



CARNEGIE ARTS CENTER

Annual Report 2022-23

Presented to the Turlock City Manager

BOARD OF DIRECTORS (2022-23)

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Matt Cranford, Secretary

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Roxanne Azevedo

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Jeani Ferrari

Emily Fleischmann

Candy Klaschus

Myrna Wachs

Forrest White

Robert Yockey



MISSION STATEMENT

The Carnegie Arts Center is the community's resource for discovering and learning through the arts.

ADMINISTRATION

Lisa McDermott, Executive Director

Melissa Gomes, Assistant Director for Events & Facilities

Megan Hennes, Assistant Director for Membership & Public Programs

Part Time Staff

Paulina Arizpe, Bookkeeper

Jeff Cowherd, Preparator

Randee Miek, Weekend Supervisor/Event Support Staff

Nic Webber, Preparator & Web Designer

Charles Wick, Weekend Supervisor/Event Support Staff

2022-23 STATISTICS

EXHIBITION
VISITORS:
4,763

Visitors to 9 Ferrari & Lobby Gallery exhibitions: **2,635**
(including in-gallery programs & events).

Students attending gallery field trips: **2,128**.

64 programs & special events; **3,595** total event attendance.

44% of all events were for youth/families, accounting for **45%** of event participants.

PROGRAM
PARTICIPANTS:
3,595

STUDENTS:
265

36 classes ran successfully; **217** total youth enrollments; **48** adult enrollments.

86% of classes offered were for youth, accounting for **82%** of enrollment.

62 rentals events; **40%** of rentals to non-profit, government, and school groups; est. total guests: **5,500** (not including Affiliate Groups).

RENTALS:
5,500+

Total Participants/Visitors: **14,000+**

EXECUTIVE SUMMARY

Our 2022-23 Season was a season of growth for the CAC. Rebounding from a difficult financial year in 2021-22, the schedule of classes and programs expanded, and the number of facility rentals increased rapidly.

Two important grants related to youth programs were received this year. The first, from the **Boyett Make Dreams Real Fund**, has a goal to increase field trip participation by low-income schools and those that have not previously visited the CAC. Grant funds reduced or eliminated their costs for art supplies and transportation. We know from experience that once introduced to the quality of our program, schools are more likely to continue participating even if funding support is reduced.

The second grant for youth came through

Off Center Thrift & Gift. This grant covered expenses to purchase and install a kiln for ceramics and to begin outfitting one of our art studios as a space devoted to clay. An additional anonymous gift was received to supplement the OCTG grant, allowing us to purchase eight pottery wheels as well. Anticipation is high for the classes and opportunities this addition to the facility will bring.

Growth also came in the form of a significant bequest from the **Ralph Shabazian Trust**. Working with the family, we have established an endowed **International Music Series Fund** that will support an annual or bi-annual concert devoted to music from different regions and cultures. The first of these concerts will take place in spring 2024.

Challenges during the year centered on aging equipment in the facility. Lighting systems, HVAC systems, and A/V equipment all needed upgrades or significant repairs. Most notable of these was the failure of the projector in the McVey Loft. Replacement of the unit totaled more than \$20,000, and that failure brought into focus the increasing deficiencies in the building's 12-year-old A/V systems. Keeping up with new technologies— as our renters and patrons expect— presents a very costly issue.

As we begin our new season, the focus on growth continues with a grant-funded strategic planning process and Board development training. We look to a future that continues to bring more community engagement from every corner of our region.

HIGHLIGHTS

- ***Stitching California*** and ***Valley Focus: 4 Perspectives*** exhibitions brought innovative works by quilters and painters to the Ferrari Gallery.
- ***The Art of Design Home & Garden Tour*** featured interior and landscape design at four Turlock homes, bringing in 470 visitors and raising over \$16,000.
- The second annual ***CAC Street Banner Contest*** received 166 entries and brought colorful youth art to the Downtown.
- The second annual ***Block Party*** in June celebrated the CAC's role in the community with 500+ guests.



Lisa McDermott, Executive Director



Installation View, *Stitching California*, Fall 2022



Installation View, *Project Space: Stitching Vincent*, January 2023



Installation View, *Valley Focus: 4 Perspectives*, Spring 2023

EXHIBITIONS

JULY 2022 - JUNE 2023

John & Jeani Ferrari Gallery

Carnegie Art Showcase

July-August 2022

Stitching California: Fiber Artists Interpret the State's People, Life and Lands

September 2022—December 2022

Project Space: Stitching Vincent

January 2023

Valley Focus: 4 Perspectives (Louisa Benhissen, Chelsea Gilmore, Susan Stephenson, and Mirabel Wigon)

February-May 2023

Ready, Set, Show! Youth Art Exhibition

June 2023

Hilmar Cheese Company Lobby Gallery

Yosemite Renaissance 37

August– October 2022

California Dreaming

October 2022- January 2023

Fresno Printmakers' Guild

January– April 2023

Farms & Fields

May—July 2023

Total Number of Exhibitions: 9

Exhibition innovations included the addition of the *Project Space*. The Gallery Committee shifted the annual schedule to allow a longer time for the regular Valley Focus exhibition in the spring, which draws many school field trip groups, and left the planning for the month of January flexible. This opened the opportunity for a unique, pop-up exhibition by local artist Hope Werness. In the future, the *Project Space* slot could be used for other experimental projects, last-minute pop-up shows, or down-time for gallery repairs.

PROGRAMS

For Youth & Families



Family Friday, *Watercolor Wonders*

Events with creative activities for the whole family have been a mainstay at the CAC since 2011.

Family Fridays, which are free to the public, often include partnering with regional arts and culture groups, allowing us to present a wide variety of themes and art forms. In 2022-23 we partnered with LightBox Theatre Company, the Great Valley Museum at MJC, MoSt Poetry Center, and the Assyrian American Civic Club.

Participants: 404

Saturday Studio is a drop-in arts & crafts activity held on the fourth Saturday of each month. This new program was introduced in January 2022. Participation has been steady, and families with children of all ages routinely attend. The nominal fee generally covers the cost of supplies.

Participants: 171

For Adults



Gallery Conversation, *Stitching California*

Arts Lectures & Gallery Talks occur during every major exhibition. As often as possible we invite the artists themselves to discuss their work. We also invite speakers on related topics to give lectures, or we host a *Conversation with the Curator* talk for a “behind the scenes” look at how our exhibits come together. In October 2022 we were fortunate to have sponsorship from the EMC Health Foundation for a distinguished speaker on a topic in children’s mental health. Dr. Mark Yarhouse, professor of Psychology at Wheaton College, discussed Christianity and gender and sexual

identity in teens; his talk was followed by a book signing. This was our second partnership with the EMCHF and was quite successful.

Participants: 259

Art Chat Happy Hour was added to the monthly schedule last year. This new program takes place on the third Tuesday of each month and is a free forum for exploring ideas and topics in the arts. Moderated by CAC staff, discussion topics have included artificial intelligence in the art world, censorship, repatriation of artifacts, activism in the arts, and more.

Participants: 100

Special Events



2023 Block Party

Participants: 1,838

The variety of special events presented reflects the CAC's interest in broadening the perception of the arts for our audiences. Featuring craft at the *Artisan Market* and interior design on the *Art of Design Home & Garden Tour* opens the door to art appreciation for many visitors. The second annual *Block Party* brought in over 500 visitors who enjoyed a variety of regional music, craft vendors, free children's activities, and free gallery admission. We also hosted free public receptions celebrating the artists in all the season's exhibitions.

AFFILIATE GROUPS



Stanislaus County Youth Poet Laureate 2023, Faith Delgado

The CAC partners with several regional non-profit and cultural groups throughout the year that bring new and varied audiences to the CAC. Partners include: LightBox Theatre Company (theater performances for youth, Fall 2022 and Spring 2023), Modesto-Stanislaus Poetry Center (quarterly poetry readings, including annual Youth Poetry Awards), Sunshine Strummers Ukulele Group (weekly play & sing-along), Turlock Garden Club (monthly meetings), and Village Dancers of the Valley (weekly international dance lessons).

FIELD TRIPS

The *DiscoverArt* Field Trip program included visits to the *Stitching California* exhibition in fall 2022 and the *Valley Focus* exhibition in spring 2023. **2,128** students participated in gallery and art studio visits, representing schools from Ceres, Delhi, Empire, Hilmar, Modesto, Newman, Tracy, and Turlock. New materials for teachers have been added to each field trip curriculum package, and an increase in funding for outreach efforts has been received through a grant from the Boyett Foundation's *Make Dreams Real Fund*.

An additional 1,000 (est.) students from around the region attended LightBox Theatre Company performances in spring 2023.

Participants: 3,128 students

CLASSES



Students in Summer Camp 2022

Classes for youth increased enrollment by 28% this year. 2022 Youth Summer Camps ran each week from June through July. Most of the camps, classes, and workshops were offered more than once. Participants ranged in age from 5 – 73 years. Among the new classes offered were our first clay classes, beginning oil painting for teens, stop motion animation, and a series of short Saturday morning workshops for tweens & teens.

\$2,465 in tuition assistance was granted to low-income students.

Participants: 217 youth, 48 adults.

MEMBERSHIP

The CAC is fortunate to have broad-based community support. During 2022-23 we had **546 members** contributing at all levels, from \$40 Senior Memberships to \$1,000 Circle Memberships; 80 of those have been designated as lifetime members thanks to their past contributions.

MARKETING

Marketing efforts have been concentrated in the CAC's social media spaces. Under Asst. Director Megan Hennes, our social media/marketing calendar has been vastly improved this year.

| Platform | Followers/Subscribers as of 6/2023 | Growth |
|------------|---------------------------------------|--------|
| Facebook | 4347 | 11.5% |
| Instagram | 2241 | 31% |
| Twitter | 450 | 1% |
| Email list | 4458 | 7.5% |



@CarnegieTurlock



@carnegiearts



@carnegieturlock

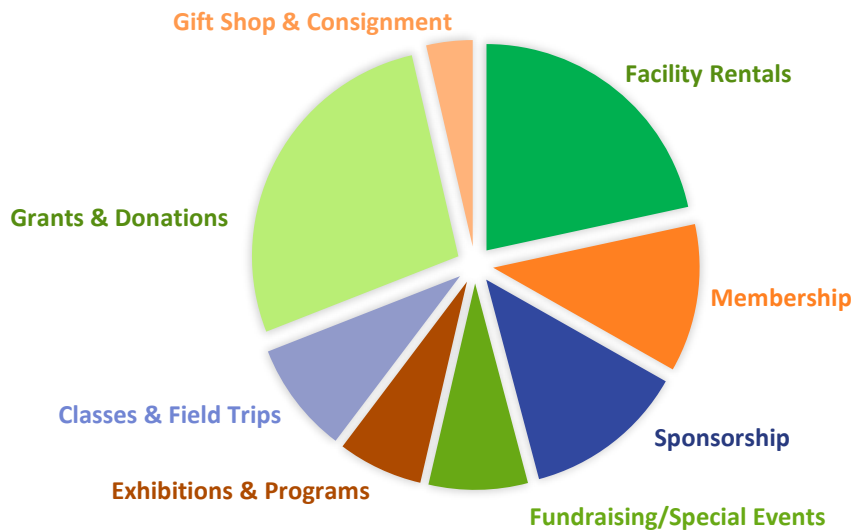
Blog: <https://carnegiearts.wordpress.com/>

Web: <https://www.carnegieartsturlock.org/>

REVENUE & EXPENSE (FY 2022-23)

Combined revenues and expenses resulted in a small budget shortfall, but overall finances were much better than the previous fiscal year thanks to increases in facility rentals and class registrations. With a transfer of income earned in the Endowment Fund, we were able to balance the budget at year's end.

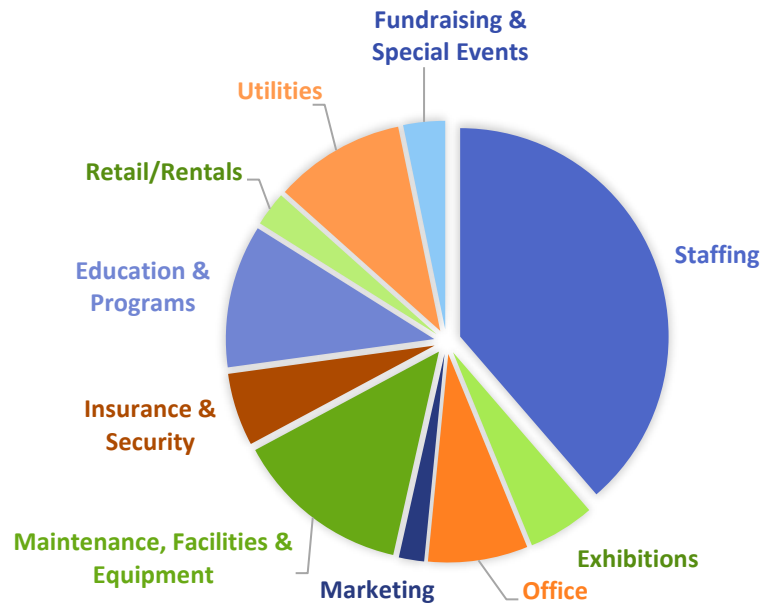
INCOME FY 2022-23



Total Unrestricted Income: \$388,267

Endowment Fund transfer available: \$90,000

EXPENSES FY 2022-23



Total Expenses: \$409,832

Permanently Restricted funds include donations made to our two endowments. These funds are placed in investments to generate income. In 2022-23, **\$204,410** was added to endowments through new gifts. According to the Board's investment policy, a percentage of the endowment (not to exceed endowment growth) may be transferred at fiscal year-end for general operations use.

Endowment Fund value as of June 30, 2023: \$2,420,586

Endowed International Music Fund value as of June 30, 2023: \$190,616