

Gadsden Arts Impact Report 2022

"What Gadsden Arts is doing for our community exceeds all expectations. Especially the life changing involvement with programming for children." - Marjorie T., GACM Patron and Donor

ON A NATIONAL LEVEL

Gadsden Arts curated and hosted *Mary Proctor: I am Just the Messenger*, a two-site exhibition produced with an oral history video and four artists' workshops. The project was funded in part by federal grants and highlighted in the American Alliance of Museum's national publication, *Museum Magazine*.

INSPIRING EXPLORATION OF ART TO ENRICH LIFE FOR EVERYONE

Through the dedication of hundreds of people, Gadsden Arts brought life-changing arts and cultural experiences to **14,832 participants in 2022**, offering a remarkable **464 tours and programs** to people of all ages. Together, **710 members, 241 donors, and 90 regular volunteers** created enriching experiences for thousands while achieving new milestones.

Art for Children reached more children, youth, and teens than ever before, with **6,589 participants** benefitting from an array of educational programs at the museum, in schools, and at home. A Teen Art Council student said, "I learned to not be afraid to put my heart and soul into my passion for art! That it is possible to pursue a career in art, as long as I am determined and motivated."

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15 exhibitions, including three traveling shows, offered everything from found-object portraits to gouache superheroes. We promoted our region's artists, **exhibiting 651 works by 211 artists, plus work by 99 artists and authors** in the Fletcher Museum Shop. One parent said of the *Masters of American Photography* exhibition, "I was super excited to show my three boys these wonderful masterworks... A vivid reminder of the power of photography to document the human experience." In all, **9,936 visitors, including 51 tour groups of all ages, experienced major exhibitions** at Gadsden Arts. A new record of 300 children toured *Marvelocity* in the same week.

GADSDEN ARTS, INC.

FINANCIAL REPORT FY 2022

(As of 12/31/2021)

Income (actual / budget).....	\$569,617 / \$560,509
Expense (actual / budget).....	\$518,510 / \$528,718
Operating Cash on Hand.....	\$ 326,941
Restricted Cash - Special Projects	\$ 189,586
Gadsden Arts Endowment.....	\$ 988,613

BUDGET FY 2023

Total Budget	\$608,866
Investment in Programmatic Areas	
Education	\$231,369
Art for Children.....	\$122,924
Exhibitions	\$280,078
Collection	\$11,100
Administrative Costs.....	7% of budget

BRINGING PEOPLE TOGETHER

Through 2022, Gadsden Arts also helped reconnect friends and community members through their shared love of art. Over 90% of participants in 2022 attended Gadsden Arts exhibitions, programs, and events in-person—versus just 57% of participants attending in-person in 2021.

1,332 people came together to celebrate art through **17 cultural events**, with volunteers devoting **3,044 hours** of their time and talent to making these events, and all of Gadsden Arts programs, successful.

ECONOMY & SUSTAINABILITY

Gadsden Arts had an **economic impact of \$961,666** in the community in 2022, and **generated \$33,037 in local government revenue** (Arts & Economic Prosperity Calculator). To continue providing arts and cultural opportunities throughout the Big Bend Region, Gadsden Arts raises and earns all resources needed to serve our mission. In 2022, Gadsden Arts met all of its fundraising goals, including **\$107,908** in contributions, sponsorships, and grants **for Art for Children**, and **\$54,389 in support for the Impact Fund**.

Gadsden Arts is financially sound and focused on growing our endowment for long-term sustainability. It is an honor to be named in a patron's estate plans, and to attract investment in our endowment to sustain Gadsden Arts for future generations. Generous donors invested **\$158,628 in the Gadsden Arts Endowment Trust** in 2022, and two new members joined the Gadsden Arts Legacy Society.

FINANCE COMMITTEE

Pam Butler, Chair
Mark Bates
Dianne Croley
Terry Hawkins
Melody Johnson
David Watson
Mayo Woodward

PLANTERS

Denise Fletcher

WEEKLY VOLUNTEERS

Patsy Bates
Jimmy Nicholson
Carlene Prince