

FY 2020-2021

Greenville Museum of Art (GMOA)

ANNUAL REPORT



Greenville Museum of Art

802 South Evans Street

Greenville, NC 27834

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FY 2020-2021
Greenville Museum of Art

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Staff

Trista Reis Porter, *Executive Director*
Sim Asher, *Communications and Events Coordinator*
Erik Castillo, *Office Coordinator*

Debbie Huggins, *Visual Arts Academy Head Instructor*
Jackie Herling, *Visual Arts Academy Instructor*
Gail Ritzer, *Outreach Instructor*
Marie Hamra, *Outreach Instructor*
Nadine Strickland, *Groundskeeper*

2020-2021 President's Message

It has been such an honor to serve as the President of the GMoA. The Museum had to adapt to COVID-19 hitting in early 2020 and it is with great pride that I can say that GMoA Staff and Trustees did everything in their power to make it as great of a year as possible. The Museum faced many adversities with COVID-19 forcing its closure as well as not holding most of our in-person fundraisers. I am so proud of the staff as well as the board for being creative and determined in helping the Museum adjust to the new normal and still hit financial goals we set for ourselves.



While Vice-President, I hired Sim Asher as our new Marketing and Communications Director in January of 2020. This played a crucial role as we saw our world change and go virtual after COVID-19 hit. We launched a new website, offered virtual tours of our exhibitions, and introduced virtual raffles in order to help hit the fundraising goals we needed to hit to keep us on track when in-person fundraisers were not an option. The Board stepped up in a big way to help promote, organize, and donate items to make these virtual raffles happen. The Museum also re-introduced sidewalk sales, which not only helped bring in more revenue for the GMoA but also helped promote local artists. These sidewalk sales, as well as the new gift shop added inside the lobby, really highlight the talent that Eastern NC has.

Another exciting change this year was the format of our largest fundraiser, the Fine Arts Ball. In years past, we have held this event at many venues throughout Greenville, and this year we moved it back to the Museum and it ended up being extremely successful. In addition to generating revenue, having it at the Museum allowed guests to view the galleries and see what they are truly supporting. This was the only true in-person fundraiser we were able to hold during the 2020-2021 fiscal year and we made the most out of it. This is an event I think the board and staff can build upon in the coming years.

In closing, I would like to thank the entire 2020-2021 Board of Trustees and Museum Staff for all of their hard work, creativity, and dedication this past year. I would also like to extend a big thank you to all GMoA Members for continuing to support the Museum. If not for that support, the Museum would not have the presence it has in Greenville and all of Eastern NC. Looking ahead, our incoming President Rachel Bridgers and her leadership are planning to build and expand the Museum's success in order to preserve it for years to come. GMoA is such an important staple in Eastern NC and offers a long-term value to our community. In order to help Fine Arts grow in Eastern NC, the Museum must also grow. Some of the best ways to support the Museum are through membership, attending events, purchasing art from the sales and gift shop, participating in our virtual raffles, and volunteering time and ideas when possible. I believe that the advancements made in planning for fundraising and virtual experiences has only set the Museum up for success in the future. I look forward to seeing how much the Greenville Museum of Art grows in the coming years and am so honored to have served as President for this esteemed organization.

Katie Cannon, 2020-2021 President
Greenville Museum of Art Board of Trustees

Executive Director's Message

Heading into the 2020-2021 fiscal year, we knew the COVID-19 pandemic would throw a wrench into our usual plans, and even now, at the start of the 2021-2022 fiscal year, we will continue to see its impact on our operations and financial goals. That said, I am overwhelmingly encouraged by our successes this year despite all of the setbacks this pandemic has created for the GMoA, as well as its impact on the physical, mental, and economic well-being of our community.



One thing is for certain, we could not have made it through this trying year without our supporters. On behalf of the GMoA Staff, we can't thank you enough for your generous advocacy and support of the Museum. I also want to acknowledge the efforts of the GMoA Board of Trustees, who made vital contributions over the last year and volunteered much of their time and effort toward making the most of our limited fundraising options during the COVID-19 pandemic. From the cancelling of many events to the rescheduling of our exhibition calendar; from the postponing of our educational programs to the temporary closure of our facility; from the hosting of new fundraisers and events to the restructuring of our largest fundraiser of the year, both GMoA Staff and Board were adaptive and creative at every turn.

In the last year, we continued to make improvements to the facility, including the repairing, repainting, and re-installation of our Parlor Gallery, made possible by a Perkins Fund Grant, as well as new landscaping provided by Nadine Strickland. We also hosted (virtually at first) thought-provoking and engaging exhibitions such as *Freeman Vines: Hanging Tree Guitars*. This show had a powerful message about racial violence and received national media recognition. Through exhibitions such as this, we continue to engage our audience in timely and meaningful conversations, and provide opportunities for them to engage with these ideas through creative expression. Further, we will continue to seek opportunities to acquire artwork by and support artists who have historically been underrepresented at the GMoA or in museum settings in general. We ask that our community continue to support us in this endeavor and hold us accountable to being a more inclusive and equitable place for the whole of our community to learn and grow together.

Moving into the new fiscal year, we are excited about some of the changes made to our staff line-up. With our Office Coordinator Erik Castillo leaving at the end of June, we re-envisioned this position to be a full-time Visitor and Member Services Coordinator, ultimately hiring Kayla Kramb in July 2021. We also created a contract part-time Educational Coordinator position to oversee and expand our educational programs going into the next year, and hired McKenzie Shelton to fill this role. Both of them bring incredible energy, purpose, and initiative to these roles and we can't wait to see their work on these programs at the GMoA.

Thank you all again for your ongoing support of the GMoA! We are honored to serve our community and look forward to what this next year will bring.

Trista Reis Porter, PhD
Executive Director, Greenville Museum of Art

Greenville Museum of Art Budget

FY 2020-21

RECEIPTS

Sidewalk Sales & Autumn Auction	\$8,732.20
Halloweeni ARTini Boooo-ze Wagon Raffle	\$2,515.00
Pet Portrait Palooza	\$5,145.00
Holiday Raffle	\$2,150.00
Fine Arts Celebration	\$72,785.23
Golden Jackpot Raffle	\$18,738.53
Children's Sponsorships	\$5,000.00
Exhibition Sponsorships	\$2,050.00
Grants	\$39,200.00
Other Fundraising (Donations & Gift Shop Sales)	\$21,229.72
Annual Memberships	\$31,291.57
Educational Programs & Tuition	\$14,363.40
Facility Rental	\$3,297.50
SBA Payroll Protection Plan Forgivable Loan	\$20,100.00
TOTAL RECEIPTS:	\$246,598.15

DISBURSEMENTS

Sidewalk Sales & Autumn Auction	\$1,282.50
Pet Portrait Palooza	\$1,090.92
Holiday Raffle	\$264.80
Fine Arts Celebration	\$15,901.40
Golden Jackpot Raffle	\$6,250.00
Bank & Credit Card Fees	\$3,142.60
Office Expenses & Supplies	\$2,279.57
Deposit to Building and Grounds Account	\$3,000.00
Dues and Subscriptions	\$1,750.00
Computer Network, Internet, Telephone, IT	\$5,013.58
Retail Sales	\$3,769.47
Employee Costs (Full & Part Time)	\$110,230.61
Employee Costs (Contract)	\$2,432.00
Facility Repair & Maintenance	\$13,455.06
Exhibition Costs	\$5,101.84
Housekeeping	\$5,980.00
Grant Disbursements	\$8,200.00
Advertising	\$415.00
Insurance	\$10,593.85
Meals & Entertainment	\$568.28
Occupancy Expenses	\$18,763.33
Postage	\$711.93
Printing & Reproduction	\$1,561.15
Professional Fees	\$11,174.59
Miscellaneous Costs	\$434.27
TOTAL DISBURSEMENTS:	\$233,376.75
TOTAL NET:	\$13,221.40

Greenville Museum of Art Budget

FY 2020-21

Summary

As seen in the Greenville Museum of Art (GMOA) Budget for the 2020-2021 fiscal year, the Museum surpassed our overall net goal despite losses of anticipated revenue from facility rentals, educational tuition, and annual memberships. These areas were lower than usual due to 1) the Museum’s temporary closure of the facility until September 2020, 2) the cancellation of all rentals, events, and educational programs from July-September 2020, and 3) the economic impact of COVID-19 on Museum supporters.

To make up for the cancellation of many of our annual fundraising events, including the Summer Shindig, Halloween ARTini, Breakfast with Santa, Games Meet Art/GMoArcade, and Fashion on Display, we added both virtual fundraisers and outdoor/socially distant events, including our Halloweeni ARTini Boooo-ze Wagon Raffle, Autumn Auction & Sidewalk Sales, Pet Portrait Palooza, and Holiday Raffle. Our annual Fine Arts Celebration event was adapted for a variety of experiences depending on our participants’ comfort level, including a virtual auction and raffle, take-home meal options, and smaller outdoor cocktail receptions at the GMOA.

Throughout the year, GMOA Staff continued to cut unnecessary costs and set in motion a more realistic financial plan for the coming year, including the addition of fundraisers created during the COVID-19 pandemic as well as a 1% annual disbursement from our Endowment. GMOA Trustees and Staff are committed to being good financial stewards of the Museum and aim to provide the general membership good news at the end of every fiscal year.

Five Year Snapshot

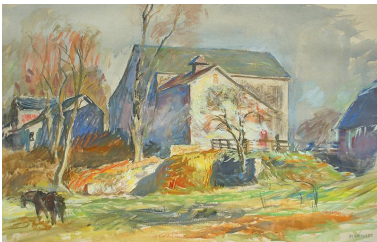
<u>FY 2016-17</u>	<u>FY 2017-18</u>	<u>FY 2018-19</u>	<u>FY 2019-20</u>	<u>FY 2020-21</u>
\$66,839.53	-\$62,018.56	-\$36,301.21	\$17,317.02	\$13,221.40

FY 2020-2021

Rachel Maxwell Moore Art Foundation

The Rachel Maxwell Moore Art Foundation celebrates and honors the vision and commitment of Rachel Maxwell Moore (1890-1964), an Eastern North Carolina native, Greenville resident, and civic leader, who believed in the power of art to enrich and transform lives and communities. Rachel Maxwell Moore was a leading civic figure and arts advocate in Greenville, and was central to the founding of the Museum's predecessor in 1939 and its eventual permanent location in the Flanagan Home. She established the Rachel Maxwell Moore Art Foundation in 1963, and before she passed away in 1964, bequeathed funds to the Foundation for the sole purpose of purchasing works of art for the GMoA's permanent collection.

The Rachel Maxwell Moore Art Foundation Gallery honors Moore's spirit, and the GMoA recognizes the essential role of the Foundation in building the permanent collection of the Museum, as well as in creating exhibition space for items in the permanent collection. The Foundation Officers are Will Corbitt (chair), Henry Smith, and Nelson Crisp. In the 2020-2021 fiscal year, the Foundation purchased 4 artworks of outstanding quality, including 2 paintings by Sara Blakeslee, and 2 sculptures by Alexis Joyner, featured below.



Sara Blakeslee, *White Eagle Farm*, 1957, watercolor, 2020.02.02 (top left)



Sara Blakeslee, *Fort Macon Inlet*, 1947, watercolor, 2020.02.01 (bottom left)

Alexis Joyner, *Prayer Warriors*, 2010, African mahogany, 2020.03.02 (right)

Alexis Joyner, *Manna*, 2019, cherry wood and gold, 2020.03.01 (far right)



FY 2020-2021

Greenville Museum of Art Endowment

The Greenville Museum of Art (GMOA) Endowment, established by former President June Ficklen (right) at a gathering of 30 patrons several years ago, supports the ongoing operations of the GMOA. It is a foundational financial piece of the Museum's operations and has made a significant positive impact supporting our mission.



In 2016, June Ficklen passed away, leaving a bequest that more than doubled our Endowment. Below is the most recent Quarter Report of the GMOA Endowment Fund, managed by Justin Hardee at Warner, Hood, & Hardee Investment Group of Wells Fargo Advisors, and overseen by the Community Foundation of NC East.

GMOA Endowment Account (as of June 30, 2021)

Beginning Balance	\$1,456,349.00
Additions	\$0
Distributions	\$(-3,529.00)
Earnings	\$98,786.00
Ending Balance	\$1,551,606.00

FY 2020-2021

Exhibition Highlights

Thank you to all who visited and supported the Greenville Museum of Art's exhibitions this year! While the GMoA was physically closed for the first two and a half months of our exhibition calendar for the 2019-2020 season, we were able to offer virtual tours of our exhibitions originally set to open in summer of 2020, including *Freeman Vines: Hanging Tree Guitars* (on display in the West Wing Gallery), *Hardscrabble Americana: The Art of Dewey Funkhouser* (on display in the Commons Gallery), as well as our newly installed permanent collection galleries prior to our re-opening in September 2020, after which, visitors were able to see the exhibitions for themselves in person.

Hardscrabble Americana: The Art of Dewey Funkhouser

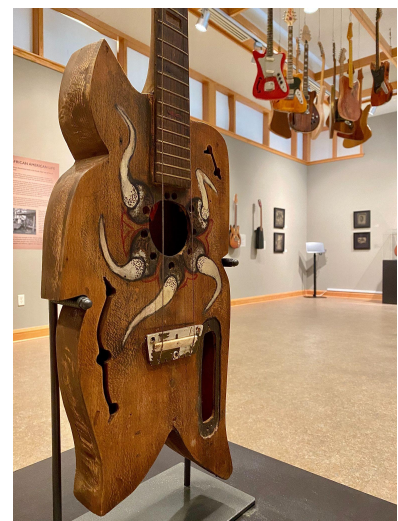
Following a private reception for close friends and family in September, *Hardscrabble Americana: The Art of Dewey Funkhouser* was on display in our Commons Gallery from September - December 2020. This exhibition presented an intimate view of small rural towns struggling to recover after the Great Depression, as interpreted by Dewey Funkhouser. Funkhouser grew up in a small rural town in the Shenandoah Valley of Virginia just like thousands of small towns in 1930s America. Life was a struggle, but in Funkhouser's work spanning 50 years, he commemorated his experiences with depictions of common, everyday folks who share deep values of family and hard work and an appreciation of life's simple pleasures.



FY 2020-2021 Exhibition Highlights

Freeman Vines: Hanging Tree Guitars

Freeman Vines: Hanging Tree Guitars was on display from September 2020 - March 2021 in our West Wing Gallery and attracted a geographically wide audience following media coverage about Freeman Vines on NPR and other media outlets. This was the first solo exhibition of Greene County native Freeman Vines' artwork. For over 50 years, Vines has transformed materials from his environment – including trees, tobacco barns, mule troughs, and radio parts – into unique hand-carved guitars. Through his work, he recounts the histories of the land on which his family has lived since enslavement. In this display of Vines' guitars and sculptures, alongside narrative quotations and photographic studies of the artist, his workshop, and his landscape, *Hanging Tree Guitars* immersed viewers in Freeman Vines' life as a Black man in the rural South. It provided a brief glimpse into Vines' creative practice and thought process, and illuminated the complex intersections of rural life, racial identity, civil rights, spirituality, and traditional southern music.



FY 2020-2021
Exhibition Highlights

Healing Through Art: Mental Health Awareness Exhibition



Healing Through Art: Mental Health Awareness Exhibition opened in our Commons Gallery from December 2020 - March 2021. This group exhibition displayed artwork by artists of all ages and backgrounds. Depicted in each submission were profound representations of the human experience and resilience. While some artists used art as a form of therapy, others represented their mental health struggles through the work they created. We welcomed over 75 visitors to the opening reception on December 4th and the exhibition received news coverage on local media outlets.



FY 2020-2021 Exhibition Highlights

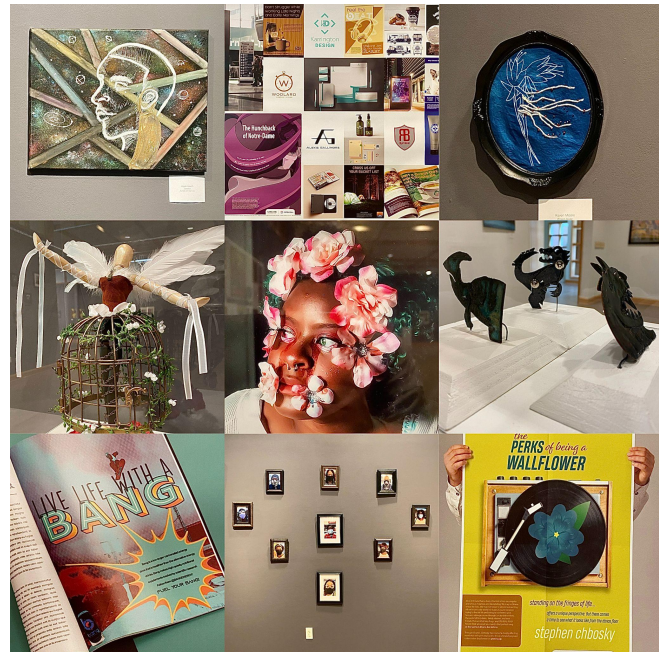
East Carolina University Printmaking BFA Exhibition

We were very happy to welcome back graduating seniors from East Carolina University's School of Art and Design BFA program for their spring portfolio shows from March - April 2021. This year, we featured work by 4 printmaking students, including Megan Ellison, Quinn Pagona, Hunter Davis, and Darion Blanchett. Students organized, curated, and hung the artwork under the supervision of their faculty advisors. Over 60 people attended and helped celebrate the students' achievements at the opening reception in April and several students sold work directly from the exhibition.



Pitt Community College Exhibition: In This Together

Also returning to the exhibition calendar this year was the Pitt Community College Fine Arts and Graphic Design Portfolio Exhibition, featuring a wide range of work by students who attended class virtually this entire academic year. Installed by faculty in graphic design and fine arts, the exhibition was on display from April - May 2020 and showcased sculptures, photos, multimedia works, paintings, drawings, digital art, and graphic design work by recent graduates. We hosted over 70 people for the opening reception in May in celebration of the students' hard work despite difficulties presented by the COVID-19 pandemic.



FY 2020-2021 Exhibition Highlights

Black, White, and Read All Over

To close out the 2020-2021 exhibition season, on display from June -September 2021 in both the Commons and West Wing Galleries is *Black, White, and Read All Over*, featuring work by Cary, North Carolina based artists Jillian Goldberg, Susan LaMantia, and Constance Pappalardo. This exhibition, sponsored by Ann and Jordy Whichard, centers on the intersections of words, color, line, and language circulated through social media and sometimes lost in translation, as well as the dehumanization and isolation of digital communication. Using a limited color palette of neutral colors and shades of red along with the incorporation of text, each artist is deeply attentive to the topic of literacy and the waning presence of print in an increasingly digital and virtual world. In their work, they explore whether the magic of print on paper has been lost to the more instant, convenient, and affordable format of digital media.



In addition to our opening reception in June, which welcomed over 50 visitors, we hosted “The Art of Jazz” on August 6th (below), which featured performances by students from



East Carolina University’s School of Music, as well as the main talent of the evening, pianist Lenore Raphael and bassist Carroll Dashiell. Over 75 visitors were in attendance and enjoyed lively performances, as well as an artist talk by Jillian Goldberg about artwork inspired by music from the exhibition.

FY 2020-2021

Educational Programs

Outreach Programs

The GMoA Educational Programs most impacted by the COVID-19 pandemic were our outreach programs. We received a Pitt County Grassroots Grant of \$3,500 in the fall to support our outreach initiatives at the Boys and Girls Club, Operation Sunshine, Little Willie Center, and Pitt County Council on Aging. However, these outreach programs were not able to be restarted until May 2021 due to several locations' closures, the risky conditions at sites, and the instructors' comfortability with doing the programs prior to getting vaccinated. Our children's sites are still not up and running though we hope to return to them this fall. This year, Marie Hamra was able to work with over 100 adults at the Pitt County Council on Aging in May and June alone, while Gail Ritzer continued her classes at Cypress Glen Retirement Community in April 2021.

Visual Arts Academy

While we were not able to hold our Visual Arts Academy Program in the Fall due to the Museum's closure and cancellation of educational classes for the first portion of the semester, twelve students participated in the Visual Arts Academy program in the Spring, expanding their knowledge of how the visual arts can be used to express critical ideas. These students enjoyed learning from *Freeman Vines: Hanging Tree Guitars* and *Healing Through Art: Mental Health Awareness Exhibition*, both exhibitions on view through March 2021. This art exposure expanded students' understanding of their local community and history through the hand-built guitars of Freeman Vines, while the mental health awareness exhibition demonstrated how art can be used to express or cope with mental health issues. Classes were held at our main building to allow enough space for social distancing, and both students and teachers demonstrated incredible flexibility of all COVID-19 procedures.



FY 2020-2021 Event Highlights

Autumn Auction & Sidewalk Sales

The COVID-19 pandemic had a significant impact on our event calendar this year, but staff got creative with both virtual and outdoor events to make up for anticipated fundraising losses. We brought back a historical event in October, the Sidewalk Sale, and paired it with our virtual Autumn Auction benefiting both the Museum and local artists. We held another



Sidewalk Sale in the spring, and it has now become a regular part of our event calendar. Sidewalk Sales featured local food trucks, local artists and vendors set up with booths in our parking lot, and even local musicians.

Virtual Fundraisers:

Halloween Boo-ze Wagon Raffle, Pet Portrait Palooza, & Holiday Raffles



In lieu of our annual Halloweeni ARTini and Breakfast with Santa events, we held virtual raffles of items donated by GMoA Board Members and local artists and vendors.



We also hosted a Holiday Coloring Challenge with a

coloring page made by local artist, Paula Jordan-Mayo. A new fundraiser this year was our Pet Portrait Palooza, which also benefited the Humane Society of Eastern North Carolina (HSEC). Those looking to support could purchase an artist-made or non-artist-made portrait of their pet, with \$10 from every portrait going to HSEC.

FY 2020-2021 Event Highlights

Fine Arts Celebration

One of the biggest changes implemented this year was the new format to our annual Fine Arts Celebration (previously, the Fine Arts Ball). Held at the Museum outside in a large tent over two days, we offered a variety of ways for supporters to participate depending on their comfort level with in-person, virtual, or at-home events. We hosted roughly 75 attendees on both April 23rd and April 24th for a garden-party themed event, where those in attendance enjoyed previews of the virtual auction and raffle, live music by Greenville musicians, floral arrangements created and donated by Lesia Zintchouk, local food provided by the Scullery, and specialty cocktails. For many in attendance, it was an enjoyable entry back into the public sphere after a year of isolation due to the COVID-19 pandemic.



For those unable to attend or uncomfortable with attending in-person events, we held take-home meal options from The Scullery, and a large array of virtual auction items open for bidding on the event website. While our financial goal was significantly impacted by the lower attendance and the financial strains of businesses that typically support this event, we still managed to surpass our Net Amount earned at the 2020 Fine Arts Ball!



2021-2022 President's Message

I am incredibly proud to serve as the 2021-2022 Board President of the Greenville Museum of Art (GMOA). Despite the uncertainties and challenges that we have faced and will likely continue to face amidst the COVID-19 pandemic, the passion and determination of our Museum community has never been stronger.

This fall, the Museum will be completing the American Alliance of Museums (AAM) reaccreditation self-study. A portion of the accreditation will be focused on setting our strategic direction for the near future by defining our organizational objectives. We are looking forward to engaging our community stakeholders and capturing their insight regarding the future goals and mission of the GMOA.

It is a very exciting time to be a part of the GMOA leadership team. In addition to growing our education outreach efforts through the hiring of a part-time contract-based Educational Coordinator, we have expanded our full-time staff to include a Visitor and Membership Services Coordinator. Ensuring the value of member benefits, enhancing member satisfaction, and increasing diversity in our membership base will be one of the major goals of our daily operations.

On top of the excitement that comes with mapping out a strategic plan and exploring new ways to engage the community through education and membership benefits, I am truly excited to welcome new and returning members to the Museum through our dynamic exhibits, fundraising events, and unique program offerings.

Although the future remains uncertain as it relates to the global pandemic, I am inspired by the leadership, supporters, and volunteers that serve the Museum. We could not operate without financial support and have been inspired to challenge our imaginations and explore new and creative ways to preserve the Museum as a staple of the Greenville community. I would like to extend an invitation to the community and invite those of you who are not involved, to consider volunteering, and/or financially contributing to our organization. Through these efforts, the Museum will continue to grow and thrive for years to come.

Rachel G. Bridgers, 2021-2022 President
Greenville Museum of Art Board of Trustees



FY 2021-2022
Greenville Museum of Art

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Tom Barnett	Larry Houston	Nabil Sultan
Grayson Blake	Charlotte Moye	Aileen Wilson
Heather Davis	Miki Ragsdale	

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