

850.875.4866
gadsdenarts.org
13 N. Madison St.
Quincy, FL 32351



Gadsden Arts Impact Report 2019



AT GADSDEN ARTS & IN OUR COMMUNITY IN 2019...

Gadsden Arts hosted **17 exhibitions** in six galleries including two major exhibitions and 13 exhibitions featuring work by our region's artists.

"G.W.M.'s students benefitted from the Gadsden Arts Center & Museum by having certain reading and math skills reinforced through art, and this helped us move from an F to an A in 2018."

-- Dr. Ronald Peterson, Ph.D., Principal, George W. Munroe Elementary School

IN THE U.S. AND FLORIDA...

Gadsden Arts was **one of 30 organizations from 240 applicants** to be awarded one of the first Inspire! Grants for Small Museums for our Southern Quilting Project.

Gadsden Arts visitors came from **26 U.S. states and five countries**.

IN THE BIG BEND REGION ...

Gadsden Arts remains **the only independent national accredited art museum** in the region, guided and supported by our community, serving **21,016 participants in 2019**, while raising and earning all of the resources needed to serve our mission.

Gadsden Arts volunteers devoted 2,372 hours to the work of Gadsden Arts, valued at \$58,565 (source: Independent Sector).

Partners across the Big Bend Region participated in the Southern Quilting Project, with **20 organizations** creating murals for the **Big Bend Quilt Trail** and **four museums plus 20 private collectors lending quilts** for the *From the Cedar Chest: Southern Quilting 1830s to Today* exhibition.

41 school groups from four counties came to Gadsden Arts to experience inquiry based, curriculum-correlated tours of the *Norman Rockwell in the 1960s* exhibition. **13 adult groups** also toured this show.

70 third grade students from Greensboro Elementary School participated in our Art & Literacy Program in December, using interactive discussions about art in the galleries to develop critical and interpretive thinking skills, and encouraging students and teachers to use the museum on a regular basis



Top: 31st Art in Gadsden award winners pose with our sponsors; above: children visit from Greensboro Elementary School.

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"As a public art museum that works to provide high quality but low-cost or free programming, Gadsden Arts is a cornerstone of the Gadsden County community. These programs increase visitors' knowledge of art and history and... increase their comfort level with museums and libraries, which is an essential goal in our community."

-- Kristine Odahowski, Youth Services Librarian, Gadsden County Public Library

Gadsden Arts children's programs served **4,711 participants** through Guided Tours, the ArtZone, Art & Literacy, ArtReach After School, and Art Camp.

1,303 people used the ArtZone, with 46% becoming repeat visitors and 54% new to Gadsden Arts.

A RECORD-SETTING YEAR FOR GADSDEN ARTS

Gadsden Arts membership grew **25%** in 2019, reaching **703 members**.

Special categories of membership also reached record highs, with the Gadsden Arts Artists Guild reaching **62 members** and the Director's Circle reaching **35 members**.

The Southern Quilting Project attracted **\$46,500 in grant awards**, the highest amount of grant funding received to date for programming.

Gadsden Arts accessioned **60 works of art from nine donors into our Permanent Collection**, bringing the total collection to 172 objects.

The Fletcher Museum Shop grew to represent **85 artists, artisans, and authors**.

SUPPORT & ECONOMIC IMPACT

Contributions to Annual Giving grew by **\$36,000** and earned revenues increased **\$24,738** over the prior year, meeting goals to ensure long-term sustainability.

Gadsden Arts had a local economic impact of **\$1,030,031**, generating \$37,367 in local government revenue and \$57,799 in state revenue through the expenditures of the organization and its audiences. Source: Arts & Economic Prosperity 5 Calculator.

GADSDEN ARTS, INC. FY 2019

Income	\$ 432,606
Expense.....	\$ 402,988
Operating Net.....	\$ 29,618

Operating Reserves.....	\$ 156,591
Operating Reserves Goal.....	\$ 240,000

