



2022-2023
annual report

mission

To bring people together and inspire creativity
through the power of art.

 **2022-2023**
annual report

2022-2023 Board of Trustees

Executive Committee:

- *President:* JEFF BEHMER
- *Co Vice-President:* TIFFANY MULLIS BRITTAIN
- *Co Vice-President:* CANDI DULA
- *Secretary:* LANDON LANE
- *Treasurer:* CAMERON MORRISON-MAUNEY
- *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 BRITTAIN
- *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 PROPST
- 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**
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Thank you!

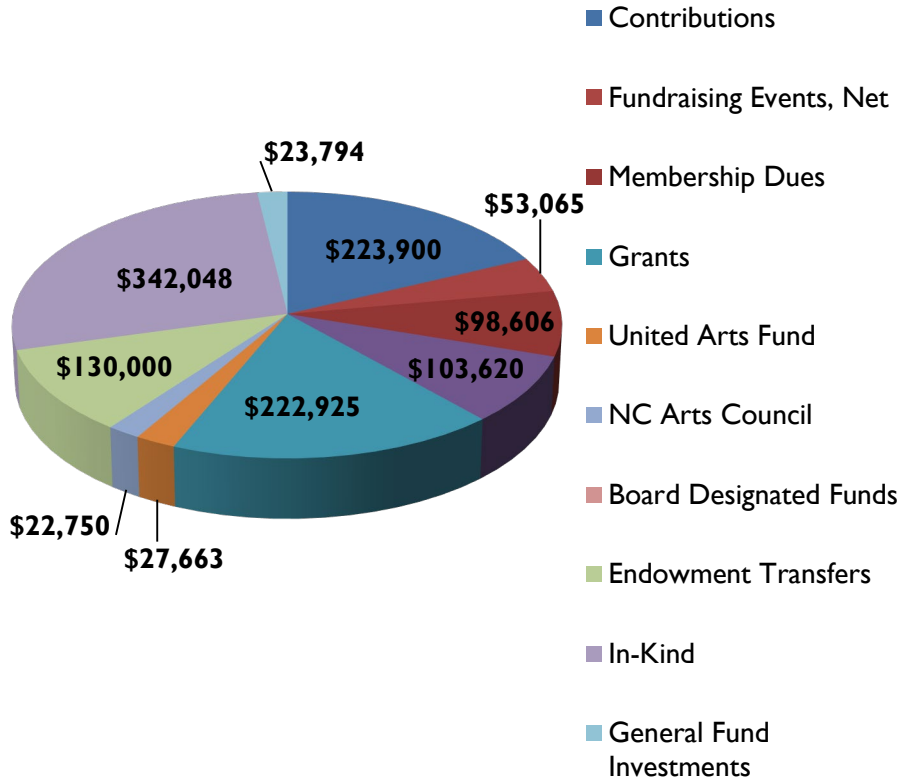
Special thanks from
Clarissa Starnes to the
Board of Trustees and to
all of the previous
directors especially Jon
Carfagno.



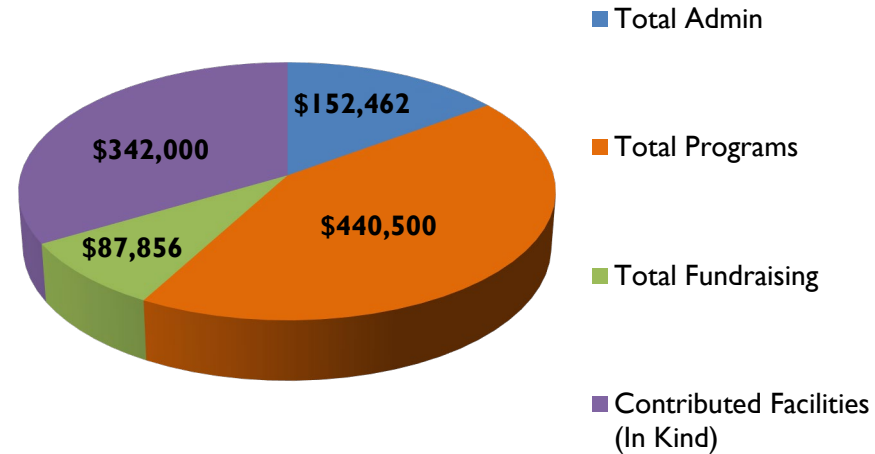
General Fund Revenue vs. Expenses

(2022-2023 Through May 31)

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



Expenses Total: \$1,022,818.70



Special Thanks to Our 2022-2023 Annual Sponsors



GOLD



SILVER



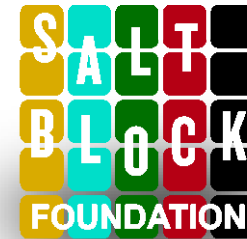
BRONZE



Special Thanks To:



North
Carolina
Arts
Council
*Fifty years
of leadership*



PROVIDING A HOME FOR SCIENCES, ARTS & LITERATURE TOGETHER.



\$1,000+ Donors *(as of June 12, 2023)*

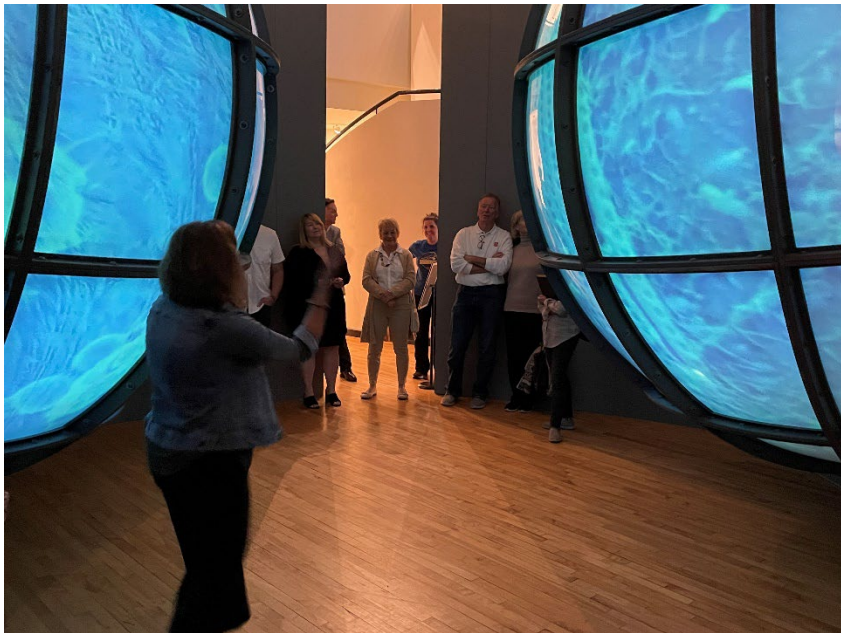
- Abernethy Laurels
- Alex Lee, Inc.
- Allsteel
- Arch Capital Group
- Brock and Mandi Long
- Broyhill Family Foundation, Inc.
- Carolina Anesthesia Associates, PA
- City of Hickory
- Dan & Merrie Boone Foundation
- David E. Looper & Company, Inc.
- Dr. & Mrs. George Clay, III
- Dr. & Mrs. J. Thomas 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. Texer
- 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



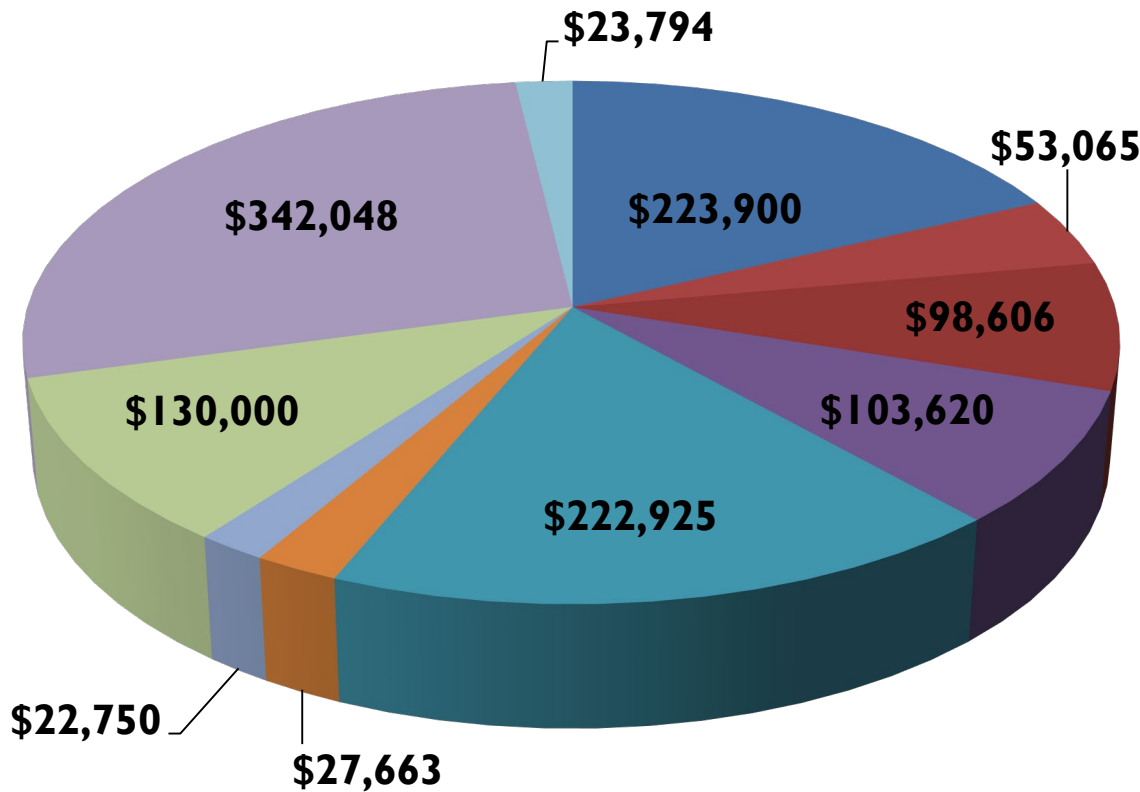
HICKORY MUSEUM OF ART

2022-2023 review
financials

 **2022-2023**
annual report

General Fund Revenue

(2022-2023 Through May 31)



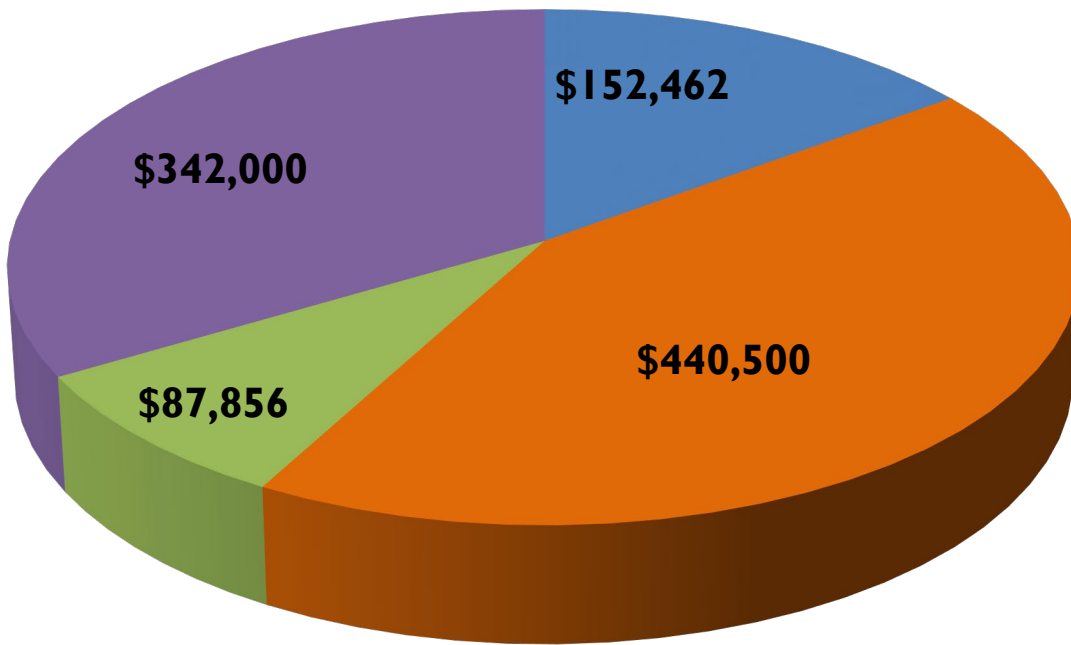
- Contributions
- Fundraising Events, Net
- Membership Dues
- Grants
- United Arts Fund
- NC Arts Council
- Board Designated Funds
- Endowment Transfers
- In-Kind
- General Fund Investments

Total: \$1,248,374.94



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

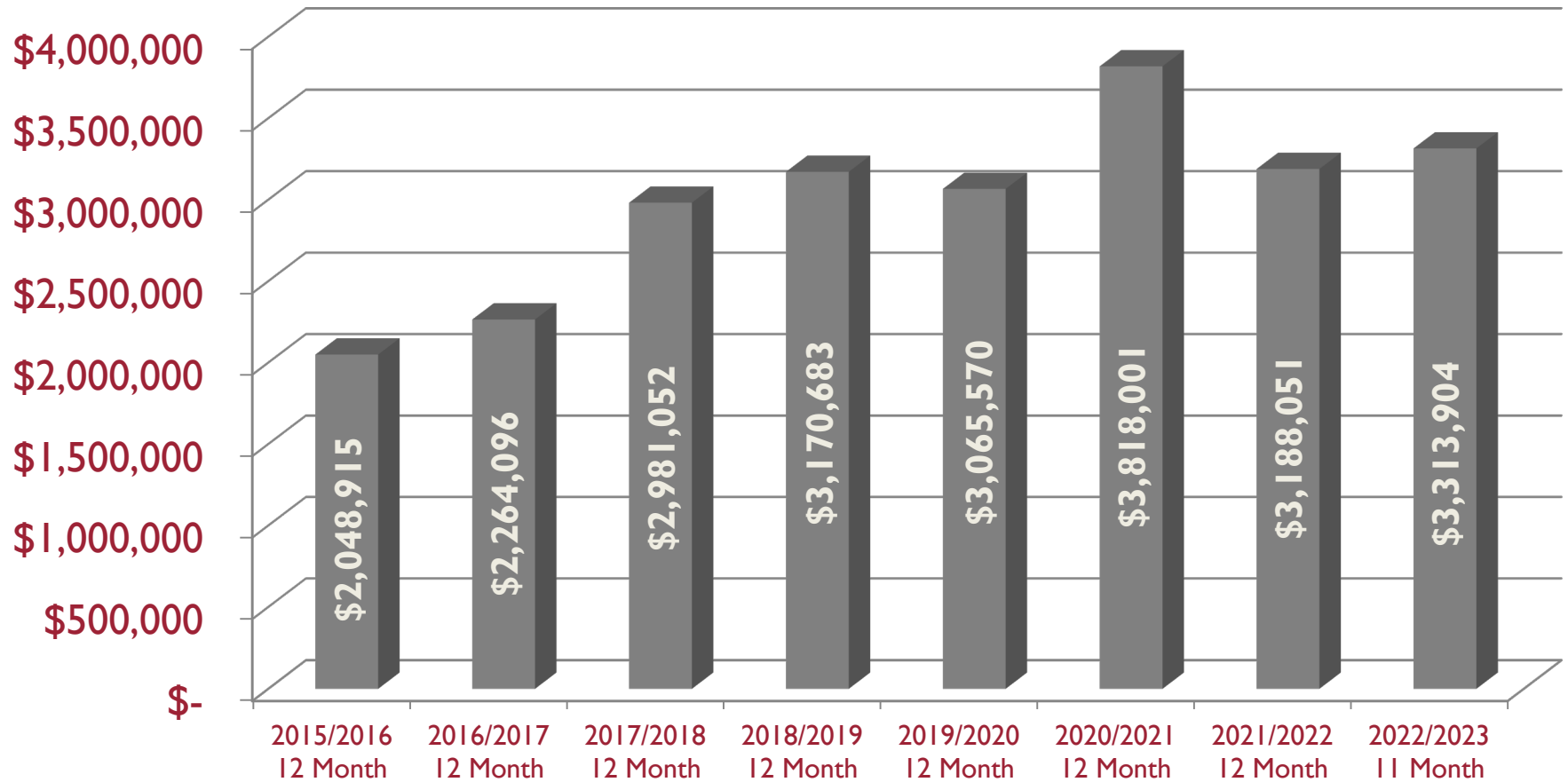
■ Contributed Facilities (In Kind)

- \$342,000.00 (Estimate)



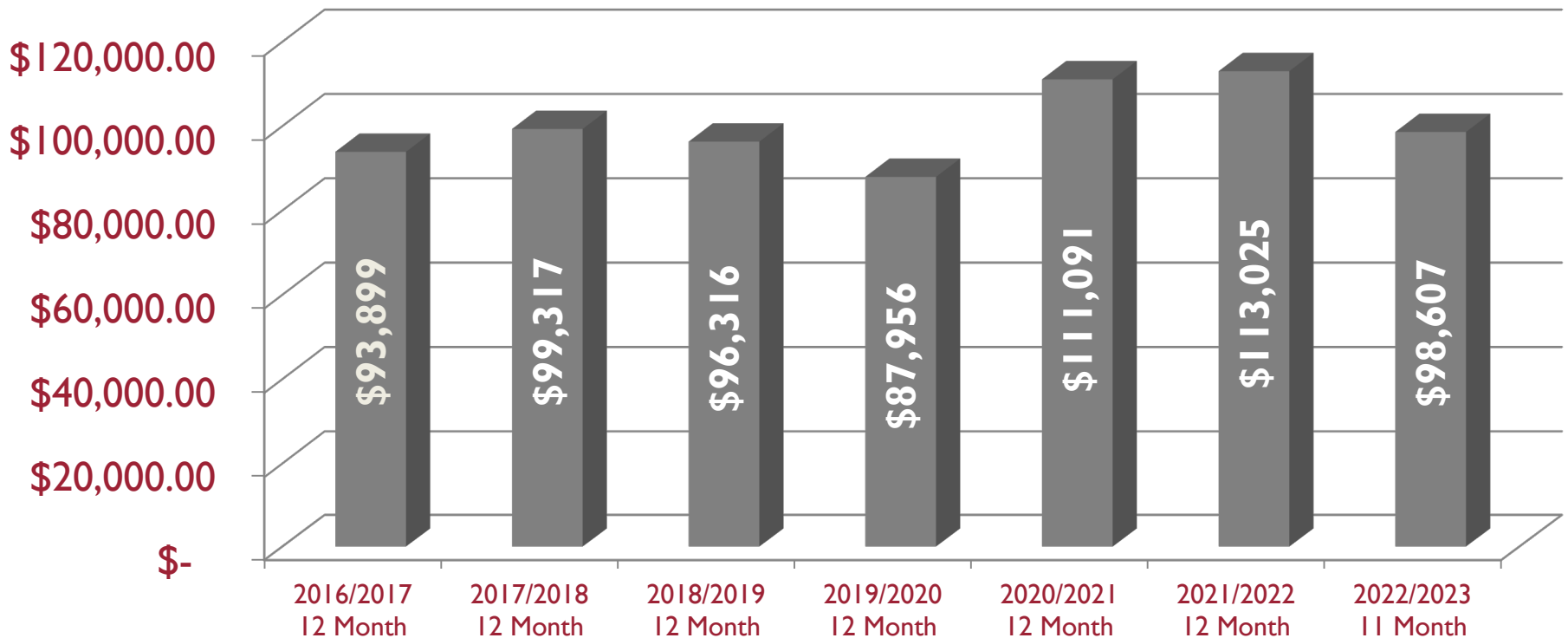
Endowment Value

(2022-2023 Through May 31)



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





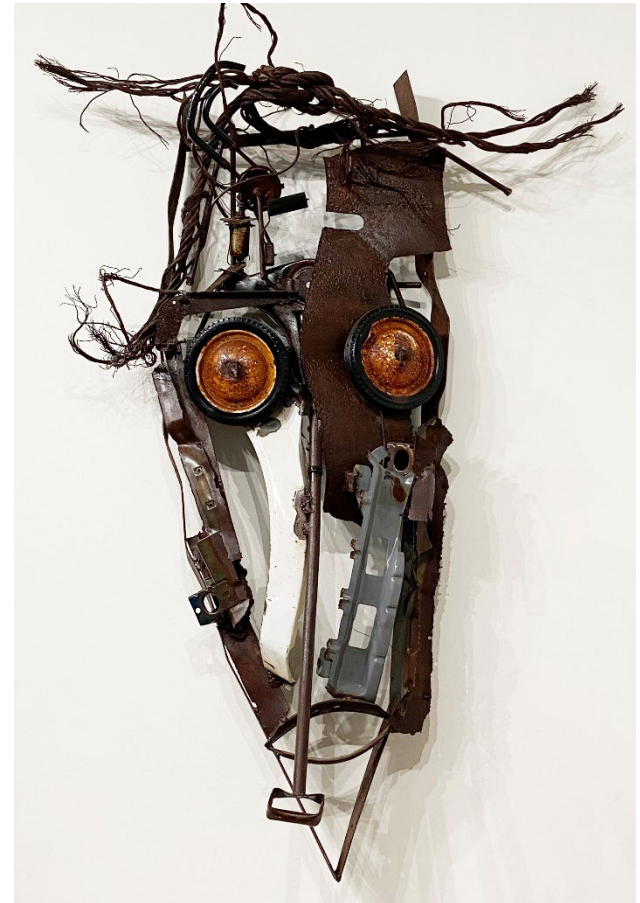
- Gross Sales \$30,131.46 (+9.20381% yr/yr) (July 1, 2022 through May 31, 2023)
- 100+ Local Artists/Unique, handmade inventory
- Sold Charles White books to accompany the *Charles White: A Little Higher* exhibition



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



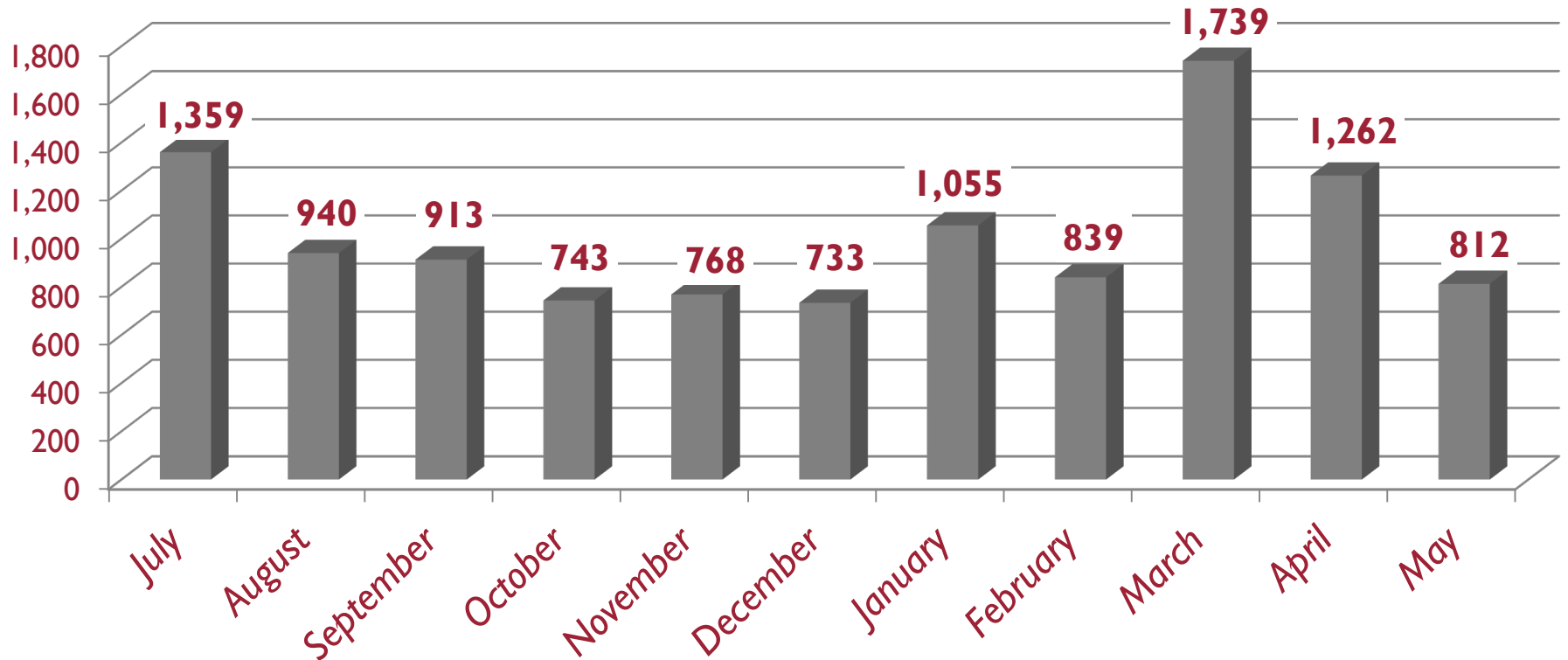
2022-2023 review
visitor engagement

 **2022-2023**
annual report

Annual Attendance Numbers

(2022-2023 Through May 31)

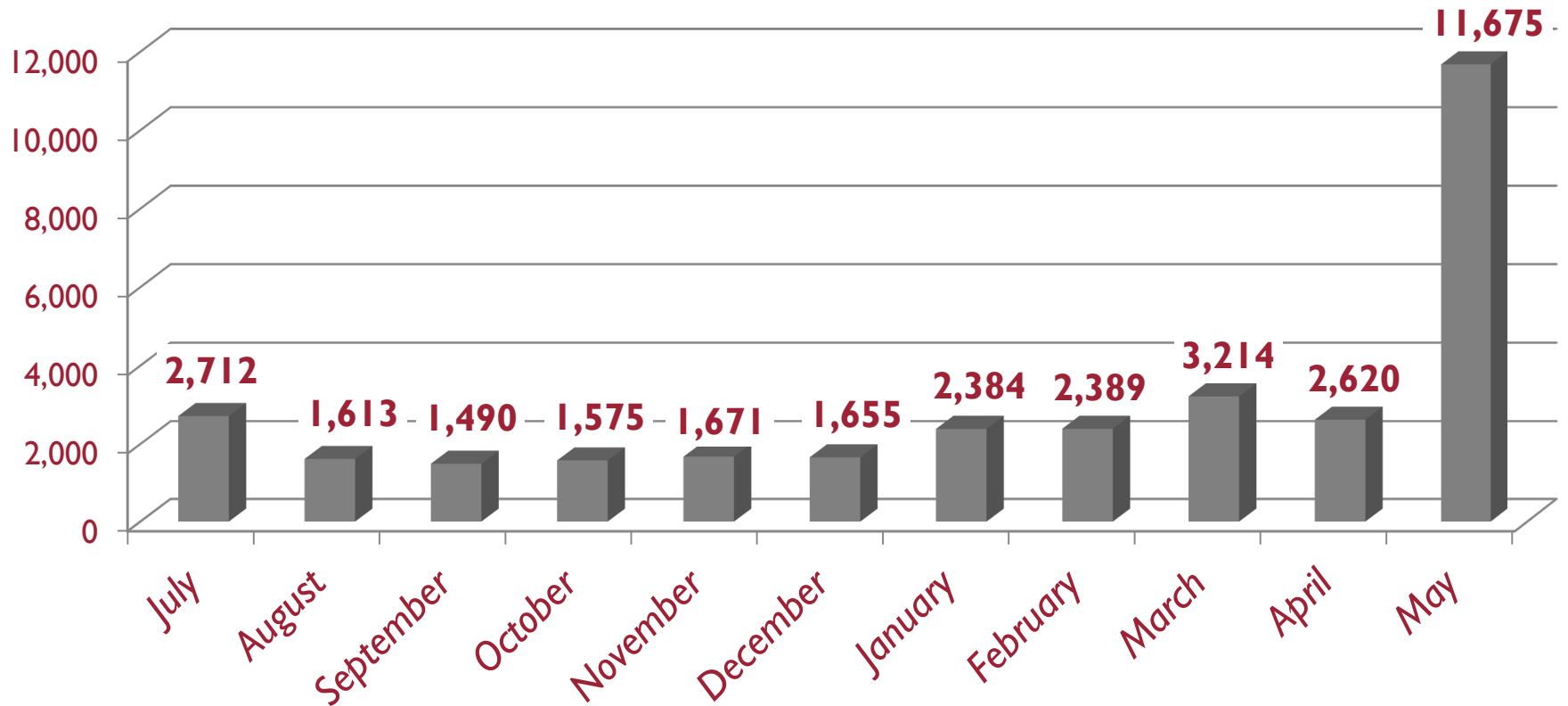
- Check-In Admissions



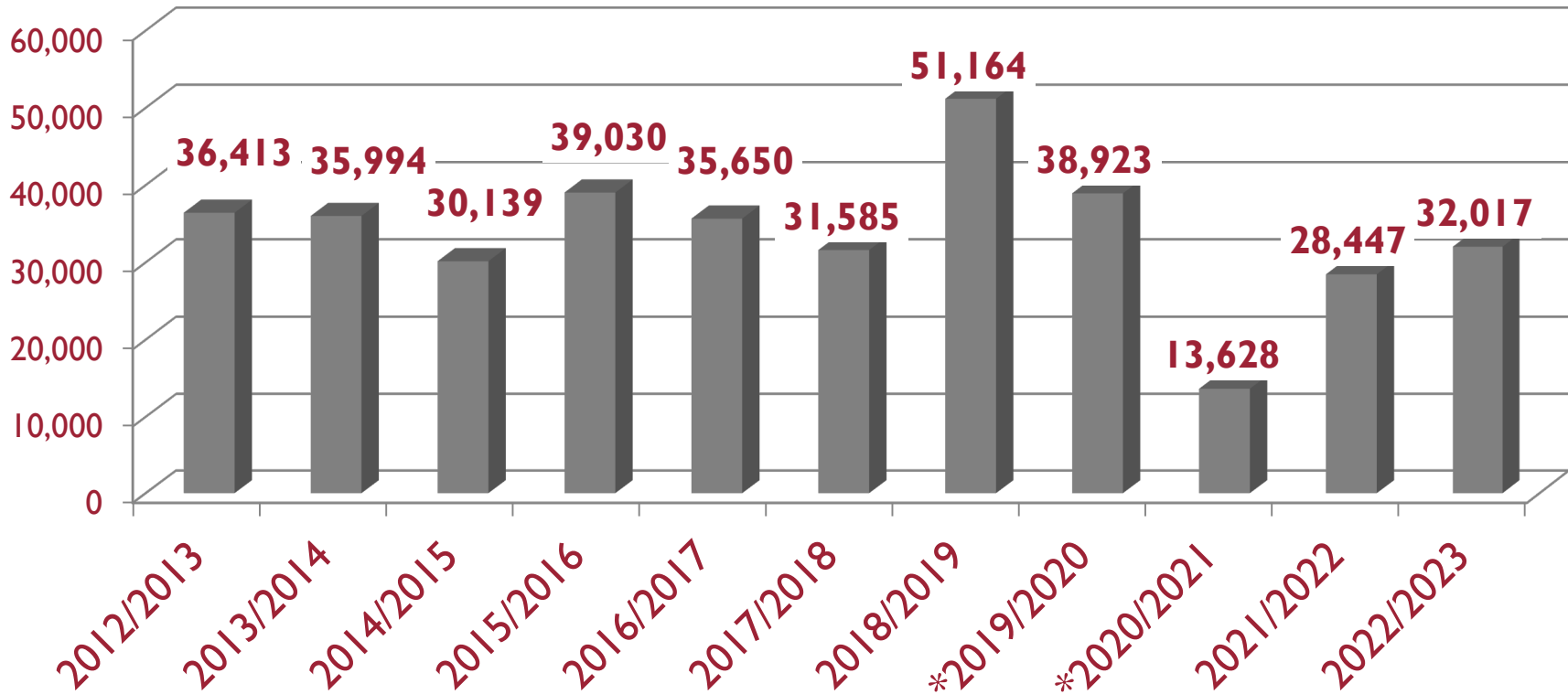
Annual Attendance Numbers

(2022-2023 Through May 31)

- On- and Off-site Numbers



Year-Over-Year Attendance Numbers



**Covid-19 Shutdown Period from March 16-September 30, 2020.*

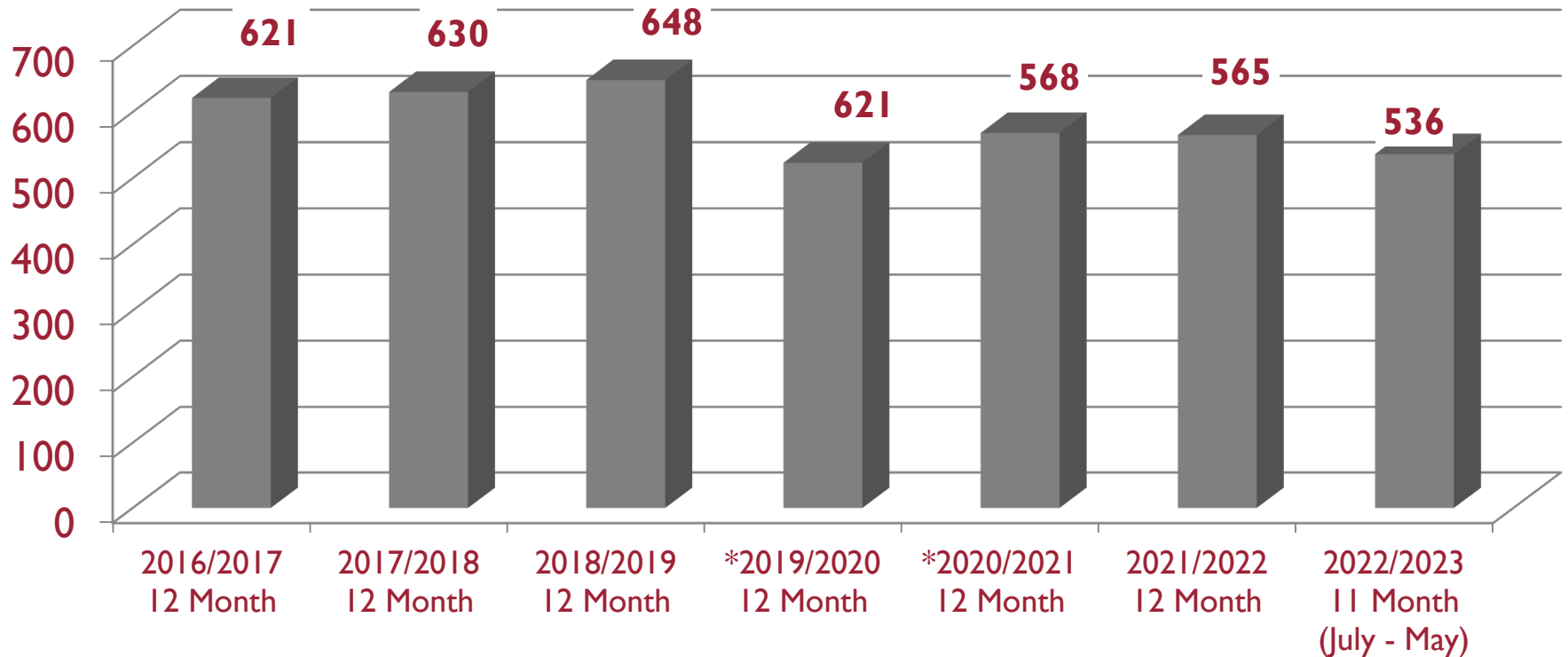


2022-2023 review
membership

 **2022-2023**
annual report

Memberships

(2021-2022 Through May 31)



*Covid-19 Shutdown Period from March 16-August 31, 2020.



2022-2023 review
volunteers

 **2022-2023**
annual report

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

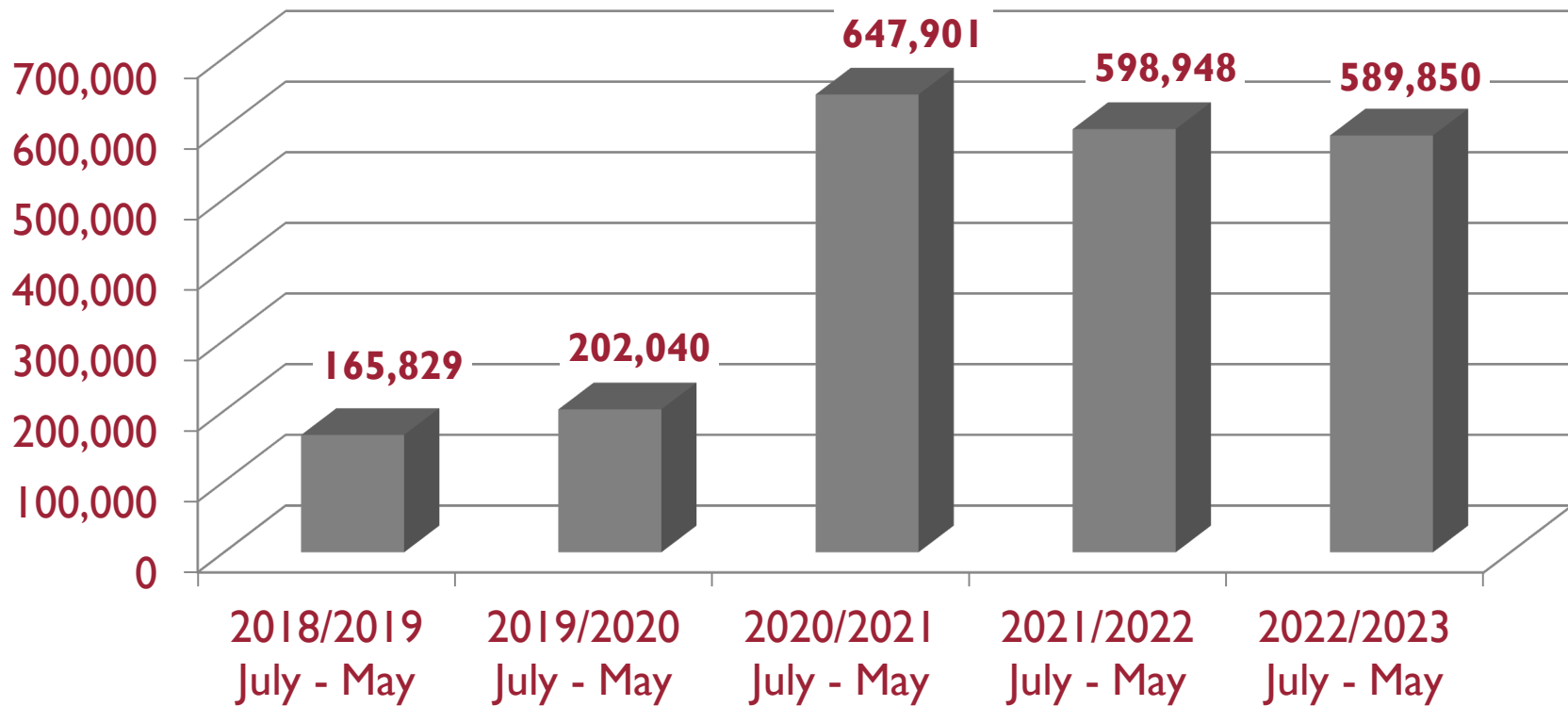


2022-2023 review
marketing & communications

 **2022-2023**
annual report

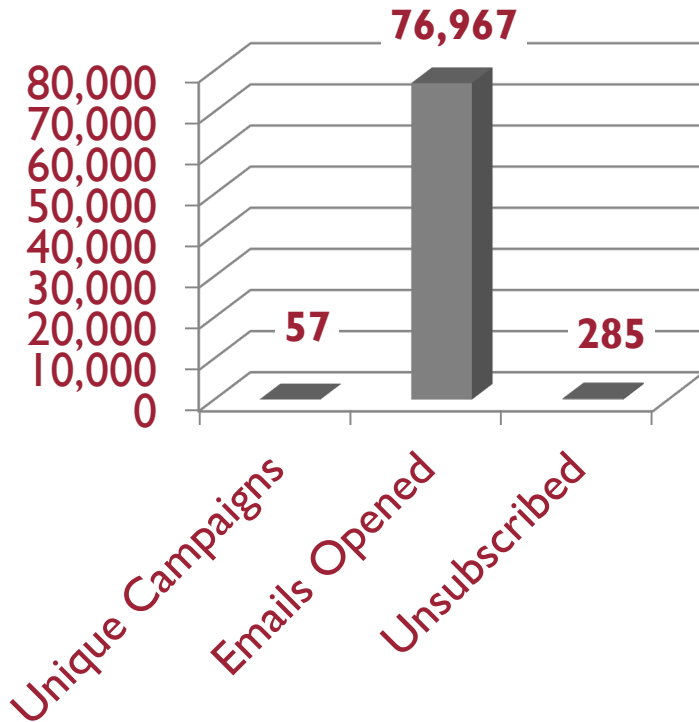
Virtual Visitors

(July 2022-May 2023)

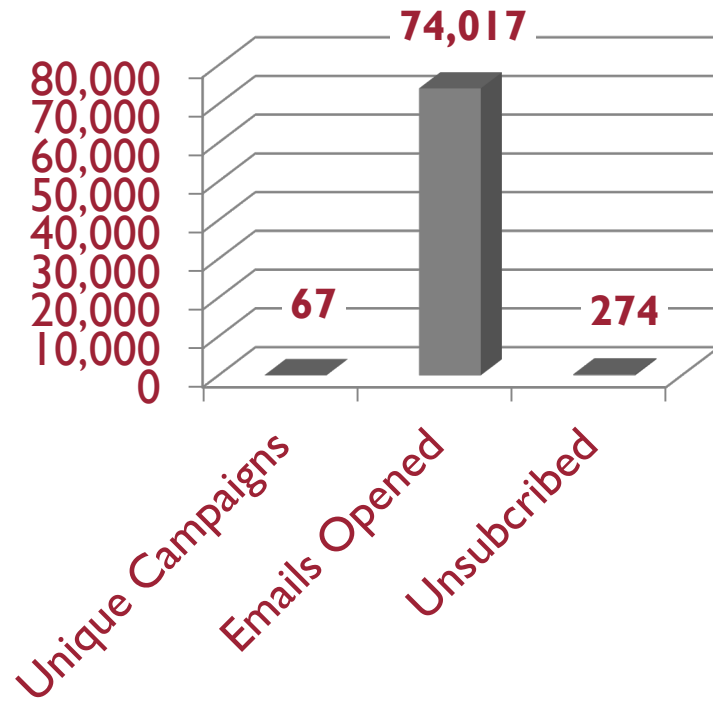


eMail Blasts

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



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

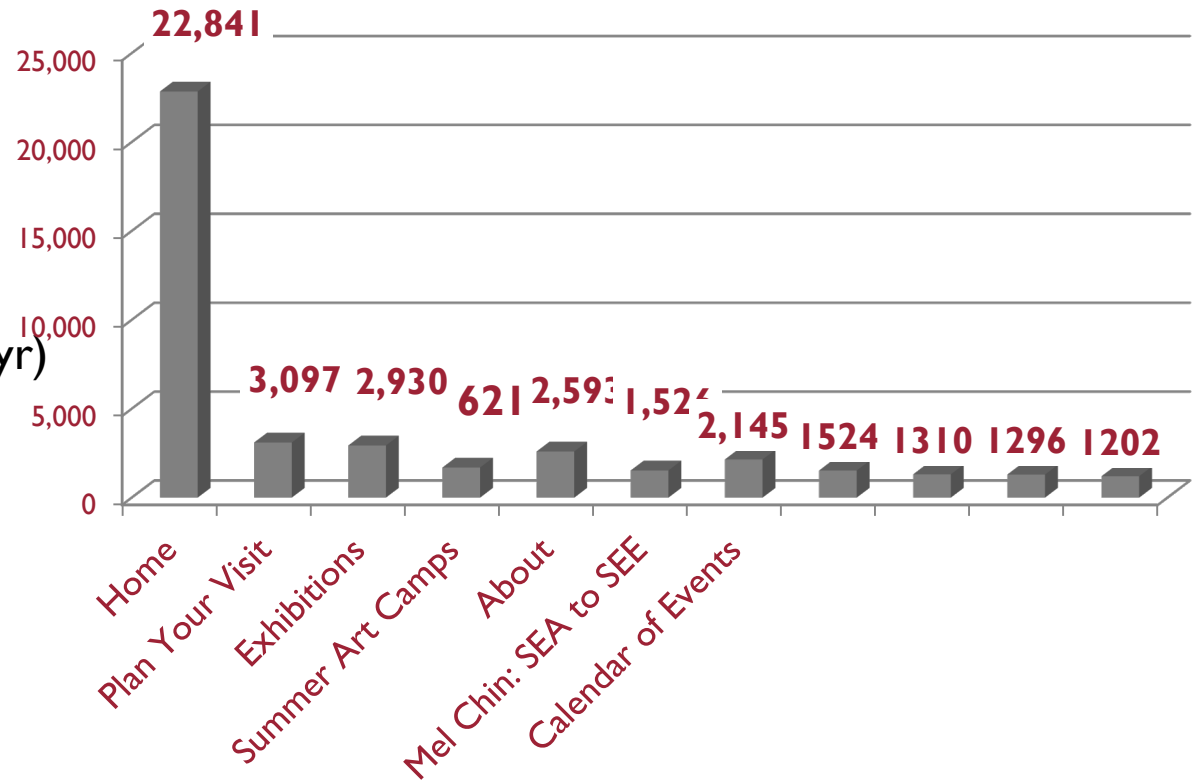


Website: Hickory Museum of Art

(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

• Most Popular Content



Websites: Other

(July 2022-May 2023)

Foothills Folk Art Festival:

- Page Views
 - 10,889



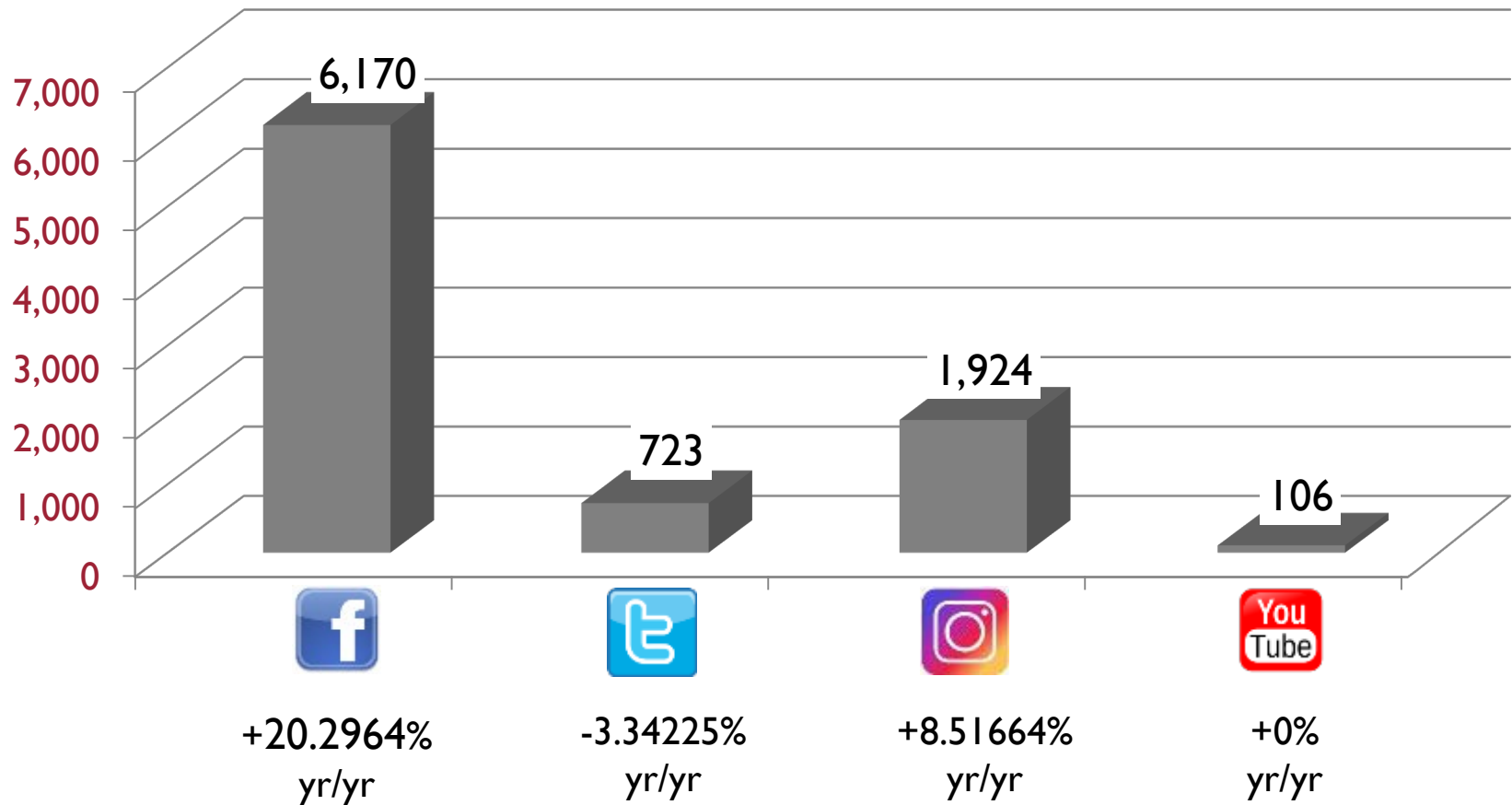
Autolawn Car Show:

- Page Views
 - 4,532



Social Media Platforms

2022-2023 Followers



2022-2023 review
exhibitions

 **2022-2023**
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Exhibitions Overview Breakdown

	2018/19	2019/20	2020/21	2021/22	2022/23
New Exhibitions this FY	19	12	15	16	17
Total Exhibitions Featuring NC Artists	18	16	13	15	15
Exhibition Related Programs	60	46	30	41	42
Virtual Exhibition Tours/ Programs (Covid-19 Pivot)	N/A	6	14	N/A	N/A
Exhibits Featuring Permanent Collection	11	11	9	8	9
Commission from Exhibition Gallery Sales	\$2,526	\$1,900	\$765	\$972	-



Recent Exhibition

Charles White: A Little Higher

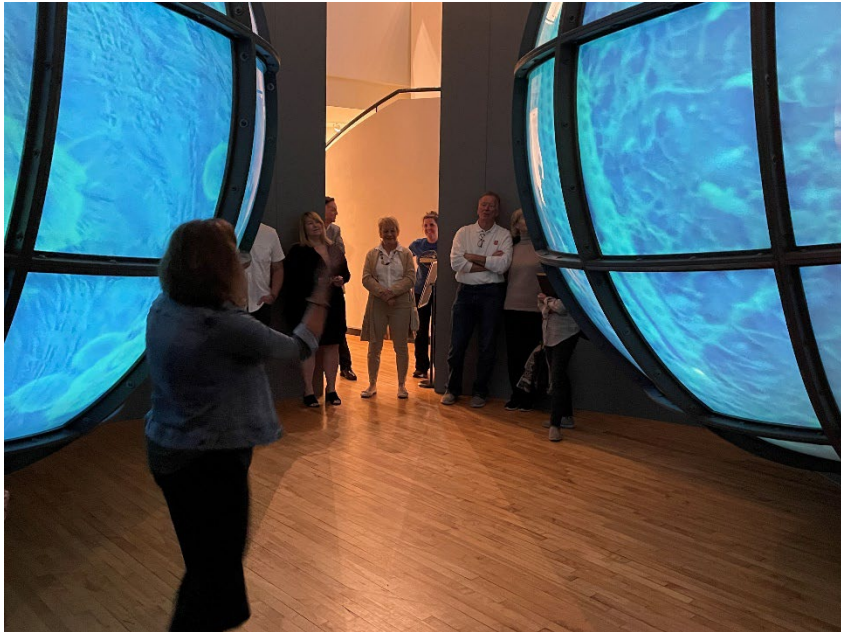
March 18, 2023 - July 30, 2023



Recent Exhibition

Mel Chin: SEA to SEE

October 5, 2022 – January 29, 2023



Recent Exhibition

collectHMA: Pacific | Atlantic

September 17, 2022 – March 12, 2023



ALBERT F. BUCHER (1817-1900)
Summer Afternoon, Kennesaw, Ga., 1850
Oil on canvas, 18 1/2 x 24 1/2 in. (47 x 62 cm)
Purchased by the HMA, Georgia State, 1952



Recent Exhibition

Paul's Process

September 21, 2022 – March 5, 2023



Recent Exhibition

Randy Bacon: 7 Billion Ones

May 28, 2022 – September 11, 2022



2022-2023 review
education

 **2022-2023**
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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 2nd
- 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



POKER 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

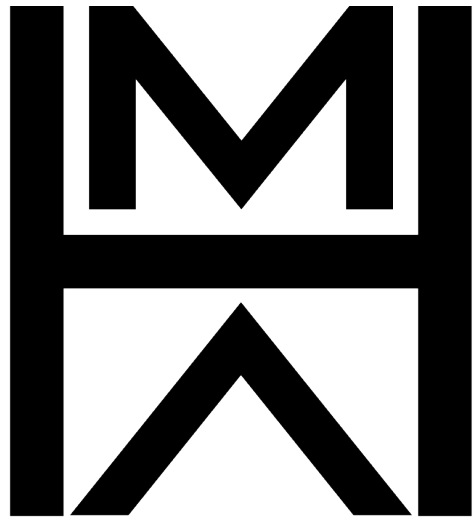


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HICKORY MUSEUM OF ART

2023-2024 Annual Fund Theme



HICKORY
MUSEUM
OF ART

