



Transition and Renewal

Richmond Art Center | Annual Report 2012–2013



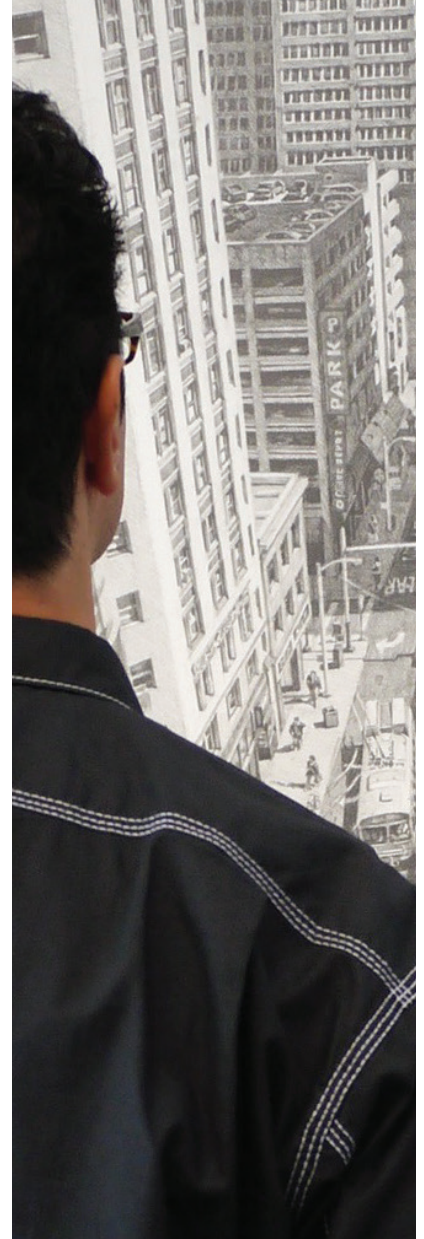


The Richmond Art Center's progress in 2012-13 was remarkable thanks to a focused effort by our Board of Directors and staff. Together, we renewed our commitment to connecting art and our community in a time of rapid change, re-examining our assumptions and accepted practices and making forward-looking changes to position the Art Center to embrace 21st century challenges and opportunities.

At the heart of this renewal was a successful "re-imagining" process, which gathered perspectives from a wide range of internal and external stakeholders and culminated in the adoption of a comprehensive three-year strategic plan. This plan holds true to the vision of our founder, Hazel Salmi, who viewed the Art Center as a magnet for community engagement and inspired people to become lifelong learners through creativity, experimentation and discovery.

An experienced and energetic new Executive Director, Richard Ambrose, was hired to lead the organization. He reorganized staff and added key positions to help carry out our expanded programs and increase visibility of the Art Center's unique blend of exhibition, education and community-based programs.

Our accomplishments this past year were made possible with the trust and significant support of the City of Richmond, our major funders and the Richmond community.





EDUCATIONAL PROGRAMS

Reestablishing our historic work in the community.

The Art Center has a long tradition of providing visual arts experiences, and this year we reinstated our Art in the Community Program. This program brought our talented instructors and interactive after school art programs to Lincoln Elementary and Helms Middle Schools, the Nevin and Shields-Reid Community Centers and the Richmond Public Library. These activities will double in the coming year and be enhanced with a new "STEAM" initiative, which we successfully piloted to 32 low-income Richmond students this summer in a partnership with the Richmond Public Library and Lawrence Hall of Science-UC Berkeley. STEAM (Science, Technology, Engineering, ART and Math) merges art and science lessons. We're thrilled to be leading the effort to bring this innovative curriculum to Richmond.

Our commitment to lifelong learning through multi-generational events remained strong.

We presented several free family events, most notably the inaugural Upcycle Richmond!, where we partnered with nonprofits to provide hands-on activities that integrated art, science and recycled materials.

This past year our student enrollment increased by 15%.

This growth is the result of new class offerings, recruiting quality instructors and more efficiently utilizing studio spaces. This increase helps us to build future sustainability in our studio art program.

EXHIBITIONS

A Year of Excellence.

San Francisco Chronicle art critic, Kenneth Baker, named the Richmond Art Center's spring 2012 show as one of the Bay Area's top ten. We continued on this path of excellence with two socially and politically thoughtful exhibitions:

- **Hobos to Street People: Artists Response to Homelessness over the last 75 Years**
- **Portrait of the Cuba Revolution: Prints by Antonio Canet Hernandez**, a collaboration with Richmond's sister city, Regla, Cuba, the birthplace of the artist.

Community engagement projects highlighted the creative talent of Richmond area kids:

- **Art on the Greenway:** An effort to beautify the Richmond Greenway involving nearly a dozen organizations as part of the City of Richmond's Neighborhood Public Art Program. This collaboration involved artists teaching kids and teens to paint murals, craft mosaic benches, create silk-screened T-shirts and design and fabricate bike racks.
- **WCCUSD Student Exhibition:** Over \$5,000 in awards and scholarships (the largest to date) were distributed to Richmond middle and high school students for artistic accomplishments. The Art Center is proud to have hosted this show for 17 years.



- We partnered with multiple arts organizations to present exhibitions of its members, including the **Association of Clay and Glass Artists of California**, the **17th Annual Art of Living Black**, the **International Juried Enamel Exhibition** and the **Biennial California Juried Exhibition of Contemporary Craft**.

We increased public viewing time by 76 days per year by expanding our gallery hours from four to five days a week and by reducing installation time for exhibitions from three to two weeks.

Looking Ahead.

The Richmond Art Center is now positioned to bring in increasingly ambitious exhibitions thanks to new partnerships. Nationally recognized artist Richard Diebenkorn's work will return to the Art Center for a rare exhibition of his works on paper in the fall 2014 — in partnership with the Diebenkorn Foundation.

We look forward to focusing on programs that emphasize experiential participation instead of mere observation, such as the first major survey showcasing 50 years of Bella Feldman's impressive steel sculptures, large paintings and collages in fall 2013, and *The Breakfast Group: A Half Century of Jive and Java!*, at which UC Berkeley alumni artists and guests will talk about Bay Area art scene trends during Saturday gallery brunches in spring 2014.

ADMINISTRATION

New part-time positions were established, including Marketing and Communications Manager, Art in the Community Program Coordinator, Education Assistant, Development Assistant and Exhibition Assistant and our Director of Finance position went to full time.

MARKETING

Our new Marketing and Communications Manager will help to expand our marketing efforts and increase our visibility. We are strengthening our messaging with support from an in-service grant from the Taproot Foundation and will be redesigning our website, collateral materials and signage in 2014.

FACILITIES

We installed building-wide Wi Fi, with plans to upgrade our server, computers and software so staff can work more efficiently. We are conducting feasibility studies to analyze ways our facility can produce new revenue generating programs, for example, a gift store or café, and be a hub for the community.

GOVERNANCE

We expanded the expertise and ethnic diversity of our Board of Directors by recruiting talented members who can help us reach broader populations and support our important work. Major strides were made to bring us into compliance, including updating our policies to adhere with Sarbanes-Oxley and California laws, presenting anti-harassment and cultural sensitivity training to staff, Board and faculty, and our membership adopting updated by-laws.



DEVELOPMENT

We developed new funding partnerships and fundraising initiatives, including:

- **Accepting a Memorandum of Understanding (MOU)** with the City of Richmond to provide support over the next five years, including an annual challenge grant of \$100,000.
- **Growing the number of members**, which increased membership income by 12%, exceeding our goal.
- **Expanding our membership benefits** to include NARM (North American Reciprocal Museum program), at the \$100+ levels, which provides free admission to over 650 museums nationwide.
- **Increasing revenue** from corporate, foundation and individual gifts by 33%.
- **Developing a rigorous fundraising plan** that emphasizes donor cultivation and stewardship.

FINANCIAL

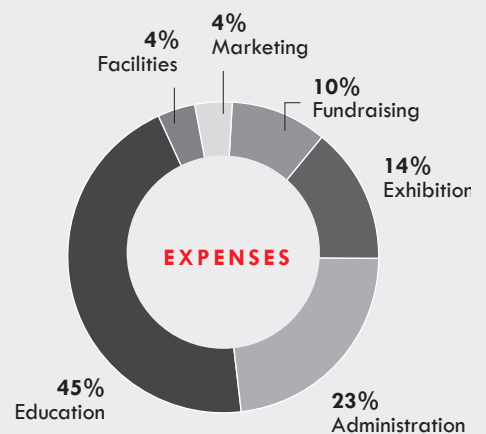
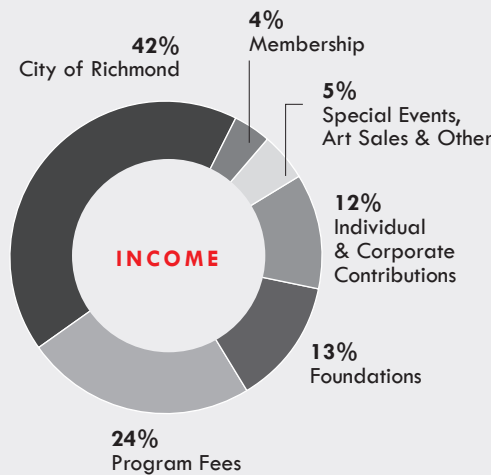
The Richmond Art Center is committed to being a good steward of your trust and financial contributions. To ensure trust and accountability, in addition to having a CPA and financial experts on our Board, we hired a full-time Finance Director to employ best practices and procedures in accounting and ensure accurate financial reports and filings.

The work of bringing in more revenue from foundations, members, student registration and generous support from the City of Richmond allowed us to expand our budget in 2012-2013. Prudent management of our expenditures and delayed hiring generated a net income of \$167,482 (see financial charts). This net income helps to secure the long-term future of the Art Center and helps us start to build a 6-month reserve — one of our strategic goals — and gives us the flexibility and capacity to leverage our own resources to upgrade our studios, programs and services.

2012-13 FINANCIAL SUMMARY

TOTAL INCOME: \$900,110
 TOTAL EXPENSES: \$732,628
 NET INCOME: \$167,482*

* This net income helps to secure the long-term future of the Art Center by building a 6-month reserve and giving us the flexibility and capacity to leverage our own resources for capital needs.



The following institutions, foundations and individual supporters provided generous support in 2012 – 2013.

LEADERS

The City of Richmond
 Dean and Margaret Leshner Foundation
 Reuben and Muriel Savin Foundation

PRINCIPAL SPONSORS

California oils Company
 Susan Chamberlin
 East Bay Community Foundation Open Circle Foundation of East Bay Community Foundation

SUSTAINERS

Frank F. Davis, Davis Family Trust in memory of Don Hardison
 Richmond Community Foundation
 Thomas J. White and Leslie Scalapino Fund

CONTRIBUTORS

Andrea Biren and Richard Beal
 Lucius and Eva Eastman Fund
 Matt and Margaret Jacobson in honor of Jean Jacobson
 San Pablo Community Foundation
 Susan Sharfman
 Soroptomists International of Richmond
 West Contra Costa County Unified School District

FRIENDS

Art4Moore, Tides Foundation
 Betty Ann and Raymond Barnett
 Susan Brand and Jon McPherson
 Donna Brorby
 Clair Brown and Richard Katz

Jan and Byron Brown in memory of Don Hardison

Chevron Humankind Employee Match

Eve Conner
 Robin Cooper and Richard Quade

Rosemary Corbin

Katy Curl
 Peter Dodge, The Dodge Family Trust

Edward M. Downer III
 El Sobrante Art Guild

David and Susan Hodges

Kaiser Permanente Foundation

Health Plan, Inc.

Levin Richmond Terminal Corporation

Martin and Janis Mcnair

Mechanics Bank

Owen Oakley Jr. and Ellengale Oakley

Oliver and Company

Stephen and Ami Orr in honor of Harry and Susan Wittenberg

Ruth and John Reible

Richmond Chamber of Commerce
 Richmond Sanitary Service

Richard and Judith Rigney in honor of Virginia Rigney

Virginia Rigney in memory of Don Hardison

Soroptomists International of Richmond in honor of Tanisha Kaur

Todd Ouida Children's Foundation in honor of Lisa di Prima

George Tomberlin and Elizabeth Kallas

Theodore and Lida Urban

Kirby and Amy Wilcox

Karen Wittenberg
 Susan and Harvey Wittenberg

SPONSORS

Richard Ambrose
 American Ceramic and Glass Association

Michael Barry
 Bay City Mechanical, Inc.

Christina Benitez
 Naomi Black

Blackbaud in honor of Claire Murphy
 Center for Cultural Innovation

Patricia Cerda
 City of Hercules, Recycle More

Marjory Corbett
 Carla Della Zoppa

East Bay Municipal Utilities District
 Lisa Esherick Fund

Nancy Foss
 Sandi Genser-Maack and Lynn Maack

Google Matching Gifts Program
 Sue Hartman

Marcia Hataye
 Yolanda Holley

Alice Johnson
 Katherine Kiehn

John and Jean Knox
 Terry Kotsatos

Susan Kutner
 Jeffrey Lewis and Barbara J. Tiger Bass

Marilyn Lindauer
 David Madsen and Richard Norris

Toody Maher
 James Melchert

Martha Miller
 Milligan Family Foundation, Kyle Milligan

Jean Newsom
 Elizabeth and Douglas Overmyer

Gay Parker
 James Petrillo

Pinole Artisans Foundation

Pogo Park
 Cleveland Rayford

Red Oak Opportunity Foundation
 Lawrence Risman

Stephen Schaefer
 Patrick Secor and Dayna Holz

Michele Seville
 Donna Sidel

Lu and Steve Tipping
 Joey and Karim Toubba

Connie Tritt
 Leah Virsik

Julian and Elsa Waller
 West Contra Costa Public Education Fund

White Firefly Art Foundation
IN-KIND DONORS

Richard Ambrose
 Annie's Annuals

Association of Clay and Glass Artists of California
 Garry Knox Bennett

Jennifer Brazelton
 Gabrielle Castonguay

Catahoula Coffee
 The City of Richmond

Mort Cohn
 Eve Conner

Sandi Cummings
 El Sobrante Art Guild

Hylla Evans
 Sandi Genser-Maack

Leanna Hudson
 Just Desserts

La Farine
 Suzanne Lacke

Ed Lay
 Florence Lewis
 Maggiora Bakery

Maria's Gourmet Bakery
 Nancy Mizuno Elliott

No Trace Inc.
 Shirley Parini

Susan Pekarisky
 Gary Gerald Perkins

Chris Peterson
 Margaret Price

Primal Screen
 Hilda Robinson

Ivy Robinson
 Joseph Rogers

Rubicon Cakes
 Nikki Schragger

June Schwarcz
 William Schwob

Steve Shoen
 Taproot Foundation

Lu and Steve Tipping
 John R. and Pamela Steffl Toki

Towers Watson
 John Wehrle

Gail Welson-Smith
 Susan Wittenberg

Jim Wixon
 Cheryl Wolff

Wanxin Zhang
 Zoe's Cookies

SPECIAL THANKS

To our dedicated volunteers who donated thousands of hours to make our work possible.

2013-2014 BOARD OF DIRECTORS

Andrea Biren President
 Susan Brand Vice President
 Connie Tritt, CPA Treasurer
 Donna Brorby Secretary
 Anna Blackman
 Inez Brooks-Myers
 Bob Connolly
 Peter Dodge
 Sue Hartman
 Yolanda Holley
 Matt D. Jacobson
 Bernadette Jones
 Terry Kotsatos
 Edric Kwan
 Ellengale Toki Oakley
 Susan Wittenberg

2012-2013 BOARD OF DIRECTORS

Jan Brown
 Jerarde Gutierrez
 Janie Nutt

STAFF

Richard Ambrose Executive Director
 Emily Anderson Exhibitions Director/Curator
 Laura Buchan Development Assistant
 Shenny Cruces Ceramics Manager/Technician
 Rebeca García-González, Ed. D. Art in the Community Director
 Teri Gardiner Marketing and Communications Manager
 Tanya Gayer Exhibitions Assistant
 Kato Jaworski On-Site Education Director
 Nicole Kite Education Assistant
 Hannah Lennett Administrative/Volunteer Coordinator
 Liz Padilla Administrative Director
 Ted Stevens Facilities Coordinator
 Dianne Wightman Finance Director



RICHMOND ART CENTER

2540 Barrett Avenue, Richmond, CA 94804
510-620-6772 www.therac.org