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

Reestabishing our historic work in the community.

The Art Center has a long tradition of providing visual arts experiences, and this year we reinstituted 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

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<td><strong>INCOME</strong></td>
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<td>TOTAL INCOME:</td>
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<td>TOTAL EXPENSES:</td>
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<td>NET INCOME:</td>
<td>$167,482*</td>
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* 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.

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