



2021 ANNUAL REPORT

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

With earnest enthusiasm I steward Riverviews Artspace, an all-welcoming creative hub for the community that fosters imagination, diversity, and collaboration. My passion stems from my belief that the arts are often misunderstood as a want, not a need. However, if the pandemic of the last two years has taught us anything, it is that we need art in our lives.

Despite challenges and constraints, 2021 has been a very creative as well as productive year for Riverviews and its team. I am humbled and in awe of what has been accomplished. This annual report highlights those achievements along with new programs and partnerships.

Such accomplishments would not have been possible without YOU - our Partners, Stewards and Friends of Riverviews. You recognize creativity is essential to being human, as art in some form or another has existed as long as man. We at Riverviews are so grateful for your commitment!

In 2022 we look forward to an exciting new year at Riverviews as we launch new programs and events many at the intersection of Art and Technology, and others like our Artists in Residence and our Friends of Riverviews Donor Campaign.

I look forward to celebrating, together with you, Riverviews Artspace 20th Anniversary in 2023!

Kim Soerensen
EXECUTIVE DIRECTOR



OUR IMPACT

At Riverviews Artspace, we believe art is for everyone, and is essential for communities to thrive. Since opening our doors in 2003, Riverviews has attracted more than 145,000 visitors. Our unique mix of living spaces, artist studios, galleries, and meeting places continue to attract the many artists, tenants, patrons, and tourists in our region and beyond. Riverviews was an early economic driver of Lynchburg's downtown revitalization efforts, and we continue to seek out and refine the ways in which we facilitate artistic excellence, innovation, community empowerment, and place-making for all.

We are excited to celebrate our 20th anniversary in 2023!

NOTABLE IN 2021

After 15 months of only virtual exhibits and engagement, RVAS re-opened its doors to the public in June of 2021, welcoming an audience to once again experience art in person.

RVAS is excited to partner with Roads to Recovery, an independent, nonprofit with the mission to assist other people to find and sustain recovery from alcohol and other drug addiction. Through collaborative efforts, RVAS provides employment opportunities and art therapy for the clients of Road to Recovery.

2021 AT A GLANCE

3,986

In-Person Audience

16,313

Online Audience

31

Public Events

18

Exhibits



OUR MISSION

Riverviews Artspace is a non-profit arts organization committed to presenting contemporary art exhibitions, multi-disciplinary programs and events as diverse as our community. Our mission is to cultivate inclusivity and quality of life via the means of art.

STAFF

Kim Soerensen
EXECUTIVE DIRECTOR

Tricia Kirby-Wiggins
ENGAGEMENT MANAGER

Brooke Marcy
CURATOR

Kate Duncan
MEDIA MANAGER

Michele Bolen
PROGRAM MANAGER

Kim Watkins
GALLERY ASSISTANT

BOARD OF DIRECTORS

Gwendolyn Miller-Goulder
PRESIDENT

Seth Twery
VICE PRESIDENT

Steve Willis
SECRETARY

Tom Burrows
TREASURER

Jon Braithwaite
Erik Custer

Kelly Hitchcock

Joseph Krakora

Laura McManus

Leslie Shipley

Liza Twery-McAngus

Pamela Winegard

"This past year, each of us has continued to persevere through the COVID-19 pandemic. Riverviews Artspace has taken on new and existing forms of programming, and we have kept our doors open, free to the public. This work is made possible by our wonderful donors and sponsors.

We need your continued support to help us carry out our mission to make contemporary art accessible to the Lynchburg community. I encourage you to become a Friend of Riverviews this year to help us continue providing creative art experiences for our visitors. We have giving levels beginning at \$5 a month, and your donations help us maintain and expand our contemporary art offerings to the public.

I'd also like to take a moment to recognize my fellow board members. I am so grateful for their wisdom and dedication to Riverviews Artspace. The board of directors is working hard to plan for the future of Riverviews Artspace. We have many exciting exhibitions and community outreach events coming up in 2022, and we hope you can join us.

We look forward to welcoming you to Riverviews!"

Gwendolyn Miller-Goulder

BOARD PRESIDENT



The art and artists that Riverview Artspace exhibit matter because they are relevant to the needs and wishes of the greater Lynchburg community. They help our citizens to discuss issues that words cannot always express.

Art is needed now more than ever. Riverviews Artspace lifts the spirit, creates symbols, settings and emotions that people can identify with, and gives identity to the people and places that need representation.

Siobhan Byrns

*ASSOCIATE PROFESSOR OF ART
CHAIR OF THE ART DEPARTMENT
UNIVERSITY OF LYNCHBURG*

"Art engages, challenges, and inspires. Art can also amuse, soothe, shock, and create understanding and awe. Through the variety of art forms that it presents to our community, Riverviews Artspace provides all of these experiences to everyone in our community who chooses to listen and see. There are no barriers, and no other organization like it here."

David Neumeyer

*ATTORNEY, DIRECTOR OF THE VA LEGAL AID SOCIETY
RVAS VOLUNTEER*

EXHIBITS

Riverviews Artspace presents regional, national, and internationally recognized artists working in a variety of mediums.

In 2021, we featured 81 artists across 18 exhibitions – including 8 emerging artists. Throughout the year, the gallery sold 44 original pieces of artwork from various exhibits.

For the first half of 2021, exhibits were available online, in order to continue our mission of making contemporary art accessible to all while still ensuring we do our part to maintain the health of our community.

Exhibit hours are extended on the first Friday of every month, thus dubbed "First Fridays", offering the public another opportunity to access Contemporary Art. During these events, our in-house studio artists allow guests into their studios offering visitors an opportunity to experience the art, the workspace, and to engage the artists.

18 Exhibits in 2021

81

Exhibiting Artists

44

Pieces of Original Artwork Sold

In House Studio Artists

Riverviews Artspace has in house artists that allow guests into their studios on First Fridays. Visitors get to experience the art and the workspace as well as speak with the artists.





VOLUNTEERS

Volunteers are an important component of our community. We gratefully appreciate in-kind time and expertise our volunteers have given to Riverviews in 2021.

To become a volunteer, contact kim@riverviews.net

A big thank you to our 2021 volunteers:

- » Bill Bodine
- » Cassie Tesh
- » Curt Baker
- » Dave Poole
- » David Neumeyer
- » David Roberts
- » Ken Faraoni
- » Lincoln Baker
- » Siobhan Byrns
- » Rox Cruz
- » Terry Hall - Bodine
- » Vaughn Arthur

SOCIAL MEDIA

In the wake of COVID-19 closings and reopenings, social media was a vital part to Riverviews success to stay open.

2021 Social Media

32,000

Webpage Visits

65,154

Facebook Views

5,272

Instagram Views

892

Youtube Views

PROGRAMS

At Riverviews, we are committed to presenting multi-disciplinary programs and partnerships that engage, challenge, and support our vibrant and diverse community.

2021 Programs

- » Emerging Artist Series
- » First Fridays
- » SPARKS Art & Digital Media Lab
- » Lynchburg's Underground Movie Club
- » Beat Burg: Celebrating Poetry in April
- » RVAS Sketch Society
- » Kids and Artist Q&A

2021 Partnerships

- » Daily Bread
- » University of Lynchburg
- » Roads to Recovery
- » City of Lynchburg Parks & Rec
- » Junior League
- » Campbell County Library
- » Horizon





EVENTS

Art bridges the gap between cultures. There are no distance or language barriers in art, it is universal. Through art we gain a better understanding of ourselves and others. It is one of the few meaningful ways that people come together to connect and share an experience and be a thriving community.

This is why many of our events are free to the public with most being inclusive to all ages - we're here for you!



2021 Free Public Events

- » Day in the Park
- » Poetry Walk
- » First Fridays
- » Sketch Society
- » Film Screenings with Director Q&A
- » Art in the Park



31 Total Events in 2021

23
FREE
Events

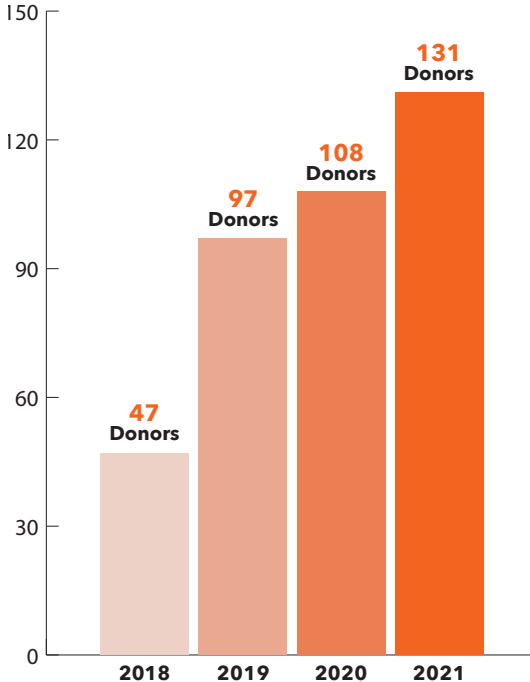
8
Paid
Events

**Not including private event rentals*

DONOR SUPPORT

Everyday we strive to make art accessible for all in our community and each year RVAS donors help make it possible. As Friends of Riverviews, your gifts support world-class exhibitions, innovative community programs, and a vibrant downtown hub with creatives practicing diverse art forms in a central location.

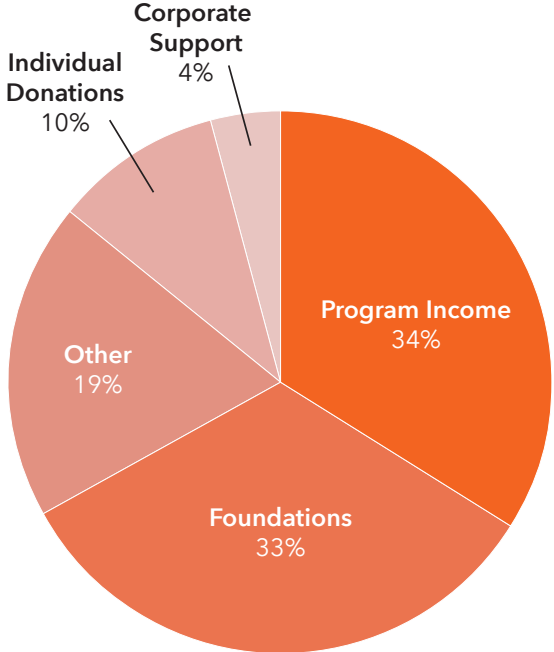
We're happy to report that in 2021, we saw a 21% increase from 2020 in the number of donors who made gifts to Riverviews. Thank you for your support, Friends of Riverviews!



FUNDING RIVERVIEWS

Riverviews celebrated its 18th anniversary in 2021. Although we faced numerous financial challenges as we closed our doors to the public for 15 months in the wake of COVID-19, Riverviews adapted. Exhibits were made available online, artist talks were provided via podcast, and events that were traditionally hosted at Riverviews where feasible were hosted outdoors.

TOTAL INCOME IN 2021: \$278,499



OUR DONORS

Every gift matters for RVAS. Thank you to all of the individuals, companies, and foundations who helped make 2021 possible.

With this report, Riverviews Artspace gratefully acknowledges gifts received during the 2021 fiscal year, which began January 1, 2021 and ended on December 31, 2021.

\$30,000+

Federal Government Covid - 19
Support Program

\$10,000 - \$29,999

Patterson Foundation
REA Charitable Trust
Virginia Commission for the Arts/NEA

\$5000 - \$9999

Greater Lynchburg Community
Foundation

\$2000 - \$4999

BWXT
Deb & David Mann
Member One Federal Credit Union
Mark Miller

\$1000 - \$1999

Anonymous
Atelier 11 Architecture
Bank of the James
Findings Art Store

Framatome

Mary C. and Lewis S. Haddard
Foundation

Ellen Bryant & Joe Krakora

Leslie & Clifford Lewis
In honor of Betty Lewis

Joan & Robert MacCallum

Miller-Richards Wealth Management LLC

Moore and Giles, Inc

Mary Barney & David Neumeyer

Anne & Erik Nygaard

Elizabeth & Craig Rieben

Signs by Tomorrow

Tera Janelle Design

Pamela & Herb Winegard

\$500 - \$999

Anonymous
Campbell Insurance
Netty & Ryan Carey
Gentry Locke Attorneys
Lynchburg Cycle
Leslie & Kimball Payne
Three Roads Brewing

Lynn Shapiro

Kim Soerensen

Seth Twery

\$250 - \$499

Anonymous
Laren & Samuel Baum
Tom Burrowes
Kathleen & Bruce D. Christian
Karen & R. Drake Covey
Graham Evans
Gwen Miller-Goulder & Jordan
Goulder
Brenda and Bill Gray
Pegeen Barry & John Griessmayer
Kelly Hitchcock
Jill & Russ Jensen
Harriet & Andrew Maggard
Arlou & Peter Marcy
In honor of Meg, Stephen and Brooke
Holly & Ryan McEntire
Betsy & Michael Mewborn
David Roberts
Lesley Shipley
Watts Petroleum

\$100 - \$249

Anonymous
Canada Electric
David Eakin
Jodi & Michael Gillette
Cheryl Hawkins
Carla & Everett Heath
Nancy T. James
Raymond James
KVA Foundation
Laura McManus
Susan D. Molumphey
Mary Kathryn & James Muehlemann
Patricia & George Pabis
Mort Sajadian
Marc A. Schewel
Annabelle Soete
Nancy Gray & Jean Hughes Stewart
Shelley & John Stone
Karen Heather Townley
Diana & Wayne Trent
Cindy Walraven
Jessica & Peter Ward
Randall & John Watts
Patty & Ken West
Tricia Kirby-Wiggins & Jeffery Wiggins
Steve Willis

Up to \$99

Greg Aldridge
Allegra Alegra
Genevieve Delucci Anderson

Nancy Anderson
Anonymous
Lincoln & Dori Baker
Cecily Banks
Tess Berger
Dan Best
Terry & Bill Bodine
R. Mark Bogia
Karen & Larry Bowden
Deborah Bowman
Beth Packert & Richard Burke
David Calhoun
Ceramics by Kim Clarke
Meg Chrisler
Michael Collony
Rox Cruze
Tracey Gray Dixon
Ethan Doughetry
Siobhan Byrns & Mark Furlow
Catherine Gray
Doniphan Guggenheimer
Emelyn Gwynn
Sandy Hankin
Martha R. Houck
Denise & Jason Kelley
TJ Kliefoth
Bon Kevin Labre
Annette Marcuson
Sheldon Martin
Patricia H. & Thomas S. Moore
Kimberly Morey
Sarah Bridget Morrison

Ray Moser
Oshun Organics
Carolyn & Edward A. Polloway
Agostino Pugliese
Amy Quinn
Cheryl Rohed
Jaymes Anne Rohrer
Scene 3 Boardshop
Judith Greer & Stephen Schulz
Holley Smith
Jannett Spearman
Martha & Raymond H. Stokes
Cassandra & Mark Tesh
In memory of Greer, a young artist
Gay & William Tucker
Leah & Kevin Wiebe
Michael Wilson

**WANT TO BECOME
A FRIEND OF
RIVERVIEWS?**



SCAN HERE!



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434.847.7277 • riverviews@riverviews.net

WHERE THE ART IS

WWW.RIVERVIEWS.NET

GET INVOLVED AND STAY CONNECTED

We want to see you, we want to hear from you, and we'd love your support!

At RiverViews, we believe art is for everyone and is essential for communities to thrive. Get involved at RVAS and be a part of it all!

Visit riverviews.net to learn more about

- Current exhibits, upcoming events, and classes
 - Programs and community impact
 - Our Mission, Board of Directors, Staff
 - Blog, Press, Newsletter sign-up
 - Volunteer, Donate, Sponsorship



FOLLOW US ON SOCIAL MEDIA