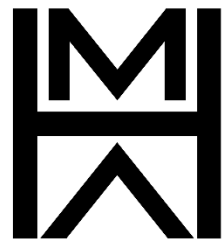


welcome

Neal Orgain,
HMA Board President

HICKORY
MUSEUM
OF ART

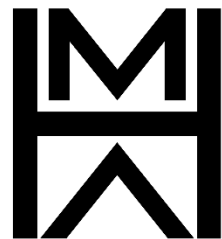


2021
annual meeting

mission

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

HICKORY
MUSEUM
OF ART



2021
annual meeting

2020-2021 Board of Trustees

Executive Committee:

- *President:* NEAL ORGAIN (2020-2023)
- *Vice-President:* KIT CANNON (2020-2023)
- *2ND Vice-President:* JEFF BEHMER (2020-2023)
- *Secretary:* CAMERON MORRISON-MAUNEY (2020-2023)
- *Treasurer:* LANDON LANE (2020-2023)
- *Strategic Planning Chair:* BRIAN HARGREAVES (2020-2023)
- *Member at Large:* CLISE PLANT (2020-2023)
- *Guild Representative:* RENE ALLEN (2019-2022)

Members:

- ANITA DORAN (2018-2021)
- MATT EVERLEY (2020-2023)
- COLEMAN GUTSHALL (2020-2023)
- DAVID MILLHOLLAND (2018-2021)
- KATIE PRITCHARD (2019-2020)
- CHRISTY ALMOND (2021-2022)
- ZACK TAYLOR (2018-2021)
- KIM WHITLEY (2018-2021)
- DIANA WILSON (2020-2023)

Honorary Trustees:

- ANNE BOYER
- JOSEPHINE HAMBRICK
- MARGIE OWSLEY
- HARLEY “BUCK” SHUFORD JR.



Proposed 2021-2022 Board of Trustees

(Upon Approval)

Executive Committee:

- *President:* JEFF BEHMER
- *Vice-President:* KIT CANNON
- *Secretary:* LANDON LANE
- *Treasurer:* CAMERON MORRISON-MAUNEY
- *Strategic Planning Chair:* BRIAN HARGREAVES
- *Member at Large:* CLISE PLANT
- *Guild Representative:* RENE ALLEN

Elected Members

(1st Term):

- TIFFANY MULLIS BRITTAIN
- CANDI DULA
- ALLEN FINLEY
- MELISSA SCHMIDT

Re-Elected Members

(2nd Term)

- DAVID MILLHOLLAND

Continuing Members:

- MATT EVERLEY
- COLEMAN GUTSHALL
- NEAL ORGAIN
- DIANA WILSON
- CHRISTY ALMOND

Honorary Trustees:

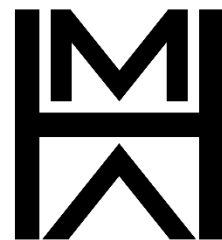
- ANNE BOYER
- JOSEPHINE HAMBRICK
- MARGIE OWSLEY
- HARLEY “BUCK” SHUFORD, JR.



HMA highlights

Jon Carfagno,
Executive Director

HICKORY
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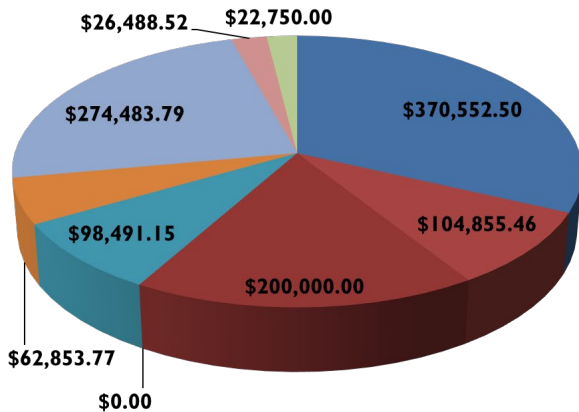


2021
annual meeting

General Fund Revenue vs. Expenses

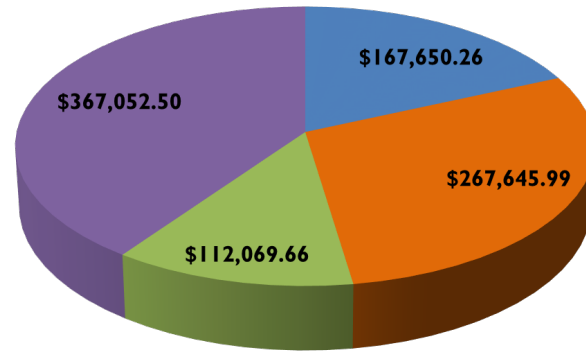
(2020-2021 Through May 31)

General Fund Revenue Total: \$960,475.19



- In-Kind
- Contributions
- Board Designated for Future Fiscal Years
- Membership Dues
- Earned Income
- Grants
- United Arts Fund
- NC Arts Council

Expenses Total: \$914,418.41



- Total Admin
 - Admin & Program Services: \$158,632.76
- Total Programs
 - Educational Programs: \$44,882.76
 - Exhibitions: \$114,233.47
 - Public Programming: \$117,547.26
- Total Fundraising
 - shopHMA: \$20,634.90
 - Fundraising Expenses: \$91,434.76
- Contributed Facilities (In Kind)
 - \$367,052.50 (Estimate)



Special Thanks to Our 2020-2021 Annual Sponsors

GOLD



SILVER



BRONZE



\$1,000+ Donors *(as of June 10, 2021)*

- Alex Lee, Inc.
- Art Bridges
- Beaver Family Foundation, Inc
- Tavia & Alex Bernhardt
- Mary & Rick Berry
- Emily & Trip Beynon
- Anne & Hugh Boyer
- Broyhill Family Foundation, Inc.
- Carolina Anesthesia Associates, PA
- Catawba Valley Community College
- Charlotte Paint Company, Inc.
- City of Hickory
- Sandra & George Clay
- Joy & Jeff Cline
- Julie H. Cline & Paul van Breemen
- Joyce George Corbett
- Corning Incorporated Foundation
- Cargo Transporters
- CT Group
- CVCC Small Business Center
- David E. Looper & Company, Inc.
- Anita G. Doran & Andrew Straw
- Dr. George W. Clay III, DDS
- Estate of Nan D. Fanjoy
- Loudella & Jerry Francis
- Wesley Hall, Inc.
- Dr. Jerry K. Froedje
- John & Bess Fuller
- Joanie Gardner & Glenn Madara
- Elin & Boyd George
- George Foundation Inc.
- Linda & John Greenwell
- Tiffany & Coleman Gutshall
- Hambrick Family Foundation
- Harold & Margaret Deal Foundation
- Susan Herrin
- Sara & Rusty Isenhour
- Jason Herman Insurance Agency, LLC
- Kenneth K & Suzanne G Millholland Endowment Fund
- L. B. Lane Family Foundation
- Bob Lackey
- Lynn & Leroy Lail
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- Nila & Landon Lane
- Josephine Lauerman
- Cindy & Tom Lundy
- Pamela & Michael McKay
- David Millholland
- North Carolina Arts Council
- Neal & John Orgain
- Chip & Lynn Young
- Paramount Automotive Group
- Lin & Ric Raines
- Resource Partners, LLC
- Robert Abbey, Inc.
- Rotary Club of Hickory
- Pauline H. Shook
- Peggy & Pope Shuford
- Helgi & Buck Shuford
- Mickey & Charles Shuford
- Shurtape Technologies, LLC
- Angela Simmons & Jeff Behmer
- Thea & Mark Sinclair
- Judith & Jim Tarlton
- Beth & Zack Taylor
- Coco & Lee Teeter
- Diane & John Teeter
- The Mosquito Authority, In
- The Underdown Family Foundation
- TSH Charitable Trust
- Gayle & Steve Underdown
- United Arts Council of Catawba County
- Valdese Weavers
- Vanguard Furniture
- Patricia Viles
- Von Drehle Corporation
- Robert T. Williams & Stephen Heavner



Community Impact



Brown Penn Recreation Center



Hail and Farewell, HMA Friends



Robert John Allen

December 31, 1948-December 31, 2020



Nan Fanjoy

December 17, 1931-August 3, 2020



Jane Gavin

July 6, 1942-April 27, 2021



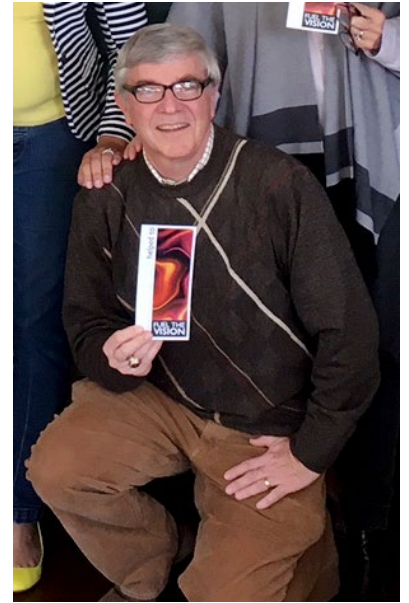
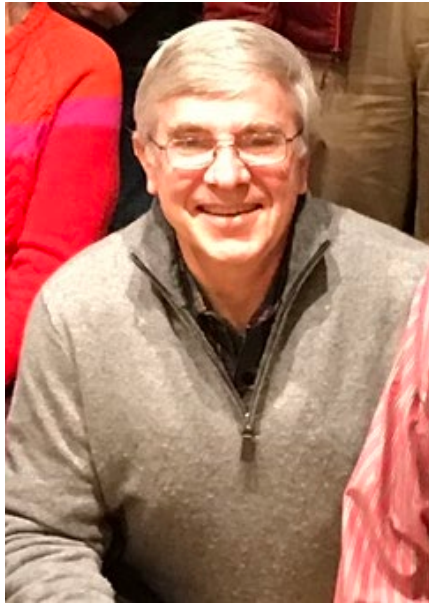
Pat Turner Mitchell

April 2, 1936-June 22, 2021

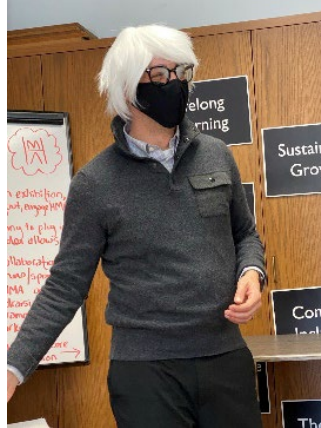


Volunteer of the Year

Landon Lane (144 Hours)



HMA Staff



- Jon Carfagno, Executive Director
- Clarissa Starnes, Associate Director
- Mary Johnson, Business Manager
- Kate Garvey, Membership & Audience Engagement Manager
- Kristina Anthony, Exhibitions Manager
- Debbie Reed, Communications & Design Manager
- Lindsay Herrin, Development Manager
- Ginny Zellmer, Education Manager
- Dan Lemire, shopHMA Coordinator
- Sarah Prencipe, Weekend Manager
- Graham Hall, Weekend Manager



New 2021-2025 Strategic Plan

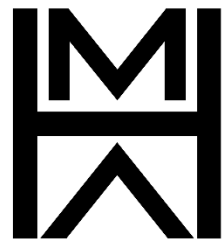


WHITENER LEVEL
SPONSOR



2020-2021 review *financials*

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2021
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Annual Fund Superstars

VISIONARY LEVEL

George Foundation Inc.
Helgi & Buck Shuford

CREATIVE LEVEL

Coco & Lee Teeter
Angela Simmons & Jeff Behmer

COLLABORATOR LEVEL

Anita Doran & Andrew Straw
Neal & John Orgain

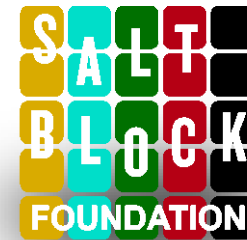


Special Thanks To:



North
Carolina
Arts
Council

*Fifty years
of leadership*

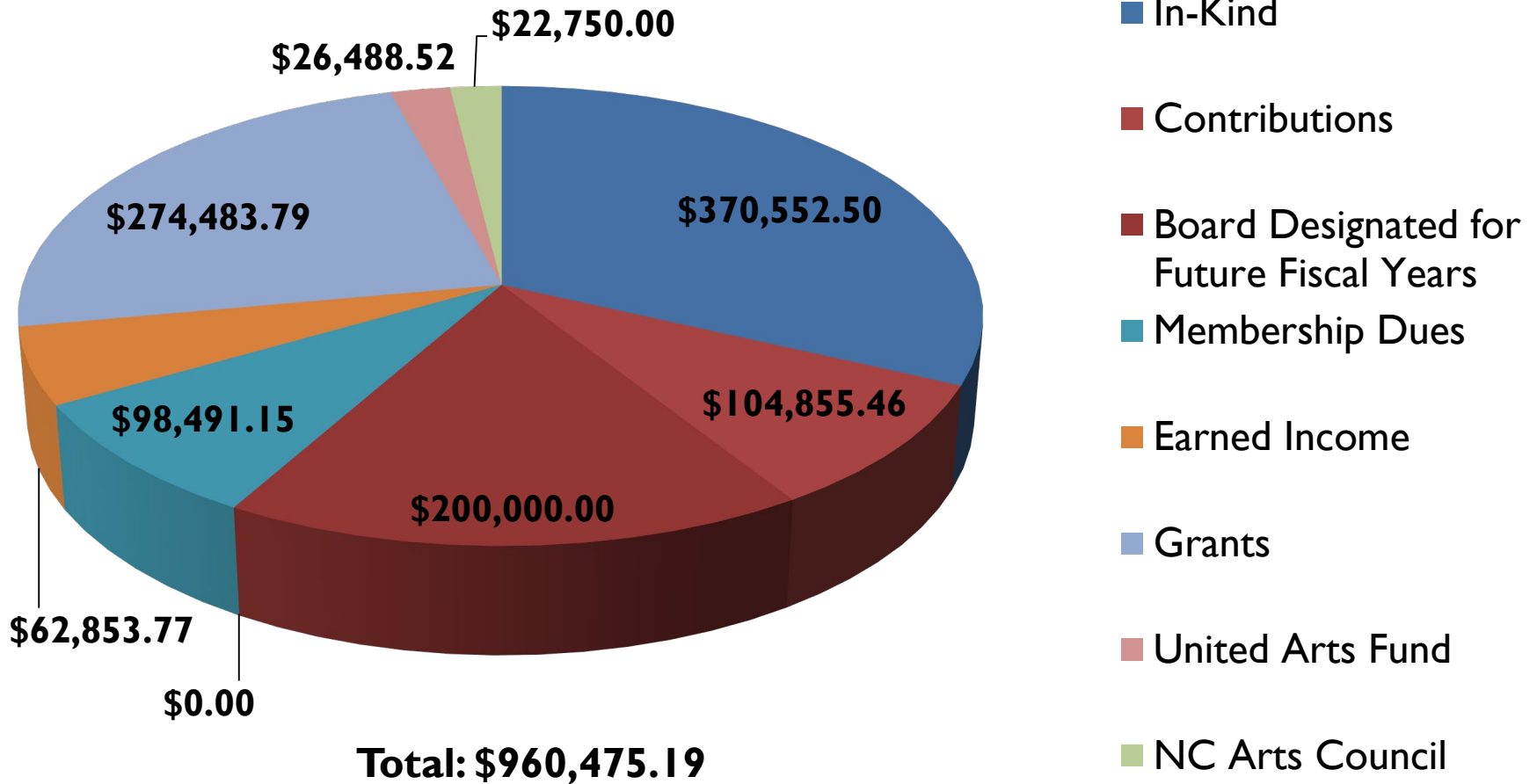


PROVIDING A HOME FOR **SCIENCES**, **ARTS** & **LITERATURE** TOGETHER.



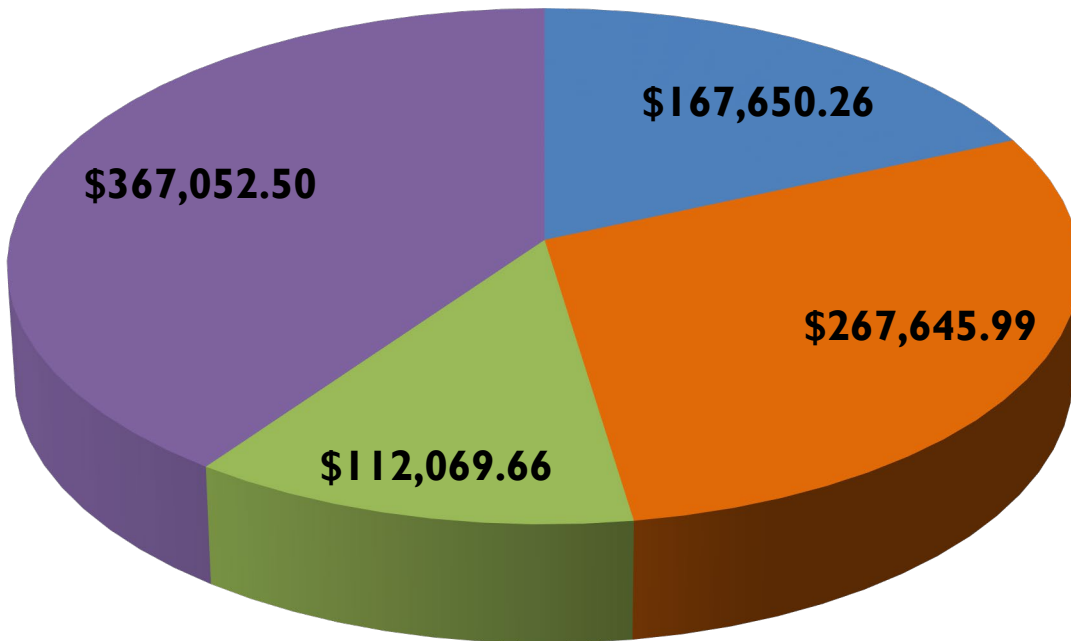
General Fund Revenue

(2020-2021 Through May 31)



General Fund Expenses

(2020-2021 Through May 31)



Total: \$914,418.41

■ Total Admin

- Admin & Program Services: \$158,632.76

■ Total Programs

- Educational Programs: \$44,882.76
- Exhibitions: \$114,233.47
- Public Programming: \$117,547.26

■ Total Fundraising

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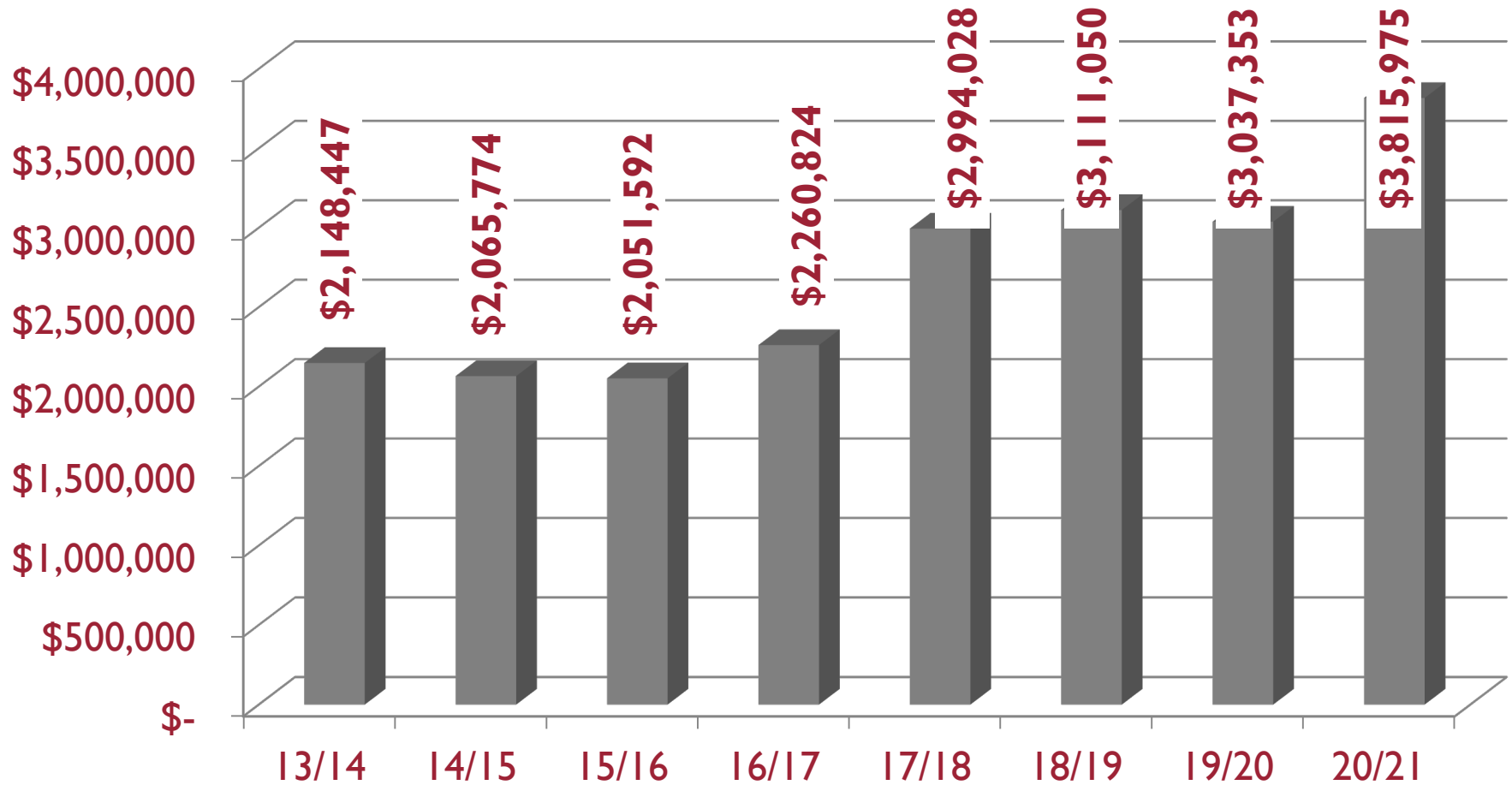
■ Contributed Facilities (In Kind)

- \$367,052.50 (Estimate)



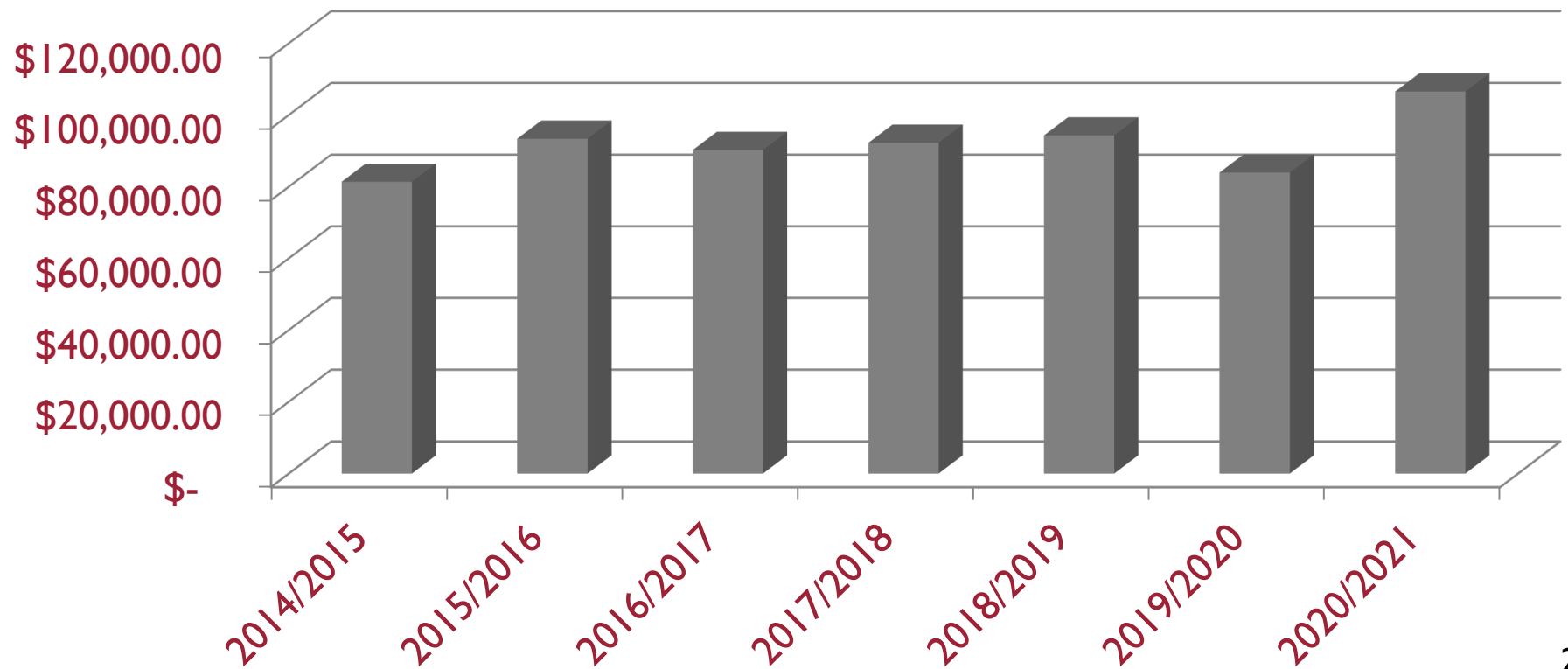
Endowment Value

(2020-2021 Through May 31)



Membership Revenue *(Through 6/15/21)*

- Revenue from Membership \$106,491.15



shopHMA

(2020-2021 Through May 31)

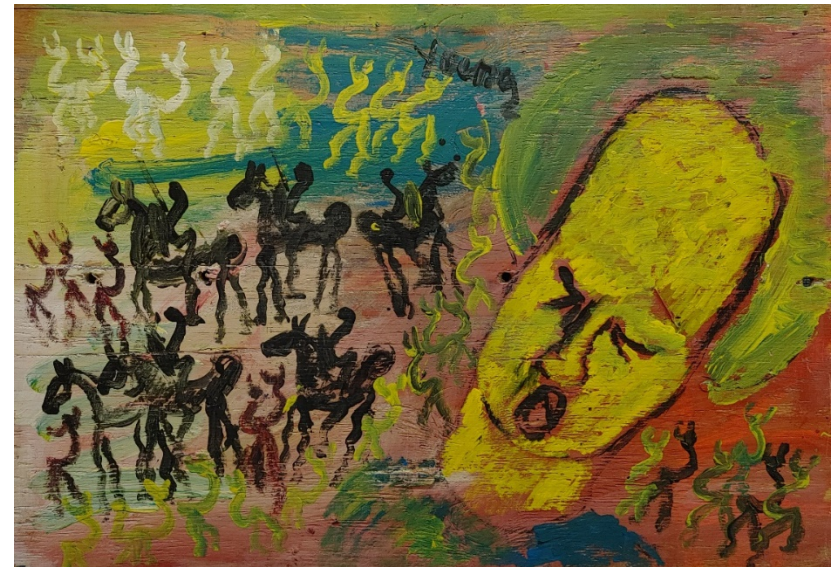


- Gross Sales \$24,219.31
- 100+ Local Artists/Unique, handmade inventory
- Successfully implemented social media platforms (IG/FB) to promote shop artists and inventory
- Introduced branded HMA merchandise through a partnership with local company, *Custom Design Group*
- Purchased and sold Warhol merchandise to accompany the Warhol exhibition – t-shirts, puzzles, mugs, books, magnets, and more – increasing sales to >pre-Covid numbers



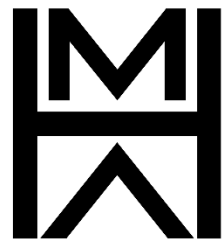
2020-2021 Donations to the HMA Permanent Collection

This year, Hickory Museum of Art was graciously gifted with 110+ pieces of folk art from Albert Keiser, Jr. including works by renowned artists in the field, Thornton Dial, Lorenzo Scott, and Purvis Young.



2020-2021 review
visitor engagement

HICKORY
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OF ART

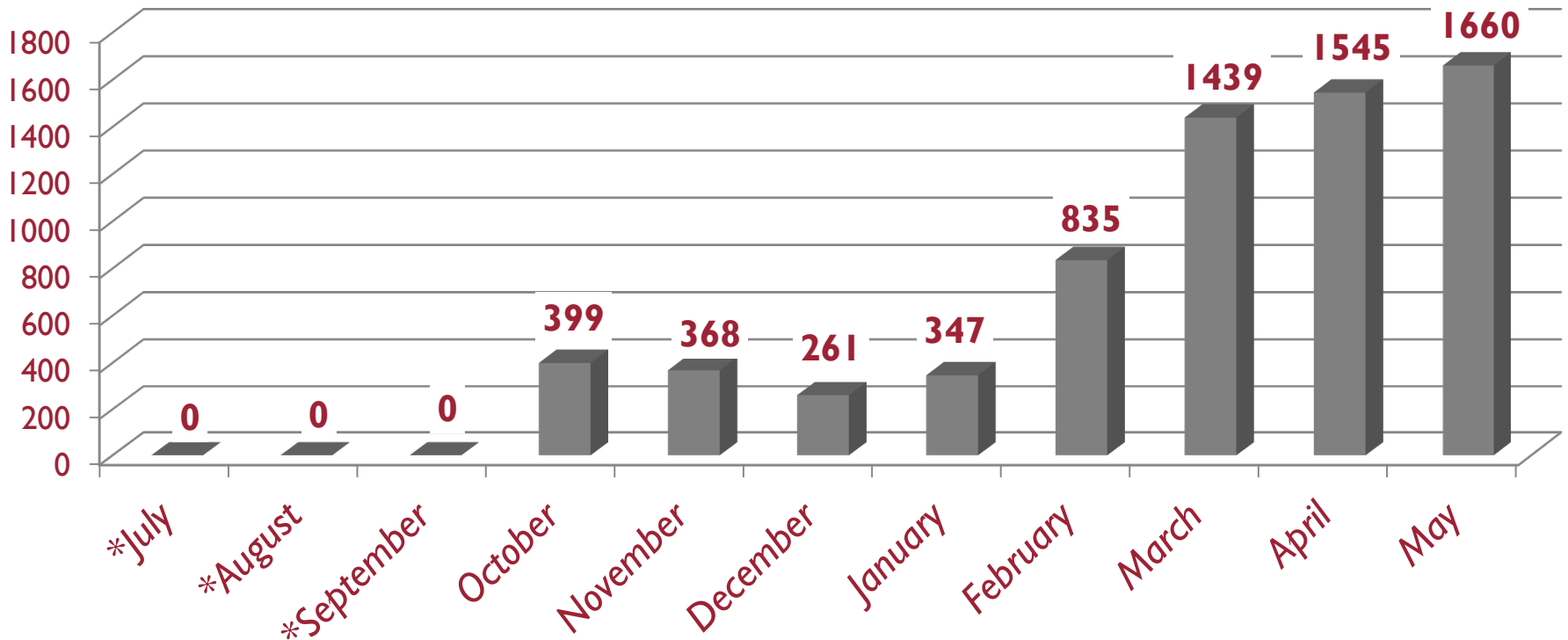


2021
annual meeting

Annual Attendance Numbers

(2020-2021 Through May 31)

- Check-In Admissions



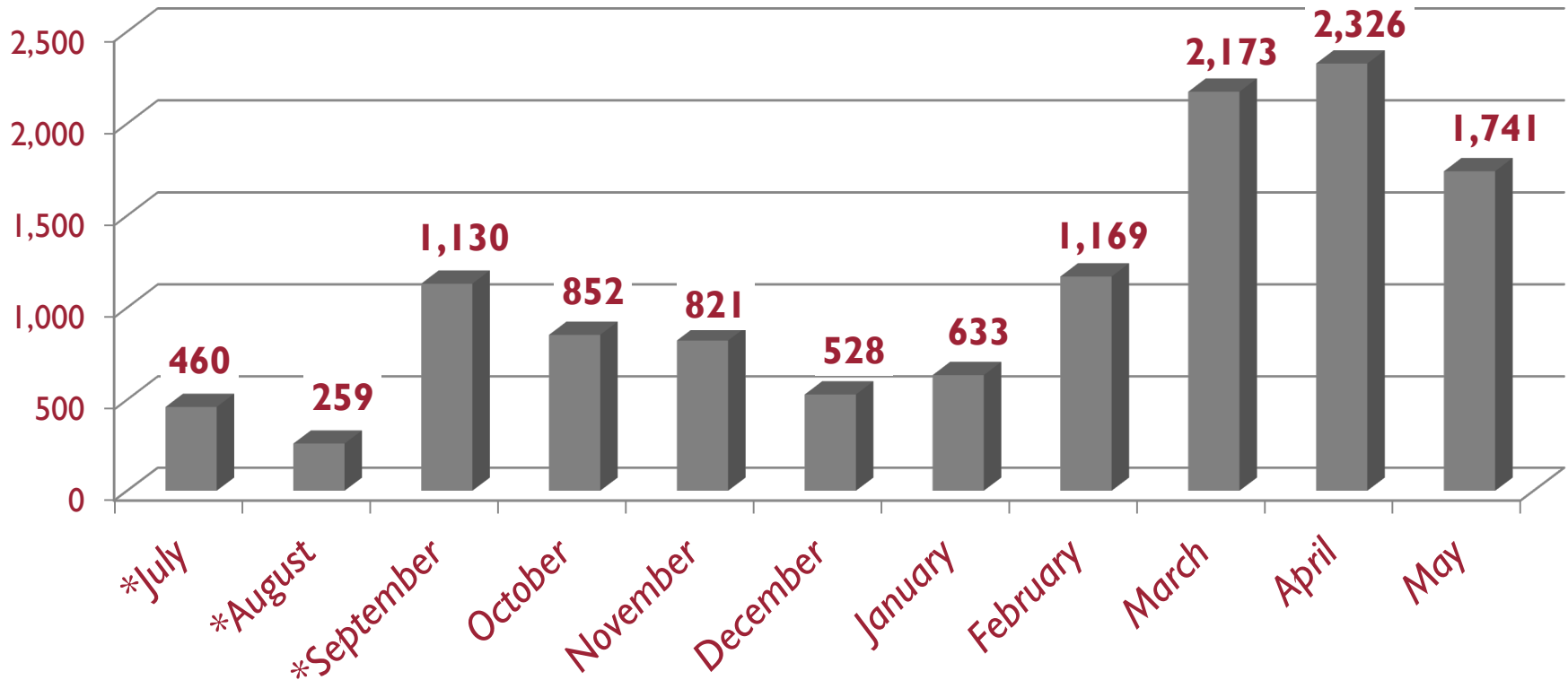
*Covid-19 Shutdown Period from July 1-September 30, 2020.



Annual Attendance Numbers

(2020-2021 Through May 31)

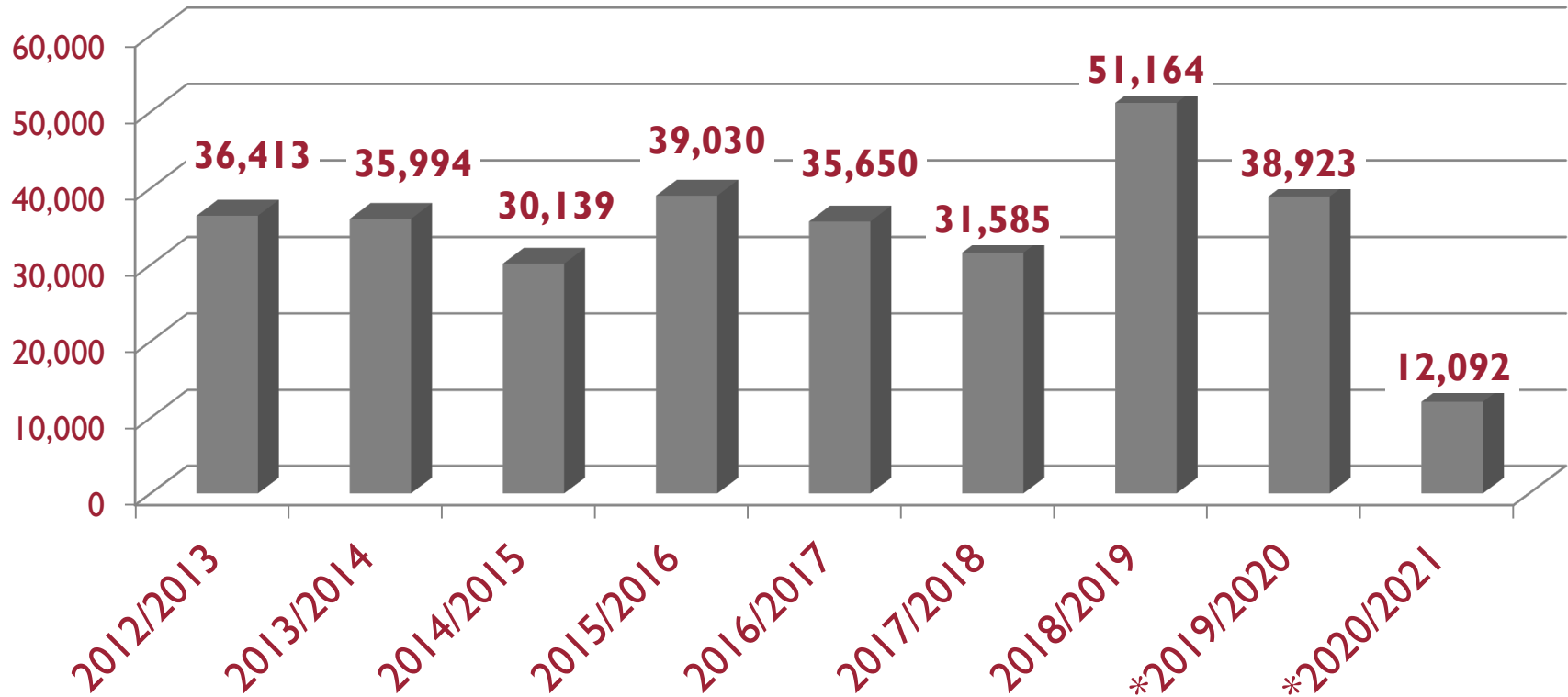
- On- and Off-site Numbers



*Covid-19 Shutdown Period from July 1-September 30, 2020.



Year-Over-Year Attendance Numbers

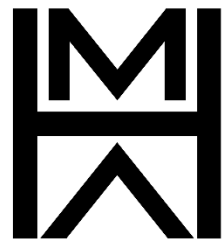


**Covid-19 Shutdown Period from March 16-September 30, 2020.*



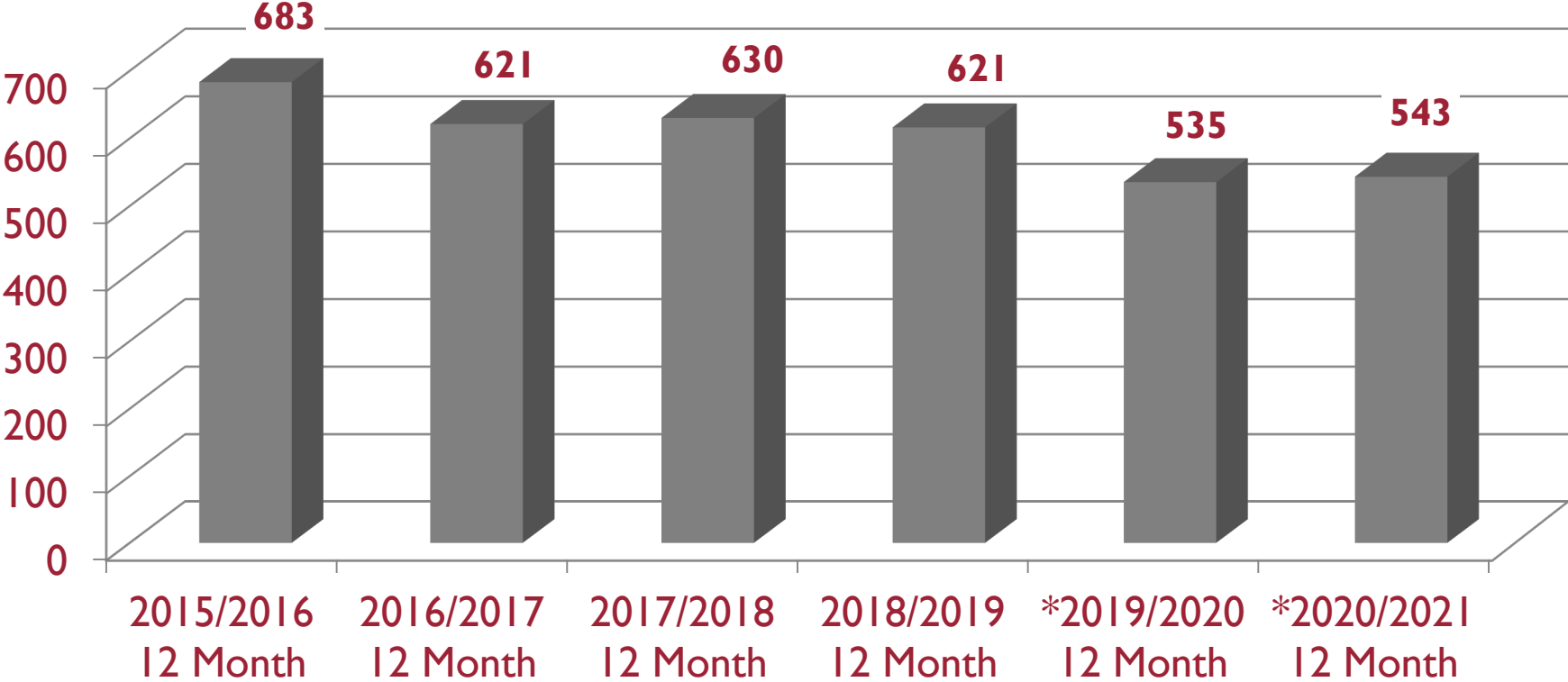
2020-2021 review *membership*

HICKORY
MUSEUM
OF ART



2021
annual meeting

Memberships

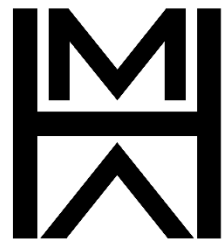


**Covid-19 Shutdown Period from March 16-August 31, 2020.*



2020-2021 review
volunteers

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OF ART



2021
annual meeting

Volunteers

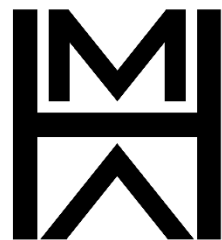
(Through May 31)

- This fiscal year we had 1,400+ volunteer hours contributed by over 30 different volunteers and board members
- 100+ Hours Top Volunteers:
 - Landon Lane
 - Neal Orgain
 - Pat Viles
 - Brian Hargreaves
 - Jeff Behmer



2020-2021 review
marketing & communications

HICKORY
MUSEUM
OF ART

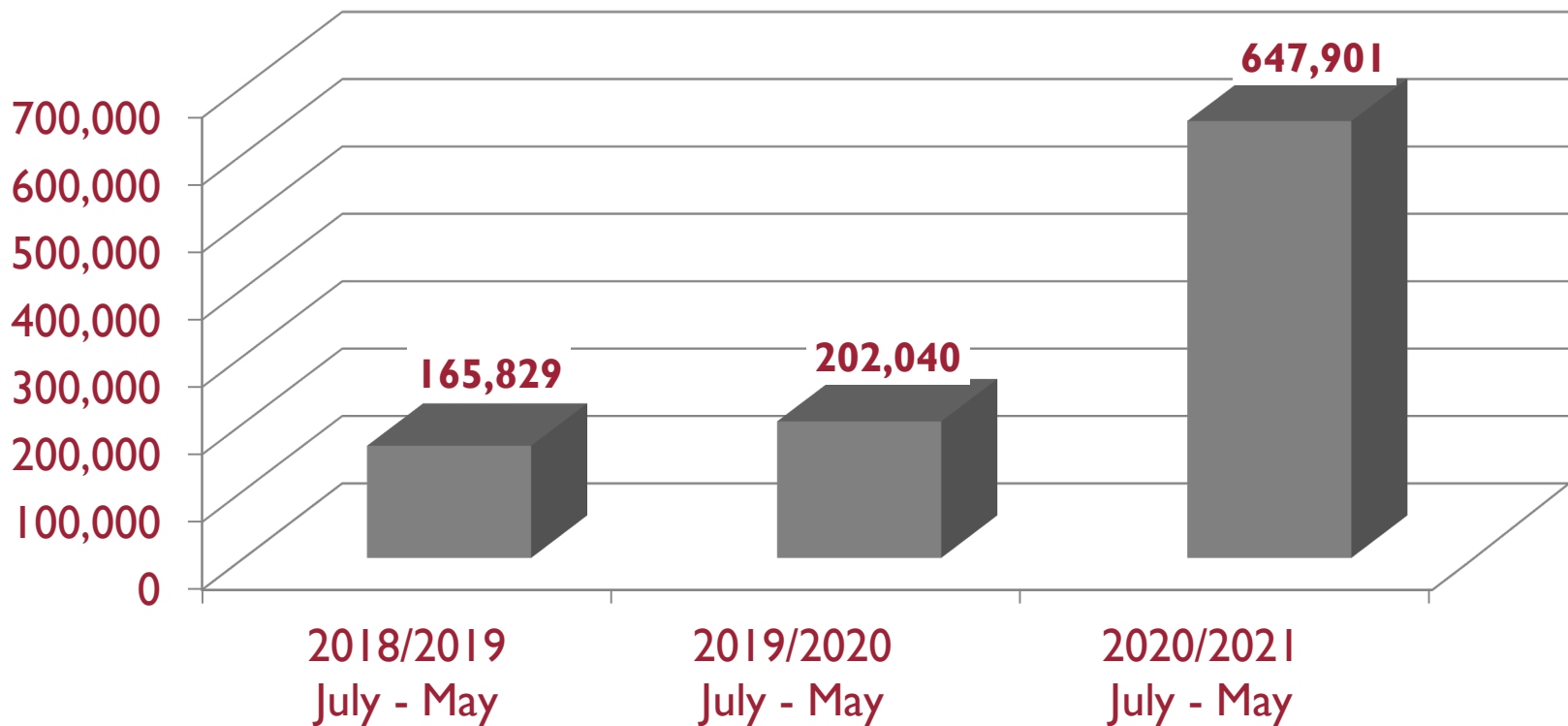


2021
annual meeting

Virtual Visitors

(July 2020-May 2021)

- **+13.44% Growth yr/yr**



eMarketing

(July 2020-May 2021)

- **Email Blasts**
 - Unique Campaigns: 80
 - Opened: 33,390
 - Subscribers: 6,320

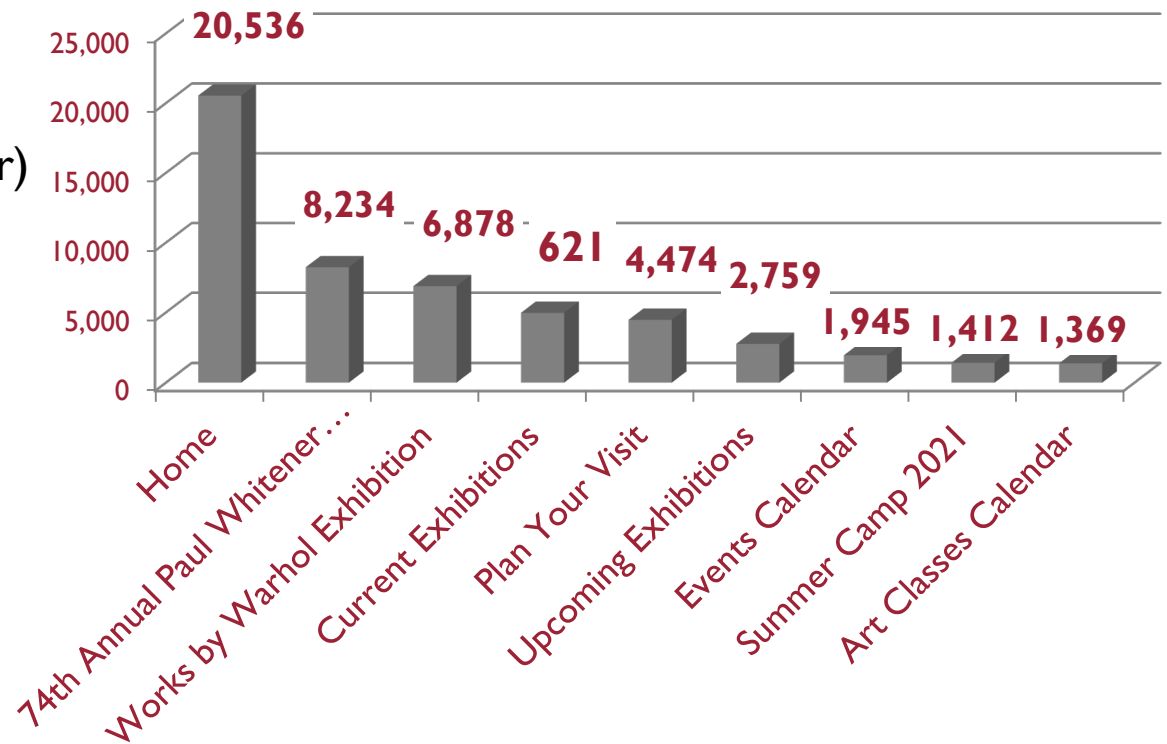


Website: Hickory Museum of Art

(July 2020-May 2021)

- Page Views
 - 80,829 (+11% yr/yr)
- Unique Visitors
 - 32,158 30,200 (+0% yr/yr)
- Visits
 - 42,882 (+5% yr/yr)
- Traffic Sources
 - Direct URL: 21,883
 - Google: 15,583
 - Facebook: 3,588
 - Bing: 431
 - Other: 1,397

- Most Popular Content



Websites: Other

(July 2020-May 2021)

Foothills Folk Art Festival:

- Page Views
 - 3,317 (-64% yr/yr)
- Unique Visitors
 - 2,309 (-47% yr/yr)
- Visits
 - 2,507 (-52% yr/yr)
- Traffic Sources
 - Social: 568
 - Direct: 1,234
 - Search: 604
 - Referral: 101

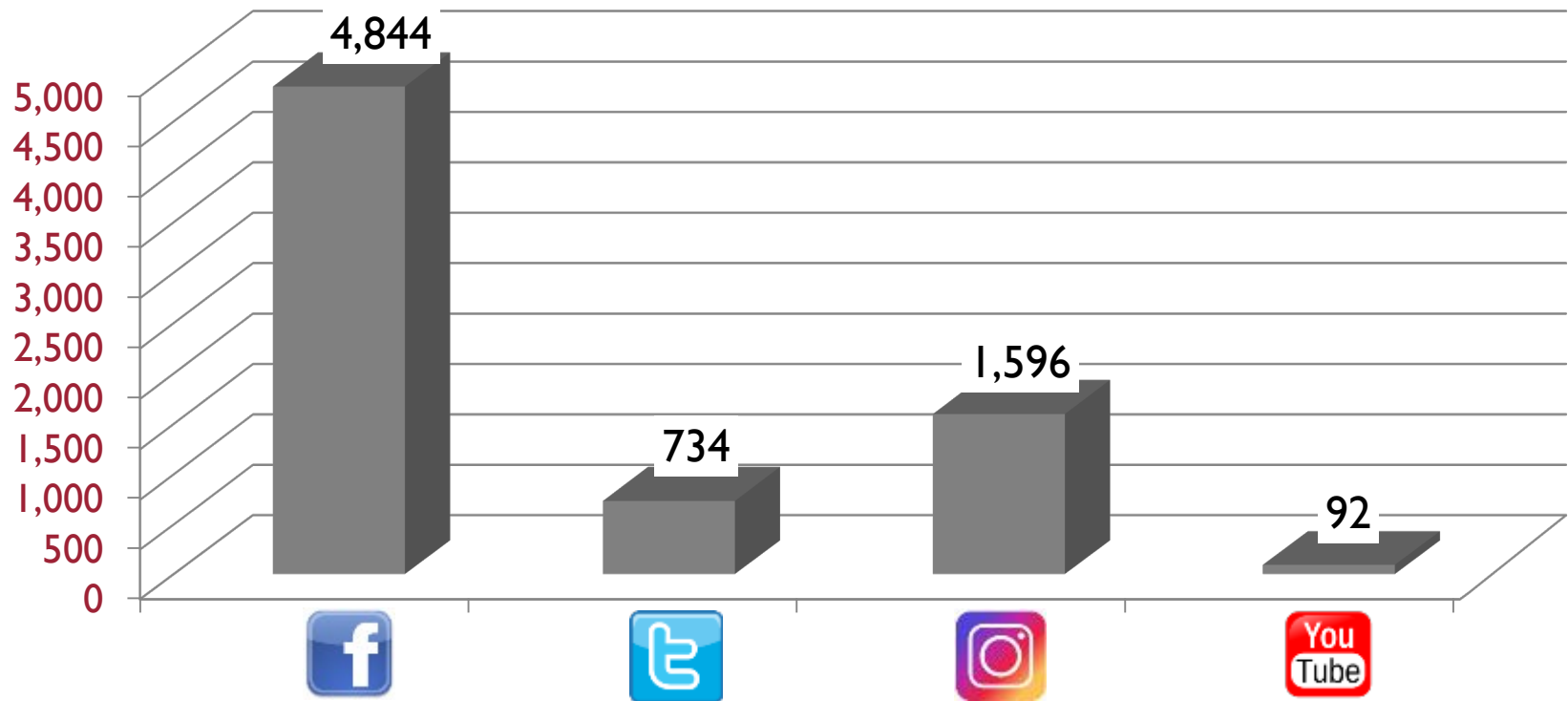
Autolawn Car Show:

- Page Views
 - 3,782(+23.80% yr/yr)
(additional data points unavailable)



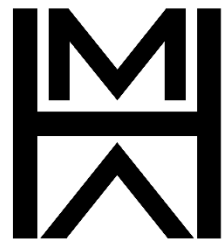
Social Media Platforms

2020-2021 Followers



2020-2021 | review
exhibitions

HICKORY
MUSEUM
OF ART



2021
annual meeting

Exhibitions Overview Breakdown

	2016/17	2017/18	2018/19	2019/20	2020/21
New Exhibitions this FY	18	16	19	12	15
Total Exhibitions Featuring NC Artists	21	18	18	16	13
Exhibition Related Programs	57	58	60	46	30
Virtual Exhibition Tours/ Programs (Covid-19 Pivot)				6	14
Exhibits Featuring Permanent Collection	9	8	11	11	9
Commission from Exhibition Gallery Sales	\$4,844	\$6,574	\$2,526	\$1,900	\$765



Recent Exhibition

Works by Warhol

February 6, 2021 – June 6, 2021



Recent Exhibition

SUFFRAGE

October 31, 2020 – January 24, 2021



Recent Exhibition

COLOR & WHIMSY: The Art of John David Brown III

October 1, 2020 – November 1, 2020



Recent Exhibition

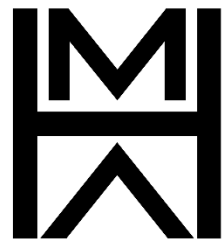
STATE OF LINE: Peter Falotico

October 10, 2020 – January 31, 2021



2020-2021 review *education*

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OF ART



2021
annual meeting

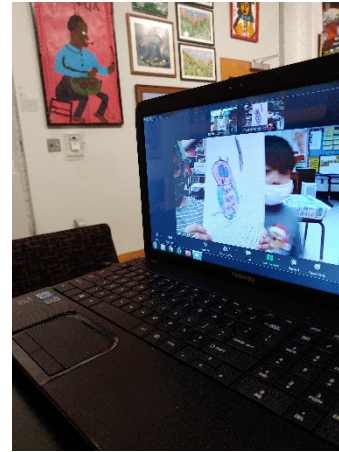
Community Education

- Working with Catawba County's senior nutrition services, HMA put together a virtual class and made 180 kits with all supplies needed to complete the class.
 - The kits were delivered to senior participants of the Meals on Wheels program during the pandemic.
- During the *Contemporary Voices* exhibition, a video with students discussing contemporary art was created and shown to area students.
 - HMA gave away 500 bags with food, art supplies and a craft to any students who came to see the exhibit with their family.



Art for All

- Grant-funded education outreach programs provide art programs for:
 - With the challenging year of not being able to go into schools due to Covid, HMA brought the students to the galleries via Zoom. ESL students at Viewmont were able to see inside the Museum and still create artwork.
 - Brown Penn Rec. center benefited from 14 art visits and art supplies for summer enrichment from HMA
 - HMA distributed 960 backpacks with art supplies to three county Title I schools this year along with enough clay for all 700 students at St. Stephens Elementary School to create a piece of artwork



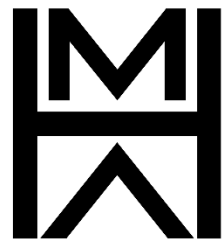
Educational Enrichment

- With the onset of Covid, schools were not able to attend field trips. We were still able to do Zoom tours and toured 428 students through the Warhol exhibit.
 - We also sold virtual tours of the Warhol exhibit to LRU and local high schools.
- HMA also continued our popular “Pint Size Picasso” (classes for children ages 3-5 and their parents) by filming in the galleries, parents picking up monthly art kits and accessing the class virtually.
- 2020 Summer Camps were still held during the pandemic following all CDC guidelines and were well received by parents.
 - HMA ran camps at half capacity with 174 total students.



save the date!

HICKORY
MUSEUM
OF ART



2021
annual meeting

Upcoming Exhibition

The Improvisational Quilts of SUSANA ALLEN HUNTER

October 2, 2021 – February 6, 2022

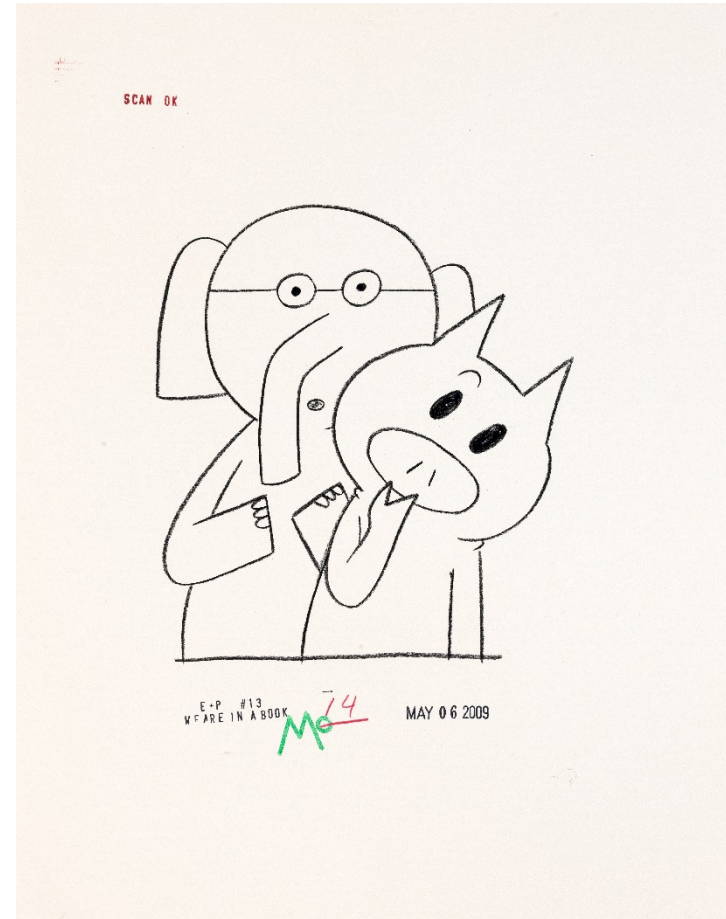


Upcoming Exhibition



February 19, 2022 – May 15, 2022

Art © Mo Willems, ELEPHANT & PIGGIE is a trademark of The Mo Willems Studio, Inc.



EURO CLASSIC CAR SHOW

September 11, 2021 | SALT Block | Hickory, North Carolina

AUTO
LAWN



Presenting Sponsor

HICKORY
MUSEUM
OF ART



- 2021 Theme: The Roadster
 - Defined as an automobile with an open body that seats two and has a folding fabric top; often includes a luggage compartment or rumble seat in the rear
- Events include: car show, food, art exhibits, music, beer garden, merchandise for sale, raffle prizes, a ride & drive, and awards ceremonies
- All events are open to the public

50



H I C K O R Y M U S E U M O F A R T

a little something for
everyone!



★ **Saturday, October 2** ★ **10 AM - 4 PM** ★
artwork & demos from renowned folk artists ★ kids art activities
★ live music ★ great food ★ beer garden ★



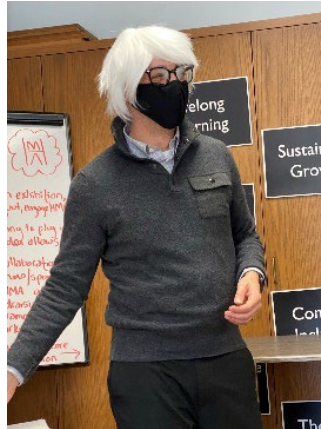
HICKORY MUSEUM OF ART

guildHMA Gala 54

Saturday, February 12, 2022



HMA Staff



- Jon Carfagno, Executive Director
- Clarissa Starnes, Associate Director
- Mary Johnson, Business Manager
- Kate Garvey, Membership & Audience Engagement Manager
- Kristina Anthony, Exhibitions Manager
- Debbie Reed, Communications & Design Manager
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