

## FOR IMMEDIATE RELEASE

IX Arts Foundation  
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Charlottesville, VA

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### **The IX Arts Foundation Celebrates Remarkable Turnaround and Future Growth After Financial Struggles**

[Charlottesville, VA] – A year ago, the IX Art Park Foundation, a beloved community non-profit arts organization, faced an uncertain future. Struggling with financial difficulties, the organization was forced to make tough decisions to ensure its survival. Today, now called the IX Arts Foundation, the organization is proud to announce a significant turnaround and a renewed vision for the future, thanks to a series of strategic changes and the unwavering support of our community.

Last year, facing a critical budget shortfall, the IX Arts Foundation, which operates the free outdoor IX Art Park and The Looking Glass Immersive Art Museum, took a hard look at its operations and programs to find a path to sustainability. This involved restructuring the organizational structure, scaling back some offerings, and implementing innovative ideas designed to meet the needs of the community and generate sustainable revenue. Building on this momentum, the organization will soon launch an ambitious fundraising campaign, "PhoenIX: Rising Together," calling on the public for support to further strengthen its financial foundation and invest in its future growth.

"Making those changes last year was not easy, but our Board of Directors knew they were necessary for our future," said Ewa Harr, Executive Director of The IX Arts Foundation. "We are incredibly grateful for the support we've received from our community so far. As we look ahead, we hope even more people will join us in this new campaign to help us continue to thrive and expand our impact."

With a refreshed vision, the IX Arts Foundation is now positioned for growth. Successful programs in 2024 so far have included:

- **Signature Events:** Charlottesville Arts Festival, Fae Festival, and Soul of C'ville. Engaging local, regional, and new audiences and expanding the reach of the arts within the community.
- **Art Mix at IX:** Designed to foster greater collaboration with local artists and provide collaborative art-making opportunities to the community, as well as free access to The Looking Glass, art exhibitions, and live music.
- **Community Days:** Thanks to support from FLOW Toyota, a year of free admission every Thursday to The Looking Glass
- **Collaborative Events** such as the Rainbow Disco Pride After Party (9.7.24) Celebrating diversity and creating an inclusive space where all community members feel welcome
- **Farmers Market** creating a space for community interaction, local engagement, and cultural exchange; allowing local artists and artisans to showcase their work to a broader audience.

The changes made have already shown promising results, with increased attendance at events, expanded museum patronage, and a growing base of dedicated supporters. Looking forward, the IX

Arts Foundation is committed to continuing this positive momentum and is excited to announce upcoming projects that will further enrich the community's cultural landscape.

*"Thanks to our supporters, we have not only weathered the storm but are now more energized than ever," said Susan Kuttner, President of the Board of Directors. "With this new fundraising campaign, we aim to build on our recent successes and ensure that IX remains a vital hub for creativity, connection, and community for years to come."*

To celebrate this incredible milestone and to kick off the new campaign, the IX Arts Foundation will be hosting two special events: LOVEFEST, celebrating the 10 year anniversary of IX Art Park, on Sept. 21<sup>st</sup>; and Fantasy Fest on October 26<sup>th</sup>, inviting all community members to come together and experience the transformative power of the arts.

For more information about the IX Arts Foundation, its upcoming events, and how to get involved in the Phoenix: Rising Together campaign, please visit [www.ixartpark.org](http://www.ixartpark.org)

**About the IX Arts Foundation** is a non-profit arts organization dedicated to sparking imagination and creativity in people's everyday lives. The Foundation manages IX Art Park – a free mural and sculpture community space; The Looking Glass - Virginia's first permanent immersive art experience; as well as special events, festivals, and community driven partnerships such as the Farmers Market. Through its diverse programming and community-focused initiatives, the IX Arts Foundation seeks to inspire creativity, foster collaboration, and make the arts accessible to everyone.

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