A TIME OF TRANSITION

ANNUAL REPORT FOR YEARS
2017 & 2018
RECOGNITION OF BOARD AND STAFF

2017-2018 LIST OF BOARD MEMBERS
Tyree Guyton, Director Emeritus
Jenenne Whitfield, Director Ex Officio
Andrew Sturm, Board Chair
Dan Hoops, Vice Chair
Randy Paschke, Secretary
Brennan Quenneville, Treasurer
Jules Polk, Director
Roula David, Director
Candace Jackson, Director
Julie Egan, Director

2017-2018 LIST OF STAFF
Jenenne Whitfield, President & CEO
Erin Kruczek, Executive Assistant
Margaret Grace, Program Manager
Jessica Brooke Williams, Grants Manager
Anya Dennis, Director of School Partnerships & Professional Development for HALA
Charmin Archer, Director of Curriculum & Content for HALA
Keisa Davis, Director of Strategic Partnerships & Community Initiatives for HALA
Stacy Risner, Site Representative
Tyree Guyton, Artistic Director & Founder
OPENING STATEMENTS

2 + 2 = 8, CREATE YOUR OWN REALITY--TYREE GUYTON

Dear Friends,

I could not be prouder of where we are today and I am delighted for you to read about the exciting future that we are working towards with the help of our partners and supporters. In June of 2018 the Detroit Free Press published an article that took us on a journey from Heidelberg’s inception to where we are today. The Heidelberg Project turns 33 this year and along with the years comes growth, maturity and the realization that the Heidelberg Project is DETROIT!

Our growth has resulted from hard won partnerships with the City of Detroit, Detroit Public Schools and the residents of our very own McDougall-Hunt Neighborhood. Our maturity is witnessed by an exciting new partnership with Wayne State University, the City of Detroit, McDougall-Hunt Neighborhood and Lord Cultural Resources, are already helping push the Heidelberg Project to the next level. The HP Board of Directors played a major role in facilitating these partnerships; and the chemistry on the board and with the staff is electric. We as a board could not be happier with how far the HP has come and could not be more excited about where things are headed with HP 3.0.

2017/2018 also marked a major step in the evolution of the Project as Tyree decided to turn over the decision-making reigns to Jenenne, who became President/CEO of the HP in the process. This coincided with Tyree’s decision to de-install his work and return the bulk of the site to the open, green canvas that he started with. The transition between Tyree and Jenenne has been smooth and fruitful and has allowed Tyree to focus on other artistic opportunities while Jenenne sharpened her focus on the next 30 years of the HP.

Now with new board inspiration, dynamic leadership from Jenenne, a talented staff and some powerful partnerships, the path ahead is looking very bright. If it has been a while since you visited the street, we hope you will stop by soon. There is a tremendous amount of amazing energy on the street right now with the Numbers House renovation, Tyree’s changes to the artscape and Heidelberg Arts Leadership Academy events — just to name a few. The HP is changing in some really beautiful ways and we want you to be a part of it.

Hello! 2018 was my twelfth year with the Heidelberg Project and I have never seen the HP Board or organization in a stronger place. The four major partnerships that were cultivated in 2017/2018 with Wayne State University, the City of Detroit, McDougall-Hunt Neighborhood and Lord Cultural Resources, are already helping push the Heidelberg Project to the next level. The HP Board of Directors played a major role in facilitating these partnerships; and the chemistry on the board and with the staff is electric. We as a board could not be happier with how far the HP has come and could not be more excited about where things are headed with HP 3.0.

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Yours truly,

Jenenne Whitfield
President

Andrew Sturm
Chair, Board of Directors
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HEIDELBERG 3.0

During our 3-year transitional phase (2016-2018), we embarked on a series of reflective conversations on our 30-year journey that would ultimately inform where we are today: Heidelberg 3.0 – the transformation of an arts installation created by one man into an arts community activated by its citizens, stakeholders and artists. This Heidelberg Project partnership map represents current and future activities of the HP and other not-for-profit and for profit dots of interest, that embrace cultural development in the McDougall-Hunt Community. We embrace planned development as a way forward, as well as extemporaneous development, which is development that spontaneously responds to a rapidly and ever-changing culture in the 21st century. Heidelberg 3.0 will be steered by Lord Cultural Resources, a female-led global planning firm for cultural sites and institutions.
The Heidelberg Project has been 30+ wonderful years and I wouldn’t change a thing. I think TIME is so important and for me, the time is right to pass the baton. I have the utmost confidence in the leadership of Jenenne Whitfield and her team to help the Project become everything I always imagined. My job now is to continue taking apart my work on Heidelberg Street, piece by piece—thoughtfully and methodically. The Heidelberg Project has been my greatest teacher but since time does not stand still, it’s time to move on. What’s next for me? A full dive into the artworld and my grandchildren.

– Tyree Guyton
In 2017, we began to build our most comprehensive arts education programming to-date - Heidelberg Arts Leadership Academy. After a full year of development and piloting the program, HALA expanded into a full-scale program in partnership with seven public, charter and alternative Detroit schools in the fall of 2018. Below is an overview of HALA’s planning and pilot phase.

### Planning
- **2017**
  - June – December: Research, Curriculum Development and Testing
  - Planning and Implementation
- **2017 – 2018**
  - October – March: Soliciting for Funding Support
  - School and Community Partnership Outreach
- **ONGOING**
  - Session A Courses Implemented at 3 Schools
  - Session B Courses Implemented at 3 Schools

### Implementation
- **2018**
  - January – March: Appreciation Dinner for Participating Schools
  - 2018 June

6 courses implemented, 4 school partners
2 high schools, 1 middle school, 1 elementary school

9-week course duration, with one class session per week for 50 to 60 minutes, and a culminating group project during the tenth and final week.

15 to 20 student class size. Note: In some cases, class sizes exceeded 20 students enlisted to supply the demand for the course.

HEIDELBERG ARTS LEADERSHIP ACADEMY (HALA), THE EDUCATIONAL ARM OF THE HEIDELBERG PROJECT IS DESIGNED AS A FREE IN-SCHOOL AND AFTER-SCHOOL PROJECT-BASED ARTS EDUCATION PROGRAM THAT EMPOWERS STUDENTS IN GRADES 4 -12 WITH THE TOOLS THEY NEED TO BE ACTIVE CHANGE AGENTS IN THEIR COMMUNITY.

HALA’s mission is to empower students through arts, cultural and academic enrichment, STEAM education and social justice projects that cultivate potential and inspire active leadership.
Communications and Social Media

The Heidelberg Project utilizes its social media to be a leader in the Detroit arts space and an international influencer as a grassroots arts organization. The Heidelberg Project has nearly 100,000 followers across its Facebook, Twitter and Instagram accounts.

- We gained 2,329 Facebook followers.
- Our Twitter audience increased by more than 9%.
- Our Instagram following increased by 25%.
- We received nearly 16,000 Twitter engagements or more than 20 times per day on average that someone retweeted, replied, followed, liked or clicked a link in our tweet.
- We generated over 72,000 Facebook engagements or nearly 100 times per day that someone clicked on our post, shared it, liked it or made a comment.
- In 2018 alone, the Heidelberg Project’s Instagram received an average 215 engagements per post, well above the industry average.

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<th>Follower Demographics</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>Gender</td>
<td>67% Female, 33% Male</td>
<td>69% Female, 31% Male</td>
<td>71% Female, 29% Male</td>
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<th>Follower Demographics</th>
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<tr>
<td>Location</td>
<td>78% US, 22% International</td>
<td>85% US, 15% International</td>
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<tr>
<th>Publication &amp; Press Mentions</th>
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<tr>
<td>2017: 59 engagements</td>
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<td>Age</td>
<td>18-24: 3%</td>
<td>25-34: 10%</td>
<td>11%</td>
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<td></td>
<td>35-44: 30%</td>
<td>25-34: 30%</td>
<td>30%</td>
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<td></td>
<td>45-54: 43%</td>
<td>35-44: 38%</td>
<td>38%</td>
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<td></td>
<td>55-64: 11%</td>
<td>45-54: 28%</td>
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<td>14%</td>
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<td></td>
<td>21-24: 14%</td>
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Thirty Months of Heidelberg

This special program presented a series of celebratory experiences and events in conjunction to the 30-year anniversary of the Heidelberg Project. Thirty Months of Heidelberg served as a time to reflect on our 30-year journey, while celebrating past and present accomplishments and contributions to the local, national, and international arts community. With events taking place in August of 2015 through January 2018, Thirty Months of Heidelberg was also a time to celebrate our transition from an art installation led by one man into an arts community led by many.
On October 11-14, 2018, the Heidelberg Project unpacked 32 years of art, energy and community at its first ever conference, 360° of Heidelberg.

At this conference HP welcomed Detroit artists, national arts experts, foundations, elected officials and community leaders in a ground-breaking discussion about the Heidelberg Project: what we have learned, what’s next, and how we can join forces to incorporate our creative assets into Detroit’s future.

To learn more and to see session videos from our 360° of Heidelberg conference, visit www.heidelbergconference.org.
ACROSS 2017 + 2018 COMBINED
1 Internship
in partnership with the University of Michigan School of Information | Caroline Schuitema, Special Projects in Archive Development (Summer 2018)

5 Group Volunteer Projects

6 Alternative Spring Break Projects
In partnership with: Vanderbilt University (March 2017 + March 2018) | University of Iowa (March 2017 + March 2018) | Purdue University (March 2018) | University of Michigan (March 2018)

29 Special Event Volunteers

Many thanks to our volunteers for lending a hand along the way!
ON THE HEELS OF THE HEIDELBERG PROJECT’S 30TH ANNIVERSARY, 2017 WAS A TRANSFORMATIONAL YEAR.

Grant revenues reached highs that would have seemed impossible a few years prior. The primary purpose of inflated revenues in 2017 was the result of the acquisition of our new headquarters. In 2018, circumstances beyond its control prevented the HP from moving into its new headquarters as planned. This challenge had a ripple effect resulting in revenue that fell below budgeted projections, yet still painting a picture far beyond prior years. With an expense structure that is tied largely to available revenues, the HP displays an exceptional level of flexibility and resilience for a non-profit of its size. That flexibility and resilience, coupled with the resourcefulness of its management and staff, means that the HP has a strong financial position in the present and a positive outlook for the future.

### TOTAL REVENUE

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<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Grants &amp; Contributions</td>
<td>$497,905</td>
<td>$1,268,308</td>
<td>$819,841</td>
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<td>Earned Income</td>
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**Note:** In 2017, a one-time contribution of $500,000 to support purchase of our new headquarters in McDougall-Hunt created higher revenue. Subsequently, we anticipated a decline in 2018 revenue.
DONATE
Join us as we embark on our journey towards Heidelberg 3.0! Your donation will directly support our HALA program, the Numbers House renovation project or general operating costs. We make it easy to donate! Visit the donate page on our website or click on the donate button in our free mobile app for Apple and Android.

VOLUNTEER
Give back by donating your time! Throughout the year we need assistance with special events, on-site gardening projects, office support, and more. Visit the volunteer page on our website to join our volunteer newsletter list or to coordinate a group volunteer activity at HP.

DOTSHOP
We’re excited to showcase new merchandise that captures the history and spirit of our efforts to transform the lives of individuals and neighborhoods through art! Check out our new swag in stock at our seasonal gift shop on Heidelberg Street or at our online store.