



## 2021 Season Highlights

The year 2021 has been a time of transformation, resilience, and celebration for the National Council for the Traditional Arts and our partners. Thank you for another year of supporting the oldest folk arts organization in the nation.

### Total Season Reach:

**920,000** combined virtual and in-person audience  
with over **500 artists** featured



### 80<sup>th</sup> National Folk Festival

**90,000** festival attendees

After a successful virtual festival in 2020, Salisbury, MD, came back to celebrate the 80<sup>th</sup> National Folk Festival in person. Traditions old and new at the heart of Maryland heritage were spotlighted in the Maryland Traditions Family Folklife Area and on festival stages. To great excitement, we are returning to Salisbury for the 81<sup>st</sup> National Folk Festival—mark your calendars for our **new date: August 26-28, 2022!**



### 17<sup>th</sup> Richmond Folk Festival

**150,000** festival attendees

After last year's virtual festival spanning online, radio, and TV, the Richmond Folk Festival returned to an in-person event, with audiences eager to get back to a beloved annual tradition. Don't miss next year's festival: **October 7-9, 2022!**

### Save the date for other National Folk Festival Legacy Festivals in 2022:

#### Montana Folk Festival

July 8-10, 2022

#### Lowell Folk Festival

July 29-31, 2022

#### North Carolina Folk Festival

September 9-11, 2022



### National Heritage Fellowships

The NCTA once again managed and produced the activities honoring National Endowment for the Arts [National Heritage Fellows](#), this year taking viewers on a virtual trip around the country in film. In March, the 2020 class of Fellows were celebrated; in November, the 2021 class.

View these films and past award ceremonies [here](#).

## National Park Service

Since 1970, the NCTA has had a cooperative agreement with the National Park Service to assist parks with research, development, production, and documentation of cultural programs, exhibits, and special projects. Our Park partnerships include:

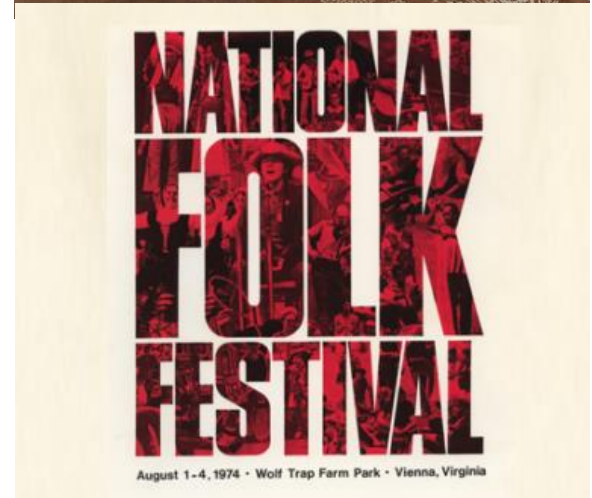
- Blue Ridge Parkway
- Florissant Fossil Beds National Monument
- Gullah Geechee Cultural Heritage Corridor Commission & National Heritage Area
- Harriet Tubman Underground Railroad National Historical Park
- Jean Lafitte National Historical Park and Preserve
- New Orleans Jazz National Historical Park
- Lowell National Historical Park
- Richmond National Battlefield Park
- San Juan National Historic Site

Between in-person activities and social media reach, the NCTA's work with the National Park Service reached over **19,000** people. Learn more at [ncta-usa.org/national-park-service](https://ncta-usa.org/national-park-service).

## Advocacy, Outreach & Resources

Initiatives begun during the pandemic to increase the visibility of the NCTA's advocacy goals, archival holdings and partnerships continued in 2021:

- Artists in Their Own Words:  
Connected the words of **10 artists** to over **68,000 people** in 2021.
- RARRA: Resource Alerts—Resilience, Reframing, Actions:  
**\$39.5M** in resources shared over **464 daily posts**.
- Living Traditions Network:  
Monthly gathering of stakeholders across the country dedicated to the folklife community.
- NCTA YouTube Playlists:  
[Curated playlists](#) highlighting the NCTA programs and collaborations. Videos on our channel were viewed **43,000** times in 2021.
- National Folk Festival Legacy Festivals:  
NCTA's website now features essays sharing the history and impact of its many [legacy festivals](#) once the National Folk Festival has moved on.



*The National Council for the Traditional Arts is incorporated as a 501(c)(3) charitable organization. To learn more about the NCTA, to make a donation, and to discover our history and mission, please visit [ncta-usa.org](https://ncta-usa.org).*