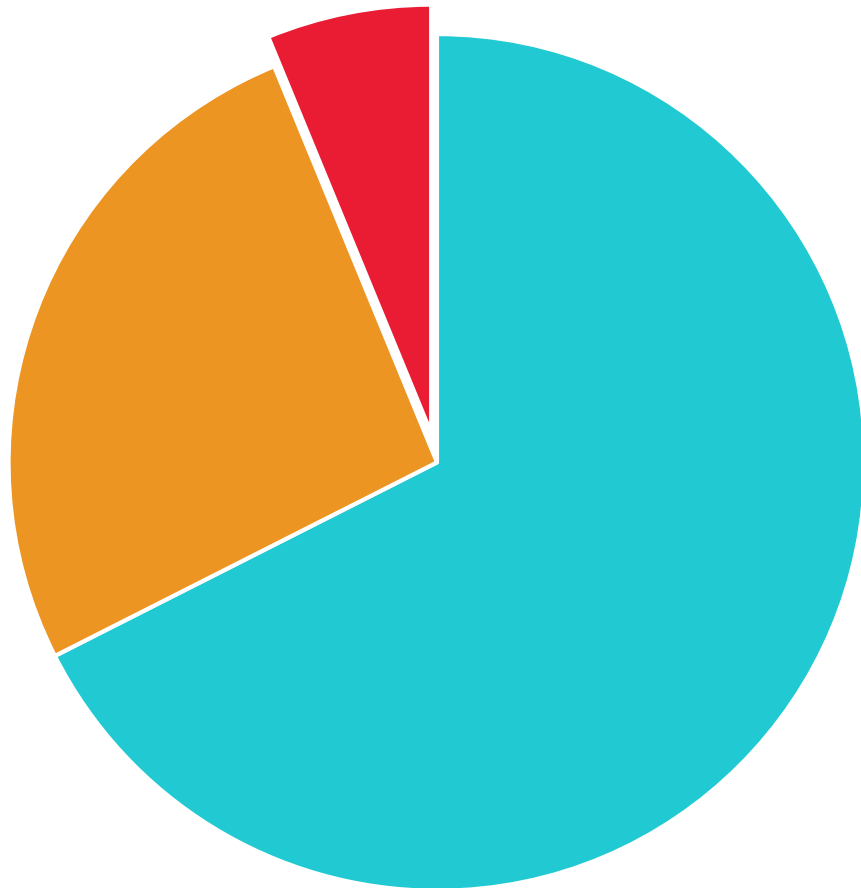




MUSEUM OF ART PRESENTATION
AUGUST 9, 2022



THREE BUDGETS



■ Museum Operations ■ POPS ■ Association

- **Museum Operating (City)** - \$903,037 (68%)
 - Admin, exhibitions, community programs, rentals and events
 - 5 FT employees and 8 PT
- **Museum POPS (City)** - \$351,000 (26%)
 - K-12 Education Programs
 - 2 FT employees, and 6 PT
- **Museum Association (non-profit)** - \$83,000 (6%)
 - 1 PT employee, Permanent Collection



REVENUE \$800,000

RENTALS:

- “I don’t get giddy very often, but I just did a little jig in celebration.” -Our Illustrious Finance Director, Bruce Riddle on July 2022 revenue total \$16,865 (FY2023, already)—anticipating \$115,000 by end of FY2023

STORE: \$42-45,000/yr

ENTRY FEES: \$18,000

COMMISSIONS (ASSOCIATION): \$46,000 net after commissions





Memorandum of Understanding

- Agreement between Springville City and the Springville Museum of Art Association [a 501 (c) (3) non-profit] for the Operation of the Springville Museum of Art
- Agreement first made in September 1999
- Revised on December 20, 2005
- Revised again and entered on November 16, 2010
- Revised November, 2017





WHAT DO WE OFFER?

- Guppy Group
- Open Studio
- Children's Art Festival
- Santa's Art Shop
- Summer Art Camps
- Guide and Seek
- senseABLE
- Guided Tours
- Youth Art Competition
- Halloween Party
- Children's Tea
- 100 Dollar Show
- Art Ball
- SMA Unframed
- Artist Round Table (small business)
- Opening Receptions
- Sunday Concert Series
- Art Royalty
- Junior Art Guild
- Underground Family Area
- Spring Salon
- Quilt Show
- Spiritual & Religious Art of Utah
- All-State High School Art Show
- Volunteer program
- 6-8 curated shows/year
- Internship program
- Portfolio Day
- Art Talks
- Virtual Field Trips
- Evenings for Educators
- Student Curators
- Online exhibitions & collection
- Education posters







VISITOR EXPERIENCE

- Best Museum - Daily Herald's Best of Utah Valley
- 80% of visitors report their visit "exceeded expectations"
- 4.8/5 stars on Google









WHAT PATRON EXPERIENCE DO WE PROVIDE?

- “we foster **beauty** and **contemplation** through life-affirming **art and experience**”
 - It’s EXPERIENTIAL about being in the Museum, the space, the works of art together
 - Connectedness to larger community
- “a **sanctuary of beauty** and temple of **contemplation**”
 - Sanctuary - rest, peace, safety, wellness
 - Beauty - artwork, beauty of human experience
 - Contemplation - making connections, thinking deeper about world around them, fostering empathy
- We “seek to facilitate **engaging** and **transformative** experiences with art”
 - Engaging - interactive not passive
 - Transformative - something changes, new experience, idea, emotion, etc.





LONG-TERM CHALLENGES + MASTER PLANNING

- Museum stature, access, and image - locally and statewide
 - 400 S Divide, UDOT marginalization
 - Reincorporating Museum as a major destination in Springville
 - Coordinate with donors and sponsors (like Clyde Companies/Springville Rising)
- Staffing challenges and constraints
 - Long-term plan: grow operational side and staffing to match POPS (lopsided right now)
 - Spatial challenges: where is office space?
 - Training and keeping staff; competitive wages
- Museum Expansion and Maintenance
 - Older, historic building that needs updates and costly repairs







Aug 2022

Curatorial Department Staff



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Curator of Exhibitions & Collections
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Christine Heathcote Hale
Outreach Educator
Docent



Leslie Gleaves
Outreach Educator
Exhibitions
Remote







QUESTIONS?