%

of the High Museum's exhibitions feature women-identifying, LGBTQIA+, or BIPOC artists.

In 2022-23, the Museum invested \$616,825 to purchase works by artists of color.

The percentage of **High Museum** visitors who identify as BIPOC soared from 15 percent in 2015 to 57 percent in 2023—in line with Atlanta’s population, which is 51 percent BIPOC.

The High boasts a diverse audience age, with 61 percent of visitors under the age of 35. The **Atlanta Symphony Orchestra** programs contemporary and diverse composers, conductors, and musicians, and hosts the extended Atlanta community through events, including HBCU Access Fest, the Día de los Muertos Festival, and the Visions of India Festival.

The **Alliance Theatre** selects diverse stories written by playwrights of the global majority, hires artistic staff who reflect Atlanta’s diversity, and spotlights varied cultures and viewpoints on and off stage.

During the regional premiere of *The Hot Wing King*, the Theatre featured a community portrait project highlighting five Atlanta-based, Black and queer-owned restaurants.



ENRICHING **OUR PEOPLE**

Art is for everyone.

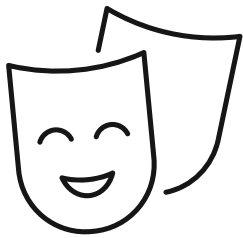
The most important part of the art we offer is the people who experience it. We're committed to making sure everyone has the opportunity to experience our programming through our discounted ticket access and accessible offerings.



Each year, The Woodruff Arts Center provides free admission to

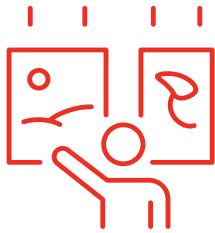
180,000 people.

That's one-fifth of our total visitors, thanks to generous corporate and community donations.



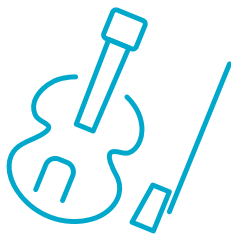
16,300+

complimentary or discounted tickets were given to educators, students, artists, community partners, library card holders, and more.



51,000+

visitors experienced no-cost world-class exhibitions during the High Museum's **UPS Second Sundays.**



240,000+

people experienced free ASO concerts in the city, on TV, online, and in the Symphony Hall.

"Theatre is so important in our society to get people to put themselves in situations where they experience activity and people unlike them ... and starting this at a young age is critical to broadening our horizons."

— KEN BERNHARDT

Alliance Theatre
Board of Directors



MAKING ART **ACCESSIBLE**

Sensory friendly and accessible programming includes:

- “Meet Your Seat” appointments
- Noise reducing headphones
- Fidget manipulatives
- Designated quiet spaces
- No-cost assistive listening devices
- Sign language interpretation
- Live captioning
- Interactive docent-led tours and art-making workshops

ART FOR ALL

The power of the arts goes beyond observation; our programs invite people of all ages to explore, create, and imagine through hands-on experiences. In addition to welcoming children and families for performances, the **Atlanta Symphony Orchestra Family Series** features opportunities for students to hold and experiment with instruments inspiring an early interest in music.

Each summer, the **Palefsky Collision Project** brings together a racially diverse group of 20 Atlanta teenagers to unpack a classic text under the guidance of a professional playwright and director. Students create a piece inspired by the text, perceived through their unique perspective. The final week of the program culminates with performances at the Alliance Theatre.

Creative Aging and Lifelong Learning at the High Museum presents art classes for visitors 50 years and older to exercise creativity and make social connections. The annual Lifelong Learning Celebration allows seniors to enjoy a day of free admission, art-making, in-gallery conversations, and guided tours.





ART IN **EDUCATION**

Children deserve to experience the world of education. And part of that education includes the arts.

Exposure to the arts contributes significantly to human development by enhancing cognitive, emotional, and psychomotor skills.

Students who engage with the arts develop intangibles like self-direction, collaboration, and problem solving skills that equip them for life.

We know the benefit of the arts is strongest among underserved populations—students from low-income families with access to cultural resources score higher on standardized tests and are twice as likely to graduate from college.

To give each young learner access to a complete education, we are increasing arts exposure in equitable and transformative ways, filling the gap for students throughout the region.



A partnership with the Georgia Music Educators Association, the Atlanta Symphony Orchestra's **Level Up Virtual Series** creates tutorials for students to learn from ASO musicians, accessing top-tier instruction on campus or from afar.

The Alliance's groundbreaking **Bernhardt Theatre for the Very Young** engages children ages birth to five 5 years old in immersive performances.

Toddlers join in the action by touching pieces of the set, becoming part of the production, and experiencing performative storytelling.

STUDENT ENGAGEMENT

161,869

OVERALL ATTENDANCE

4,030

SUMMER CAMPS

51,666

FIELD TRIPS

170,000+

OF THE WOODRUFF ARTS
CENTER'S VISITORS (17%) ARE
STUDENTS AND EDUCATORS

20,135

STUDENTS ENJOYED THE
HIGH MUSEUM THROUGH
THE ART ACCESS PROGRAM

**The Woodruff Arts Center is one of the
largest arts education providers in Georgia.**



INSPIRING **OUR WORKFORCE**

We're creating equitable spaces.

Historically, the nation's largest nonprofit cultural institutions have failed to intentionally cultivate qualified leaders of color. Across all three art partners, we're creating space for BIPOC industry participants to hone their craft and prepare for careers in the arts.

At the center of Atlanta's unique and multifaceted cultural sector, we provide opportunities and training for individuals to drive the cultural workforce—in our city and beyond. Laying the groundwork for our children's future success, we are investing in the next generation by providing continued education in the arts and across industries.

To learn more about our professional development opportunities to advance pathways for underrepresented populations, please contact Rebecca Levenberg at rebecca.levenberg@woodruffcenter.org.

The **Spelman Fellowship at the Alliance Theatre** prepares women of color for leadership positions at arts and culture organizations and nonprofits. This is the first mentorship program of its kind, guaranteeing paid part-time employment to three seniors and full-time employment for two years to a fellow.

The **High Museum's Mellon Fellowship** diversifies the curatorial field by mentoring undergraduates pursuing curatorial studies. Thirteen students have been assigned to the High Museum for two-year, paid fellowships, and several have been hired as employees in various disciplines.

2023 marked the 30th anniversary of the **Atlanta Symphony Orchestra's Talent Development Program**, which creates opportunities for Black and Latinx high schoolers, including one-on-one mentorship with ASO musicians. This year, the ASO launched an unparalleled fellowship that selected two exceptional post-graduate symphonic musicians of color for paid positions.



"The Atlanta Symphony Orchestra gave me opportunity and they gave me access. In the classical music world, that is hard to come by."

**— JOSHUA WILLIAMS,
a Talent Development Program,
graduate of The Julliard School, and
Atlanta Symphony Orchestra Fellow**



FUELING OUR **CREATIVE ECONOMY**

The arts are a major contributor to Atlanta's bursting tech scene, with The Woodruff Arts Center being one of the leading employers of Georgia's \$29 billion creative industry. Our cultural offerings spark innovation, drive tourism, and attract talent. Professionals are increasingly invested in corporate engagement that gives back to their community, and young professionals in particular seek work opportunities with proximity to vibrant cultural scenes.

ENLIVENING ATLANTA

Situated in Midtown's central business district, we embrace our role as a placemaker, engineering a live-work-play environment that attracts talent to Atlanta and draws people closer to their community.

A SPOTLIGHT ON UPS: **MAKING IT ALL POSSIBLE**

UPS employees volunteer at the High Museum during family-friendly UPS Second Sunday events, passing out smARTboxes and running drop-in Art Tables for hands-on art making.





EXPANDING **OUR REACH**

Art goes beyond our walls.

**Bringing out the artist in everyone is at the core of our work—
across our city, state, and nation.**

Our campus is bursting at the seams with events. Whether it's dashing by the public art on the Sifly Piazza on the way to MARTA, fueling up at Refuge Coffee, or encountering activities in Midtown, our many offerings can be experienced and enjoyed without ever purchasing a ticket.

Each art partner develops points of entry for audience engagement outside our city limits and takes every opportunity to showcase and promote the work of our artists, musicians, actors, directors, curators, and arts teachers to the world.

Our outdoor spaces and welcoming central plaza draw daily commuters, midtown residents, and professionals looking for a peaceful break.

The **High Museum** activates our public spaces with selections of sculpture from the permanent collection, including Roy Lichtenstein's beloved *House III*.

More than **15,000 people** attended the **Atlanta Symphony's** three free summer concerts in Piedmont Park.





ALLIANCE THEATRE INSTITUTE

The **Alliance Theatre** is one of the top education resources in the state, working directly with teachers and students in Georgia classrooms. In fact, 419 schools participate in 1,132 classroom residences with the Institute, which provides 397 educators with training to give 22,798 students social emotional learning and live arts integration lessons.

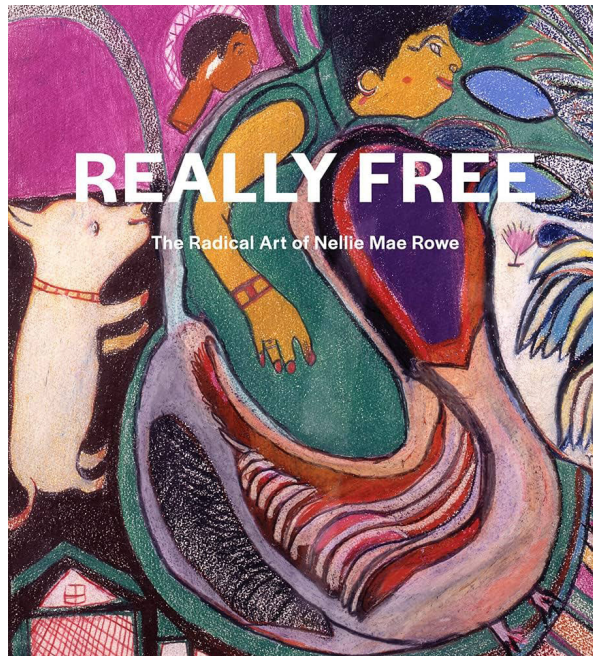
The Alliance Theatre Institute's success lies in its district-wide and individual school partnerships, working closely with schools across the state.



ART ON THE ROAD

Embracing the regional prevalence of self-taught artists, the High Museum of Art has developed **the nation's foremost collection of folk and self-taught art.**

In 2022 and 2023, the High Museum organized the traveling exhibition *Really Free: The Radical Art of Nellie Mae Rowe*, elevating often overlooked creators across the U.S.



VIRTUAL AUDIENCES

122,871

people viewed the Atlanta Symphony Orchestra Holiday Celebration in 2022, airing six times on VATL and WXIA-TV.

292,262

people used the High Museum's digital platform for its permanent collection's archives and content with more than 71 percent of traffic coming from outside Atlanta, 46 percent from outside Georgia, and 4 percent outside the country.

WHERE YOU FIT IN

Since 1968, The Woodruff Arts Center has expanded to meet Atlanta's diverse and multidimensional landscape.

Despite our influence, less than one percent of our operating budget is funded by public or government sources.

That's why philanthropic and corporate support is so important—to sustain the transformative arts and educational experiences our partners offer.

We have a responsibility to our community. A responsibility to build equitable pathways for everyone to experience the joy of the arts. As we look to the future, we're launching creative solutions to increase arts exposure for all.

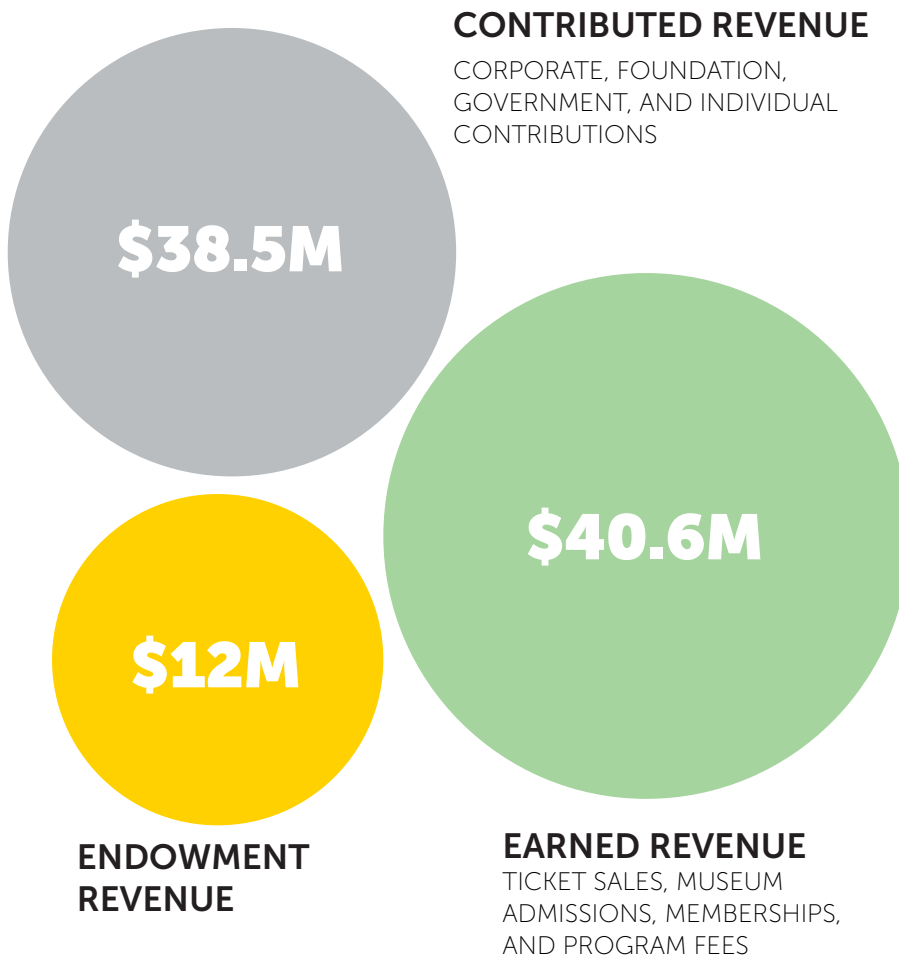
Your investment in The Woodruff Arts Center helps us share Atlanta's treasured cultural asset with every child and educator; every artist and patron; every volunteer and production worker behind the scenes; every visitor and every passerby—**everyone**. Thank you for making that possible.

Together, we can transform lives through the arts.



FINANCIALS

During the 2022-23 fiscal year, The Woodruff Arts Center generated \$91 million in revenue. Contributed revenue comprised 42 percent of our total income,



CELEBRATING OUR SUPPORTERS

Each contributing \$250,000 or more annually, **Woodruff Circle** members lead the charge in sustaining The Woodruff Arts Center's impact.

\$1,000,000+



A Friend of the Atlanta Symphony Orchestra

LETTIE PATE EVANS FOUNDATION

ROBERT W. WOODRUFF FOUNDATION*

The Imlay Foundation*

\$500,000+

Anonymous*

A Friend of the Atlanta Symphony Orchestra

The Antinori Foundation

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Chick-fil-A Foundation | Rhonda & Dan Cathy

The Home Depot Foundation

Sarah & Jim Kennedy

Patty & Doug Reid*

\$250,000+

Accenture

Elizabeth Armstrong*

AT&T Foundation

Farideh & Al Azadi Foundation

The Molly Blank Fund

The Halle Foundation

Invesco QQQ

Novelis, Inc.

The Rich's Foundation, Inc.

The Shubert Foundation

Truist Trusteed Foundations:

Walter H. and Marjory M. Rich Memorial Fund
and The Greene-Sawtell Foundation

UPS

WestRock

Benefactor Circle members donated \$100,000 or more during the 2022-23 fiscal year, proudly demonstrating their commitment to Atlanta's arts ecosystem.

\$100,000+

1180 Peachtree
A Friend of the Atlanta Symphony Orchestra
ACT Foundation
Alston & Bird
Around the Table Foundation*
Atlantic Station
The Helen Gurley Brown Foundation
Cadence Bank
City of Atlanta Mayor's Office of
Cultural Affairs
The Community Foundation for Greater
Atlanta
Cousins Foundation
Ann & Jeff Cramer*
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Charitable Fund
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Georgia-Pacific
Estate of Burton M. Gold
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Graphic Packaging International, Inc.
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Charitable Foundation

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Jocelyn J. Hunter*
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PNC
Bob & Margaret Reiser*
Southern Company Gas
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Warner Bros. Discovery
Kelly & Rod Westmoreland
Ann Marie & John B. White, Jr.
wish Foundation

*A portion or entirety designated to Capital and/or Endowment

To learn more about The Woodruff Arts Center and opportunities to partner with us, please contact Kristin Hathaway Hansen at kristin.hathaway-ansen@woodruffcenter.org or (404) 733-4115.



1280 Peachtree St. NE, Atlanta, GA 30309
(404) 733-4200
woodruffcenter.org