



CARNEGIE ARTS CENTER

Annual Report 2024-25

Presented to the Turlock City Manager, 1/13/2026

BOARD OF DIRECTORS (2024-25)

Juliene Flanders, President
 Shariel Badal, Vice President
 Matt Cranford, Secretary
 Trudia Pauley, Treasurer
 Roxanne Azevedo
 Jeani Ferrari
 Emily Fleischmann
 Ben Sivils
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ADMINISTRATION

Lisa McDermott, Executive Director
 Melissa Gomes, Assistant Director for Events & Facilities
 Megan Hennes, Assistant Director for Education & Engagement
 Part Time Staff
 Randee Meik, Weekend Supervisor/Event Support Staff
 Joseph Powers, Weekend Supervisor/Event Support Staff
 Jazmin Ramirez, Bookkeeper/Office Manager
 Jessica Rohme, Ceramics Studio Technician
 Nic Webber, Preparator & Web Designer
 Charles Wick, Weekend Supervisor/Event Support Staff

MISSION STATEMENT

The Carnegie Arts Center is a regional gathering place for vibrant engagement with the arts. We educate and inspire through entertaining programs and exhibitions, contributing to our community.



2024-25 Season Sponsors

PLATINUM

John and Jeani
FERRARI FAMILY
 FOUNDATION

GOLD

INTEGRAL
 WEALTH MANAGEMENT

WIS&G
 Winton-Ireland, Strom & Green
 Insurance Agency

SILVER

Garton Tractor
 Gemperle Family Farms
 John Miles &
 Priscilla Peters
 Trudia Pauley

ANNUAL BLOCK PARTY

City of Turlock
 CSU Stanislaus
 The Greenery Nursery &
 Garden Shop

WELLNESS ART CLUB

Omega Nu, Phi Gamma
 Chapter

DOWNTOWN BANNERS

F & M Bank
 Robic Refrigeration
 Turlock Downtown Property
 Owners Association
 Turlock Irrigation District

FAMILY FRIDAYS

Turlock Dental Care

BRONZE

Acme Electric
 Lancaster Painting
 Oak Valley Community Bank
 Paul's Paint Company
 Wahl, Willemse, Wilson, CPA

PROMOTERS

Crinklaw Fine Arts • Wilkey Industries

2024-25 PARTICIPATION STATISTICS

EXHIBITIONS:

4,734

Visitors to **9** Ferrari & Lobby Gallery exhibitions: **3,010** (including in-gallery programs & events).

Students participating in gallery field trips: **1,724**.

83 programs & special events; **3,161** total event attendance.

37% of all events were for youth/families, accounting for **42%** of event participants.

PROGRAMS:

3,161

STUDENTS:

485

35 classes for youth and **33** classes for adults ran successfully; **262** youth enrollments; **223** adult enrollments.

51% of classes offered were for youth, accounting for **54%** of enrollment.

68 rental events; **41%** of rentals to non-profit, government, and school groups; est. total guests: **5,700**. Collaborative Groups meeting weekly (**3,000**) and monthly (**600**) bring rental numbers even higher.

RENTALS:

9,300

MEMBERS:

491

Members include 7 Carnegie Circle, 12 Patron, 39 Benefactor, 179 Friend, 98 Family, 22 Individual, 20 Educators, 114 Senior. 154 or **31%** are Founding Members who have continued their membership since 2011.

Total Participants/Visitors: **17,600+**

EXECUTIVE SUMMARY

A review of our 2024-25 Season shows continued excellence in our exhibitions, growing educational opportunities and collaborations, and significant steps toward a secure and vibrant future.

Once again, we were fortunate to receive funding from the **Boyett Make Dreams Real Fund**, allowing us to continue to increase field trip participation. Grant funds reduce or eliminate costs to schools for art supplies and school buses when they visit the CAC. 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.

In the spring, the CAC asked our community to participate for the second time in the American Alliance of Museums annual **Museum-Goers Survey**. The number of responses increased this year, providing us with more information on who visits, why they visit, what the CAC does well, and what could be improved. Evaluations like this are an important part of our strategic plan as we continue to assess how we can remove barriers to participation and serve broader audiences. We are proud that our strategic objectives center on the key elements of *Engagement, Collaboration, and Stewardship*. A copy of the plan can be found on the CAC website.

At the end of the fiscal year the CAC Board made the strategic decision to create a new staff position focused on development. This move aligns with the Board's goals for stewardship. We expect to have great things to report on fundraising as our Development Director begins to connect with our community in new and engaging ways.

The Carnegie Arts Center Foundation remains committed to being a regional gathering place for vibrant engagement with the arts. As other creative opportunities in Stanislaus County seem to be shrinking, our educational and enriching exhibitions and programs are more important than ever!



Lisa McDermott, Executive Director

HIGHLIGHTS

- The **Reclaimed** exhibition brought us innovative works made with recycled materials recovered from the landfill, providing timely content for discussions with students in grades 3-12.
- **Boyett Foundation** funding supported field trips for students in rural districts like Hughson and Gustine.
- The 4th annual **CAC Street Banner Contest** received 217 entries on the theme of Central Valley agriculture and brought colorful youth art to the Downtown.
- The **Valley Focus: Growing Talent** exhibition showcased the work of 12 emerging artists from the Central Valley—a glimpse into an exciting future for the arts in our region!
- Two fundraising events, held at private homes, generated \$20,000 in revenue to support CAC operations.

EXHIBITIONS JULY 2024 - JUNE 2025



Carnegie Art Showcase exhibition, Summer 2024

John & Jeani Ferrari Gallery

Carnegie Art Showcase, July–August 2024

Reclaimed: The Art of Recology, September–December 2024

Project Space: Valley Voices (Prints by Chris Garcia, Maggie Gonzalez Lomeli, Ruben Sanchez & Marisa Segovia), January 2024

Valley Focus: Growing Talent (Works by Timothy Brown, Jr., Zehl Day, Bronte Klass, Dottie Lo Bue, Emma Lowe, Destiny Nieves, Monica Ocegueda, Melissa Parga, Kyle Silligman, Zachary Silva, Tamsen Taves & Aaron Vizzini), February–May 2025

Ready, Set, Show! Youth Art Exhibition, June 2025



Valley Focus: Growing Talent, Spring 2025

Hilmar Cheese Company Lobby Gallery

Yosemite Renaissance 39, August–October 2024

Steve Dzerigian: Return of the Lake, October 2024–January 2025

Paper Work, February–April 2025

Farms & Fields, May–July 2025

Total Number of Exhibitions: 9

Total Number of Regional Artists Exhibited: 92

FIELD TRIPS



Reclaimed: The Art of Recology, Fall 2024

The *DiscoverArt* Field Trip program included visits to the *Carnegie Arts Showcase* during the summer of 2024, *Reclaimed: The Art of Recology* in fall 2024, and *Valley Focus* in spring 2025. **1,724** students participated in gallery and art studio visits, representing schools from Atwater, Ceres, Denair, Gustine, Hughson, Modesto, and Turlock. Expanded materials for teachers have been added and an increase in funding for outreach efforts has been received through a grant from the Boyett Foundation's *Make Dreams Real Fund*. **Participants: 1,724 students**





Family Friday, Recycle City, September 2024

PROGRAMS

For Youth & Families

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 2024-25 we partnered with the Great Valley Museum at MJC,



the Village Dancers, the Sunshine Strummers, and the Modesto-Stanislaus Poetry Center. All 2024-25 events were sponsored by Turlock Dental Care. **Participants: 327**

Saturday Studio is a drop-in arts & crafts activity held on the fourth Saturday of each month. This program, introduced just two years ago, has continued to grow steadily. Families with children of all ages routinely attend. A nominal fee generally covers the cost of supplies. **Participants: 154**



Artist's Gallery Talk, Carnegie Art Showcase

For Adults

Arts Lectures & Gallery Talks take place 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* for a “behind the scenes” look at how our exhibits come together. **Participants: 195**

Art Chat Happy Hour was added to the monthly schedule in 2022. This 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, recent discussion topics have included art conservation, style shifts, the art/craft definition, and more. **Participants: 58**

Wellness Art Club, funded by a grant from Omega Nu, Phi Gamma Chapter, began meeting in September 2024 on the first and third Saturdays of each month. Led by Recreational Therapist, Jesse Hunt, each meeting includes artmaking as a coping skill supporting positive mental health. Open to all, with a focus on teens and young adults, participants enjoy the opportunity to meet, create art & connect with others. **Participants: 169**

SPECIAL EVENTS

The variety of special events presented reflects the CAC's interest in broadening the perception of the arts for our audiences.

The annual **Artisan Market** brings in more than 35 vendors with unique, handcrafted items for sale in November— this year welcoming over 300 guests for an evening of artful holiday shopping.

The 4th annual **Block Party** in June moved to a new location in Central Park – bringing the CAC out to the community. Over 600 visitors of all ages enjoyed a variety of regional music and free children's activities. The 2025 Block Party was once again sponsored by the City of Turlock Community Events & Activities Fund.

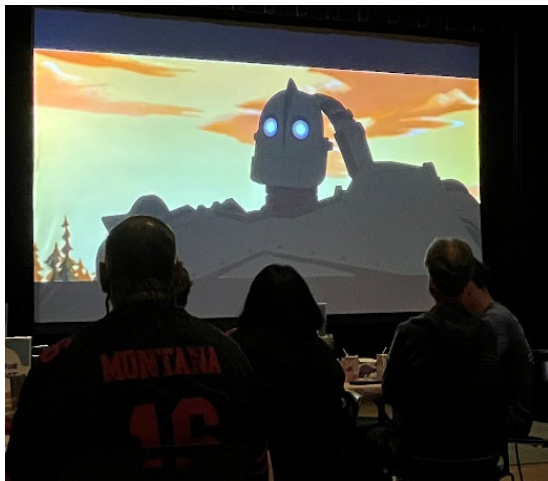


2025 Block Party

Our 4th annual **Downtown Street Banner Contest** for youth, *Our Valley*, celebrated Central Valley agriculture as the theme. More than 200 entries were received and 40 were selected for reproduction as banners to hang throughout the Downtown. With Community engagement as a focus, the banner contest is an important addition to our outreach and a great partnership with the Turlock Downtown Property Owners. 2024-25 banners were sponsored by Robic Refrigeration, F&M Bank, TID and the TDPOA.



2024 Downtown Banner contest



Animation Festival: *The Iron Giant*

Also presented in 2024 were a series of popular films in our first **Animation Festival**. Demonstrating a variety of animation techniques, the selections showcased different American studios and styles. The festival concluded in 2025 with a contest for regional animation artists in Youth and Adult categories. The Animation Festival was also funded by a grant from the City of Turlock Community Events & Activities Fund.

Events also included our International Music concert featuring Latin/Cumbia band *Qiensave*, and a documentary film screening by a UC Merced based filmmaker about the life and art of Merced artist Ruben Sanchez. Free public receptions celebrated the artists in all the season's exhibitions. **Total Event Participants: 2,019**



MoSt Poetry Center Volunteers

COLLABORATIVE GROUPS

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 Modesto-Stanislaus Poetry Center, Sunshine Strummers Ukulele Group, Turlock Garden Club, Village Dancers of the Valley, and The Artistic Repertoire Theater Collaboration—the A.R.T. Co-Lab. Each group works with us to provide programs or activities that enrich our offerings.

CLASSES

Enrollment in classes continued to increase this year. The popularity of ceramics and the wide variety of different options available for adults been a driving factor in the increase. Many fall and spring semester classes ran at or near capacity, and nine summer art camps ran during June and July.

\$1,921 in tuition assistance was granted to qualifying students from the ***Express Yourself! Justin Ferrari Youth Arts Fund***. **Participants: 262 youth, 223 adults.**



Art Camp, summer 2024

MEMBERSHIP/SPONSORSHIP

The CAC is fortunate to have broad-based community support. During 2024-25 we had 491 members and 25 sponsors contributing at all levels, from \$40 Senior Memberships to \$1,000 Circle Memberships, and up to \$10,000 at the Platinum Sponsor level.

Notably, more than half of CAC members reside in Turlock, with more than a third living elsewhere in Stanislaus and Merced Counties. As we work to increase awareness of the CAC outside of Turlock, we hope to continue building our membership base in Modesto, Merced, and other neighboring communities.

MARKETING

Marketing efforts have been concentrated in the CAC’s social media spaces. Under Asst. Director Megan Hennes, our overall social media presence continues to expand.

Platform	Followers/Subscribers as of 6/2023	Growth
Facebook	4741	4.2%
Instagram	3149	20.5%
Email list	4503	4%

 @CarnegieTurlock

 @carnegiearts

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

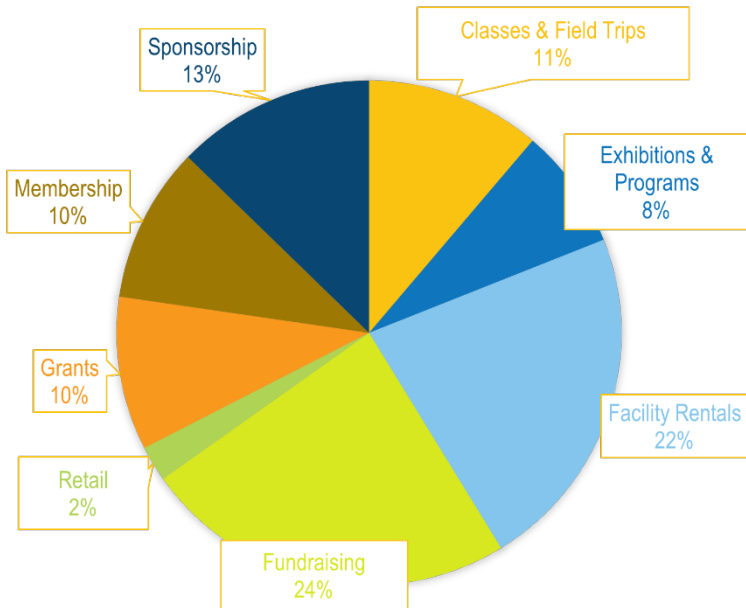
Web: <https://www.carnegieartsturlock.org/>

INCOME & EXPENSE (FY 2024-25)

As expected, combined revenues and expenses from our activities resulted in a budget shortfall of just over \$84,500, but with a transfer of \$110,000 in income earned in the Endowment Fund, we were able to balance the budget at year's end.

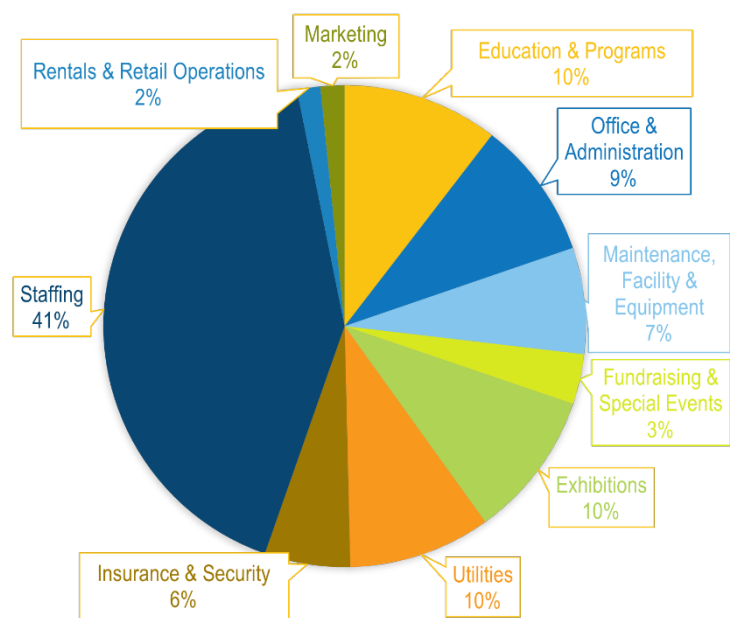
TOTAL INCOME \$396,639

INCOME FY 2024-25



TOTAL EXPENSE \$481,202

EXPENSES FY 2024-25



Permanently Restricted funds include donations made to our two endowments. These funds are placed in investments to generate income. According to the Board's investment policy, a percentage of the endowment may be transferred at fiscal year-end for general operations use.

Endowment Fund value as of June 30, 2025: \$2,942,010

Increase of 7.2%

Endowed International Music Fund value as of June 30, 2025: \$198,914

Increase of 2.5% (after expenses for the 2025 concert).

Temporarily Restricted funds are donor designated for specific purposes or programs. Currently these include funds that support youth scholarships for CAC classes, bus transportation for school field trips, and studio supplies, as well as the CAC's maintenance reserve fund.

LOOKING AHEAD

The 2025-26 season is already looking great, with a diverse selection of exhibitions, programs, classes and events. Our focus going forward is to continue meeting the goals of our Strategic Plan. This means putting renewed energy into fundraising and board development, while seeking opportunities for engagement and collaboration with the broad regional community in everything we do.

Our Vision

***Inspiring everyone through
the world of the Arts***

Our Mission

*The Carnegie Arts Center is a regional gathering place for **vibrant engagement** with the arts. We **educate and inspire** through entertaining **programs and exhibitions** contributing to our **community**.*

Our Values

 <p>EXCELLENCE</p> <p>We strive for the highest quality in all that we do, from programs and exhibitions to customer service.</p>	 <p>CREATIVITY</p> <p>We value the diversity of expression found in all art forms, and we challenge our staff, volunteers, and audience to think and act creatively.</p>	 <p>DISCOVERY</p> <p>We foster opportunities for learning and exploration because we believe the arts have the power to change lives.</p>
 <p>INCLUSIVITY</p> <p>We succeed when everyone experiences belonging and feels welcome.</p>	 <p>COLLABORATION</p> <p>We find strength and pursue growth through diverse and meaningful partnerships.</p>	 <p>RESPONSIBILITY</p> <p>We are guided by ethical principles and accountability, making decisions based on professional standards and best practices.</p>