



MUSEUM, POPS, PUBLIC ART FY23 RECAP
JUL 11, 2023



“ART CITY” ACHIEVES MASTERPIECE YEAR

- In FY23 the Museum, POPS, and Public Art broke records, grew revenue, and increased reach and relevance.
- **WHY IT MATTERS:** We are on the right track to achieve our goals of making Springville truly “Art City.” Your investments are paying off!



RECORD-BREAKING YEAR

- Total revenue - \$946,086
- Private rentals & revenue - \$168,000
- Students and teachers served - 32,922
- Spring Salon entries - 1100
- High School Show Scholarships Awarded - (sponsor-funded, cash and in-\$30,000+ kind)
- Public Art Projects Completed & in Process





REVENUE SOARS

- Total revenue = \$946,086
- 23% increase from FY23 (\$770,571)





INCREASED REACH OVER 105,000 SERVED

- Museum
 - 75,000+ on-site visitors
 - +14,000 from FY23, 22% increase
- POPS
 - 32,922 students and teachers
 - 383 schools, 39 districts
 - 40% increase
- Public Art
- Publicity





MISSION FOCUSED

- The Springville Museum of Art fosters **beauty** and **contemplation** through **life-affirming** art and experience for Utah's Art City and its diverse communities





AUDIENCE DRIVEN

- Springville community and citizens
 - Broader Utah County community
- Utah Artists and the Utah Arts Community
- Statewide K-12 students and teachers
- Regional Tourists





NEEDS CONSERVATION

- Strategic and long-term planning
 - Arts Master Plan
 - Museum Strategic Plan
- Marketing and communication
- New staff and management – leadership training, etc





WHAT'S NEXT?

- Continue to improve local community relevance - serve more of Springville. Every household visiting 2 or more times/year
 - Who are we not serving? Who is not coming?
- Embrace “sanctuary” - wellness
- Market the Museum more aggressively
- Public Art - make Springville truly an “art city” not just a city with an art museum





SALON 100

CELEBRATING THE 100TH ANNIVERSARY



- “Share your Memories” open houses
 - Friday July 28th, 10am-1pm
 - Monday July 31st, 1pm-4pm
- Exhibition, marketing, catalog, fundraising campaign



LET'S KEEP CREATING
“MASTERPIECES” AND
PUTTING THE ART IN “ART
CITY”

THANKS FOR YOUR CONTINUED
SUPPORT. YOUR INVESTMENTS
ARE PAYING OFF!