Contents

A Message from the Executive Director ........................................ 3
Performances ........................................................................... 4
Education ............................................................................... 5
Community Events ..................................................................... 6
Financials ............................................................................... 7

Our Vision: To ensure a culturally enriched community.

Our Mission: Provide broad access to inspirational performing arts experiences, transformational arts education opportunities, and vibrant community space.
A Message from the Executive Director

On behalf of the Board of Directors, Staff, and Volunteers, we thank you for your continued support. It is with pride and accomplishment that we present to you our 2018 Annual Report. This report highlights notable achievements in our continued pursuit of ensuring a culturally enriched community.

2018 marked the 25th anniversary of Jefferson Center. In addition to the many accomplishments featured in this report, here are some others that we celebrate with you our supporters:

- 107 arts events presented, involving more than 1,300 artists
- Partnered with local arts organizations to present 39 productions to nearly 20,000 community members
- Empowered 25 children and young adults to learn from some of the most respected jazz musicians in the country during our Jazz Institute over the summer

We are committed to our mission to provide broad access to inspirational performing arts experiences, transformational arts education opportunities, and vibrant community space. That mission is only achievable because of the support of our community.

Thank you and I look forward to another phenomenal year.

Cyrus Pace
EXECUTIVE DIRECTOR
The 2017-18 season concluded with an impressive array of performances, including a memorable show from blues-rock duo, Hot Tuna. Dervish provided some traditional Irish music for an enthusiastic crowd, and a performance by The Branford Marsalis Quartet sold to near capacity in Shaftman Performance Hall.

Our 2017-2018 season was formulated with some new and some returning performers, and a show from singer-songwriter Amos Lee sold out quickly. Our shows have seen over 12,000 attendees, a considerable increase from the previous season.

We would like to recognize our valued sponsors and participants in our VIP events, such as Scott Insurance and Glenn Feldmann Darby Goodlatte. These special events provide an opportunity for friends and coworkers to come together prior to a performance and celebrate their contribution to our mission.
Education

Inspiring young people via opportunity and access

We believe the arts play an essential role in teaching young people about the world and the people with whom they share it. Our Youth Enrichment and Arts Education programs represent an innovative model of experiential learning in music business, technology, and performance as an extension of the education area schools provide.

The Music Lab at Jefferson Center serves as our organization’s crown jewel of the Arts Education initiative. Students were able to interact with and study under some of the biggest names in music today, including drummer Nate Smith. Uniquely positioned to provide children and the incredible artists that come to perform on our stages access to each other, The Song Project and our Artist Mentorship Program allowed children to work with the best musicians in the world. During a multi-day residency, this year’s Song Project allowed children to work with Grammy-nominated drummer, Nate Smith, dealing with complicated matters like bullying, acceptance, and cultural differences through songwriting. Students were given a creative outlet for the struggles we all face, resulting in three original songs, which were recorded in our Music Lab. Through our Artist Mentorship Program, nine masterclasses were presented to our students, including sessions from Branford Marsalis, Melissa Aldana, and Maceo Parker.
Community Events

Our event space belongs to the community

Along with the organizations and businesses that hold their corporate events in this building, many choose Jefferson Center as the location for their most cherished occasions. Weddings, birthdays, class reunions, even religious services all occur within these walls, and we’re proud to be trusted with so many momentous occasions.

Further extending our vibrant space to children and the community, our halls also serve as gallery space for students and local artists.

- 249 artists displayed their work in our halls
- 131 student pieces were included in the Roanoke City School’s Best in Art Show

A moving ceremony held by Jefferson High School Alumni awarded honorary diplomas to those who were serving in the armed forces when they would have normally graduated.
# Fiscal Year 2018 Financials

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<tr>
<th>Category</th>
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<tr>
<td>CONTRIBUTIONS</td>
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<tr>
<td>FEDERAL STATE, LOCAL GOVERNMENT GRANTS</td>
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<td>PRIVATE / CORPORATE FOUNDATION</td>
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<td>DONATED SERVICES &amp; MATERIALS</td>
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<td>FREE USE OF FACILITIES</td>
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<td>SPECIAL EVENTS</td>
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<td>TOTAL FUNCTIONAL EXPENSES</td>
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The Functional Expenses above include a noncash entry for depreciation expense of $591,861 primarily related to the renovation of the Jefferson Center building.

Free Use of Facilities amounting to $1,629,428 is recorded in both revenues and program expenses to report the market value above the lease payments to the City of Roanoke for the current year. See the Jefferson Center's Audited Financial Statements for comprehensive financial information.
WAYS TO GIVE:

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