

# A Culture of Promise

2021 ANNUAL REPORT and 2014 - 2021 Overview







## A Community Inspired. A Neighborhood Reborn.

We started with a singular focus: rediscovering, as a community, our intrinsic promise and vitality. One of the most powerful ways to make this happen: by recognizing the timeless truth that we all have something to express. That's why we've been committed from the start to building equity through access to the arts. And it's why we create opportunities to experience world-class music, dance, theater and visual arts for children and families throughout Rochester -- transforming lives as we create a permanent home for the arts.

The centerpiece of our efforts: converting our historic building into an 11,000 square foot performance and gallery space, a spearheading component of regional revitalization and transformation. We're also helping to coordinate programming our neighbors can take advantage of right now, from presenting concerts and dance performances to inspirational educational opportunities through collaboration with Rochester's wonderful education and performance institutions.

We've successfully navigated through a challenging year for us all. The Joseph Avenue Arts and Culture Alliance is excited about the milestones we've already achieved -- and the promise that lies ahead. Here's where we stood at the close of 2021.

Warmly,  
Neil R. Scheier, M.D.,  
*President, Board of Directors*



Recipient of the 2017  
Betty Strassenburgh  
**Award For Activism**

The Landmark Society  
of Western New York's  
**Five To Revive**  
**2020-2021 Designation**

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Darrin Brentnall

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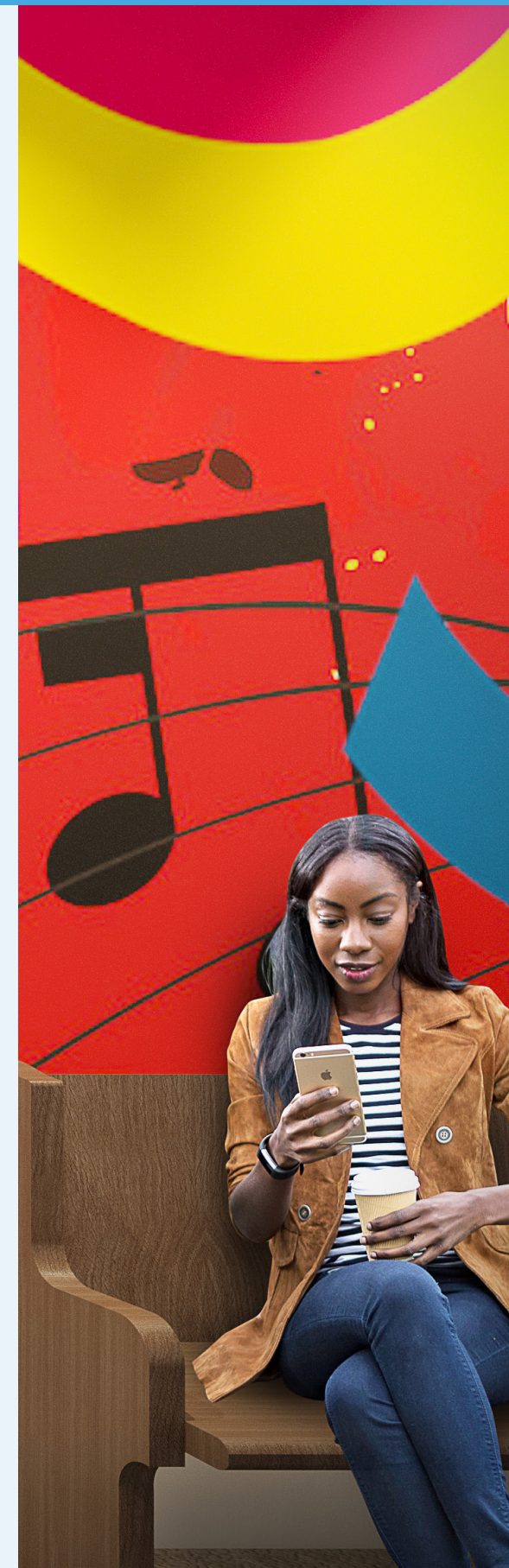
Isobel Goldman

#### ***Concerts and Programs***

William J. Ferguson II  
Mario Martinez, DMA

### **Partner Presentations:**

Eastman School of Music, University of Rochester, Rochester Philharmonic Orchestra, Rochester Institute of Technology, Garth Fagan Dance, Finger Lakes Opera, Rochester Contemporary Art Center, Nazareth College, Baden Street Settlement, The Hochstein School of Music and Dance plus an ever-growing roster of artists and *Community Partners*.





# Milestones Achieved

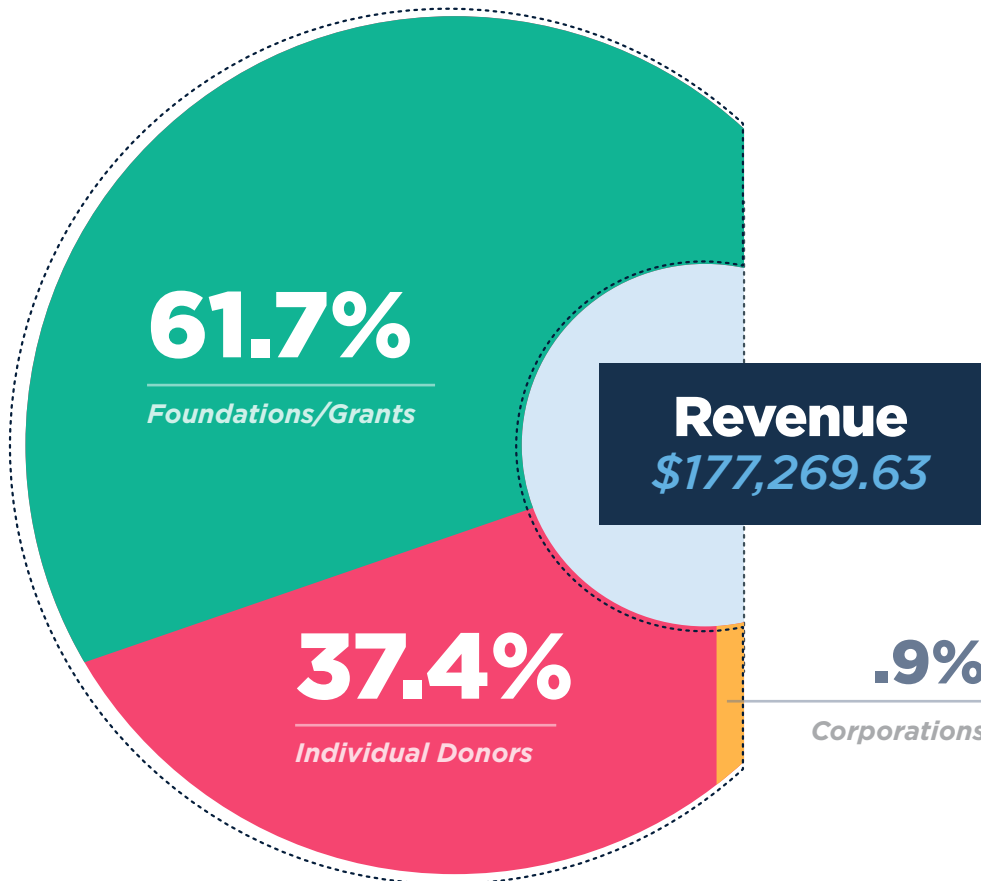
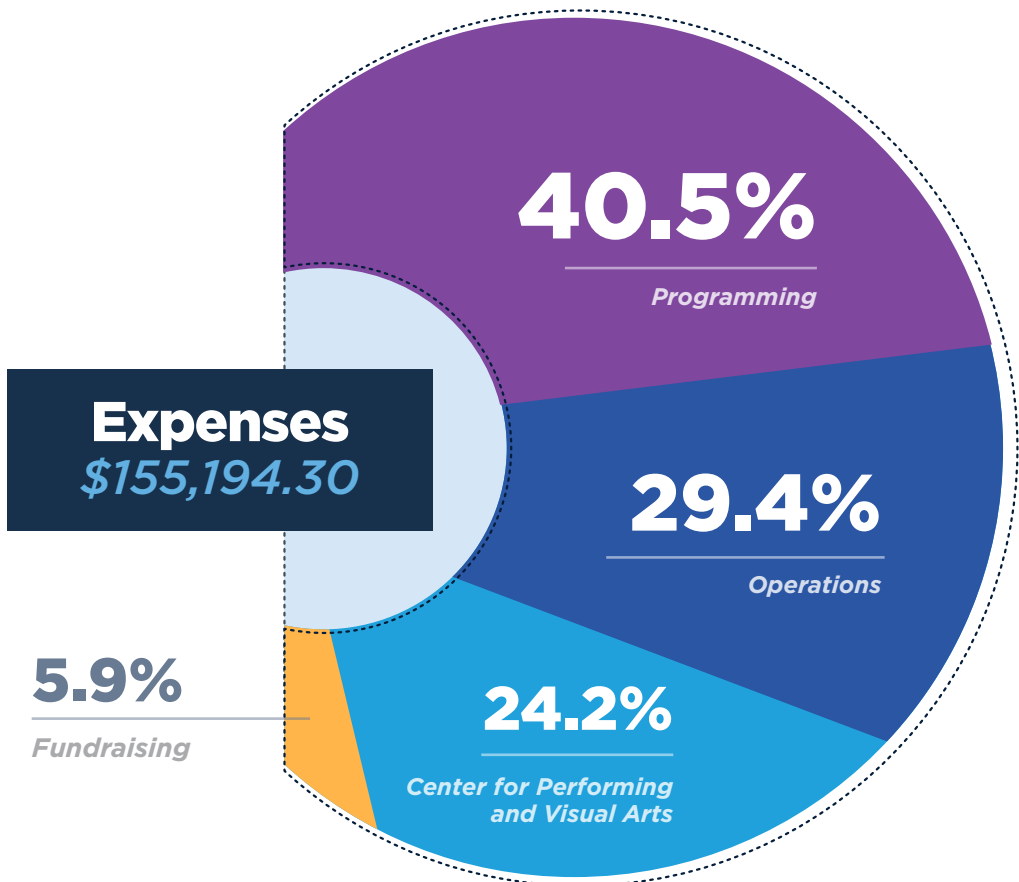
## 2014 - 2021

- 2014** Joseph Avenue Arts and Culture Alliance was founded
- 2015** Received 501c3 approval
- 2016** 692 Joseph Avenue listed on the National Register of Historic Places
- 2017** Recipient, Betty Strassenburgh Award for Activism
- 2018** Gallina Development and Pardi Partnership, Architects plan our renovation
- 2019** 30th foundation grant joins corporate and individual supporters  
Renovation plans approved by National and State historic agencies  
Welcomed an Executive Director as the first full-time professional staff  
Expansion of programming, maximizing attendance — encompassing all of Rochester!  
First presentation of the KeyBank Rochester Fringe Festival, Gateways Music Festival, and Finger Lakes Opera in the Northeast Quadrant
- 2020** 50th Foundation Grant joins coast-to-coast individual and corporate supporters  
Historically our busiest week yet! 5 programs within 6 days early in 2020  
Launched the Center for Performing and *\*Virtual\** Arts online and in freely available DVDs distributed throughout the community
- 2021** Interior renderings of the Center for Performing and Visual Arts completed by the award-winning Bryant Design Studio, revealing the first glimpse of our shared vision  
Returned to in-person programming in Summer 2021, drawing audiences from across the region  
First interactive performance featuring youth from our community with two internationally lauded opera singers, Kearstin Piper Brown and Jorell Williams



# Joseph Avenue Arts And Culture Alliance

Profit and Loss 1/1/2021 - 12/31/2021



## Thank You, All. Heartfelt gratitude to our generous supporters.

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- |  |  |  |
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| Brush Family Fund of the Rochester Area Community Foundation |  | <i>(continued)</i>   |
| Canandaigua National Bank & Trust                            |  |  |



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Heveron and Company  
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Jewish Community Center  
Jewish Senior Life  
KeyBank Rochester Fringe Festival  
Landmark Society of Western New York  
Memorial Art Gallery, University of Rochester

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Nazareth College  
Pardi Partnership  
Rochester City School District  
Rochester Institute of Technology  
Rochester Philharmonic Orchestra  
The Avenue Children's Theatre Project  
University of Rochester



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