



HYLTON PERFORMING ARTSCENTER

2020-2021 ANNUAL REPORT





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COVER IMAGE: Charm City Junction

ROCK-A-SONICS

MESSAGE FROM THE EXECUTIVE DIRECTOR



In the arts, as in the world, this year was full of flexibility and pivots: Or, as we like to say here, “pirouettes.” I am proud to say that through all of that spinning, the Hylton Center continued to stay on mission, impacting the community through the arts and education, often in new and magnified ways.

When the Hylton Center suspended live performances in March 2020, we started our pirouetting. Digital artistic content brought the arts directly into people’s homes, offering a sense of community during a time when many people felt isolated. From that programming initiative, *Hylton at Home* was born and continued to bring arts experiences to our audiences through digital Q&As with artists, free access to previously recorded content, and livestreamed performances through summer 2021. Our Veterans and the Arts Initiative also went virtual with such success that we won nationwide recognition from the Creative Forces®: NEA Military Healing Arts Network program.

The Hylton Center was equally excited to introduce audiences to an entirely new outdoor performance experience – incorporating strict safety protocols – during the fall of 2020 through Hylton on the Hill. Patrons were able to gather and enjoy musical performances of various genres from their own seating circle on the lush green space on a natural rise just behind the theater. Audiences of all ages attended everything from blues, Celtic, and folk performances to jazz, pop, and rock and roll, and returned for more outdoor performances in the spring of 2021.

The pages you are about to read tell the story of the many ways the Hylton Center continued to serve the many facets of our vibrant and resilient community in this unprecedented year. Thank you for your interest in and support of our work!

A stylized, handwritten signature in black ink, appearing to read 'Rick Davis', with a long horizontal flourish extending to the right.

Rick Davis

Executive Director, Hylton Performing Arts Center



HYLTON CENTER RECEIVES GIFT SUPPORTING ARTS ALLIANCE

In 2021, the Hylton Center announced a significant gift supporting the arts organizations in our community in their return to the stage with fewer financial risks as the performing arts continued to recover from the challenges of the pandemic. This gift from the Cecil and Irene Hylton Foundation, combined with the success of the “Celebration of the Arts Alliance” fundraising event held on May 6, 2021, supports the Senator Charles J. Colgan Community Arts Fund and enables the Hylton Center to waive room and space rental fees paid by members of the Hylton Center Arts Alliance for 18 months.



“ *This will be a rebuilding season, certainly, so financial support like this helps a lot.* ”

— MARK DODGE, PRESIDENT,
MANASSAS CHORALE

The gift goes far to relieve some of the financial hardship that Arts Alliance members have experienced due to canceled performances in 2020–2021. The Hylton Center is thrilled to welcome these vibrant arts organizations back to our stages with this support which will help them

rebuild, recover, and thrive as audiences return to live performances. The Hylton Center Arts Alliance includes some of the community’s most exceptional arts organizations, from volunteer to professional, all of whom will benefit greatly from this generous support.

The Hylton Center Arts Alliance comprises seven Arts Partners and five Arts Affiliates:

Arts Partners

- Asaph Dance Ensemble
- The Creative and Performing Arts Center (CAPAC)
- Manassas Ballet Theatre
- Manassas Chorale
- Manassas Symphony Orchestra
- Prince William Little Theatre
- Youth Orchestras of Prince William

Arts Affiliates

- ARTfactory Pied Piper Theatre
- Northern Virginia Ballet
- Old Bridge Chamber Orchestra
- Real Life Productions, LLC
- Virginia National Ballet



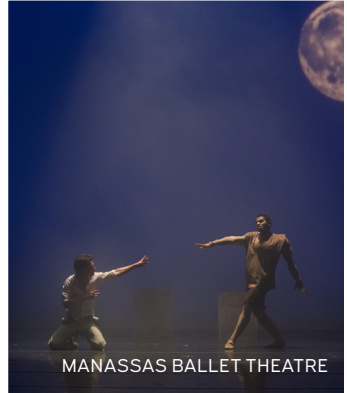
YOUTH ORCHESTRAS OF PRINCE WILLIAM (*above*)

ARTfactory PIED PIPER THEATRE (*below*)





HYLTON CENTER SUPPORTS ARTISTS IN NEW WAYS



In response to the pandemic, the Hylton Center worked to find innovative ways to support artists in their creative work during a time when they needed it most. The Hylton Center swiftly invested in state-of-the-art video equipment and the production team learned new skills so that select artists could be welcomed back into our spaces, under strict safety protocols in accordance with George Mason University and CDC policies, to record performances that could be shared online. In fall 2020, the Hylton Center partnered with several groups to film their full-scale productions on stage in the Gregory Family Theater and Merchant Hall, including Step Afrika! and Manassas Ballet Theatre. These in-house projects with the artists and crew took place without an audience and were presented for online viewing.

Washington, D.C.-based Step Afrika!, the world's first professional company dedicated to the tradition of stepping, filmed a production in Merchant Hall that was streamed, free-of-charge, in December 2021. As a 2020-2021 virtual Artist-in-Residence, Step Afrika! brought their trademark percussive style to *Hylton at Home* through this lively, pre-recorded performance. Likewise, Arts Partner Manassas Ballet Theatre and its talented cast of dancers returned in-person to Merchant Hall stage just in time for Halloween 2020 to film the chilling, time-honored tale, *Frankenstein*. Using the same filming safety protocols, this performance was pre-recorded for streaming on Halloween.

Community Spotlight Series

Two months later, the Hylton Center introduced the *Hylton at Home* Community Arts Spotlight Series, a new initiative showcasing extraordinary artistic talent within the Prince William County cultural community. Applications were open to all members of the Prince William County Arts Council, and four ensembles were selected to be featured in digital presentations as part of *Hylton at Home*, the Hylton Center's digital programming platform.

The initiative was received with enthusiasm by the local arts community, and submissions were reviewed by a programming committee comprising Hylton Center executive leadership and community members. Artistic excellence, vision, and creative thinking were among the criteria sought in the applicants.

The Hylton Center was delighted to select the following 2021 Community Spotlight winners:

- Dunbar Saxophone Quartet
- K [squared]²
- Ordway Conservatory
- Old Bridge Chamber Orchestra

Each of the ensembles' performances were produced by Hylton Center production personnel, filmed in a Hylton Center venue, and streamed for free viewing on *Hylton at Home* in spring 2021 via the Hylton's website, Facebook, and YouTube pages.

In late spring 2021, as safety protocols shifted, the Hylton Center saw an increase in George Mason University Dewberry School of Music student recitals. The recitals took place in the Large Rehearsal Hall – an alternate space provided by the College of Visual and Performing Arts during the renovation of Harris Theatre on Mason's Fairfax Campus. Likewise, several community dance groups were able to perform recitals at the Hylton in compliance with COVID-19 distancing requirements.

The Hylton Center has been proud to support our community of artists as they innovated to survive and thrive this year.



VETERANS AND THE ARTS INITIATIVE STRENGTHENS IMPACT

The Hylton Center’s Veterans and the Arts Initiative thrived during FY21, a year that presented a unique opportunity to deliver impactful arts programming for military-connected community in new ways. Community arts programming continued in a virtual format, featuring the popular Veterans Guitar and Veterans Ukulele Workshop Series with Glen McCarthy; Smartphone Photography Series with Martin Cervantez; and a mixed media art series for women Veterans with Andi Bengé. The first virtual Songwriting Series for Military Kids offered in collaboration with Mason Community Arts Academy resulted in many “demos” recorded in home studios across the region of Northern Virginia. The Veterans and the Arts Initiative also presented its first virtual Celebrating Veterans and the Arts concert in fall 2020, showcasing a range of free Hylton Center performances by Jay Ungar and Molly Mason, Darden Purcell, and Voices of Service. In June 2021, the Initiative also contributed to the virtual 2021 Virginia Women Veterans Summit with a presentation focusing on women Veterans and the arts by program director, Dr. Niyati Dhokai.

Over the past year, the Veterans and the Arts Initiative has continued its work in the field through research and partnerships. During the COVID-19 pandemic, the program offered virtual ukulele workshop programming for military families and created a tele-arts engagement guide in support of Creative Forces®: NEA Military Healing Arts Network.



“The Veterans and the Arts Initiative serves an intergenerational community of Veterans, servicemembers, military family members, and military caregivers—all who have accessed virtual programming in different ways during the COVID-19 pandemic. Our project examines how to best reach our military-connected community members, mitigate barriers for participation, and create an inclusive virtual learning space that promotes community arts engagement,” Dhokai said. The results will help support military and Veteran services, artists and art organizations, and the community at large.

Throughout FY21, the Veterans and the Arts Initiative has worked through an unusual time to bring opportunities for arts and social engagement to members of the military-connected community.

“ *[Our child] has always been musical, and now your songwriting class has given her new tools to express herself creatively and meaningfully. I hope she will turn to it when she encounters periods of challenge and triumph throughout life.* ”

— A MILITARY FAMILY MEMBER



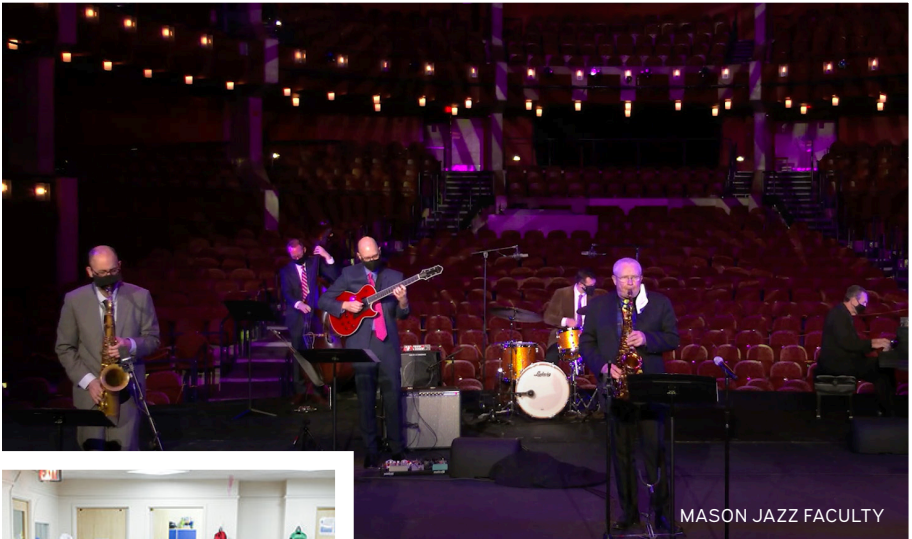
VIRTUAL FIELD TRIPS ENGAGE LOCAL STUDENTS

With the 2020–2021 school year being anything but ordinary, the Hylton Center’s Education Initiative had to quickly rethink programming for local students. Working with artists from across the country, the education season was reimagined to bring virtual field trips to approximately 11,500 students in Prince William County and the Cities of Manassas and Manassas Park.

In fall 2020, the musicians from Sound Impact led students on a “Time Travel” adventure through music history, while A Place to Be and the residents of “The Land of Music” taught children how to use music to be brave during the COVID-19 pandemic. The fall programming came to a close with “Think Outside the Drum” by Grammy® Award-winning percussion quartet Third Coast Percussion.

During the winter months, students learned about the history of stepping from Step Afrika! and took a virtual and musical walk through the Virginia woods to explore nature in springtime with Billy B. The American Shakespeare Center in Staunton, Virginia, also brought their 90-minute version of *A Midsummer Night’s Dream* to the computer screens of middle and high school students. Members of the George Mason University Jazz Faculty pre-recorded a concert in Merchant Hall to create a 45-minute field trip celebrating America’s Jazz Legacy, while the Barter Players of the historic Barter Theatre in Abingdon, Virginia, presented *Peter Pan* for streaming to students.

While the season was a departure from past years, it presented a unique and creative opportunity to work with a variety of remarkable artists in the virtual realm, offering thousands of local school children and teachers accessibility to performances they might not otherwise have been able to attend in person.



EDUCATION YEAR-IN-REVIEW

Over the course of the 2020–2021 school year, the Hylton Performing Arts Center reached approximately 11,500 students from Prince William County, the City of Manassas, and the City of Manassas Park through virtual field trips. For more information about these experiences, see page 10.

Along with the opportunities focused toward students, two professional development workshops were offered for local teachers: “The Power of 12 Musical Notes: Music’s Potential During Times of Uncertainty, Stress, and Exhaustion” with Tom Sweitzer of A Place To Be and “Healing the Sting: Teaching African-American History and Slavery to Culturally Diverse Audiences” with Master Storyteller Sheila Arnold. In addition, the Hylton Center hosted a virtual masterclass for high school students led by Courtney Reed and Adam Levy of *Broadway Princess Party*.

The Education Initiative was also represented in the virtual *Hylton at Home* through the *Hylton at Home Story Corner* series. These monthly virtual story times showcased children’s books about different artists and art forms and were read by Mason faculty and local artists.

Hylton Performing Arts Center
Financial Statement for the 12 months ending
June 30, 2021
Summary of Income and Expenses

OPERATIONS:	Actual
Earned Income:	7/1/20 - 6/30/21
Ticket Sales	45,020
Rental Fees	126,751
Advertising Income	-
<hr/>	
Total	171,772
<hr/>	
Expenses:	
Administration	48,386
Development	371,378
Marketing	331,400
Productions	1,204,234
Artist Fees	60,973
Veterans and the Arts	204,384
Building	380,727
George Mason University Operating Support	550,000
<hr/>	
Total	3,151,482
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Net Operating Income (Deficit)	(2,979,711)
Support Income:	
Contributions	491,850
George Mason University Operating Support	1,918,563
Veterans Support	229,384
<hr/>	
Total Contributions and University Support	2,639,797
<hr/>	
Net Income (Deficit)	(339,914)

Debt Service (see note 1) 2,955,390

RESTRICTED (see note 2):

June 30, 2021 Balance (cash and pledges) 5,106,632

ENDOWMENT:

June 30, 2021 Balance (cash and pledges) 9,404,095

Note 1:

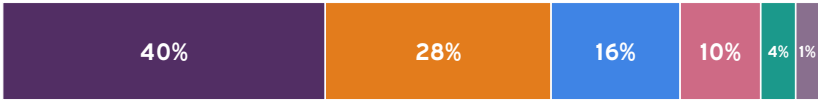
Debt Service is funded by Prince William County (60%), George Mason University (30%), and the City of Manassas (10%) as per the Tripartite Agreement.

Note 2:

Restricted Funds include money specifically raised for capital reserves, capital projects, and certain programmatic initiatives.

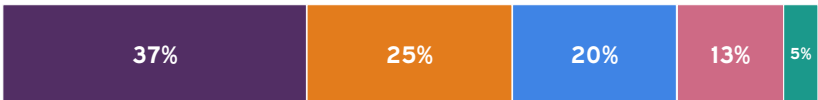
BY THE NUMBERS

Venue Usage by Event Type



- Recording & Streaming
- Show
- Rehearsal
- Class
- Event
- Meeting*

Venue Usage by Constituency



- Hylton Center
- George Mason University
- External Users
- Arts Partners
- County, Arts Affiliates, City of Manassas,* & Schools*

* Each constituency listed contributed less than 1% of statistics

During this pandemic year, the Hylton Center served

60,000+ people





VIRTUAL 10TH ANNIVERSARY GALA



YEAR IN PHILANTHROPY

FY21 was a unique year for philanthropy at the Hylton Center. In a year bookended by the pandemic, development at the Hylton Center turned its focus toward hedging against potential financial losses by launching a series of emergency funding campaigns. In addition, staff and volunteer leaders focused on stewardship of current donors and corporate sponsors, engaging in virtual events, Zoom calls, and increased communications to ensure continued engagement despite the inability to gather in person.

The year began with the rescheduled 10th Anniversary Gala on July 18, 2020, reconceived as a virtual event, honoring Odin, Feldman, and Pittleman. The evening, held via YouTube, received over 560 views, and included home-delivered meals to approximately 200 participant households throughout the Metro D.C. region. The evening's program featured performances by Darden Purcell and Mike Noonan, as well as Marilyn McCoo and Billy Davis Jr. In addition, the evening included a live Raise Your Paddle benefitting the Hylton Center's Education Initiative. In total, the evening raised over \$200,000 in support of the Hylton Center – a true success in the midst of such uncertainty.

In lieu of an in-person Copper Circle Dinner, the Hylton Center partnered with its sister venue, the Center for the Arts, located on George Mason University's Fairfax Campus, to present a series of three virtual stewardship events for both the Copper Circle and the Grand Tier Society. These events included an October 2020 virtual

performance by cellist Zuill Bailey, a November 2020 virtual performance by Musical Theatre performers James and Erin Gardiner, and a January 2021 performance by Mason Opera students. All events included a home-delivered meal, and featured a live Q&A with the artists. The two centers partnered again for a virtual Legacy event in February 2021, featuring Compton and Duling and Sandy Spring Bank.



Throughout the fiscal year, Hylton Center staff and volunteer leaders worked to ensure financial stability for the center in light of a dramatic decrease in ticket sales and rental revenue. Several individuals made personal gifts in support of the Hylton’s emergency relief efforts to ensure continued operations and staff continuity throughout the pandemic. In place of an in-person Gala, the Hylton Center presented a virtual Celebration of the Arts Alliance on May 6, 2021 raising funds for the Senator Charles J. Colgan Community Arts Fund. After the event, it was announced that the funds raised that evening, combined with a substantial gift from the Cecil and Irene Hylton Foundation, would enable the Hylton Center to waive Arts Alliance members rental fees for 18 months.

Despite the challenges of the pandemic, FY21 was a successful year in philanthropy for the Hylton Center. The Annual Fund raised more than \$600,000, including the annual Endowment payout. Much gratitude is due to the Friends of the Hylton Center, corporate sponsors, and foundation and government funders who continued to support the arts in our region during this time. In particular, we would like to recognize and thank the Cecil and Irene Hylton Foundation for their tremendous support of both the Hylton Center and the Arts Alliance to alleviate the financial impact of COVID-19.

The Capital and Endowment Campaign continued on through FY21, raising funds for the Education and Rehearsal Wing, as well as the Hylton Center’s Endowment. In total, combined with Annual Fund and Capital and Endowment Campaign Gifts, the Hylton Center raised over \$2,600,000 in FY21 – a testament to the importance of the arts in the life of this community.

HYLTON PRESENTS SPONSORS & FRIENDS OF THE HYLTON CENTER

The Hylton Performing Arts Center expresses its gratitude to the
2020–2021 *Hylton Presents* sponsors

F.H. Furr Plumbing, Heating, Air Conditioning & Electrical
Hylton Presents Season Sponsor

Alliant Wealth Advisors
Friends of the Hylton Center Hospitality Sponsor

FRIENDS OF THE HYLTON CENTER

Includes \$100+ gifts to the Hylton Performing Arts Center

(as of March 24, 2021)

\$5,000+

Randall and Anna Edwards
John H. Foote and
Rosamond Tompkins
Carol Merchant Kirby and
Peter Kirby
Jacqueline Badger Mars
Mary Ballard Postma
Kathryn J. Van Der Kamp
Buck and Julie Waters

\$2,500–\$4,999

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Katie Largent
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\$1,000–\$2,499

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HYLTON CENTER ARTS ALLIANCE

Arts Partners

Asaph Dance Ensemble
The Creative and Performing
Arts Center (CAPAC)
Manassas Ballet Theatre
Manassas Chorale
Manassas Symphony Orchestra
Prince William Little Theatre
Youth Orchestras of Prince William

Arts Affiliates

ARTfactory Pied Piper Theatre
Northern Virginia Ballet
Old Bridge Chamber Orchestra
Real Life Productions, LLC
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Niyati Dhokai, *Veterans and the Arts Initiative
Program Director*

Emily Fasick, *Veterans and the Arts Initiative
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Liz McClendon, *Lead Fly Operator*

Mark Ormsher, *Lead Audio Engineer*

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Kevin Smith, *Technical Director*

Stephen Winkler, *Master Electrician*

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Emily Robinson, *Associate Director of Development*

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Britanni Hall, *Lead Ticket Seller*

Aliyah Jacobs, *Lead Ticket Seller*

Cindy Martin, *Lead Ticket Seller*

Alex Perez, *Lead Ticket Seller*

Richard Carlson, *Ticket Seller*

Tyler Parowski, *Ticket Seller*

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Inclusion Manager*

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Tom Zacharczyk, *Front of House Coordinator*

Ruth Cope, *Usher Supervisor*

Arlene Higgins, *Usher Supervisor*

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Marian Ludlow, *Usher Supervisor*

Joe MacFarlane, *Usher Supervisor*

College of Visual and Performing Arts staff that assist in the Operation of the Hylton Center

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Crystal Broomall, *Finance Specialist*

Jennifer Butler, *Payroll and HR Assistant*

Julia Decker, *Project and Creative Manager*

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Hyla London, *Director of Marketing and
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