HYLTON PERFORMING ARTS CENTER
Capital and Endowment Campaign
LEADERSHIP MESSAGE FROM CAMPAIGN CO-CHAIRS

Since our doors first opened in 2010, the Hylton Performing Arts Center has celebrated, supported, and enriched the lives of the artists and arts enthusiasts of our community. Hundreds of thousands of people have been to the Hylton Center—for a rehearsal, for a performance, for a class, for a community event. From student to artist, from patron to Patriot, the Hylton Center serves the entire breadth of our diverse region.

Our Vision Statement

The Hylton Performing Arts Center will be the creative commons of a vibrant region, inspiring the community to express its voice by participating in the Center’s work as artists, audiences and lifelong learners.

The Hylton Center serves this region in ways that our founders never could have imagined, directed by the needs of this evolving and expanding community. Our Vision Statement articulates what the Hylton Center can be for this region, but to achieve that vision we must continue to grow—both physically, through the Education and Rehearsal Wing, and fiscally, through the Endowment—which will ensure artistic excellence in the performances and programs that the Hylton Center offers.

We invite you to envision the future of the Hylton Center with us. Perhaps you will take a class or participate in a workshop in one of the many inspiring spaces in the new wing. Perhaps you will attend a performance by George Mason University’s nationally renowned Opera Program or even the internationally famous violinist Joshua Bell. One thing can be certain—with your support, the Hylton Center will soar to new heights of community inclusion and artistic achievement. We are asking you to help take us farther, and faster, than ever before.

Sincerely,

Senator Charles J. Colgan
Dr. Sam Hill
Mary Postma
Marion Wall

c-o-chairs, Hylton Center Capital and Endowment Campaign Committee
ARTISTIC EXCELLENCE INITIATIVES

PROFESSIONAL

Prince William County, the City of Manassas, and the expanding western edge of what we call Northern Virginia: this is our neighborhood, and we are your performing arts center. As our region continues to grow and diversify, the Hylton Center seeks to meet the sophisticated and diverse artistic needs to be found here. You have the highest expectations for world-renowned artistic offerings, and there is no finer concert hall in the Mid-Atlantic region than Merchant Hall to welcome the very highest caliber artists in the performing arts.

A robust and thriving endowment is the very key to achieving artistic excellence at any performing arts center. A $15,000,000 endowment will ignite our world-class facilities with the very best performers of our time. A fully funded endowment will bridge that mission-driven gap between affordable ticket prices and the real-world costs of the artistic performances at the highest level.

Wynton Marsalis.
Alison Krauss.
Yo-Yo Ma.
The height of artistic excellence is within our grasp.
COMMUNITY

“The Hylton Center in Manassas is many things: a performance venue, a place for meetings and events, and a community center. Where else in Manassas can you hear and see local performers, experience concerts by world class musicians, encourage school-age musicians who sing and play instruments, and greet your friends and neighbors before and after each event? It’s a strikingly beautiful venue with free parking and is accessible to all those in the metropolitan area. It should be a crown jewel for our community for years to come!”

—Becky Verner, Director, Manassas Chorale

Named in recognition of Senator Charles J. Colgan and his career-long dedication to our region, the “Colgan Fund” provides financial assistance that lowers the cost for our Resident Arts Partners and Affiliate Arts Organizations to rehearse and perform at the Hylton Center. These arts organizations, sprung from the roots of our community, create noteworthy artistic experiences for our region’s citizens season after season. A strong endowment will assure that we continue to be able to support and foster these organizations, ensuring the continuation of community-based art for years to come.

Resident Arts Partners:

• Manassas Ballet Theatre
• Manassas Chorale
• Manassas Symphony Orchestra
• Prince William Little Theatre
• Youth Orchestras of Prince William

The Buchanan Partners Art Gallery is the canvas on which the visual arts of our community are painted. With a mission to exhibit fine artists from the region, this gallery displays the wide breadth of talent in our area. From renowned artists whose works hang in the White House to adventurous explorers of the cutting edge, the Buchanan Partners Art Gallery is the meeting ground of the visual arts in our community. A fully funded endowment will ensure that the Gallery not only continues to be a home for these artists, but will expand and enhance its programming, bringing an increasingly vibrant selection of the visual arts to life.

As a venue, the Hylton Center has become the heart of civic life in this region. Happenings of all sorts gather at the Hylton Center for meetings, celebrations, festivals, conventions, and commemorations. Our vision—to be the creative commons of our region—lends an artistic flair to these civic happenings. With the aid of a fully funded endowment, civic life at the Hylton Center will only grow, allowing more and more of the community to experience the beauty and wonder of the arts.
EDUCATION AND REHEARSAL WING

The Education and Rehearsal Wing will complete the original vision for the Hylton Performing Arts Center, finalizing its footprint with a design informed by seven years of programming experience and a clear understanding of what this region requires in order to excel as a sophisticated arts community. The wing will allow the artists and arts educators of our community to fully facilitate the entire life-cycle of artistic creation. In the new wing, we will:

EDUCATE

Private studios, mid-sized ensemble spaces, and two rehearsal halls. The fully outfitted classroom spaces within the new wing will allow students and artists of all ages to learn, practice, and perfect their craft at the Hylton Center, under the tutelage of George Mason University’s nationally renowned professors, Life Long Learning lecturers, and professional artists.

REHEARSE

Two inspiring new spaces—one rehearsal hall the precise floor size of the Merchant Hall stage, the other the footprint of the Gregory Family Theater—will enable arts groups to stage full scale rehearsals. The flexible seating and technical elements, as well as fully outfitted acoustic treatments and sprung dance-floors, will provide these groups with the facilities required to create excellent artistic performances.

Students of all ages will learn, practice, perform, and collaborate in the new Education and Rehearsal Wing.

School of Dance, George Mason University

Boyle School of Irish Dance
**PERFORM**

One rehearsal hall will have the capabilities of a recital hall and the other will be equipped as a recording studio, providing a professional space for instrumental and vocal music students to perform recitals or small concerts and also record live-audio and video performances, sharing the great art of our region with the community and with the world.

**COLLABORATE**

All of the spaces in the new Education and Rehearsal Wing will play a role in serving community events—from corporate meetings and conferences to galas and celebrations. The Hylton Center will now be fully equipped to host community and corporate events, increasing our earned income revenue generating streams and enhancing the profile of the region as a cultural, educational, and business destination.
EDUCATION PROGRAMMING

“...in the vast majority of public schools, arts programs—and teachers—are in more trouble than ever, despite the growing body of evidence showing a powerful link between arts education, student achievement, and teacher performance.”
—Sabrina Holcomb, National Endowment for the Arts

It is no secret that funding for public arts education has decreased. Today, it is more important than ever to find new and innovative ways to teach the arts outside of the traditional classroom. The Education and Rehearsal wing will provide a home for an expanded educational program so that students will be able to start their arts education career early—perhaps before they can even walk—and never, ever, have to stop.

Students will receive first-class instruction through innovative partnerships with arts-education leaders in our region, including Imagination Stage, A Place to Be, Life Long Learning Institute, and Potomac Arts Academy. School children will engage in interactive field trips through our partnership with Performing Arts for Kids (PAK) and the SPARK Education Foundation. And we will continue to enhance and expand our programmatic offerings through the College of Visual and Performing Arts at George Mason University.
“The Potomac Arts Academy of George Mason University, the community arts education unit of the College of Visual and Performing Arts, has experienced substantial growth since its founding in 2008. The new Hylton Center Education and Rehearsal Wing will present an important opportunity to further this effort, by providing the needed space to expand these enriching programs.”

—Libby Curtis, Executive Director, Potomac Arts Academy

The Potomac Arts Academy seeks to enrich the lives of community members of all ages, skill levels and socio-economic backgrounds by providing the highest caliber of artistic instruction in an accessible and nurturing environment. Creating a strong bond between George Mason University faculty and students, professional artists/performers, and the surrounding communities, the Academy will ensure a vibrant future for the arts in our region and beyond.

By expanding to the Hylton Performing Arts Center, the Potomac Arts Academy will not only bring its renowned programs to the Greater Prince William County/City of Manassas region, but will also expand and enhance the programs and age-groups they serve.

Malia Pereyra instructs Woodburn Elementary students in Potomac Arts Academy
COLLEGE OF VISUAL AND PERFORMING ARTS AT THE HYLTON PERFORMING ARTS CENTER

“The highlight of my Master's program was to stand center stage in Merchant Hall and perform my Graduate recital. The full, warm, and amazing acoustic design allowed me to show a vast range of emotion and dynamics without feeling like I had to push my voice past its limits—which is essential to any singer. As a Vocal Teaching Artist for Potomac Arts Academy, I am excited for all the possibilities and added space the new Education and Rehearsal Wing will provide for students looking to study, perform, and learn at a world class facility. We are very fortunate to have such a gem in our community to actively create art in!”

—Jennifer Decker (BM Vocal Performance '00 and MM Vocal Performance '15), Vocal Teaching Artist, Potomac Arts Academy

The College of Visual and Performing Arts offers one of the best collegiate level arts programs in our Commonwealth and beyond. By bringing Mason performances and courses to the Hylton Center, the Mason community will be able to take full advantage of the Education and Rehearsal Wing for instruction, rehearsal, and fully staged opera, musical theatre, symphony, and dance performances. The talent of Mason’s arts programs will grace the stages of the Hylton Center, giving our community the first glimpse of what is to come to the professional arts scene in DC and around the country.

Mason’s College of Visual and Performing Arts continues to soar in national rankings. In addition to the highly-regarded offerings in the School of Music, our School of Dance competes with the best programs in the country; the School of Theater was recently named “best in Virginia” by Theatre Schools; and the Computer Game Design program is ranked in the top 25 nationally. The region as a whole will benefit from these programs coming to Mason’s Science and Technology Campus and the Hylton Center, enriching the programming offerings of the Hylton Center, while also enriching the lives of our neighbors and community.

Students at Mason’s College of Visual and Performing Arts will have even more opportunities to practice and perform in the world-class facilities of the Hylton Center.
INNOVATION AND CREATIVITY LAB

From STEM to STEAM: Adding Arts to STEM

STEAM is the logical next step in the development of the national priority on STEM initiatives, which can sometimes overlook the importance of the Arts in the areas of creative thinking, problem solving, group work ethic, communication, and design. STEAM is fast becoming part of the American vernacular. The new Education and Rehearsal Wing will be outfitted to function as a mold-breaking Innovation and Creativity Lab, engaging the local arts, academic, and business community in STEAM focused creative problem-solving and teambuilding exercises, catering to the regional business community.

“In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities….the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.”

–Paul G. Allen, Co-Founder, Microsoft
VETERANS AND THE ARTS

The Veterans and the Arts Initiative, which began with a panel discussion called “Music and the Military” on Veterans Day 2014, expanded in 2015 to a major multi-venue event serving over 500 veterans and featuring free performances, workshops, visual art exhibits, and access to community resources and service organizations, is now poised to grow exponentially in the next five years and become a year-round program. The Initiative engages the artistic and educational resources of the Hylton Center and George Mason University along with the leadership and community building strategies that our local veterans communities and organizations have demonstrated. Through music, theater, dance, visual art, the literary arts, and educational programs, including monthly meetings that allow people to gather and create art regularly, the Veterans and the Arts Initiative will provide a space for the community to interact to promote well-being through shared experiences.
MAKING A MAJOR GIFT

Join the Hylton Performing Arts Center in advancing the future of creativity, innovation, and artistic expression by making a significant gift today.

HYLTON PERFORMING ARTS CENTER ENDOWMENT

Are you committed to artistic excellence? Would you like to see the very best artists of our time, and the most promising up-and-coming artists, perform in our world-class halls? Do you wish to secure a vibrant future for our community arts groups? Do you see the arts as a vehicle through which to reintegrate veterans into society?

If so, a gift to the Hylton Performing Arts Center Endowment may be for you. Through your gift, you can ensure that the Hylton Center will always be the premier destination for the arts in our region.

The Hylton Performing Arts Center has received a $5 million challenge grant to the Endowment. You gift will be matched dollar for dollar, doubling your contribution!

1. Dailey and Vincent
2. Art Garfunkel
3. Lila Downs
NAMING OPPORTUNITIES IN THE EDUCATION AND REHEARSAL WING

• Large Rehearsal Hall
  The Large Rehearsal Hall will host full scale rehearsals for both academic and community arts groups. Sharing the exact footprint of the Merchant Hall stage, this space will enable artists to rehearse and perfect their craft without sacrificing due to space constraints. This space will also have flexible recital seating and event space potential.

• Small Rehearsal Hall
  With the footprint of the Gregory Family Theater stage, the Small Rehearsal Hall will serve as both rehearsal space and small recital space with flexible seating.

• Foyer
  The entryway to creativity and arts education, the foyer to the Education and Rehearsal Wing will provide parents and students with a safe waiting and working space while others rehearse, learn, and perform. Art gallery space will enhance the visual arts exhibition capabilities, building upon the success of the Buchanan Partners Art Gallery.

Architect’s rendering of the new front view of the Hylton Performing Arts Center
• **Classroom (2 available)**  
Each classroom space will provide both space and resources for classroom instruction, also opening the possibility for large-scale conference and event rentals at the Hylton Center.

• **Recording Studio**  
State-of-the-art recording technology will equip a rehearsal hall with the capability to become a fully-outfitted studio for audio and video recording, post-production, and transmission of work created here at the Hylton Center.

• **Innovation and Creativity Lab Program**  
Do you thrive on diversity? Do you believe in the power of creative problem solving and interdisciplinary research? The Innovation and Creativity Lab may be a good fit for you. The Lab will provide business and civic groups with the space and resources to brainstorm, engage in teambuilding exercises, and innovate with the guidance of skilled artists and leadership trainers.

• **Large Practice Room (2 available)**  
Each large practice room will be equipped with baby grand pianos, capable of hosting small ensemble rehearsals as well as one on one instruction.

• **Small Practice Room (4 available)**  
Each small practice room will be equipped with upright pianos, capable of providing private practice space for instrumental and voice students, as well as one-on-one instruction.

• **Amphitheatre**  
The natural world can provide a beautiful backdrop to solo and ensemble performances. Your gift to name the Amphitheatre will enable up-and-coming artists with the opportunity to perform a casual concert, play, or dance!

• **Baby Grand Piano and Upright Pianos (4 available)**  
Steinway & Sons is the premier name in both rehearsal and performance pianos, and George Mason University is proud to be an all-Steinway school. These outstanding instruments provide students and artists the very finest in rehearsal and performance capabilities.
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