

FY 2021-2022

Greenville Museum of Art

ANNUAL REPORT



Greenville Museum of Art

802 South Evans Street

Greenville, NC 27834

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FY 2021-2022
Greenville Museum of Art

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2021-2022 President's Message

I was incredibly honored to serve as the 2021-2022 Board President of the Greenville Museum of Art (GMOA) and am excited to share some of the Museum's exceptional accomplishments.

Last year, the Museum completed the American Alliance of Museums (AAM) reaccreditation self-study and site visit. A portion of the accreditation focused on setting our strategic direction and defining the Museum's organizational objectives. Throughout the self-study process, we actively engaged our community partners and Museum supporters to capture their insight regarding the future goals and mission of the GMOA. I cannot begin to thank the Museum's Executive Director, Trista Reis Porter, enough for spearheading this endeavor and for her commitment to ensuring the strategic plan's follow-through and completion. As a result of the Museum staff's efforts, I am pleased to announce that the Greenville Museum of Art was awarded reaccreditation June of this year. Evans Richardson, Chair of the Accreditation Commission, shared the following note: "Through a rigorous process of self-assessment and review by its peers, the museum has shown itself to be a good steward of its resources held in the public trust and committed to a philosophy of continual institutional growth."



In addition to this esteemed accomplishment, the Museum organized and hosted several engaging exhibits, grew our education outreach efforts, and enhanced the visitor and membership experience through the appointment of the Visitor and Member Services Coordinator.

As we wrap up another fiscal year and chart out the course for the next, I would like to thank our GMOA members and community stakeholders for their continued support. Additionally, I would like to express my sincere gratitude to the entire 2021-2022 Board of Trustees and to the Museum Staff for their commitment, dedication, and time. I continue to be inspired by the leadership that serves the Museum and its reflection in their work.

Our incoming President, Sarah Weir, has already demonstrated incredible leadership while serving on the Board of Trustees Executive Committee as Vice President. I am looking forward to supporting her great work and feel confident that with her guidance, the Museum will continue to thrive and serve our community in an enriching way. The Greenville Museum of Art is such a staple in our community, and I encourage you to consider how you would like to lend your support. There is no role too big or small, so I invite you to serve on a committee, volunteer, attend events, and/or explore the benefits of Museum membership.

It has been a privilege to serve as Board President for this organization and I look forward to celebrating the growth of the Museum and experiencing its impact on our community in the coming years.

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

Executive Director's Message

The 2021-2022 fiscal year marked both a new sense of “normalcy” at the Greenville Museum of Art (GMOA) following the worst of the COVID-19 pandemic in the 2020-2021 fiscal year, as well as a year of significant institutional change and progress.



In anticipation of our re-accreditation with the American Alliance of Museums (AAM) in 2022, we underwent a significant long-term strategic planning process involving the GMOA Staff, Board of Trustees, and community stakeholders. We approved a new mission, vision, and set of core values related to the current operations and future of the Museum as a whole. Our new mission, **“to inspire, educate, and connect people through the visual arts by way of our collection, exhibitions, and programs,”** serves our broader vision for the cultural life of Eastern North Carolina. We believe the arts are essential to the health and development of individuals and communities, and with our grounding core values of *inclusivity, engagement, collaboration, and accountability*, the GMOA is well poised to provide even more meaningful art opportunities for our region. This mission, along with our strategic plan objectives for the next three years, drove the remainder of the 2021-2022 fiscal year, and ultimately earned us our 10-year re-accreditation with AAM in June 2022, an accomplishment awarded to less than 4% of museums in the United States.

As it relates to our events and fundraisers, staff remained flexible, pivoting and adapting our events and programs with every turn of the pandemic. We were glad to host a majority of our in-person events once again this year. Combining these events with some of our virtual fundraisers that began during the pandemic, we capitalized on every form of reaching our audiences and successfully surpassed our budgetary goals in the 2021-2022 fiscal year. We were also glad to see the restart and growth of our educational outreach programs following closures in March 2020 due to the COVID-19 pandemic.

In the last year, we continued to make improvements to the facility, including a complete repair and re-painting of the exterior of our historic facility and the installation of outdoor banner frames on the 8th Street side of our building, which will continue to feature artwork from current exhibitions. We also hosted thought-provoking and engaging exhibitions such as *Undoing* and *Growing Up Queer in the South*. Through exhibitions such as these, we continue to engage our audience in timely and meaningful conversations and provide opportunities for them to engage with these ideas through creative expression.

We are excited about some changes made to our staff line-up in the new fiscal year. We increased hours for our part-time Educational Coordinator position in order to grow our on-site museum educational programs, ultimately hiring Briana Earl, a recent MFA graduate from East Carolina University, in this role. We also created a new part-time Gallery Attendant position, hiring Leslie Perez, a former GMOA intern, for this role. We are excited about the energy they both bring to these positions and about the growth of our staff in general. “Growth” is definitely the word of the year!

I remain overwhelmed by the support of our community - we could not have made it through another trying pandemic year without our supporters. On behalf of the GMoA Staff, thank you for your generous advocacy and support of the Museum. Thank you also to our GMoA Board of Trustees, who made vital contributions over the last year and volunteered much of their time and effort toward making sure our events, exhibitions, and programs were successful, engaging, and enjoyable. 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 Finances

FY 2021-22

Summary

As seen in the Greenville Museum of Art (GMoA) Budget for the 2021-2022 fiscal year, the Museum surpassed our overall net goal despite canceling two fundraisers due to COVID-19 ramping up again in fall of 2021 and the shuffling of event dates. To make up for these, we held our Summer Shindig fundraiser twice in this fiscal year - in September and June. While not what we initially planned for this year, this change will allow us to shift back to our pre-COVID-19 fundraising calendar of holding the Summer Shindig at the end of the fiscal year and our Fashion on Display event at the beginning of the fiscal year.

Other adjustments were made to ongoing fundraisers, including our annual Halloween and Santa events, both of which included reduced ticket pricing to accommodate even more families and individuals in Pitt County. While we were not able to hold our annual fashion show fundraiser this year, we are excited for the return of this event in September 2022.

Throughout the year, GMoA Staff continued to cut unnecessary costs; obtain grant funding for facility projects, educational programs, and overall operational expenses; and set in motion a more realistic financial plan for the coming year, including a reduced number of high-impact fundraisers as well as a 2% 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

FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22
-\$62,018.56	-\$36,301.21	\$17,317.02	\$13,221.40	\$6,904.99

Greenville Museum of Art Finances

FY 2021-22

RECEIPTS

Summer Shindig	\$31,019.60
Sidewalk Sales and Auctions	\$3,257.39
Halloween Jamboreeni	\$4,050.97
Pet Portrait Palooza	\$3,170.00
Jingle All the Way with GMoA	\$5,232.22
Games Meet Art / GMoArcade	\$8,593.84
Fine Arts Celebration	\$71,022.66
Children's Sponsorships	\$7,500.00
Exhibition Sponsorships	\$11,710.00
Endowment Disbursement	\$14,322.33
Grants	\$79,090.00
Other Fundraising (Donations & Gift Shop Sales)	\$20,518.52
Annual Memberships	\$27,001.35
Educational Programs & Tuition	\$29,631.00
Facility Rental	\$13,535.00
Miscellaneous	\$1,261.43

TOTAL RECEIPTS: \$331,166.31

DISBURSEMENTS

Summer Shindig	\$5,024.86
Halloween Jamboreeni	\$782.38
Pet Portrait Palooza	\$400.00
Jingle All the Way with GMoA	\$587.01
Games Meet Art / GMoArcade	\$1,751.59
Fine Arts Celebration	\$26,578.65
Bank & Credit Card Fees	\$2,036.54
Office Expenses & Supplies	\$4,384.22
Deposit to Building and Grounds Account	\$3,000.00
Dues and Subscriptions	\$4,554.61
Computer Network, Internet, Telephone, IT	\$7,734.38
Retail Sales	\$7,371.58
Employee Costs (Full & Part Time)	\$126,335.79
Employee Costs (Contract)	\$15,013.00
Facility Repair & Maintenance	\$9,777.76
Exhibition Costs	\$15,807.85
Housekeeping	\$7,200.00
Grant Disbursements	\$38,475.00
Advertising	\$225.00
Insurance	\$9,292.00
Meals & Entertainment	\$1,197.16
Occupancy Expenses	\$21,816.14
Postage	\$774.26
Printing & Reproduction	\$1,347.89
Professional Fees	\$10,040.56
Miscellaneous Costs	\$2,753.09

TOTAL DISBURSEMENTS: \$324,261.32

TOTAL NET: \$6,904.99

FY 2021-2022

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 2021-2022 fiscal year, the Foundation purchased 2 artworks of outstanding quality, including one drawing by Richard Wilson and one painting by Dewey Funkhouser from his exhibition at the GMoA in 2020, both featured below.

Rachel Maxwell Moore Art Foundation (as of June 30, 2022)

Beginning Balance	\$997,849.56
Additions	\$0
Disbursements	\$(-27,361.66)
Fees	\$(-6,831.43)
Earnings	\$(-169,911.99)
Ending Balance	\$800.059.15



Richard D. Wilson, Jr.
Under the Southern Blue Sky
2020
pastel on paper

Dewey Funkhouser
Jimmy Hammered the Car Window and He's Hiding Under the Hen House
2011
acrylic on canvas



FY 2021-2022

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 in 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, 2022)

Beginning Balance	\$1,450,165.00
Additions	\$0
Distributions	\$(-3,422.00)
Earnings	\$(-171,435.00)
Ending Balance	\$1,275,308.00

FY 2021-2022

Visitors & Membership

Visitation:

During the 2021-2022 fiscal year, the Greenville Museum of Art (GMOA) greeted **7,305 visitors** either through traditional visitation, special events, exhibition openings, or private facility rentals. The GMOA hosted 9 special events throughout the fiscal year and allowed for 19 private rentals. Tours and educational programming were provided by the Executive Director upon request for students within the K-12 range as well as college students.

Museum Visitor Count:

Tours & Educational Programs:	555
Exhibition Openings:	645
Museum Special Events:	1,641
Private Museum Rentals:	1,236
Day-time Visitors:	3,228

Membership:

We ended the year with 199 memberships for a total membership income of \$27,001.35. The GMOA saw a rise in Dual/Family memberships this year as a direct result of more family-friendly events and activities hosted at the Museum. It is our goal to continue to provide enriching experiences to individuals and families to continue this growth. We will continue to increase benefits for Museum members and implement discounts for ticketed Museum events, free access to most family-friendly events, and exclusive first looks at exhibitions. As we grow our programming at the Museum, members can expect discounts and free access to Museum hosted educational programs and activities.

Number of Memberships by Level:

Honorary Trustee (\$2,500):	1
Benefactor (\$1,000):	3
Sustainer (\$500):	6
Contributor (\$250):	24
Patron (\$200):	21
Individual Patron (\$150):	10
Dual/Family (\$75):	74
Individual (\$50):	54
PCS Teacher Family (\$50):	1
PCS Teacher Individual/Student (\$20):	5

FY 2021-2022

Exhibition Highlights

Thank you to all who visited and supported the Greenville Museum of Art's exhibitions in 2021-2022! This year brought several exciting group exhibitions featuring artists from across the country.

Black, White, and Read All Over

Closing out the 2020-2021 exhibition season, *Black, White, and Read All Over* featured work by Cary, North Carolina-based artists Jillian Goldberg, Susan LaMantia, and Constance Pappalardo. This exhibition centered 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 was deeply attentive to the topic of literacy and the waning presence of print in an increasingly digital and virtual world. In their work, they explored 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 2021-2022 Exhibition Highlights

Undoing

Undoing was on display from October 8, 2021 to March 11, 2022. This exhibition included art made from everyday and found materials by four artists: Krista Clark (Atlanta, GA), BR Goldstein (Durham, NC), Grace Hong (Brooklyn, NY), and Michael Watson (Brooklyn, NY). The title *Undoing* referred to all four artists' processes of deconstructing everyday objects or materials through the creation of their work. Knowing that viewers bring their own associations to the familiar materials found throughout this exhibition, *Undoing* also related to the loosening of spoken and written language as the primary means of conveying information or ideas.



We hosted numerous tours of this exhibition, including for our Uptown STEAM partnership with the North Carolina Museum of Natural Sciences in Greenville. Tours focused on recycling and reusing materials for the purposes of making artwork.

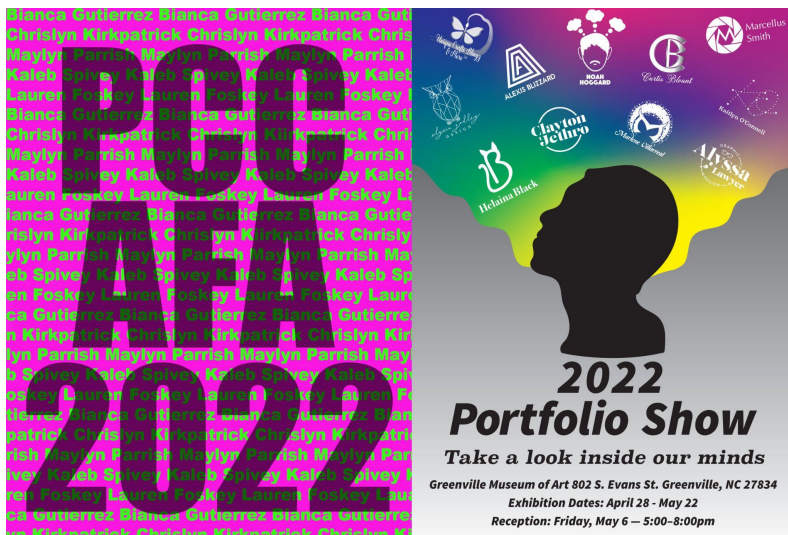
FY 2021-2022 Exhibition Highlights

East Carolina University Printmaking MFA & BFA Exhibition

This year, we hosted four students from the East Carolina University printmaking program, including two graduating MFA students, Adam Noah Berman and Katya Lee Hutchinson, and two graduating BFA students, Kevin Gonzales and Dylan Rishel. Over 140 attendees to the opening reception in April helped celebrate the students' achievements. We also hosted a group of over 100 students from Pitt County Schools for a STEAM tour of the exhibition and a guided nature-based printmaking activity led by Adam Berman.



Pitt Community College Exhibition



Also returning this year was the Pitt Community College Fine Arts and Graphic Design Portfolio Exhibition, featuring a wide range of work by students from the academic year. Installed by faculty in graphic design and fine arts, the exhibition was on display from April 28 - May 22, 2021 and showcased sculptures, photos, fashion, multimedia works, paintings, drawings, digital art, and graphic

design work by recent graduates. We hosted 150 people for the opening reception in May in celebration of the students' work.

FY 2021-2022

Exhibition Highlights

Growing Up Queer in the South

Growing Up Queer in the South, a ground-breaking exhibition guest curated by Parks McAllister opened in June 2022 and remains on display until September 24, 2022. This exhibition documents both the personal and shared experiences of LGBTQ+ folks through art influenced and inspired by the exhibiting artists' formative years spent in the American South. The Call for Artworks was open to all individuals, 18 years or older, who identify within the LGBTQ+ community and have spent part of their lives or could identify with "growing up" in the American South. The GMoA received nearly 300 submissions from over 100 artists living across the United States, ultimately selecting around 60 powerful and poignant artworks in a wide variety of media, including installations, sculptures, textiles, paintings, photographs, and prints. Thanks to many generous sponsors, we were able to award \$1,000 in prizes to artists at the opening reception.



In addition to hosting nearly 300 attendees at the opening reception on June 3rd, including a number of artists and supporters traveling from out of state, we will host a panel discussion related to Healthcare and the LGBTQ+ Community in August 2022, a Downtown Dialogues in the Humanities and Arts panel discussion in September 2022, and a closing reception on September 24.

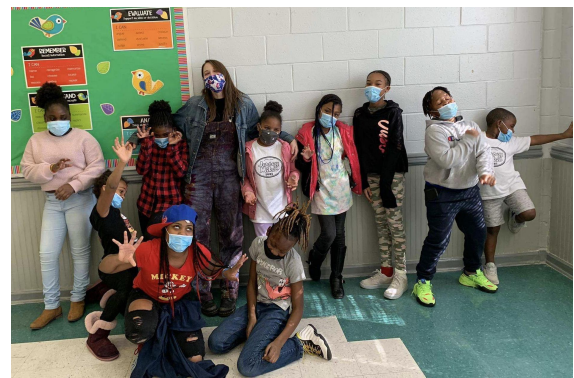
FY 2021-2022 Educational Programs

Outreach Programs



The GMoA Educational Programs most impacted by the COVID-19 pandemic were our outreach programs, but we are happy to report that many of these were back up and running in the 2021-2022 fiscal year. Long-standing partnerships that restarted following closure during the COVID-19 pandemic include all six locations of the Pitt County Council on Aging, Operation Sunshine, and the Boys & Girls Club. New partnerships in 2022 included programs with the Autism Society of NC, the Pitt County Detention Center, and HeARToscope. Our outreach art instructors this year included Andi Southern, Marie Hamra, and Darlene Williams.

We received a Pitt County Arts Council Grassroots Grant of \$3,300, West Greenville Community Grant from the City of Greenville for \$5,000, and a \$2,500 grant from First Citizens Bank to support the expansion of our outreach initiatives, especially those reaching underserved communities in Pitt County. These funds allowed us to reach over 1,760 adults and children from a wide variety of backgrounds.



Visual Arts Academy

The 2021-2022 fiscal year brought the return of a more “normal” Visual Arts Academy held at the GMoA Center for Art Education and led by Debbie Huggins and Jackie Herling. Nine students participated in the Visual Arts Academy program in the fall and eight students participated in the spring, expanding their knowledge of how the visual arts can be used to express critical ideas. We celebrated the students’ achievements with receptions at the end of each semester in our Commons Gallery.



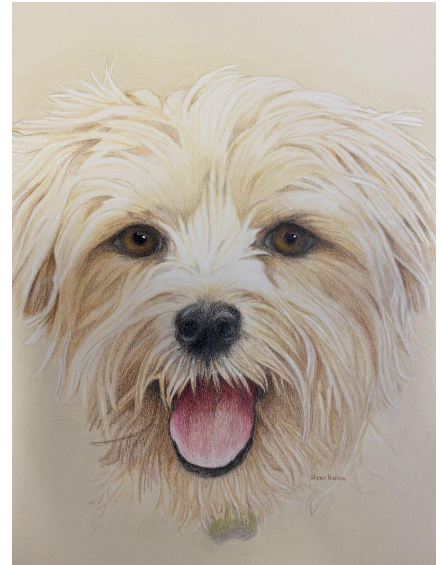
FY 2021-2022
Event Highlights

Halloweeni Jamboreeni



FY 2021-2022
Event Highlights

Pet Portrait Palooza



Sidewalk Sales & Autumn Auction



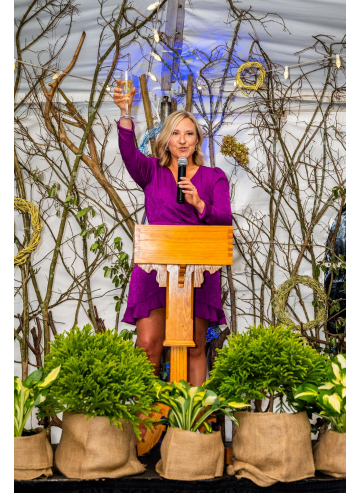
FY 2021-2022 Event Highlights

Jingle All the Way with GMoA



FY 2021-2022 Event Highlights

Fine Arts Celebration



FY 2021-2022 Event Highlights

Summer Shindig



2022-2023 President's Message

I am humbled to have the opportunity to serve as the Board President of the Greenville Museum of Art (GMOA) for the 2022-2023 fiscal year. My time on the board has been one of historic uncertainty and I can confidently say that the Museum and its staff and trustees have faced that adversity with creativity, strength, and composure.

We completed the American Alliance of Museums (AAM) reaccreditation and have set forth on a robust strategic plan. GMOA has worked to establish a diverse Advisory Council to help guide us as we move through the strategic plan. Our intent is to engage community stakeholders and gain their insight regarding our past, future goals, and the mission of the GMOA. We plan to focus on one topic per meeting so that we can fully immerse ourselves in the topic at hand. Our first meeting in July was productive and helpful. Thank you to all who have agreed to serve in this capacity.

GMOA is wrapping up a dynamic exhibit, *Growing Up Queer in the South*, which has brought national attention, including from [Christie's](#). We are looking forward to Scott Avett's exhibit, *After the Fact*, as he returns to Greenville. We have enjoyed the influx of new visitors and members to our museum.

We are also delighted to celebrate the 50th Anniversary of the Fine Arts Ball this spring. GMOA looks forward to honoring the past 50 years with a night full of delicious food and drinks and art. We hope to see you there.

As we move out of this uncertain time, we look forward to opportunities to engage a growing and diverse population through the arts. We hope you will consider sharing your time, talents, and resources with the Greenville Museum of Art.

Sarah Weir, 2022-2023 President
Greenville Museum of Art Board of Trustees



FY 2022-2023
Greenville Museum of Art

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