

# PASSPORT PROGRAM INFO SESSION

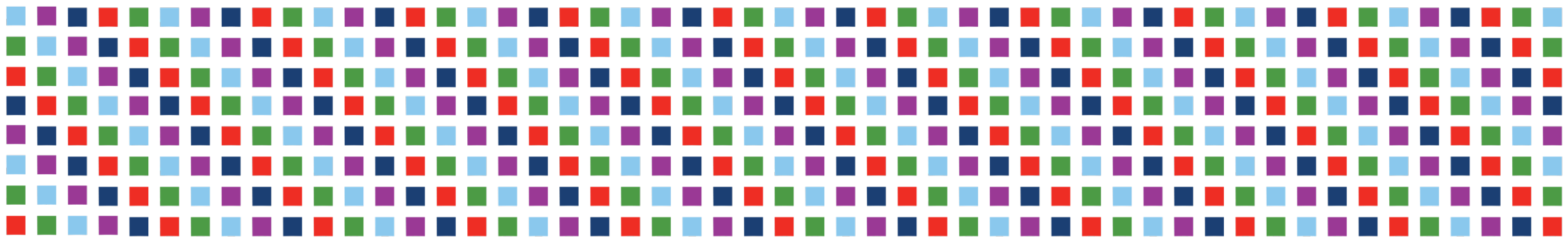
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VCA | VDH

*November 13, 2024*



# INTRODUCTIONS



## VCA

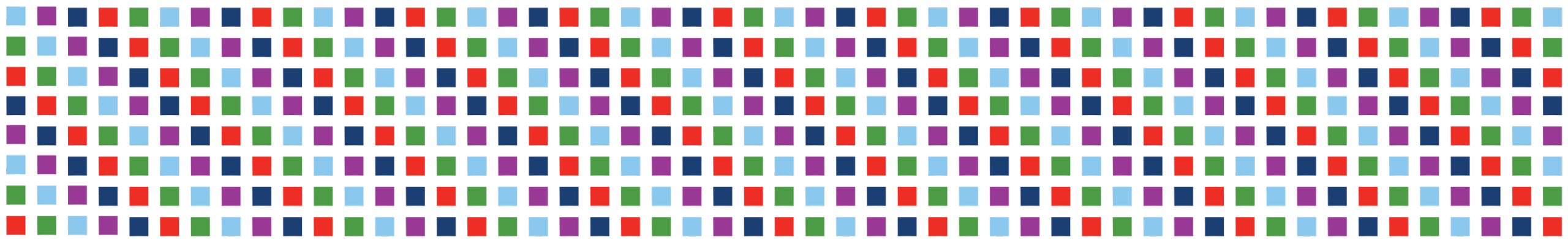
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VCA Deputy Director

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Virginia Management Fellow  
(VCA)

- Passport Program Overview
- Partner Agency Overview
- Passport Program 101
- Program Implementation
- Questions

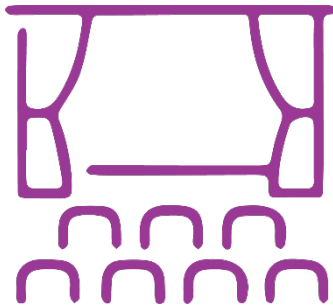
# PASSPORT PROGRAM OVERVIEW



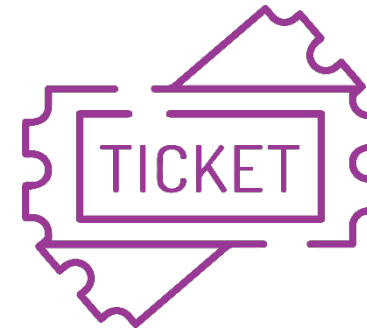


The Virginia Commission for the Arts introduced an arts access program – the Passport Program – to engage new and diverse audiences with Virginia based arts organizations in November 2023.

Increase accessibility of arts and cultural organizations connecting them with new audiences.



Provide reduced or free admission to arts events, performances, and classes to the program-eligible population.



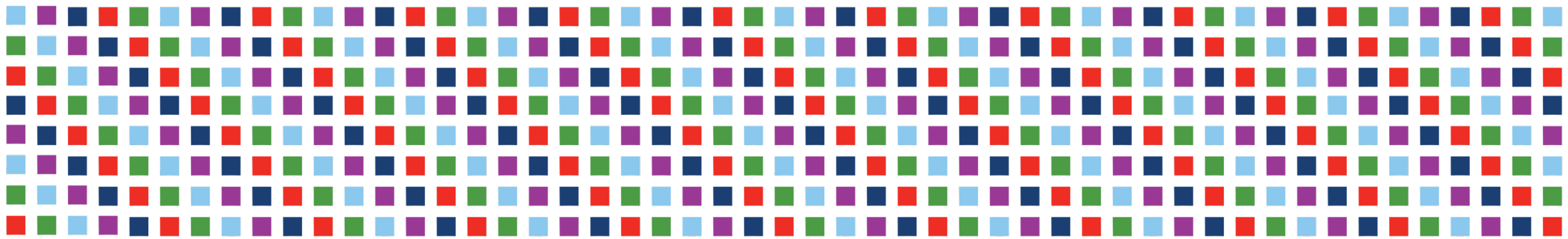
# WHO IS THE PASSPORT PROGRAM SERVING?



- Partnership between Virginia Commission for the Arts, Virginia Department of Health, and Virginia's arts and cultural organizations (VCA Grantees).
- Women, Infants, and Children (WIC) recipients are eligible for this program.



PARTNER AGENCY INTRODUCTION:  
VIRGINIA DEPARTMENT  
OF HEALTH

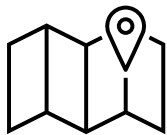


- WIC: Special Supplemental Nutrition Program for Women, Infants and Children
- Goal: improve the health of pregnant women, infants and children (under 5 years) through better nutrition and access to health care.
- Provides: nutrition education, breastfeeding promotion and support, supplemental nutritious foods, counseling at WIC clinics, and screening and referrals to other health, welfare, and social services.

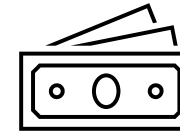
## ■ Categorical



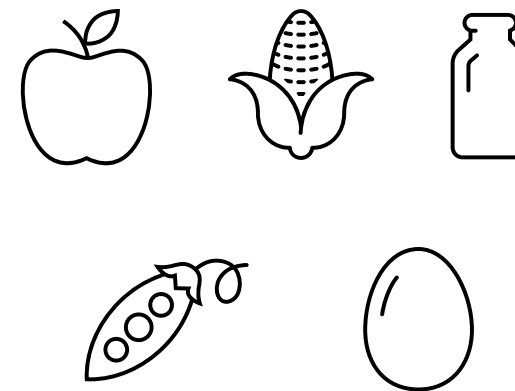
## ■ Residential



## ■ Income

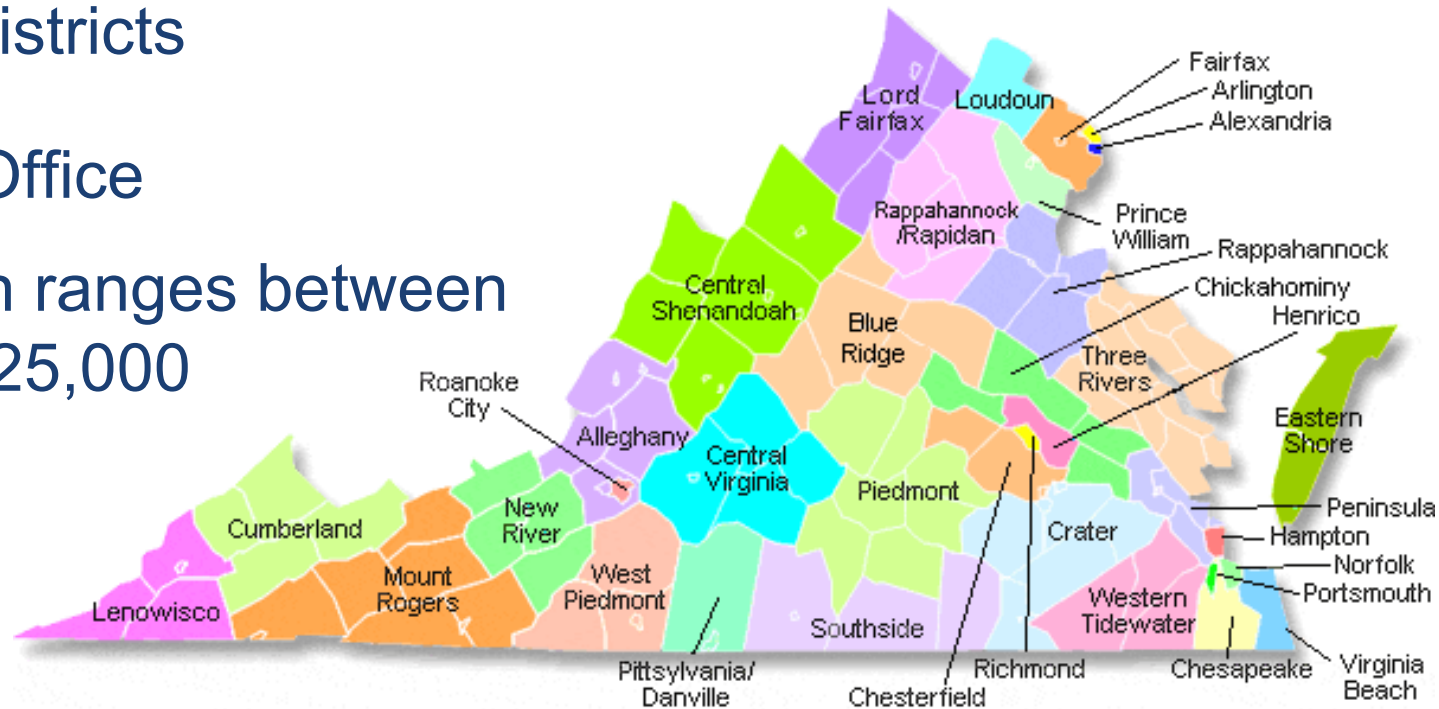


## ■ Nutrition risk



## Virginia WIC: Who Are We?

- 35 Health Districts
- State WIC Office
- Participation ranges between 100,000 - 125,000



**YOUR WIC CARD IS  
YOUR PASSPORT TO  
THE ARTS**

**THEATRE, DANCE, VISUAL ARTS AND MORE**

Virginia Commission for the Arts, in partnership with Virginia Department of Health, provides access to **FREE** or **DISCOUNTED** tickets, classes, and more through the Passport Program!



Learn more:

<https://vca.virginia.gov/initiatives/passport-program/>

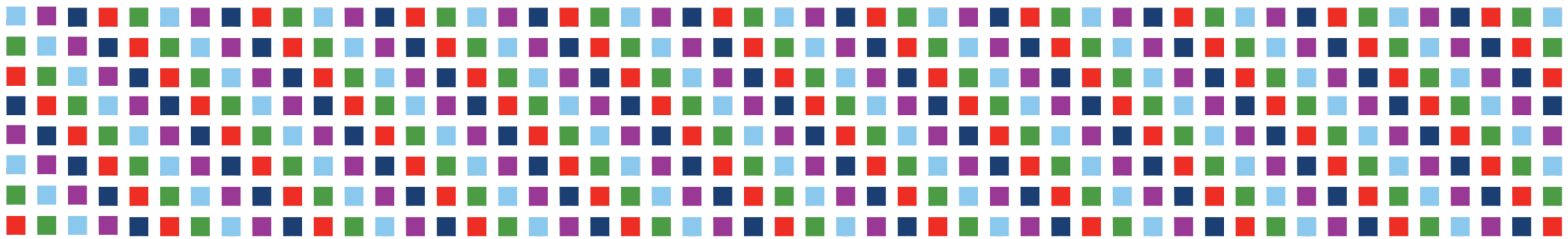
Photo Credit: Cindy Kane Photography



- Passport Program Opportunity List (English & Spanish)
- Passport Program Flyer (English & Spanish)
- Dissemination of information via social media

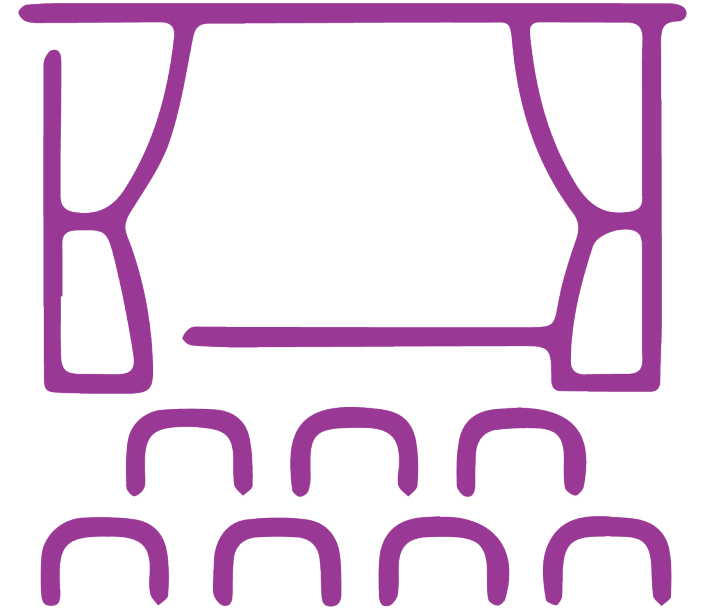


# PASSPORT PROGRAM 101



Discounts are designed for:

- Admission to regular operations, performances, and other events,
- Availability during normal operating hours, and
- Availability to the family or individual holding the eligible card.



- Review program guidelines on the VCA website.
- Determine what discount offerings are appropriate for your organization.
- Register for the program via Foundant (“FY25 Passport Program”).





Welcome email with a program toolkit link including the following:

- Sample website language,
- Final report guidance,
- Program logos, and
- Link to the Passport Program Opportunity List to confirm discount.



# PASSPORT PROGRAM OPPORTUNITY LIST



## Virginia Commission for the Arts | Passport Program

Location	Passport Page	Passport Opportunity	Logo
Amherst	Amherst Glebe Arts Response, Inc.	Free tickets to the following: Amherst Java and Jazz, Amherst Glebe Arts Response, Early Music Access Project and Pedro Giraudo Tango Quartet.	
Arlington	Arlington Chorale	75% off up to 2 adult tickets per concert and season tickets. Children age 17 and under can attend free with a ticketed adult.	
Arlington	Encore Stage & Studio	Free tickets to Encore Stage & Studio productions and a 90% discount for classes and summer camps.	
Bedford	Bower Center for the Arts	20% off concert and performance tickets; 30% off adult and youth art classes and workshops; 40% off youth summer camps.	

# PASSPORT PROGRAM OPPORTUNITY LIST - SPANISH



## La Comisión de las Artes de Virginia | Passport Program

Ubicación	Organización Participante	Oportunidad	Logo
Amherst	Amherst Glebe Arts Response, Inc.	Entrada gratis a las siguientes funciones: Amherst Java and Jazz, Amherst Glebe Arts Response, Early Music Access Project, y Pedro Giraudó Tango Quartet.	
Arlington	Arlington Chorale	Entrada con descuento de 75% para hasta 2 adultos por concierto o por abono de temporada. Los niños menores de 17 años entran gratis con un adulto con entrada.	
Arlington	Encore Stage & Studio	Entrada gratis a producciones de Encore Stage & Studio; clases y campamento de verano con 90% de descuento.	
Bedford	Bower Center for the Arts	Entrada con descuento de 20% a conciertos y funciones; clases y talleres de arte para adultos y jóvenes con 30% de descuento; campamento de verano para jóvenes a 40% de descuento.	

- Keep website updated with current discounts.
- WIC card identification required – no other ID is necessary.
- Notify and train the appropriate staff members ahead of implementing Passport Program discounts to ensure smooth entry for eligible Passport holders.



- Consent to having discount(s), visitation information, and other pertinent information listed on the VCA's Passport Program webpages.
- Commit to offering the stated discount for the remainder of the fiscal year in which the organization joined the program (ending June 30).
- Track, to the extent possible, the number of people admitted using the discount, and report that number to the Virginia Commission for the Arts by July 15 of each year.



- [@virginiawic](#) and [@virginiaarts](#) on Instagram.
- Sign up for the VCA newsletter for relevant updates!
- Reach out with questions.

# CONNECT WITH US!

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# QUESTIONS





**THANK YOU**

