



Dear Artown Patron,

In an uncertain world, one thing is certain: because of you, Artown is still here.

What a year this has been! Our 25th Anniversary Festival in 2020 turned out completely differently than planned. Although we were not able to present a typical Artown, we made the shift and presented a festival that was a combination of 250 in-person and virtual multidisciplinary events; there was something for everyone to enjoy and celebrate throughout July.

This year we showed our Art through our Heart and our Heart through our Art; we called it Heartown!

- We provided 1,000 thoughtful and complete art kits to underserved children, allowing them to create their own “Heartown” art project at home.
- We worked with the “Hello Project” to provide paint and 23” x 24” wooden hearts for 500 seniors in our community to embellish. Many of these seniors are primarily homebound and were delighted to participate in a meaningful art project. All of their hearts were placed around the Lear Theater fence during July as a community-wide art exhibit titled “Heartown.”

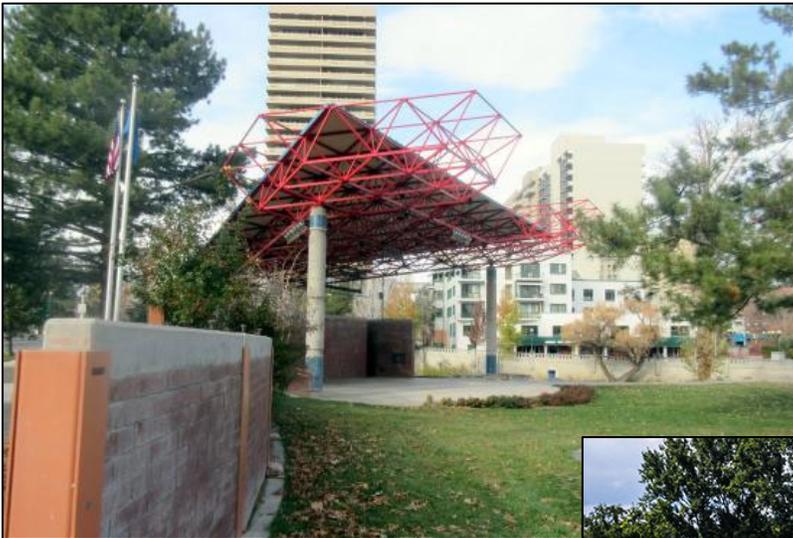


This heart was made by Ivette Valenzuela, Artown 2020 Poster Artist

The Artown team remained dedicated to provide 31-days of arts and culture experiences while tremendous turbulence was all around us. *As a direct result of individual donations*, we reached incredible milestones. Here are just a few:

- 40,500 viewers from 14 countries watched on television or streamed Artown’s Opening Night Extravaganza which featured the 23 headliners we had scheduled for live performances.
- Our on-line arts education program “Discover the Arts” was viewed by 77,324 families.
- While our numbers for on-line events and workshops reached 272,824 views, we know that nearly 7,000 attended in-person. Quite an accomplishment when you consider nothing else was happening!

We are tremendously excited and optimistic as we prepare for Artown 2021. We are researching some exciting, alternative options to create a large outdoor venue that will meet all Covid-19 protocols, just in case we are unable to present a traditional festival. We can't do this without you. Please become part of the sustaining force behind Artown, and we will need your support because we all want to enjoy live music, dance, theater and spectacle once again.



← **This year we saw this**

And with your help we may see this

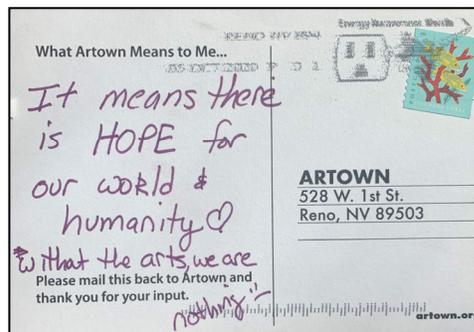


Please consider Artown as you make year-end charitable gifts. You may donate [here](#).

The new CARES (Coronavirus Aid, Relief, and Economic Security) Act is designed to help you. It allows all taxpayers to take a charitable deduction of up to \$300, even if you do not itemize. You might think this is a small amount, but what if all of our donors gave \$300? Such support would have a huge impact on our community.

I truly wish you and your loved ones a safe and happy Holiday Season.

With gratitude,



PS: We distributed 2500 postcards which we encouraged to be returned. This response warms my heart and sums up what we can all do together.