



MUSEUM + PUBLIC ART  
WORK SESSION PRESENTATION  
JAN 9, 2024



# THREE'S A CROWD

- High-level Museum/Budget Overview
- Let's make a deal!
  - ✓ How do you measure the Museum's impact?
- Our Art City Legacy
  - ✓ Salon 100 Anniversary Updates





# MUSEUM GOVERNANCE

## Springville Museum of Art “The Museum”



### Springville City

- Own and Manage Building
- Exhibitions
- Programs
- Most Staff



### MOU



### SMA Association

- Own & Manage Permanent Collection
- Non-Profit (501c3)
- Fundraising for Collection, Exhibitions, Programs



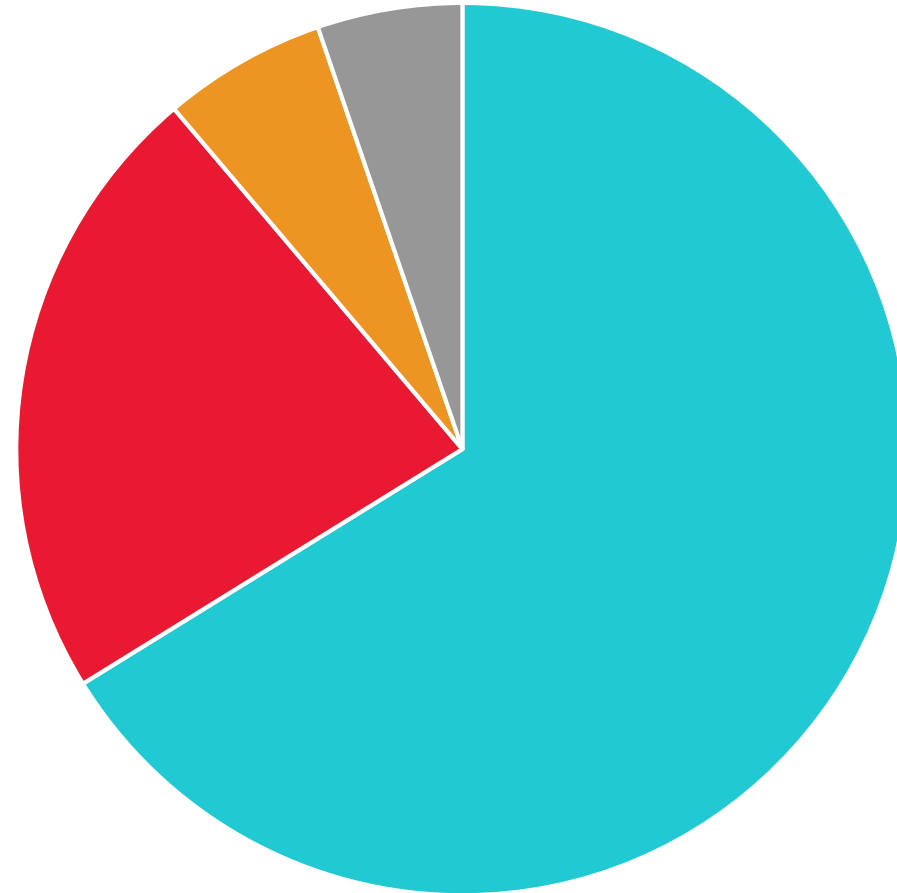
# FOUR BUDGETS - OPERATING

➤ Art Museum

➤ POPS

➤ Public Art

➤ Association



■ Art Museum (66%) ■ POPS (23%) ■ Public Art (6%) ■ Association (5%)



# BUDGET OVERVIEW



## “Art Museum” - City

- Exhibitions
- Community Programs
- Rentals/Weddings
- Admin & Curatorial Staff
- Marketing

## “POPS” - City

- Education Staff
- K-12 Outreach and Programs
- Programs overseen by USBE and paid for through State Grant
- All-State High School Art Show

## “Public Art” - City

- Admin - CIP Projects
- Art Festival
- Sunday Concert Series
- Community Programs
- Marketing

## SMA Association - 501c3

- ❖ Permanent Collection
- ❖ Fundraising



# RISING TOGETHER!

## Public Art + Museum



John Held Jr., *Dancing in the Jazz Age*  
(1920s), gouache, Springville Museum of Art



# LET'S MAKE A DEAL!

*HOW DO YOU MEASURE  
THE MUSEUM'S IMPACT  
AND REACH?*



# TWO UTAH ART MUSEUMS

## MUSEUM #1

- Located in Salt Lake City, Utah
  - population 200,478
- FY23 Total Operating Expenses - \$1.48 million
- Non-profit - 501c3
  - County owned building
- Exhibits contemporary Utah Art
- No Permanent Collection

## MUSEUM #2

- Located in Springville, Utah
  - population 36,000
- FY23 Total Operating Expenses - \$1.36 million
- City Department & 501c3
  - City owned building
- Exhibits Utah Art, contemporary and historic
- Permanent Collection of American, Soviet, and Utah Art



# NUMBER OF VISITORS?

SLC  
Museum

47,555

Springville  
Museum



74,852



# STUDENTS & TEACHERS SERVED

SLC  
Museum  
12,508

Springville  
Museum  
 32,877



# SCHOOLS SERVED

SLC  
Museum  
~64

Springville  
Museum  
 383



# PARTICIPATING ARTISTS

SLC  
Museum  
132

Springville  
Museum  
 1007



# NUMBER OF EXHIBITIONS

SLC  
Museum



18

Springville  
Museum

11



# WEBSITE USERS/IMPRESSIONS

SLC  
Museum

78,530/  
920,397

Springville  
Museum



98,314/  
1,413,390



# RETURN ON INVESTMENT

- Similar amount expended - ~\$1.4Million
- **57%** more visitors served
- **162%** more students and teachers served
- **662%** more participating artists
- **25%** more website users





# CAVEAT: DIFFERENT MISSIONS, PROGRAMS, FUNDERS & AUDIENCES



Lorus Bishop Pratt, *Fishing Along the Cache River*, 1901, Springville Museum of Art



# SALON

# 100

AN EXHIBITION, CATALOG, & DOCUMENTARY





# WHY THIS MATTERS

The magic of the Museum, the Salon, and Springville's legacy as "Art City" is a story that needs to be told. It's a story Utah can be proud of!

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## SPRINGVILLE CITY

*Welcomes Visitors*  
to the  
**ART EXHIBIT**



Mayor A. O. Thorn and City Councilmen Emil Odlund, L. E. Clegg, H. T. Reynolds, Jr., David T. Friel and Ed Johnson, sincerely hope that the Springville Art Exhibit will become bigger and better as time passes. This project is one of the finest things in the state and is rapidly gaining more recognition nationally. Some of the foremost artists of the United States exhibit their paintings in the Springville Art Exhibit because of the prestige the exhibit has.

Springville residents have a reputation for a high standard of cultural appreciation. Encouragement of art and a deep understanding of the better things of life are helpful in increasing the culture of any community.

It is truly remarkable that a city of Springville's population should develop a cultural enterprise of such magnitude that it would draw nationwide interest. Cooperation is what counts. Without it such an exhibit as we have now, would never have been possible.

We are proud that the City of Springville has made art, through the National Art Exhibit, a paramount issue in this community. It bespeaks culture and refinement.

The Springville Art Exhibit is one of the finest attractions in the state, and it has attracted the attention of visitors from all parts of the country. Citizens of Springville can indeed be proud of such a noteworthy project.

## MAYOR AND CITY COUNCIL

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## ANNUAL SOUVENIR ART EDITION

Development and Progress of Springville  
The Springville Herald  
OFFICE PHONE 31

VOLUME NO. 50  
SPRINGVILLE (UTAH) HERALD, THURSDAY, MARCH 31, 1938

### SPRINGVILLE WELCOMES ART LOVERS

Outstanding Paintings Mark the 1938 Exhibit As the Opening Nears

The Sculptor and Some of His Work

Interesting Facts In The Life of Cyrus E. Dallin, Artist

Dallin As An Indian Sculptor

Dallin and His Achievements

Cyrus E. Dallin - A Tribute

Dallin With The Indians

Home of the Springville Exhibit





Selected to represent the three classes of the senior high school as art queens are: left to right, Cheryl D. Smith, sophomore;

Carrol Neil, junior class and Vicki Killpack, senior.

## Classes name art queens

As the 37th annual Art Exhibit continues through the third week, students are busy raising funds for their art queens, visiting the gallery to determine which is their favorite painting on which to write their art essays and planning for the closing festivities the art and the school year. Art queens from the three senior high classes, one of which will have the honor of unveiling, are: Vicki Killpack, daughter of Mrs. Ardis Killpack, who will represent the seniors; Carrol Neil, daughter of Mr. and Mrs. N. T. Singleton, represents the Juniors and Cheryl D. Smith, daughter of Mr. and Mrs. Max Smith, the sophomores. The queen from the class

which succeeds in raising the largest fund for the art, will have the honor of unveiling the purchase picture.

The exhibit will be open through April daily from 9 a.m., until 9 p.m., and each

school-day evening, an art lecture is offered to the general public.

Many interested patrons are visiting the gallery daily. The evenings and Sundays are especially popular.



Arnold Loveridge, son of Mr. and Mrs. Elwood C. Loveridge of Provo, who

## Special drama set by ward next Monday

As a benefit toward the First ward building program, the BYU production of "J.B.," Pulitzer prize-winning play based on the Book of Job, will be presented in the Springville Junior high school auditorium, Monday, April 24, at 8:15 p.m.

Directed by Dr. Harold I. Hansen, well-known through his direction of the famous

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# SALON 100 VIDEO CLIP



# OPENS APRIL 2024

**SALON 100 WILL CELEBRATE  
THE 100TH ANNIVERSARY OF  
THE SPRING SALON  
AND SHARE ITS IMPACT  
AND HISTORY!**

## PROGRAMMING PLAN

- Curated art exhibition of 100 works collected from past Spring Salons
- Curated history exhibition
- Collecting memories and oral histories
- Documentary film including community, artist, and staff interviews
- Printed catalog and history
- Special programs and lectures
- “Class Reunion” celebration
- Collaborations with Springville High School students