

NEW BURY PORT
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PORT

Newburyport Art's (NAA's) Annual Meeting

FY23 In Review



Mission Statement

Newburyport Art is dedicated to promoting and exhibiting members' work and to providing art education and access to the visual arts for the entire community.

As part of the 75th Anniversary, the Board clarified and confirmed Newburyport Art's wide mission.

AGENDA

- Welcome and Introduction of NAA Board and Staff Scott Simmons, *NAA Board President*
- NAA Organization & Board Membership
- Financial Overview
- Fundraising-Development Lisa Naas, *NAA Executive Director*
- FY23 Theme: 75th Anniversary Celebrations
- Membership
- Marketing
- Exhibitions & Artist Opportunities
- Education
- NAA Leading in the Community: NBPT Murals Project
- Building & Grounds
- 2024 We Share One Sky & Arts Symposium Launch
- Re-election Vote for Board Directors Paige Baumann, *NAA Board Director*
- Q&A Everyone

New Board Members

No new members added in 2023

Departed Board Members

- *Jean Trim (Past President)*
- *Tom Bailey*
- *Marissa Parillo*

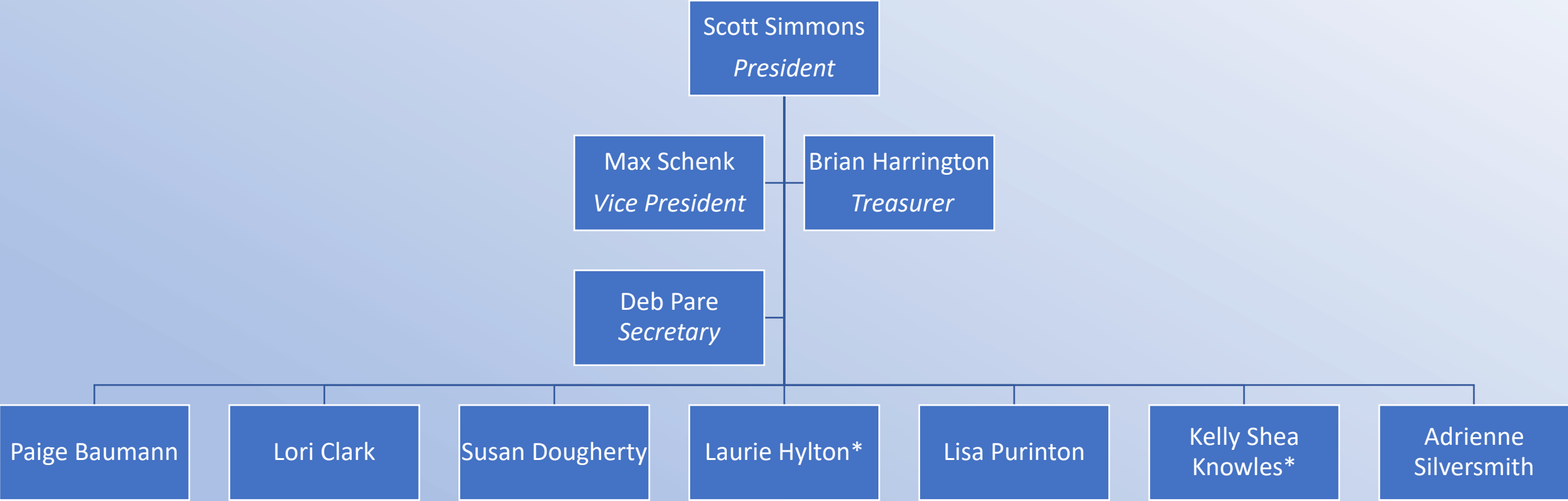
Executive Committee Members

- Scott Simmons (President)
- Max Schenk (Vice President)
- Brian Harrington (Treasurer)
- Deb Pare (Secretary)

Incumbent Board Members

- Paige Baumann
- Lori Clark
- Susan Dougherty
- Laurie Hylton
- Lisa Purinton
- Kelly Shea Knowles
- Adrienne Silversmith

BOARD MEMBERSHIP (4/19/24)



*Laurie Hylton and Kelly Shea Knowles is up for re-election/term extension today

FINANCIAL OVERVIEW

Income	Jan – Dec 23
Exhibitions	\$ 50,144.94
Gallery Shop	\$ 2,763.77
Education	\$ 12,441.70
Membership	\$ 42,485.44
Auction	\$ 81,619.50
Sponsorship	\$ 25,000.00
Grants	\$ 29,690.00
Fundraising	\$ 23,972.87
Other	\$ 7,627.55
Operating Income	\$ 275,745.77
Dividends & Interest	\$ 2,565.03
Unrealized Capital Gain/Loss	\$ 18,992.22
Restricted Income	\$ 67,708.65
Restricted Income	\$ 89,265.90
TOTAL INCOME = \$365,011.67	

Expense	Jan – Dec 23
Building Occupancy	\$ 26,407.02
Administrative – Fixed	\$ 20,308.88
Administrative – General	\$ 8,147.35
Staff	\$ 246,648.64
Marketing	\$ 4,460.92
Exhibitions	\$ 9,518.35
Education	\$ 7,423.07
Auction	\$ 30,424.83
Other	\$ 2,865.50
Operating Expense	\$ 356,204.56
Restricted Expense	\$ 62,796.75
TOTAL EXPENSE = \$419,001.31	

NET = \$ -53,989.64

Financial Services

- Peter Riley of Riley Business Services Inc. gave notice that he was retiring and no longer available for tax services
- NAA engaged Jeffry C. Kirpas & Co. in Fall 2023 and worked with them to review and restructure accounting

Reporting Structures

- Separated Operating and Restricted incomes/expenses for reporting
- Reviewed and approved by Kirpas

Endowment

- Investment funds currently held with Charles Schwab; managed by Prio Wealth
- Rebounded from losses in 2022; closed the year at \$156,592.67

2023 Grants (a mix of pledges & cash in-hand/restricted & unrestricted)

- Anonymous: **\$10,000**
- Essex County Community Foundation/Creative County Partners Initiative: **\$25,000** *across 2 years*
- H. Patterson Hale Charitable Foundation: **\$15,000**
- Hemphill Family Foundation: **\$4,000**
- MassCultural Council Cultural Sector Recovery Grant: **\$27,190**
- MassCultural Council Project Grant: **\$2,500**
- Newburyport Bank Charitable Foundation: **\$75,000** *across 3 years*
- Newburyport Local Cultural Council: **\$500**

TOTAL = \$159,190 (\$54,690 unrestricted & received)

2023 Additional Fundraising for Unrestricted Operating

Includes Annual Appeal (e.g., Giving Tuesday & Year-End Appeal),
Spring First Dibs Breakfast Event, Box donations

TOTAL = \$23,972.87

2023 TOTAL Auction Gross Income - \$97,693

75 Artist Donors (53 at 100%)

24 Sponsors

22 Silent Auction Business & Individual Donors

THANK YOU!!

The Development Committee paused work in mid-2023 due to a need for a Committee Chair & more members. We are seeking volunteers to join us!

FY23 THEME: Celebrating 75 Years!

Thank you so much to Newburyport Bank Charitable Foundation,
Lead Sponsor for 2023 with their incredible \$75,000 pledge!



Newburyport Bank
CHARITABLE FOUNDATION

Celebrations, Artist Opportunities, Special Events & Fundraising

- *Explorations of a Blank Slate: 7x5 for 75!* Exhibition (Spring)
- *Scenes of Newburyport & Newburyport Art:* Exhibition (Summer)
- Anniversary-themed Art Auction & Party! (Fall)
- *Journeying Well: Artistic Pathways* Exhibition (Fall)

3 new logos for the anniversary (Thank you to Alicia Ozyjowski for the designs!)



YEARS SUPPORTING THE ARTS



Mayor Sean Riordan Celebrating
NAA's Anniversary

MEMBERSHIP

Membership numbers

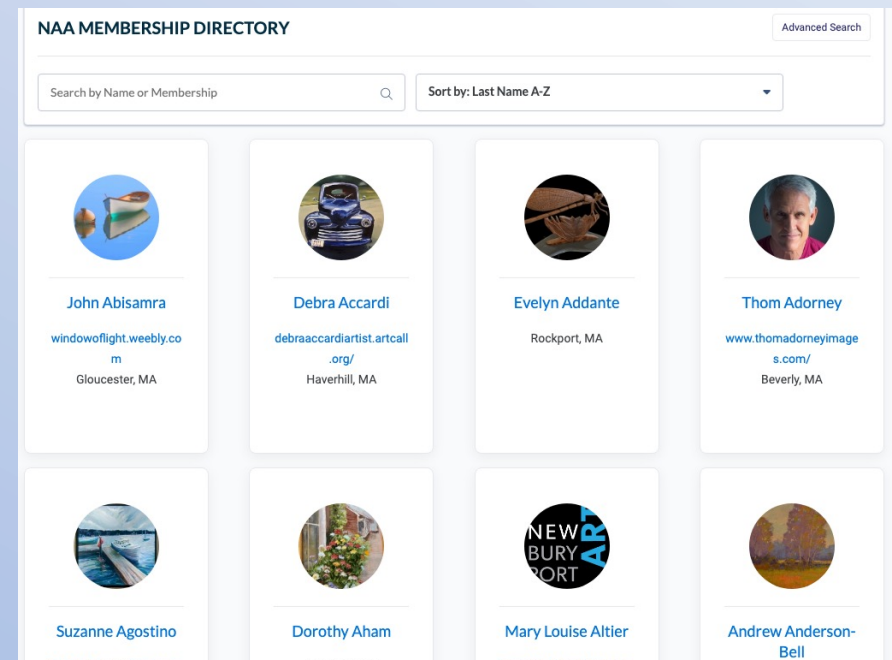
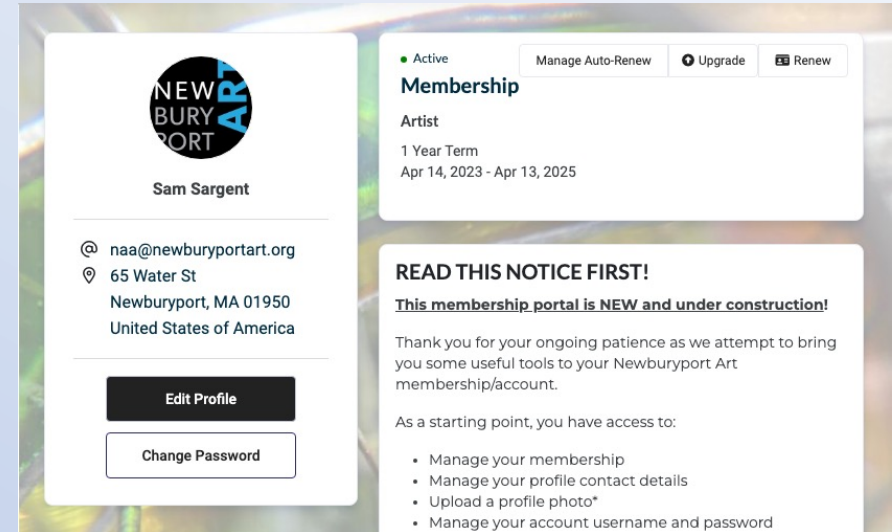
- Held relatively steady throughout 2023 at about 530 members

Membership Database Migration

- April 14th 2023 – migration complete to NEON
- May – Membership Portal launched:
 - User-Managed membership details and profile
 - Options added for auto-renewal
- December – Automated Membership Directory launched

Membership Experience

- Purchased new hardware to replace/upgrade failing equipment
- Provides better customer service and accessibility (virtual tours)
- Thank you to H. Patterson Hale Charitable Foundation & an anonymous donor who enabled the purchases



The Membership Committee is looking for a new Chair and members to renew efforts!



Tracking Metrics: Steady Increase in Traffic Across All Platforms in 2023

- 47K website visits (+11%); 29K unique visitors (+17%)
- 4,250+ followers on both Facebook and Instagram to close the year

Special Activities/Focuses

- Rolled out new e-newsletter through NEON database; subscribers steady with FY22
- BONS Marketing & Voting: Winner of the BONS! Editor's Choice Best Art Gallery
- 2 Articles in the Northshore Magazine: one specific to NAA & one to the Murals
- 22nd Annual Art Auction: 75th Anniversary
- Artists Talks at NAA as Special Auction & Artist Combined Promotion



NAA Staff Members with BONS Award

Marketing Committee Dissolved End of 2023: Board decision to incorporate Marketing Members into other Committees as Staff handles day-to-day marketing

44 TOTAL In-house exhibitions & opportunities for our artists

- 5 general (themed) exhibitions
- 3 formal juried, open shows
- 1 formal juried, themed show
- 6 Featured Interest Group (FIG) shows
- 9 Featured Artist (FA) shows
- 1 Annual Art Auction Exhibition
- 1 Annual (year-long) outdoor sculpture exhibition
- 1 Annual Art Adventure Grant & Finalists Exhibition
- 1 OpArt Exhibition
- 2 Young Artist Exhibitions: Young & Budding, NHS Senior Show
- 1 NAA Master Artist program
- 4 Gift Shop opportunities
- 9 Member Spotlights

Bonus notes!

In December 2023, Jane Winchell (long-time Curator at the Peabody Essex Museum signed on to become NAA's juror for its first ever National Juried Show in 2024. The call is open right now!

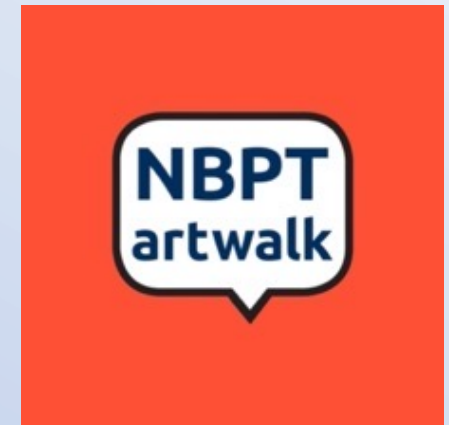


Community Programming

- Continued NBPT Artwalk involvement (participated in three Artwalk Days)
- Completed tenure on Public Art Team for Mayor's office in which City partners drafted the public art policy and application for individuals and organizations to host public art events; donate artworks; or for the City to acquire artworks
- Participated in all of the City's Invitation Night events

Partner exhibitions & opportunities

- First half of the year, presented 7 exhibitions (combination of individual and group shows) in partner spaces (e.g. Firehouse Performing Arts Center, Senior/Community Center, Metzy's Cantina)
- Decision made to pause the "Art Around Town" program because of expense (heavy lift for staff time) and lack of benefits (more difficult to promote, sell works, engage audiences, lack of full collaboration from partners)



EDUCATION: Scholarships, Fellowships, Grants

NAA *ArtLink* Scholarships

- 6 scholarships totaling \$7,250 for graduating seniors pursuing art, art education, and/or arts management in college
- Made possible through the generous support of the Biese Family, the Arbeit-Cheney Charitable Fund, Karla Emmerling, and the friends and family of the late Peter Kimmins

Donald Journey Traveling Fellowship

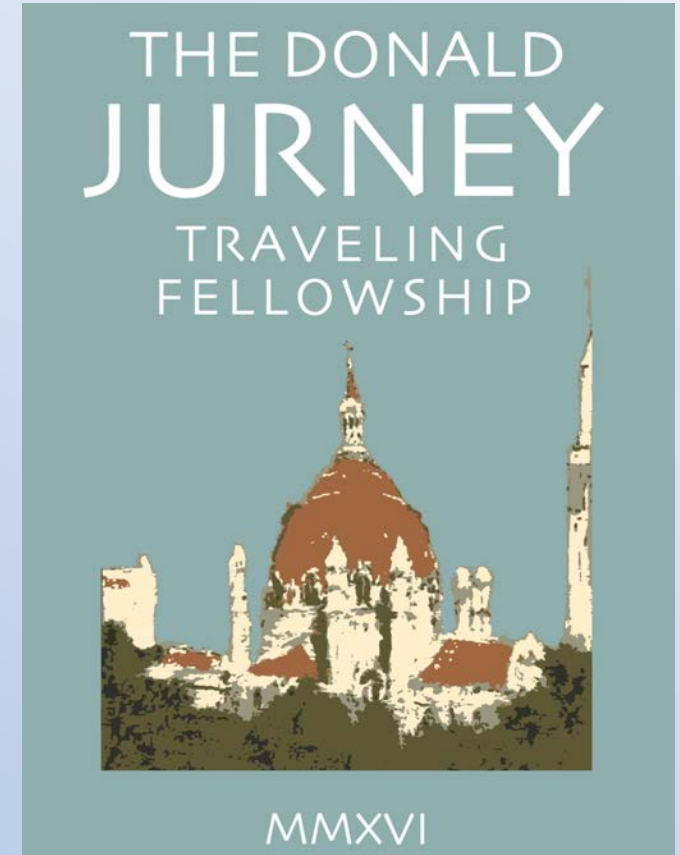
- Increased award to \$7,500; benefits artist for travel abroad experience
- 206 applicants from 27 countries

Kevin Quinan Memorial Scholarship

- Established by Quinan Family to honor the memory of NAA Member Artist Kevin Quinan, who began painting at age 70 until his death at age 78
- Benefits adult emerging oil painter; first awarded 2023 for NAA oil class

Hemphill Family Foundation Awards

- 2 Art Adventure Grants (\$2,000 each) provided to NAA Artist Members
- Funds an annual scholarship that covers attendance at the Massachusetts College of Art & Design's Summer Studios Pre-College Program



EDUCATION: In-House Classes, Workshops, Sessions

Continued the relaunch of educational studio art opportunities across ages, levels, and media

- ***Painting 101*** with Adrienne Silversmith
7 registrants, 6 sessions
- ***Painting Critique Club*** with Todd Bonita
7 registrants, 6 sessions
- ***Developing your Unique Abstract Language*** with Joe Ferlazzo
5 registrants, 4 sessions
- ***Abstract Alchemy (spring sessions)*** with Rosalie Cuticchia
7 registrants, 4 sessions
- ***Oil Painting 102*** with Adrienne Silversmith
7 registrants, 4 sessions
- ***Exploring Digital Photography*** with David Stone
4 registrants, 1 session
- ***How to Drawn and Improve Your Drawing*** with Deborah Stanton
6 registrants, 6 sessions
- ***Abstract Alchemy (fall sessions)*** with Rosalie Cuticchia
8 registrants, 2 sessions

Hosted 37 Wednesday Night Peter Kimmins Life Drawing Sessions!
Serving a strong drawing group of 80 individuals

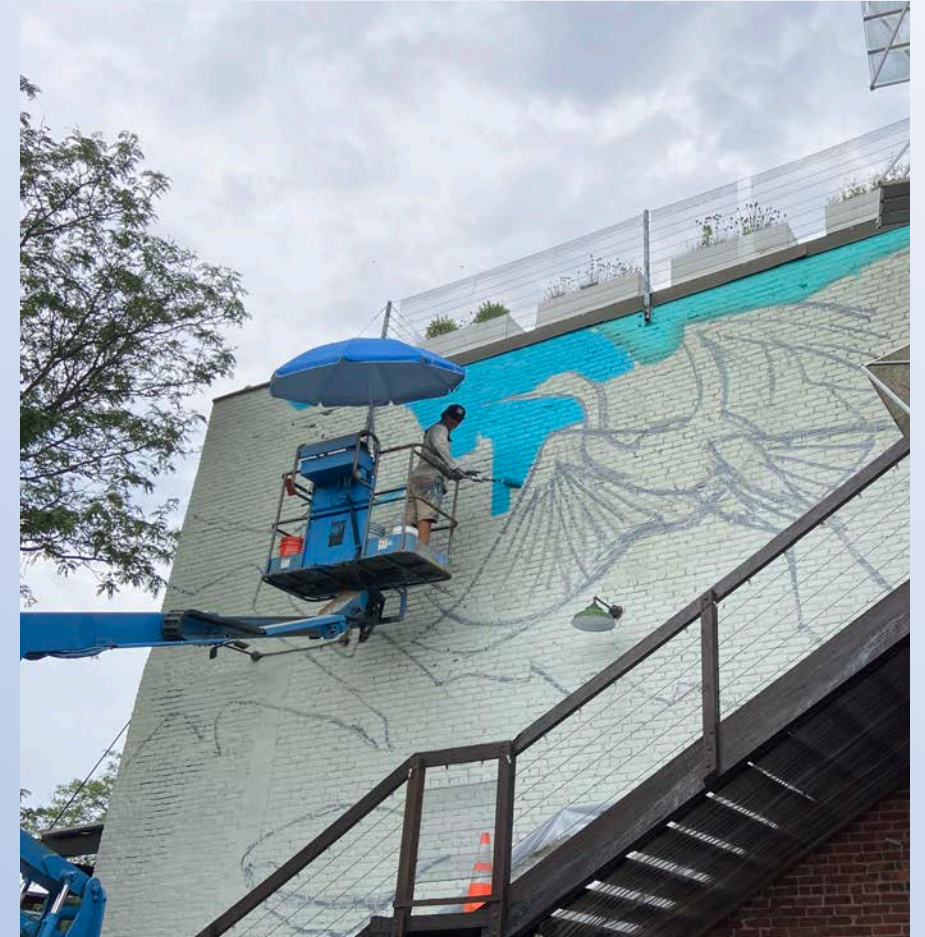


Rosalie Cuticchia, Artist & Instructor
Education Committee Member

NAA LEADING IN THE COMMUNITY: NBPT Murals Project (Year 1)

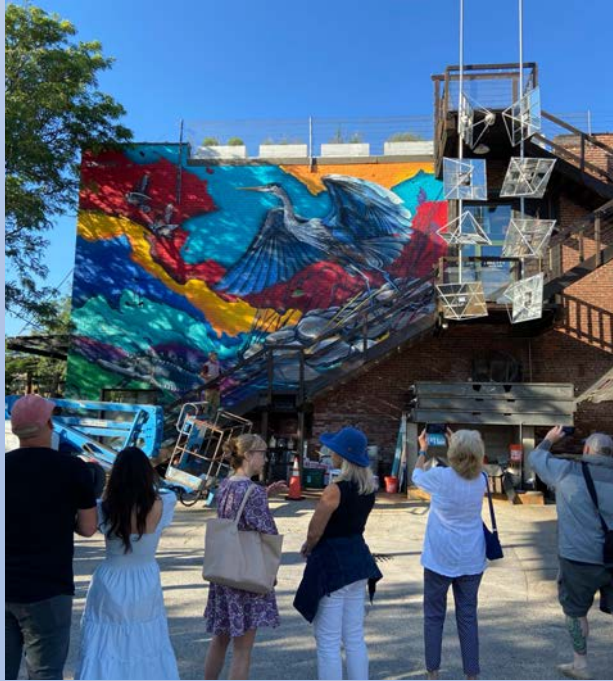
A Cross-Sector, Multi-Year, Partners Collaboration

- Partners: City, Tannery Marketplace, Blochaus Art Gallery, area artists
- NAA is spearheading the initiative; is the lead non-profit organization
- Supported by multi-year Creative County Initiative Grant from the Essex County Community Foundation
- Multi-pronged aims through large-scale, exterior murals:
 - To activate and beautify public spaces in our neighborhood
 - To engage visitors and residents alike with the theme “We Share One Sky”
 - To elevate minority voices and non-traditional, contemporary imagery
 - To create a destination with Newburyport’s “Murals District”
 - To increase foot traffic to our neighborhood and to NAA
- Lead Artist Felipe Ortiz launched the project in Summer 2023, first activating Tannery Mill No 4 and then the NAA spaces
- Invited Artists Sophy Tuttle and Makerjake activated the Tannery at 2 Federal Street and Mill No 3
- Held a community art call and selected 10 additional artists to join the project, with artworks to be created and installed in 2024



Felipe Ortiz Painting at the Tannery's Mill No 4

NAA LEADING IN THE COMMUNITY: NBPT Murals Project (Year 1)



Left: Artist Talk with Felipe Ortiz at his completed mural at Mill No 4, Tannery

Center: Completed Panels by Makerjake across from NAA on Independent St (Mill No 3, Tannery)

Right: Completed mural by Sophy Tuttle at 2 Federal Street on the Water Street side of the building, a Tannery building

NAA LEADING IN THE COMMUNITY: NBPT Murals Project (Year 1)



Left: Modular, Interactive, Sculptural Mural, created by Lead Artist Felipe Ortiz
Installed on back of building (no bricks were harmed!)

Center: Summer Artist Talk and mural unveiling with Felipe Ortiz

Right: Final Completed panel of 2023 by Felipe Ortiz; to be installed in 2024 on Hills side

The modular work is a bridge between the Sculpture Garden and the galleries within the building; it invites viewers out of the Sculpture Garden and off the Rail Trail to interact with it and move the pieces to create new scenes. The panel for the Hills echoes Felipe's Mural in the Tannery to help form the new Mural Trail

BUILDING & GROUNDS: Murals & Corridor to NAA

Artist-in-Residence Erin Bligh

- Completed her residency with a mural on the building façade
- Mural complements their back door mural and Mural Gallery work
- Canopy above Jeff Brigg's sculptural door has been refreshed with funds from the Auction's Raise the Paddle event

NBPT Murals on Independent St: Creating a Corridor to Newburyport Art



Above: Erin's mural panel above the NAA main entrance

Left: View of NAA from Independent St

BUILDING & GROUNDS: Enacted Systems Replacement Grant

Systems Replacement Grant, A Cultural Facilities Grant from Mass Cultural Council

- Enabled NAA to engage Structural Engineer Joe Olive and his team
 - Met with Board and NAA outgoing Facilities Manager in Fall 2023 for site visit to assess all aspects of the building
 - Provided detailed report around condition of building and systems (assessed roof to HVAC to windows, etc.)
 - Provided cost estimates and recommendations on timing of replacement
 - Overall condition of building labeled as “good condition”
 - Identified areas of immediate need and concern that totaled \$267,115 over the next couple of years
- Enabled NAA to engage the Nonprofit Finance Fund team to create a financial tool with a view of twenty-year report for addressing the deferred maintenance and capital project expenses



Many thanks to Mass Cultural Council for this Cultural Facilities Matching Grant and to all the FY21 Auction donors who raised their paddles to meet the match!

BUILDING & GROUNDS: Raised Funds for Immediate Needs

Good News: We've raised the funds to attend to the failing fire escape stairs (identified in the structural engineer's report) and plan to additional accessibility through a back door ramp entrance.

Many thanks to the H. Patterson Hale Charitable Foundation as well as an Anonymous foundation and all the FY23 Auction donors who raised paddles to fund this project!



Architectural First-Draft Rendering by Jason Harris, Former Board Member

STAFF UPDATES

New Staff in 2023

- 🎨 AJ Simmons Gallery Associate & Marketing Coordinator
- 🎨 Sadie Riordon Gallery Associate (Summer)
- 🎨 Katie Mead Intern
- 🎨 Amanda McHardy Intern

Incumbent Staff in 2023

- 🎨 Lisa Naas Executive Director
- 🎨 David Faleris Systems & Technology Director
- 🎨 Kathy Porter Accounts/HR Manager
- 🎨 Kelly Page Lead Gallery Associate
- 🎨 Claudia Mathews Gallery Associate
- 🎨 Rowan Vasilenko Gallery Associate
- 🎨 Grace Sullivan OpArt Artist Ambassador

Departing Staff in 2023

- *Evan Jespersen* Facilities Manager
- *Maria Katzounos* Special Events & Development Coordinator
- *Sarah Trim* Gallery Associate
- *Erin Bligh* Artist-in-Residence



Erin Bligh, Artist-in-Residence

2024 Theme: We Share One Sky

- Mission-driven theme
- Following on the success of the NBPT Murals Project
- To enable our entire community to participate

Official Launch Today for the 2024 Arts Symposium

- New Arts Education Initiative for the entire community
- Two primary aims:
 - To fill a gap in the arts learning opportunities in Newburyport and bring the community together under the NAA roof for various arts offerings across different platforms
 - To raise operating funds for the NAA early in the calendar year
- Largely a volunteer-driven initiative—Thank you so much to our hardworking Education Committee!!



Newburyport Bank
CHARITABLE FOUNDATION

**Thank you so much to
Newburyport Bank Charitable Foundation
our Presenting Sponsor!**



THANK YOU!

Everything we do is built on you!

Thank you to our

Member Artists

Community Art Lovers & Buyers

Donors & Sponsors

Board

Staff

Volunteers

Gallery Visitors

Community Partners

Board Member Re-election/Confirmation Vote:

Laurie Hylton

Kelly Shea Knowles

Q & A

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