IN THE U.S. AND FLORIDA IN 2018...

Gadsden Arts was one of five small museums from across the United States featured in “The Quest for Excellence,” an article in the national publication Museum Magazine, November 2018 issue.

AT GADSDEN ARTS & IN OUR COMMUNITY IN 2018...

Gadsden Arts was open to the public 250 days, serving 18,392 participants.

Visitors to Gadsden Arts came from 25 U.S. States and five countries. On average, a cultural traveler spends 60% more per trip than domestic leisure travelers (Americans for the Arts, 2014).

Gadsden Arts hosted 17 art exhibitions in six exhibition spaces, presenting work by local to nationally recognized artists, and attracting 6,896 walk-in exhibition visitors.

Gadsden Arts Children’s Programs served 4,032 participants, offering self-esteem building, creative experiences for many children who have no other access to art education.

180 Gadsden County third grade students visited Gadsden Arts in November as part of the Art & Literacy Program that uses interactive discussions about art to develop critical thinking and interpretive skills.

In the largest study of its kind involving 123 schools, researchers found students who attend a field trip to an art museum have a significant increase in critical thinking skills, empathy and tolerance (Greene, Kisida, and Bowen, 2014).
1,466 Guided Tour participants enjoyed interactive conversations about the exhibitions, an in-depth learning experience at Gadsden Arts.

Adults and seniors who visit museums enjoy lifelong learning and new social opportunities.

281 artists were represented in exhibitions and the Fletcher Museum Shop at Gadsden Arts.

The ArtZone served 1,007 participants in its first 11 months. 90% of these were local families new to using museums who stayed to enjoy activities for two hours on average and visited an exhibition.

Children who have one positive experience in a museum are likely to visit museums as adults.

Art collectors from Tallahassee and Gainesville, FL and Hilton Head, SC offered 55 works of art for the Gadsden Arts Permanent Collection.

Volunteers invested 2,490 hours in the work of Gadsden Arts. The in-kind value of their work was $61,478 (value: Independent Sector).

Contributions to Annual Giving increased 79%. Gadsden Arts is community-owned and community driven, making possible a high level of museum work and growth in services that improve the quality of life and stimulate the economy in our community.

Gadsden Arts had a local economic impact of $935,752, supporting 25 jobs through the expenditures of the organization and its audiences, and generating $33,676 in local government revenue and $52,324 in state revenue (source: Arts & Economic Prosperity 5 Calculator).

Gadsden Arts, Inc. FY 2018
Income ....................... $385,744
Expense ........................ $372,547
Operating Net ............... $13,197
Operating Reserves .......... $120,801
Operating Reserves Goal ...... $195,000

INCOME 2018
- Contributions 46%
- Earned Revenues 38%
- Gifts 7%
- Endowment Support 6%
- Foundation Support 3%

EXPENSES 2018
- Administration 10%
- Education 36%
- Exhibitions 47%
- Special Events 7%