mission

To bring people together and inspire creativity through the power of art.
2022-2023 Board of Trustees

Executive Committee:
- President: JEFF BEHMER
- Co Vice-President: TIFFANY MULLIS BRITTAI
- Co Vice-President: CANDI DULA
- Secretary: LANDON LANE
- Treasurer: CAMERON MORRISON-MAUNEOY
- Strategic Planning Chair: BRIAN HARGREAVES
- Member at Large: ALLEN FINLEY

Members:
- CHRISTY ALMOND
- ROBYN PARKER
- ANGELA SHERRILL
- LOU WETMORE
- KIT CANNON
- MATT EVERLEY
- COLEMAN GUTSHALL
- DAVID MILLHOLLAND
- NEAL ORGAIN
- CLISE PLANT
- DIANA WILSON

Honorary Trustees:
- ANNE BOYER
- JOSEPHINE HAMBRICK
- MARGIE OWSLEY
- HARLEY “BUCK” SHUFORD, JR.
2023-2024 Board of Trustees
(Approved June 22, 2023)

Executive Committee:
- President: TIFFANY MULLIS BRITTAI
- Vice-President: CANDI DULA
- Secretary: ANGELA SHERRILL
- Treasurer: PETER MAXWELL
- Strategic Planning Chair: COLEMAN GUTSHALL
- Member at Large: CHRISTY ALMOND
- Past President: JEFF BEHMER

Elected Members
(1st Term):
- ELEANOR HERBERT
- RAISA BOBEN
- DONNA PROPS
- PETER MAXWELL

Continuing Members:
- KIT CANNON
- DAVID MILLHOLLAND
- ROBYN PARKER
- CLISE PLANT
- LOU WETMORE
- CAMERON MORRISON-MAUNEY
- ALLEN FINLEY

Honorary Trustees:
- ANNE BOYER
- JOSEPHINE HAMBRICK
- MARGIE OWSLEY
- HARLEY “BUCK” SHUFORD, JR.
HMA highlights

Clarissa Starnes
Executive Director

2022-2023 annual report
Thank you!

Special thanks from Clarissa Starnes to the Board of Trustees and to all of the previous directors especially Jon Carfagno.
General Fund Revenue vs. Expenses
(2022-2023 Through May 31)

**General Fund Revenue**
Total: $1,248,374.94

- Contributions: $23,794
- Fundraising Events, Net: $130,000
- Membership Dues: $223,900
- Grants: $222,925
- United Arts Fund: $27,663
- NC Arts Council: $22,750
- Board Designated Funds: $27,663
- Endowment Transfers: $103,620
- In-Kind: $98,606
- General Fund Investments: $342,048

**Expenses**
Total: $1,022,818.70

- Total Admin: $152,462
- Total Programs: $342,000
- Total Fundraising: $87,856
- Contributed Facilities (In Kind): $440,500
Special Thanks to Our 2022-2023 Annual Sponsors

GOLD
Lowes Foods | Alex Lee | MDI

SILVER
Beaver Family Foundation | Broyhill Family Foundation

BRONZE
Vanguard Furniture | Deal Financial Group | Thayer Financial
Special Thanks To:

United Arts Council
OF CATAWBA COUNTY
www.artscatawba.org

North Carolina Arts Council
Fifty years of leadership

SALT BLOCK FOUNDATION
Providing a home for Sciences, Arts & Literature Together.

HICKORY MUSEUM OF ART
$1,000+ Donors  (as of June 12, 2023)

- Abernethy Laurels
- Alex Lee, Inc.
- Allsteel
- Arch Capital Group
- Brock and Mandi Long
- Broyhill Family Foundation, Inc.
- Carolina Anesthesia Associates, PA
- City of Hickory
- Dan & Merrie Boone Foundation
- David E. Looper & Company, Inc.
- Dr. & Mrs. George Clay, III
- Dr. & Mrs. J. Thomas Foster
- Dr. & Mrs. John W. Bates
- Drs. Robert E. Mild, Jr. & Christina Lavorata
- Erin & Rob Hooks
- George Foundation Inc.
- Jason Herman Insurance Agency, LLC
- Joan Gardner & Glenn Madara
- Kenneth K and Suzanne G Millholland Endowment Fund
- Klingspor Abrasives, Inc.
- L. B. Lane Family Foundation
- Linda & John Greenwell
- Mickey C. Shuford
- Mr. & Mrs. Alex Bernhardt, Jr.
- Mr. & Mrs. Boyd L. George
- Mr. & Mrs. C. Hunt Shuford, Jr.
- Mr. & Mrs. Charles & Emily L. Beynon
- Mr. & Mrs. Charles R. Young, Sr.
- Mr. & Mrs. Coleman A. Gutshall
- Mr. & Mrs. G. Leroy Lail
- Mr. & Mrs. Grant & Tiffany Brittain
- Mr. & Mrs. Harley F. Shuford, Jr.
- Mr. & Mrs. Hugh M. Boyer
- Mr. & Mrs. J. Richard Raines
- Mr. & Mrs. J. Thomas Lundy
- Mr. & Mrs. Jeff M. Cline
- Mr. & Mrs. Jerry D. Francis
- Mr. & Mrs. Jim & Judith V. Tarlton, Jr.
- Mr. & Mrs. Kevin C. McIntosh
- Mr. & Mrs. Landon B. Lane, Jr.
- Mr. & Mrs. Lee & Coco Teeter
- Mr. & Mrs. Nick Kincaid
- Mr. & Mrs. Rick Berry
- Mr. & Mrs. Sherrill F. Young, Jr.
- Mr. & Mrs. Toby M. Tezer
- Mr. David K. Millholland
- Mrs. Anita G. Doran & Mr. Andrew Straw
- Mrs. Becky Ferrell
- Mrs. Cameron Morrison-Mauney & Mr. Maxwell Mauney
- Mrs. Linda G. DiCianni
- Ms. Angela B. Simmons & Mr. Jeffrey W. Behmer
- Ms. Diana M. Wilson
- Ms. Margery S. Owsley
- Ms. Margie Black
- Neal & John Orgain
- North Carolina Arts Council
- Paramount Automotive Group
- Resource Partners, LLC
- RLI-CPA, Certified Public Accountants, PC
- Rock Barn Golf & Country Club
- Sabina Hardy & Joshua Higgins
- Shurtape Technologies, LLC
- Strategic Wellness Center
- Summer Classics
- Thayer Financial
- The Underdown Family Foundation
- Thomas & Elizabeth Collins
- TSH Charitable Trust
- United Arts Council of Catawba County
- Valdese Weavers
- Vanguard Furniture
- Wesley Hall, Inc.
- Yung Fong S. Holtzman
Recent Exhibitions

Mel Chin: SEA to SEE
October 5, 2022 – January 29, 2023

Charles White: A Little Higher
March 18, 2023 - July 30, 2023
Community Impact

Randy Bacon Family Weekend
July 23, 2022

Partnership with Catawba Science Center & Coral Crusaders
January 5 – 7, 2023

An Evening with Charles White
March 31, 2023 & June 16, 2023
Volunteer of the Year

Brian Hargreaves! (257 Hours)
HMA Staff

Clarissa Starnes
Executive Director

Danielle Cannon
Director of Donor Relations

Gracie Trakas
Membership & Audience Engagement Manager

Kristina Anthony
Exhibitions Manager

Debbie Reed
Communications & Design Manager

Jenny Cody
Community Engagement Manager

Muriel Gabriel
shopHMA Coordinator

Grace Frye
Weekend Manager

Chris Georgalas
Contract Preparator

Karin Borei
Contract Admin Assistant

Ginny Zellmer
Education Manager

Karla Starnes
New Education Manager

Coming Soon!

Office Manager
General Fund Revenue
(2022-2023 Through May 31)

Total: $1,248,374.94

Contributions: $23,794
Fundraising Events, Net: $53,065
Membership Dues: $98,606
Grants: $223,900
United Arts Fund: $103,620
NC Arts Council: $222,925
Board Designated Funds: $130,000
Endowment Transfers: $27,663
In-Kind: $22,750
General Fund Investments: $342,048

Hickory Museum of Art
General Fund Expenses
(2022-2023 Through May 31)

Total: $1,022,818.70

- Total Admin
  - Admin & Program Services: $152,462.49

- Total Programs
  - Educational Programs: $65,607.24
  - Exhibitions: $179,497.12
  - Public Programming: $169,475.95
  - shopHMA Gross Sales: $25,919.45

- Total Fundraising
  - Fundraising Expenses: $87,856.45

- Contributed Facilities (In Kind)
  - $342,000.00 (Estimate)
Endowment Value
(2022-2023 Through May 31)

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>2015/2016</td>
<td>$2,048,915</td>
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<tr>
<td>2016/2017</td>
<td>$2,264,096</td>
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<tr>
<td>2017/2018</td>
<td>$2,981,052</td>
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<tr>
<td>2018/2019</td>
<td>$3,170,683</td>
</tr>
<tr>
<td>2019/2020</td>
<td>$3,065,570</td>
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<tr>
<td>2020/2021</td>
<td>$3,818,001</td>
</tr>
<tr>
<td>2021/2022</td>
<td>$3,188,051</td>
</tr>
<tr>
<td>2022/2023</td>
<td>$3,313,904</td>
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</table>
Membership Revenue (Through 5/31/23)

- Revenue from Membership $113,025
Annual Fund Superstars

VISIONARY LEVEL
George Foundation Inc.

CREATIVE LEVEL
Angela Simmons & Jeff Behmer
Buck & Helgi Shuford
Coco & Lee Teeter

COLLABORATOR LEVEL
Linda & John Greenwell
Lynn & Leroy Lail
Yung Fong Holtzman
Elizabeth & Tom Collins
Hunt & Grace Shuford
• Gross Sales $30,131.46 (+9.20381% yr/yr) (July 1, 2022 through May 31, 2023)

• 100+ Local Artists/Unique, handmade inventory

• Sold Charles White books to accompany the Charles White: A Little Higher exhibition
2022-2023 Additions to HMA’s Permanent Collection

- HMA is pleased to announce 11 additions to the Permanent Collection this year – 10 gifts and 1 purchase.
  - Ella Richards (4 gifts)
  - Charlie Lucas, gift
  - Leroy Almon, gift
  - Mr. Imagination, gift

- 4 works received conservation… see them and their conservation story in HMA’s upcoming 80th anniversary exhibition - FOUNDATIONS

On view now on 3rd floor!
Charlie Lucas
Mr. Imagination
mixed media assemblage
2022-2023 review
visitor engagement

Museum
2022-2023 annual report
Annual Attendance Numbers
(2022-2023 Through May 31)

• Check-In Admissions
Annual Attendance Numbers
(2022-2023 Through May 31)

- On- and Off-site Numbers

<table>
<thead>
<tr>
<th>Month</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>July</td>
<td>2,712</td>
</tr>
<tr>
<td>August</td>
<td>1,613</td>
</tr>
<tr>
<td>September</td>
<td>1,490</td>
</tr>
<tr>
<td>October</td>
<td>1,575</td>
</tr>
<tr>
<td>November</td>
<td>1,671</td>
</tr>
<tr>
<td>December</td>
<td>1,655</td>
</tr>
<tr>
<td>January</td>
<td>2,384</td>
</tr>
<tr>
<td>February</td>
<td>2,389</td>
</tr>
<tr>
<td>March</td>
<td>3,214</td>
</tr>
<tr>
<td>April</td>
<td>2,620</td>
</tr>
<tr>
<td>May</td>
<td>11,675</td>
</tr>
</tbody>
</table>
Year-Over-Year Attendance Numbers

2022-2023 review

membership
Memberships
(2021-2022 Through May 31)

Volunteers
(Through May 31)

• This fiscal year we had 2,015 volunteer hours contributed by over 80 different volunteers and board members

• 100+ Hours Top Volunteers:
  – Christy Almond
  – Jeff Behmer
  – Landon Lane
  – Robyn Parker
2022-2023 review
marketing & communications
Virtual Visitors
(July 2022-May 2023)

- 2018/2019 July - May: 165,829
- 2019/2020 July - May: 202,040
- 2020/2021 July - May: 647,901
- 2021/2022 July - May: 598,948
- 2022/2023 July - May: 589,850
eMail Blasts

FY 2022/2023
(6,824 Subscribers as of June 30, 2022)

Unique Campaings: 57
Emails Opened: 76,967
Unsubscribed: 285

FY 2022/2023
(6,879 Subscribers as of June 12, 2023)

Unique Campaings: 67
Emails Opened: 74,017
Unsubscribed: 274
Website: Hickory Museum of Art
(July 2022-May 2023)

- **Page Views**
  - 65,096 (+60% yr/yr)

- **Unique Visitors**
  - 24,166 (+72% yr/yr)

- **Visits**
  - 32,099 (+5.50814% yr/yr)

- **Traffic Sources**
  - Direct URL: 15,800
  - Search Engine: 13,618
  - Social: 2,110
  - Other: 571

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**Most Popular Content**
Websites: Other
(July 2022-May 2023)

Foothills Folk Art Festival:
• Page Views
  – 10,889

Autolawn Car Show:
• Page Views
  – 4,532
Social Media Platforms

2022-2023 Followers

- Facebook: 6,170
  - Year-over-year growth: +20.2964%

- Twitter: 723
  - Year-over-year growth: -3.34225%

- Instagram: 1,924
  - Year-over-year growth: +8.51664%

- YouTube: 106
  - Year-over-year growth: +0%
2022-2023 review

exhibitions

2022-2023 annual report
## Exhibitions Overview Breakdown

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</thead>
<tbody>
<tr>
<td>New Exhibitions this FY</td>
<td>19</td>
<td>12</td>
<td>15</td>
<td>16</td>
<td>17</td>
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<tr>
<td>Total Exhibitions Featuring NC Artists</td>
<td>18</td>
<td>16</td>
<td>13</td>
<td>15</td>
<td>15</td>
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<tr>
<td>Exhibition Related Programs</td>
<td>60</td>
<td>46</td>
<td>30</td>
<td>41</td>
<td>42</td>
</tr>
<tr>
<td>Virtual Exhibition Tours/Programs (Covid-19 Pivot)</td>
<td>N/A</td>
<td>6</td>
<td>14</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Exhibits Featuring Permanent Collection</td>
<td>11</td>
<td>11</td>
<td>9</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Commission from Exhibition Gallery Sales</td>
<td>$2,526</td>
<td>$1,900</td>
<td>$765</td>
<td>$972</td>
<td>–</td>
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</tbody>
</table>
Recent Exhibition

Charles White: A Little Higher
March 18, 2023 - July 30, 2023
Recent Exhibition

Mel Chin: SEA to SEE
October 5, 2022 – January 29, 2023
Recent Exhibition

collectHMA: Pacific | Atlantic

September 17, 2022 – March 12, 2023
Recent Exhibition

Paul’s Process
September 21, 2022 – March 5, 2023
Recent Exhibition

Randy Bacon: 7 Billion Ones
May 28, 2022 – September 11, 2022
School Connections

• 110 middle school students returned to HMA for a presentation from Randy Bacon and to ask questions on a personal level.
  – A family day was held in conjunction also where students brought their families back on a Saturday

• Two different artists visited three schools before the Folk Art Festival to engage 180 students in an art project and talk about Folk Art

• Paul Whitener Student Art show- Elementary division had the largest attendance recorded for the reception with 454 people attending
Educational Enrichment

• 29 out of 48 summer art camps full as of June 2\textsuperscript{nd}

• Homeschool attendance increased by 30 percent and was basically at capacity

• Adult classes continued to increase
Community Education

• All 5 Catawba County senior centers toured HMA during Randy Bacon and engaged in art projects depicting themselves

• 400 young adults created a STEAM-based art project while participating in the NC STEM Fest held at Catawba Science Center

• During the Mel Chin exhibit, two full days were offered for schools and the community to learn about coral reefs and create artwork from coral reef conservator Shari Regenbogen Ross
Art for All

• Grant Funded educational outreach programs provide art programs for underserved students in our community and scholarships to classes and camps

• Art projects sent home with the food backpack program to 100 students twice a month during the school year

• Weekly programs at Inspired Learning (tutoring program through Hickory Public Schools) throughout the school year

• Monthly art classes at Conover school serve students ages 3-21 with severe to mild disabilities
save the date!

2022-2023 annual report
Upcoming Exhibition

Ben Venom: BANG YOUR HEAD
August 12, 2023 – November 26, 2023
Pokr Run

Everyone is welcome!
Prizes for best & worst hands

August 12, 2023

Music - Food Trucks - Exhibits - 50/50 Raffle
Meet featured artists Ben Venom & Ping | Music by 20/20 Rock Band
Proceeds benefit Child Advocacy & Protection Center

Save the date!

www.hickoryart.org

Hickory Museum of Art
The AutoLawn Euro Classic Car Show
Saturday, October 7, 2023

• Theme: Porsche

• The event includes: car show, food, music, a beer garden, artist booths, merchandise for sale, and awards ceremonies

• Learn more at www.theautolawn.com
Upcoming Exhibition

Foundations
December 9, 2023 – June 9, 2024
guildHMA Gala
Saturday, February 3, 2024
Upcoming Exhibition

Michael C. Thorpe
June 22 – November 10, 2024
2023-2024 Annual Fund Theme

HICKORY MUSEUM OF ART

Shaping the Legacy

HICKORY MUSEUM OF ART