

MERRYMAN CULTURAL IMPACT FUND

*A commitment to artistic excellence, cultural enrichment,
and transformative performances for our community*

THE VISION

In 2025, Pat Merryman—champion of the arts and long-time supporter of the Academy Center of the Arts—established the Merryman Cultural Impact Fund with a visionary and generous purpose:

To enable the Academy to bring nationally recognized artists and performances to our community, without the constraints of commercial viability.

This vision is simple and compelling, and you can play a vital role in bringing it to life.

The Merryman Cultural Impact Fund allows the Academy to say “yes” to excellence. Yes to artists who inspire. Yes to performances that challenge, delight, and expand what’s possible on our stage. Because of this support, the Academy can prioritize artistic quality over ticket projections. We can invest in experiences that elevate our community and leave a lasting impression long after the curtain falls.

Transformative Experiences. Lasting Impact.

Historic Theatre performances made possible through this vision include:

Wynton Marsalis
Lyle Lovett
Leslie Odom Jr.
The Wallflowers
The Temptations
Ira Glass
Josh Turner
Trace Adkins

Buddy Guy
Eddie Izzard
Ginuwine
Step Afrika!
Black Violin
Dance Theater of Harlem
American Ballet Theater

These artists represent more than entertainment. They represent access—access to world-class talent without having to leave Lynchburg and cultural experiences often reserved for much larger markets.





Impact Far Beyond the Stage

Our focus is not just on programming—it is on economic vitality and community pride. It signals that our city values creativity, dialogue and connection through the arts.

When nationally recognized artists perform at the Academy, the benefits ripple outward. Audiences fill downtown restaurants before the show. They linger in shops. They book hotel rooms. Visitors travel in from surrounding regions. Each performance strengthens the visibility of both the Academy and Lynchburg as a forward-thinking community and a destination for arts and culture.

Building a Sustainable Future

Pat Merryman's founding gift laid the groundwork. In 2025, our community contributed an additional \$26,000 to grow the Merryman Cultural Impact Fund. We are deeply grateful...and we are just getting started.

Our goal is to build the Fund to a level that ensures bold, artistically significant programming and arts access for years to come. Additional funding would provide:

- Greater flexibility in booking exceptional artists
- The ability to take creative risks
- Long-term stability for high-impact performances and education
- A sustained cultural legacy for our community

Join Us: Make Your Gift Today

Your gift to the Merryman Cultural Impact Fund is an investment in artistic excellence, downtown vitality, and the cultural life of Lynchburg and the Central Virginia region. Together, we can ensure that transformative performances continue to take the stage at the Academy—now and for generations to come.

Contact: Catherine Varner, Interim Head of Advancement
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JOIN US IN SUPPORTING THE MERRYMAN CULTURAL IMPACT FUND

YES, count me/us in to support the Merryman Cultural Impact Fund!

Name(s): _____ Date: _____

Gift Designation

- I/we will support the Merryman Cultural Impact Fund with a:
 - One-time gift of \$ _____
 - Annual contribution of \$ _____ in _____ (month) over ____ years.

Payment Options

- Please send an invoice.
- I'd like to set up a recurring gift (payable in annual or monthly installments).

Please list your name(s) as you wish to be acknowledged:

Name(s) _____

Email Address _____ Preferred Phone _____

Address City/State/Zip _____

Please do not acknowledge me publicly. My gift is anonymous.

