



ARCADIA PROJECT

BRING WHO YOU ARE



2025 Wrapped



From our Director

The Little Engine That Could

2025 was a breakthrough year for the Arcadia Project. We reached the financial milestone needed to secure a bank loan, clearing the way to break ground on interior renovations of the theater. What once felt aspirational is now firmly underway.

It Takes a Village

Even while the building remains uninhabitable, Arcadia is alive. Through ARCADIA Presents, we brought sixty-one artists—musicians, dancers, and theater makers—to the street in front of our building, offering free performances that turned possibility into reality and reminded us what this space can become.

Hope Requires Action

Dreams alone don't restore theaters or revive downtowns—people do. Volunteers, board members, and donors have stepped forward with extraordinary generosity, transforming hope into momentum. As John Lewis asked, "If not us, then who? If not now, then when?" We are choosing the kind of community we want to live in—and together, we're proving that the impossible is possible.

Pamela Mason Wagner,
Executive Director

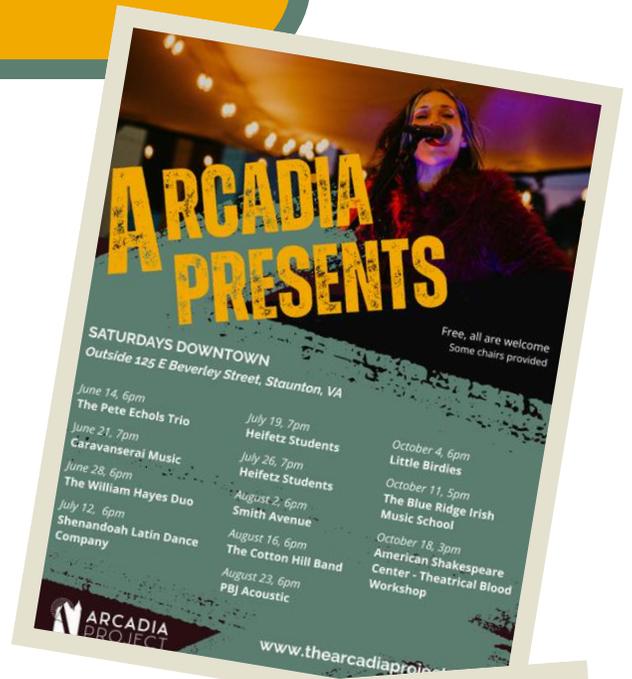


Events & Collaborators

Arcadia Presents

Sweet Sounds of Summer:

In conjunction with the SDDA's Dine Out Downtown initiative, Arcadia Project hosted "Arcadia Presents!", a **completely free cultural event series** for our community. Including local and regional musicians, two dance groups, and a theater workshop for kids, this was an opportunity for us to deliver on our mission of "connecting people through culture and creativity!"



Building Tours

A Peek Behind the Curtain:

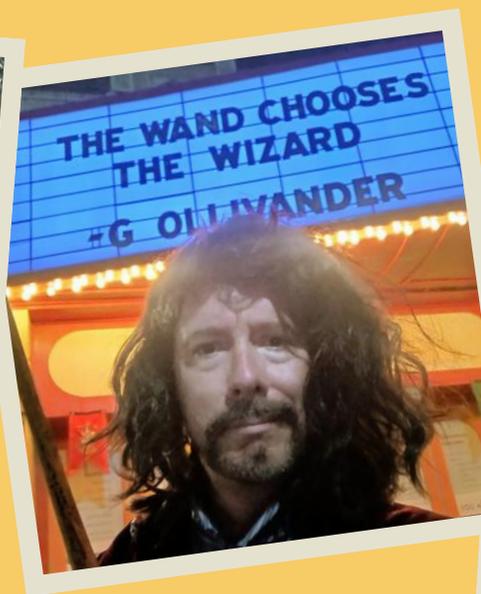
We were delighted to open our doors to you this year - during each ARCADIA Presents! event, board members **brought visitors into the building** to share our renovation plans and our vision and excitement for the future life of the building.



Queen City Mischief & Magic

Magic is made here:

Participating in Queen City Mischief & Magic has been a highlight for the Arcadia Project team for many years; 2025 was no different! With daring new magical creatures lurking within, adventurers of every age twisted through its labyrinthine paths, racing to claim the coveted Triwizard Cup. **A record number of witches, wizards and muggles alike passed through the maze this year!**



Benefit Concert

Young Artists Fundraise:

Students from Stewart Middle School hosted a coffee house fundraising event to support club operations and **selected the Arcadia Project** as their local non-profit partner! Fully executed by the students representing the SMS Choir Club and Art Club, it was a wonderful celebration of the next generation of creative minds. Go Bulldogs!

Community Partners

We Believe We're *Better Together*



Music Connects Us



rethinkclassical

International Music Institute



at Mary Baldwin University



AMERICAN SHAKESPEARE CENTER



QUEEN CITY MISCHIEF & MAGIC
STAUNTON, VIRGINIA



Volunteer Spotlight



150+
volunteers

418
hours

3500+
maze visitors

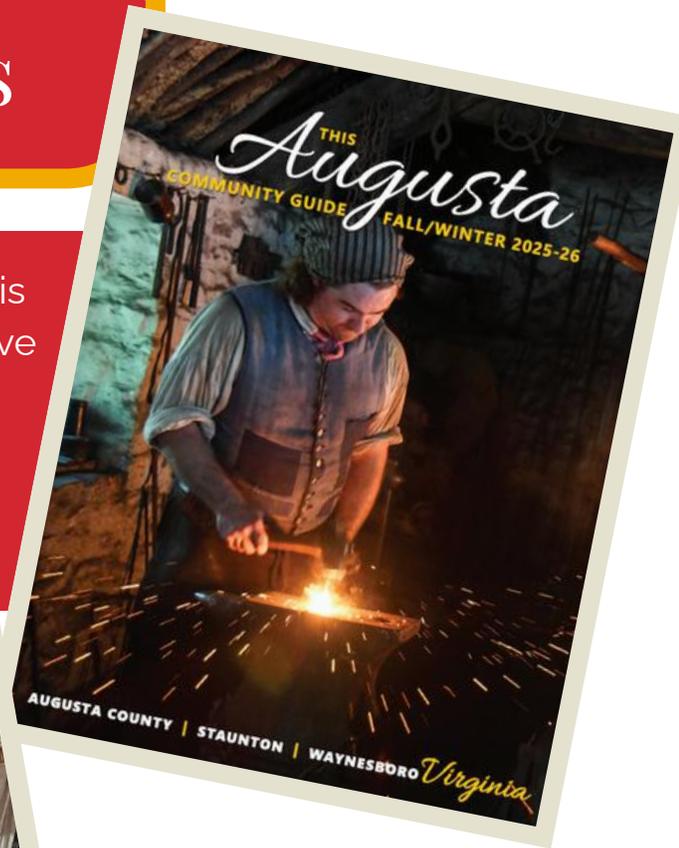
4000+
patron
interactions

Our dedicated
volunteers are the
driving force behind
the progress we've
made in bringing the
Arcadia Project to life!



In the News

Augusta Community Guide Article - Chris Lassiter championed the work of Executive Director Pamela Mason Wagner and Arcadia Project cofounder Thomas Wagner, and championing the efforts of the Board. *(Click image to read, p. 22-23)*



Staunton played host to Virginia Main Street Communities gathering - Board Member Danny Brown hosted a tour introducing the Arcadia Project and our vision for the building!

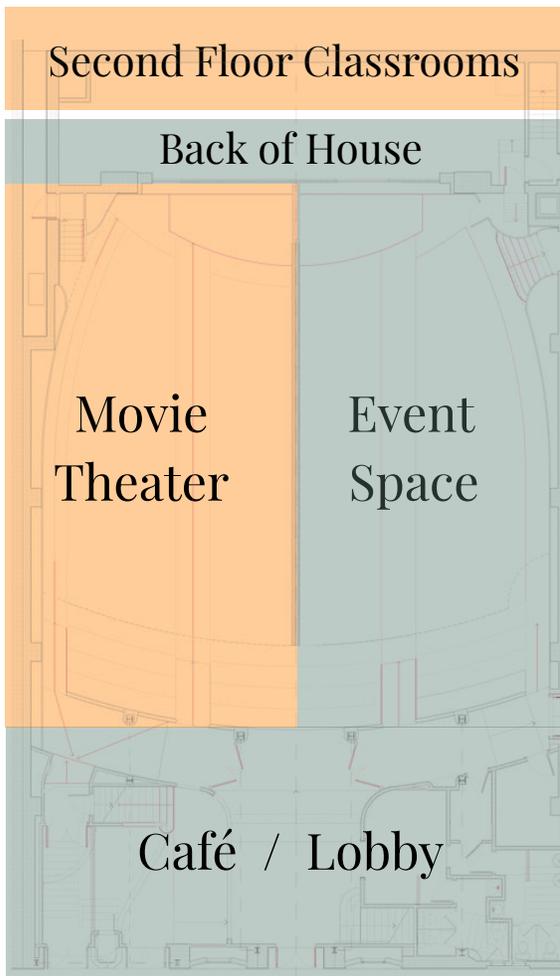
Voice of the Valley Podcast - episode hosted inside our building, discussing our mission to build community through creativity and culture for all. *(Click image to watch)*



What's Next

Construction Readiness:

The \$3.8 million renovation is now 90% funded and is being delivered in two phases:



Phase One
Fully funded,
projected
opening
early 2027

Phase Two
\$380,000
needed,
fundraising
continues!

Naming Rights:

Consider making your philanthropic mark on Staunton by purchasing the naming rights to a space or furnishing within the building.

We will proudly and gratefully recognize your extraordinary gift by displaying your name - or the names of those you choose to honor.

[Click to view naming rights opportunities](#)



2026 Construction Plan:

2/26
Construction begins!

8/26
Furniture & Fixtures

10/26
Punch List

12/26
Soft Opening!

Consider Giving
Your Gift Today

[Click to
Donate](#)

EIN 54-2003615
P.O. Box 571
Staunton, VA 24402
www.thearcadiaproject.org

By the Numbers

2025 was a pivotal year for us:

Thanks to our capital campaign, and to strong support for the project from the local community, from individuals, foundations, and businesses, Phase One is fully funded; Phase Two requires \$380,000 to complete the movie theater and the 2nd floor classrooms.

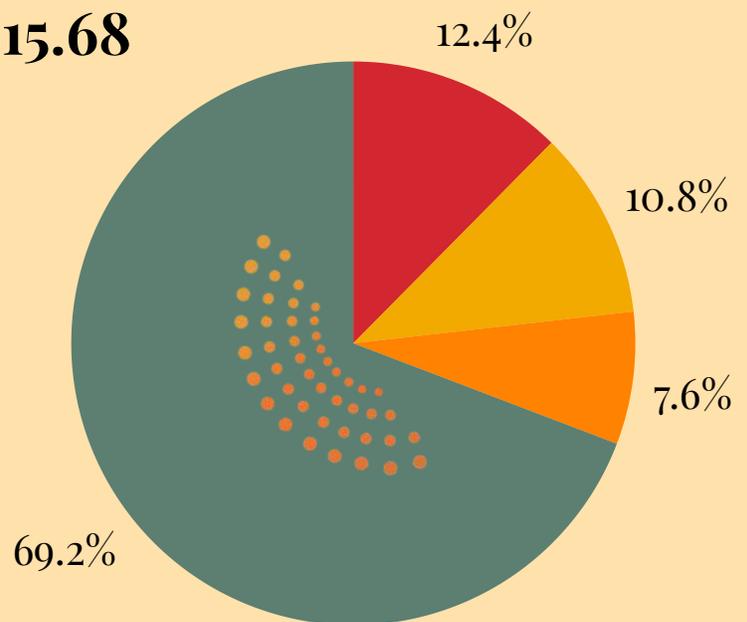
2025 Total Income: **\$277,615.68**

Private Donations

Earned Income

Government Grants

Private Foundations



[Click to view
our 2025 Donors](#)

Our Leadership

Board of Directors



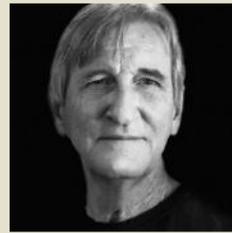
Elizabeth Respass
President



Cassandra Baber
Director



Alex Weller Blanton
Director



Danny Brown
Director



Chance Crawford
Secretary



Kim Davidson
Director



Elaine Echols
Director



Stan Grimm
Treasurer



Nancy Ivey
Vice President



Mary Clare Vogt
Director



Pam Mason Wagner
Co-Founder &
Executive Director



Thom Wagner
Co-Founder



Kate Nesmith
Office Manager &
Development Associate

To support the work of the Board and the Executive Director, Arcadia Project hired their first team member in 2025. Kate brings a wonderful blend of creativity and dedication with her background in public education, marketing and social media management.



Arcadia Project is a 501(c)(3) non-profit organization.

All donations are tax-deductible.

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