

FY 2022-2023

Greenville Museum of Art

ANNUAL REPORT



Greenville Museum of Art

802 South Evans Street
Greenville, NC 27834

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FY 2022-2023
Greenville Museum of Art

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2022-2023 President's Message

As I pen down this farewell message in the pages of our Annual Report for 2023, I am filled with a deep sense of gratitude and nostalgia. It was an honor to serve as your President, and I am immensely proud of the collective strides we have made in the realm of art and culture during my tenure.

In the past year, our museum has been a canvas for creativity, a stage for innovation, and a sanctuary for those who seek solace and inspiration through the arts. Together, we have embarked on a journey of artistic discovery, pushing boundaries, and redefining the narrative of what an art museum can be.

Reflecting on our accomplishments, I am awestruck by the milestones we have achieved. From groundbreaking exhibitions that challenged the status quo to community outreach programs that brought the magic of art to diverse audiences, every achievement is a testament to the passion and dedication of our team and the unwavering support of our patrons.

Our museum stands not just as a repository of masterpieces but as a living testament to the rich tapestry of human expression. We have cultivated an environment that celebrates diversity, inclusivity, and the boundless possibilities that arise when different voices contribute to the conversation.

I want to express my deepest appreciation to every member of the Greenville Museum of Art family - our talented staff, dedicated volunteers, generous donors, and the broader community that has embraced our mission. Your collective commitment has been the heartbeat of our success, and I am confident that the momentum we've built together will propel the museum to even greater heights.

As I have passed the torch to new leadership, I am excited about the future that lies ahead for Greenville Museum of Art. The canvas is still vast, and there are countless stories yet to be told, masterpieces yet to be discovered, and hearts yet to be touched by the transformative power of art. In bidding farewell, I want to express my deepest gratitude for the privilege of serving as your President. It has been a profound journey, and I am confident that the seeds we've planted together will continue to bloom and flourish in the years to come.

May the arts forever thrive, and may Greenville Museum of Art continue to be a beacon of inspiration for generations to come.

With heartfelt thanks and warm regards,

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



Executive Director's Message

The Greenville Museum of Art (GMOA) wrapped up its 2022-2023 fiscal year stronger than it has in over five years. We surpassed multiple fundraising goals and raised over \$50,000 alone with the "GMOA: The Next 50 Years" campaign and we are elated to start the 2023-2024 fiscal year sure-footed and ready for the year ahead.

Some major highlights from the past year include receiving an Award of Excellence from the North Carolina Museums Council for our Summer 2022 exhibition, *Growing Up Queer in the South*; doubling attendance at our family-friendly events; expanding our educational outreach programs; reaching record attendance for opening receptions to our fall 2022 exhibition, *Scott Avett: After the Fact*; and raising over \$140,000 in grant funds to support facility improvement projects, operating expenses, and our expanding educational programs at GMOA.



The new fiscal year brings some much-needed facility improvement projects to GMOA, including an overhaul of our gallery lighting in our West Wing and Commons Galleries, made possible by a gift from the West Memorial Fund. The changes include switching to LED lighting, which is more efficient, effective, and safer for the long-term display of artwork due to its lack of infrared, heat, and ultraviolet rays that can damage artwork over time. In addition, the replacement of the ceiling in our Commons Gallery and the repainting of both these two main galleries will refresh the spaces and make them more attractive and enjoyable for visitors. This year, we will also be making changes to our signage on-site following a rebranding process and the unveiling of our new logo in September 2023.

We also have some exciting and impactful exhibitions planned for the next fiscal year, including *Marauders*, which opens in October and features mixed media work by three emerging artists, Antoine Williams, Donté K. Hayes, and Johannes Barfield, along with works from the African collection at ECU's Gray Gallery.

Finally, we are excited to bring you all of our favorite events and fundraisers again this year, bigger and better than ever, as well as a new holiday event, the "Merry Mixer."

Thank you all for your support of the GMOA, our mission, **to inspire, educate, and connect people through the visual arts by way of our collection, exhibitions, and programs**, and our team this and every year. We are grateful for your support of the arts and their impact on our community.

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

Summary

As seen in the Greenville Museum of Art (GMOA) Budget for the 2022-2023 fiscal year, the Museum far surpassed our overall net goal by a larger margin than we have seen in over five years. Several fundraisers surpassed their goals, including the Golden Jackpot Raffle, Fashion on Display, Super Family Game Day / GMOArcade, and Summer Shindig. We received several new grants related to educational programs, including our new Museum Camp and added locations for outreach programs. Our “GMOA: The Next 50 Years” campaign brought in over \$50,000 spread across the Fine Arts Ball, annual sponsorships, and outright donations raised between March and June 2023.

In November 2022, the GMOA Board of Trustees approved new benefits for staff, including a retirement plan option for full-time and select part-time staff, and health care reimbursement option for full-time staff. Full-time staff continue to see pay increases annually in July in closer alignment with national standards, and part-time staff hours continue to increase as our educational programs have grown.

Taking advantage of our surplus this year and planning ahead for the future, GMOA Staff focused on improvements to the facility and purchasing supplies that will help with events, programs, and facility rentals for years to come. GMOA Staff continued to 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, an annual sponsorship package, as well as a 5% 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 with good news at the end of every fiscal year.

Five Year Snapshot

FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
-\$36,301.21	\$17,317.02	\$13,221.40	\$6,904.99	\$62,165.85

Greenville Museum of Art Finances

FY 2022-23

RECEIPTS

Golden Jackpot Raffle	\$22,944.07
Fashion on Display	\$11,237.98
Halloween Jamboreeni	\$4,568.12
Super Family Game Day / GMoArcade	\$11,276.57
Fine Arts Ball	\$67,085.75
Summer Shindig	\$19,952.05
Educational Grants and Sponsorships	\$11,550.00
Exhibition Income and Sponsorships	\$35,325.53
Endowment Disbursement	\$80,510.45
Facility, Project, and General Grants	\$129,023.00
Other Fundraising (Donations & Gift Shop Sales)	\$36,585.85
Annual Memberships	\$40,076.85
Educational Programs & Tuition	\$15,001.82
Facility Rental	\$7,813.23
Miscellaneous (Including Sales Tax Return)	\$1,143.53
GMOA: Next 50 Years Campaign (not including Fine Arts Ball donations)	\$36,071.25
Transfer from Buildings Fund	\$5,915.28

TOTAL RECEIPTS: \$536,081.06

DISBURSEMENTS

Golden Jackpot Raffle	\$6,800.00
Fashion on Display	\$1,049.10
Halloween Jamboreeni	\$623.11
Super Family Game Day / GMoArcade	\$1,272.82
Fine Arts Ball	\$35,363.70
Summer Shindig	\$6,211.54
Bank & Credit Card Fees	\$4,006.76
Office Expenses & Art Supplies	\$14,262.33
Deposit to Building and Grounds Account	\$2,250.00
Dues and Subscriptions	\$1,206.61
Computer Network, Internet, Telephone, IT	\$8,172.62
Retail Costs (Sales Tax, Merchant Fees, Artist Consignments)	\$7,989.58
Employee Costs (Full & Part Time)	\$167,402.88
Employee Costs (Contract)	\$19,685.15
Facility Repair & Maintenance	\$7,174.53
Exhibition Costs	\$23,103.49
Acquisitions	4,901.44
Housekeeping	\$7,200.00
Grant Disbursements	\$84,217.54
Performer Fees	\$550.00
Advertising, Marketing, and Printing	\$1,104.38
Insurance	\$12,282.00
Meals & Entertainment	\$1,673.07
Occupancy Expenses	\$21,272.79
Postage	\$1,602.78
Professional Fees	\$12,924.00
Travel	\$2,264.45
Capital Improvements/Expenditures	\$17,347.54

TOTAL DISBURSEMENTS: \$473,915.21

TOTAL NET: \$62,165.85

FY 2022-2023

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 December 31, 2022)

Beginning Balance	\$1,610,209.00
Additions	\$0
Distributions	\$(-109,722.00)
Earnings	\$(-285,071.00)
Ending Balance	\$1,219,022.00

FY 2022-2023

Visitors & Membership

Visitation:

During the 2022-2023 fiscal year, the Greenville Museum of Art (GMOA) greeted **7,631 visitors** either through traditional visitation, special events, exhibition openings, or private facility rentals. The GMOA hosted 10 special events throughout the fiscal year and allowed for 14 private rentals. Tours and educational programming were provided by the Educational Coordinator upon request for students within the K-12 range as well as college students.

Museum Visitor Count:

Tours & Educational Programs:	258
Exhibition Openings:	697
Museum Special Events:	2,223
Private Museum Rentals:	634
Day-time Visitors:	3,819

Membership:

We ended the year with 271 memberships for a total membership income of \$40,076.85. The GMOA saw a rise in Dual/Family and Individual memberships this year as a direct result of the *Scott Avett: After the Fact* Exhibition. We offered a members-only preview of this exhibition along with a meet and greet with the artist, which prompted a large increase in the aforementioned membership levels.

Number of Memberships by Level:

Honorary Trustee (\$2,500):	2
Benefactor (\$1,000):	4
Sustainer (\$500):	8
Contributor (\$250):	33
Patron (\$200):	19
Individual Patron (\$150):	5
Dual/Family (\$75):	106
Individual (\$50):	79
PCS Teacher Family (\$50):	2
PCS Teacher Individual/Student/Senior (\$20):	13

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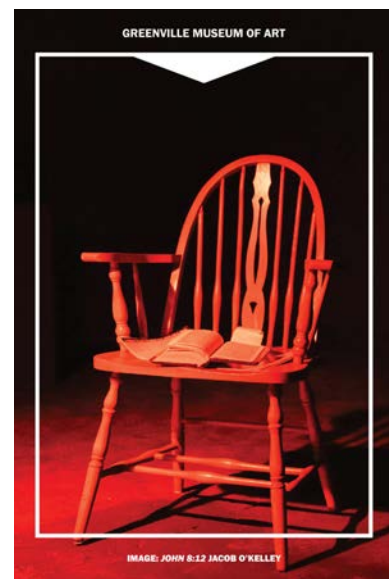
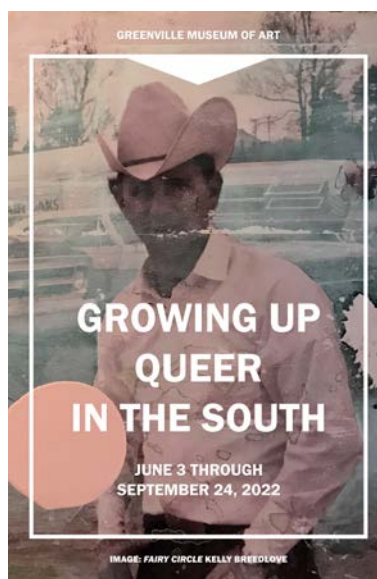
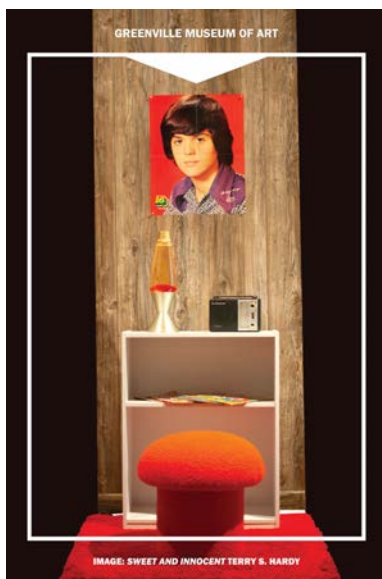
Exhibition Highlights

Thank you to all who visited and supported the Greenville Museum of Art's exhibitions in 2022-2023! This year brought several exciting group exhibitions featuring artists from across the country.

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 was on display until September 24, 2022. This exhibition documented 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 GMA 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 hosted 50+ people each at a panel discussion related to Healthcare and the LGBTQ+ Community and a Downtown Dialogues in the Humanities and Arts panel discussion.



FY 2022-2023

Exhibition Highlights

Scott Avett: After the Fact

This solo exhibition spanned over a decade of the artist's work, including large-scale oil paintings and prints. Internationally recognized as a member of the Grammy-nominated, folk-rock band The Avett Brothers, Scott Avett (born 1976, Cheyenne, WY; lives in Concord, NC) has been a working artist, focusing on painting and printmaking, since he earned a BFA in studio art from East Carolina University in 2000, the same year he founded the band with his brother Seth. The exhibition title, *After the Fact*, refers, in Avett's words, "to the revelation of meaning beyond the physical act of making." He explains, "My purpose is to be with the practice and trust that the existence of the work will, indeed, be traced back to Truth. Realizing, throughout the making of this work, that the eternal meaning of the work is revealed after my being with it... So no need to worry about what it will 'do' or what it will 'say.' Besides the story cannot be told until... 'After the Fact.'"



This exhibition also featured prints and paintings related to Avett's musical career, including portraits of band members, and artwork for album covers and concert posters. Like his songs, Avett's paintings speak to universal issues of spirituality and struggle, love and loss, heartache and joy, as well as more personal stories of career, family, and living in the South. These are psychologically charged and emotionally intense portraits focused on his family and himself –

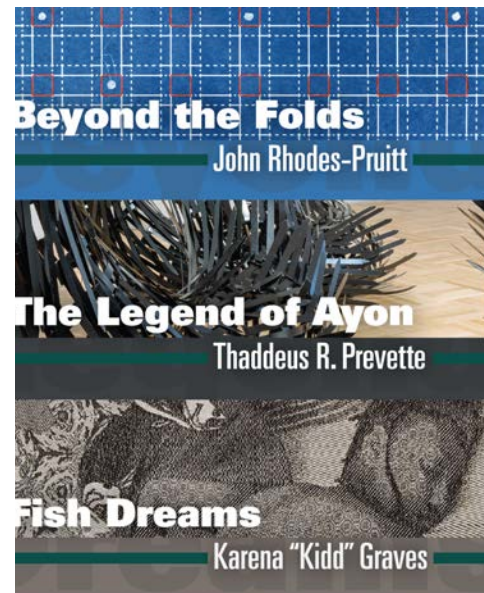
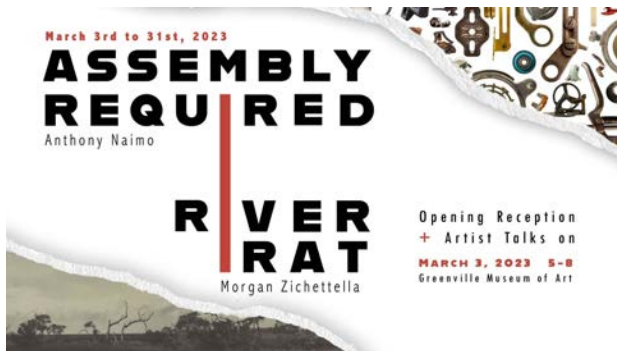
often intimate, vulnerable, and sometimes uncomfortably truthful portrayals.

We received national recognition for this exhibition and welcomed visitors from across the country to see Avett's work. We held two opening receptions, and between both nights, we had over 300 people join us for a chance to meet the artist in person.

FY 2022-2023 Exhibition Highlights

East Carolina University MFA Exhibitions

We hosted five students from the East Carolina University MFA Program between March and April 2023, including Morgan Zichettella (photo), Anthony Naimo (metals), Karena “Kidd” Graves (sculpture), Thaddeus Prevette (sculpture), and John Rhodes-Pruitt (photo). Between the opening receptions in March and April, we welcomed over 230 people to see the students’ work and hear their artist talks.



Pitt Community College Exhibition

In May and June, we hosted the annual 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 through May and June, and showcased sculptures, photos, fashion, multimedia works, paintings, drawings, digital art, and graphic design work by recent graduates. We hosted over 160 people for the opening reception in May in celebration of the students’ work. The main exhibition galleries were closed the remainder of the summer for facility improvements to our gallery spaces.



FY 2022-2023

Exhibition Highlights

Marauders



Our main galleries will open again in October 2023 with *Marauders* is a three-person exhibition featuring original art by Antoine Williams, Donté K. Hayes, and Johannes Barfield. Through a range of media including ceramics, audio/visual installations, wheat paste murals, and collages, *Marauders* explores themes of history, memory, ancestry, and futurism. Williams, Hayes, and Barfield's processes each involve deconstructing concepts and materials from personal and cultural archives as they construct narratives related to the African Diaspora. Creating new intertwined futures as they retrieve, conjure, steal, and manifest the heirlooms they never received, their work combats deculturation and celebrates a new era of cultural reclamation.

Antoine Williams is an interdisciplinary artist whose practice utilizes critical studies, radical reimagining, and the surreal to explore Black embodiment existing within and subverting statusquos. Donté K. Hayes is a research-based artist whose work uses clay as a sculptural material to inform history, culture, and memories remembered and imagined. Johannes Barfield is a sample-based visual artist, sound artist, and digital media artist who works in installation, video, photography, extended reality (XR), collage, and sound. His work explores childhood memories, joy, and appropriation as a means for survival, the restitution of artifacts, extinction, and the music played at family cookouts.

FY 2022-2023 Educational Programs

On-Site Programs



We hosted a number of tours and guided art activities this year, including our joint "STEAM" partnership with the Museum of Natural Sciences in Greenville, as well as with various summer camp programs across Pitt County. New this year, the GMoA hosted its first "Museum Camp" this summer for children ages 6-16, thanks to a grant provided by the Community Foundation of NC East. Students worked with multiple instructors on projects in photography, sculpture, painting, printmaking, and more. Each week, the campers worked collaboratively on a mural related to the GMoA collection and closed camp with their own curated exhibition showcasing their projects.

Outreach Programs

The GMoA expanded many of its free educational outreach programs across Pitt County this year thanks to grants from the NC Arts Council, Pitt County Arts Council, Pitt County Government, City of Greenville, Grady-White Boats, and First Citizens Bank. We increased our visits to several locations, providing more art classes for our community and work opportunities for our local artists/instructors. Our partnerships include all six locations of the Pitt County Council on Aging, Operation Sunshine, the Boys & Girls Club (Lucille W. Gorham Unit), Autism Society of NC, East Carolina Vocational Center, and the Pitt County Detention Center SHARP/WEAR program. Between all these programs, as well as community events across Pitt County, we served 1,668 adults and 1,725 children with arts education from July 2022 to May 2023.

FY 2022-2023 Event Highlights

Fashion on Display



FY 2022-2023
Event Highlights

Halloweeni Jamboreeni



FY 2022-2023
Event Highlights

Super Family Game Day / GMoArcade



FY 2022-2023 Event Highlights

Fine Arts Ball



FY 2022-2023 Event Highlights

Summer Shindig



2023-2024 President's Message

The arts are vital to society. Museums are living, breathing organisms that offer space for contemplation, inquiry, reflection, and learning. Public art literally enriches the landscapes of our community. With a history dating back more than 80 years, the Greenville Museum of Art serves eastern North Carolina through award-winning exhibitions, educational programming, and community events.

From 1986 to 2003, I worked in the non-profit sector in the performing arts. I have called Greenville home since 2013 and I consider it a privilege to lead the Board of Trustees for the Greenville Museum of Art. In the coming year, I will capitalize on the strengths and talents of the Board, as well as the expertise and dedication of the staff.



As we continue to expand the vision first set forth by Rachel Maxwell Moore nearly 90 years ago, we have come out of the pandemic in good financial standing and last summer, our “Growing Up Queer in the South” exhibit was honored with an Award of Excellence from the North Carolina Museums Council. The Scott Avett exhibit set records for attendance, as did the Opening Reception for “Growing Up Queer in the South.”

Our arts education programs continue to thrive and last summer, for the first time, we offered summer arts camps for kids in an effort to meet a programming need for many families in the summer. Our memberships are growing and the Fine Arts Ball celebrated 50 years last April. We marked the 50th Anniversary of the Fine Arts Ball with a successful crowdfunding campaign we called “The Next Fifty Years.” This campaign was intended to help establish a new reserve fund for the GMoA, and we surpassed our goal! Recent grants have allowed renovations to our gallery spaces which will enhance the experience for those attending our exhibitions.

We are closing out a rewarding year made possible by the support of our members, our donors, corporate sponsors, and a record in grant funding, all thanks to the diligence and professionalism of our staff and the dedicated work of our Board.

Mark Rasdorf, 2023-2024 President
Greenville Museum of Art Board of Trustees

FY 2022-2023
Greenville Museum of Art

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