



Gaylord Area Council for the Arts

# A Year in Review & Looking Ahead

Annual Report  
FY2020-2021



# Greetings!

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Greetings! Because of your contribution and support, the Gaylord Area Council for the Arts (Gaylord Arts) continues bringing quality arts programming to the greater Gaylord area. Take a minute to read over this Annual Report and help us celebrate our successes. Be sure to stop by and see us soon!

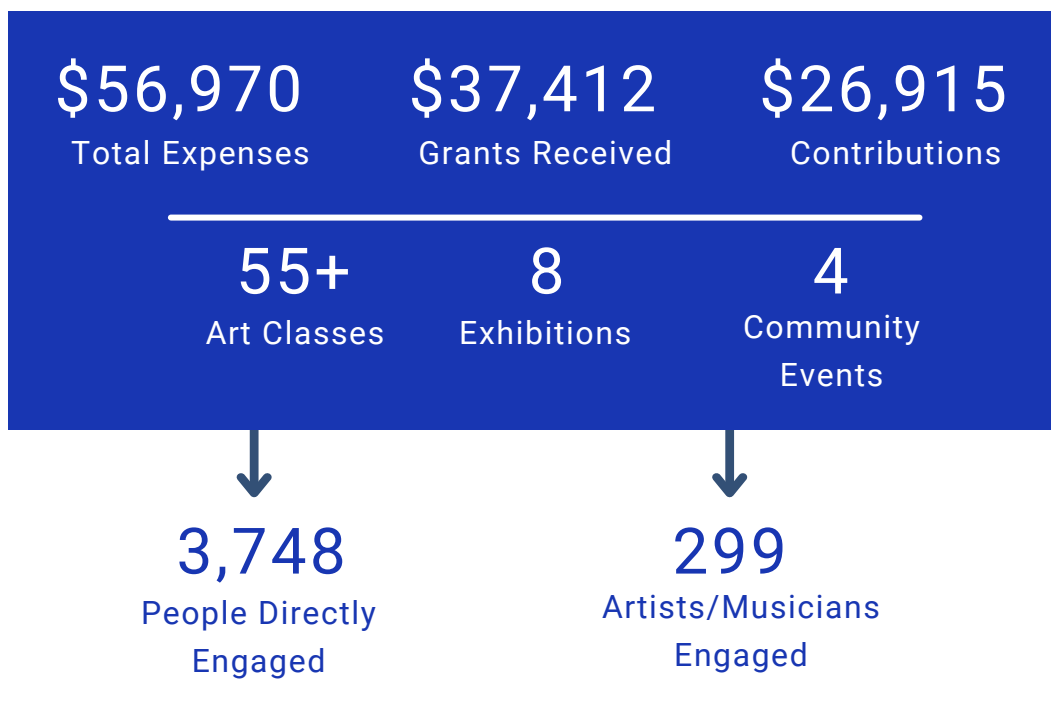
## Our Profile

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Gaylord Area Council for the Arts' mission is "to nurture and promote a creative community by facilitating, sharing and encouraging individual expression through the arts." For 50 years we have been able to add new exhibits that support local artists, and programs and activities that meet the interests of our community. This in turn has supported the economic development of our community by helping to attract residents and tourists, while encouraging new businesses to locate here.

## A Year At A Glance (FY20-21)

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**\$16,250**

**MCACA FY21-22 Operations Grant Awarded**



from the State of Michigan Council for Arts and Cultural Affairs (MCACA). The grant was awarded through the MCACA peer review process and was one of 594 applications to compete for MCACA fiscal year 2022 funding. This grant award combined with our members and local support is key for us to continue to provide our community access to quality arts programming.

# 2021 Programming

All Gaylord Arts' programs, activities and services are provided equally, without regard to race, color, religion, national origin, age, sex or disability.

Gaylord Arts programming and activities are founded on the principle idea that all individuals benefit from access to creative artistic opportunities. We, therefore, nurture and promote a creative community by supporting and providing diverse opportunities that expose and connect individuals of all ages and backgrounds to quality artistic endeavors. For example, Gaylord Arts hosted several in-person programs that fostered growth and connection among artists at all levels



## Youth Engagement

The COVID-19 crisis greatly challenged the way that we deliver our arts programming. It is against this backdrop, we adapted our programs. For example, we held five virtual on-demand Art & Nature youth classes. The programming provided a needed creative outlet that encouraged engagement with the outdoors. We also offered Youth Art Studio & Exploration during the month of November. Our youth summer programming was designed to explore the exciting world of art and creativity through a wide range of multi-media activities. Young People worked with professional artists and teachers to produce unique and original works of art, explore diverse themes and art media, focus on the creative process, and develop their imagination and creativity.



# 2021 Programming

## Adult Programming

As gathering restrictions continued into 2021, we were able to continue to offer adult programming by adapting to an on-line live virtual platform. We held more than 45 workshops/classes. For example, the 100-Day Project was expanded to include a live online Discovery You...Creative Empowerment series. The goal was to introduce less advanced artists to different art forms in a fun, non-threatening environment. Additionally, every Thursday we held a weekly live virtual 100 Day Social Hour for people to share their creations in progress. The participants were greatly inspired by one another's art and learned from one another.



## Exhibitions

In addition to workshops/classes, we provided an opportunity for artists to share their work with the community at large by offering eight exhibitions throughout the year.

These exhibits covered a wide range of mediums, including two exhibits that were juried. A free opening reception was held for each show to which the public was invited to join via Facebook live. The change in delivery format helped to increase participation in both our exhibit submissions and reception. For example, the 2021 Juried Photography Exhibit saw a 26.32% increase in artist participation.





# Community Engagement

Gaylord Arts works hard in many ways to provide arts access for all individuals. One way this is accomplished is through collaborative community-based effort.

## Strolling Into Summer

In May we partnered with Downtown Merchants Association, Chamber of Commerce, Otsego County Historical Society and Museum, Farmers Market, & Downtown Development Association to offer the first-ever Strolling into Summer. This outside event was held in the heart of downtown Gaylord with 1800+ participants actively engaging in figure drawing, sidewalk chalk art & workshops, artist pop-up booths, live music, & historic walking tours.



## Gaylord Youth Orchestra

The Annual Gaylord Youth Orchestra Summer Camp was held again this year. It introduced young people to the violin & provided an avenue to become full-time participants in GYO.



## Jann's Memorial Concert

Gaylord Arts, Gaylord Community Schools & Gaylord Community Orchestra came together to support the 2021 Jann's Memorial Concert. 250+ attendees were engaged to learn about Mozart & his contributions.



## Alpenfest

We participated in this year's Alpenfest by hosting an Art tent. This was a collaboration with Crossroads Industries that provided an opportunity for the public to engage and purchase works of art by local artists. It also highlighted art created by individuals with disabilities, who received all proceeds from the sale of their work.



# Looking Ahead!

*"It takes collaboration across a community to develop better skills for better lives."*

*-Jose Angel Gurria*

As we look forward, it is important for us to regularly assess our organization to ensure that we remain focused strategically, resourced properly, and structured appropriately. It is within this context that we would like to announce two new initiatives for 2022



## Community Arts Center

The community arts center is brought to you through a collaboration with Crossroads Industries (CRI).

The goal: Establish a community connection to explore, discuss, embrace, and celebrate the diversity of our shared human experience through the arts. We aim to foster and encourage the community at large to appreciate the lives, stories, and artistic expression of people with different backgrounds.

- We have moved the "Art Market" to the new location at 130 W. Main St. This will help increase the exposure of the artists' work to a broader audience. We will also have the ability to sell artwork online with an option to ship anywhere in the U.S.
- Our hours of operation will be expanded to Monday through Friday 9:00 a.m. to 5:00 p.m. with the goal of expanding hours to 7:00 p.m. on Fridays and 4:00 p.m. on Saturdays.
- The majority of classes/workshops will be held at Creative Pursuit. There will be a dedicated space designed specifically to accommodate workshops/classes. We aim to expand the diversity of workshops, as well as, offer workshops that begin after 4:00 p.m.
- We are increasing our support for performing arts and aim to offer a variety of activities/performances.
- The community arts center will be set up to encourage open art studio activities for people of all abilities and levels throughout the day.



## FOURGE

## Co-locating At Gaylord Arts Gallery

This collaboration provides Fource members with access to a social/professional community, a quiet and inspiring space full of art to work outside of the home, as well as, support/resources/networking for entrepreneurs, and a space to meet clients. Gaylord Arts will gain a new flow of people into the art gallery, increasing awareness about the benefits of the Arts, our mission and encouraging participation in artistic opportunities offered, as well as, foster creativity in remote workers' professional and personal lives.

- The gallery space will become an exhibition gallery with planned receptions, and social events that are designed to specifically highlight the exhibition and foster a deeper connection with the artist's work.
- There will be increased space between accepted art pieces thus helping to highlight each art piece and the artists. Artists will have the opportunity to submit a greater number of pieces to each show.
- We will be able to offer diverse exhibitions including potential for individual artist shows.
- Volunteers at the gallery will focus on discussing and sharing their love for art and the artists' creations with visitors to the gallery.
- Remote workers and entrepreneurs will have an opportunity to work in a space that fosters creativity and inspiration, as well as, provide a platform to connect to artistic opportunities and community members.
- During times that the gallery is officially closed but Fource is open to its members, Fource hosts will be on-site to assist their members, as well as, individuals who may stop in seeking information about Gaylord Arts and/or the exhibition.



These changes remain consistent with our mission and are designed to improve Gaylord Arts' capacity to grow and to provide a platform to effectively provide access to the arts for all individuals and the Community at Large.

## How did we arrive at these collaborative Initiatives? Let's break it down for you!



Held strategic planning with the inclusion of the first-ever Arts and Culture Leadership Roundtable.

Leaders that represented several sectors within the community were invited to share & evaluate the needs of the community & discuss the role that Gaylord Arts, as well as, arts & culture in general could play to help fulfill those needs.



A members survey was sent seeking input to help determine the organization's goals and direction for the near future.

Your responses highlighted several needs:

- A location closer to the downtown district
- Expanded arts programming and community engagement
- Increase focus on performing arts
- Increase gallery and workshop space
- Expand hours of operations



Discussions were held with Crossroads Industries and Fourge Coworking Community on ways we could collaborate to support and strengthen each other's missions.

CRI is a non-profit corporation and organized for the purpose of creating inclusive opportunities for employment and social independence for people with intellectual and developmental disabilities.

Fourge is a coworking community that seeks to forge a supportive learning space to empower and connect entrepreneurs, remote workers, and freelancers to unlock their potential and impact their world.

## A NEW LOOK AND FEEL

### .....GAYLORD ARTS GALLERY RENOVATION

In alignment with our new initiatives and goals, the Gaylord Arts gallery underwent a facelift over the holiday season. The new-look was designed to create an environment in which individuals could connect and experience the artwork in a deeper way. We encourage everyone to take time to stop in and experience the current exhibition.

We would also like to thank everyone who donated their time, materials, talents, and money toward this project. This could not have been possible without your support.





# 2022 Initiatives & Programming

## Winter Classes & Workshops

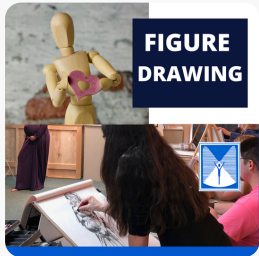


Artful Afternoons is back on Wednesdays now through April. We invite you to join us as we watch and discuss arts educational DVDs produced by "Great Courses...From Monet to Van Gogh..." It's a great way to connect with other art enthusiasts on a cold winter afternoon while learning about the history and culture of the arts from around the world.

Now - May 4, 2022 (Every Wednesday) | 1:30 - 2:30 p.m.

In-person at Gaylord Arts Gallery | 125 E. Main St. | Gaylord

Cost: Donation appreciated.



Join us in March for an open studio figure drawing session. This is a gathering that allows artists of all abilities an opportunity to draw from a live model. The session will begin with 2-minute warm-ups and then progressively move toward longer poses.

Date and Time to be determined...Visit [gaylordarts.org](http://gaylordarts.org) for updated information

In-person at Gaylord Arts Gallery | 125 E. Main St. | Gaylord

Cost: Donations accepted for model

Skill Level: All welcome



Join instructor, Jan Kellogg, in this 3-session photography series starting in April. The first session will be classroom instruction on basic tips for getting better photos. She will cover topics such as lighting, composition, focus, and lenses. The next two sessions will be held in the field (weather permitting) to put into practice what you've learned. You may attend only the classes you want to, however, it's recommended to attend the first session.

April 16 | May 21 | June 18

In-person at Creative Pursuit | 130 W. Main St. | Gaylord

Cost: \$20 member | \$30 non-member

Skill Level: All welcome



These classes, designed and led by Artist Sharon Wade, are for anyone wanting to improve their understanding and skill with colored pencils. Created with your busy schedule in mind, you can attend all four or pick and choose the class that best fits your needs. Full details and registration are available on our website: [gaylordarts.org](http://gaylordarts.org)

March 17 | April 14 | May 12 | June 9

3:00 - 5:00 pm

In-person at Creative Pursuit | 130 W. Main St. | Gaylord

Cost: \$30 member | \$40 non-member

For a list of all available classes/workshops visit: [Gaylordarts.org](http://Gaylordarts.org) or stop in the gallery and pick up a flyer.

# 2022 Initiatives & Programming

## Exhibitions



ON DISPLAY

APRIL 6 - May 25, 2022

You are invited to join us in the celebration of this year's Juried Photography Exhibit.

**Opening Reception & Awards Ceremony**

**April 9, 2022 | 5:00 -7:00 pm.**

## CALL TO ENTER



For thousands of years the human form has appeared in mankind's creative works. From the early cave paintings to today, the human form has been used to tell stories, express beliefs and to explore what it is to be human. Gaylord Area Council for the Arts is inviting All Michigan residents (full and part-time) 16+ to submit their original art work that attempts to answer this question.



For Exhibition Details and 2022 Schedule visit: [Gaylordarts.org](http://Gaylordarts.org) or stop in the gallery.

# Our 2022 Supporters & Members

As we look forward to 2022 and the opportunities that it holds toward fostering a vibrant arts and culture community in our area, We would like to pause and recognize our members and supporters. None of this would be possible without your continued support.

## Thank you for all you do for Gaylord Area Council for the Arts.

### Curator Circle

Janet Allen & James Smith  
Jim Bielecki  
Janice Lampert  
Deb & Mark Nearing  
Leonard Proctor

### Patrons Circle

Paige Allyn  
Biehl, Katheryn  
Brummel, Brenda  
Colburn, Michael  
Cotant, Jan  
Davignon, Larry  
Edwards, Larry & Candi  
Gaylord Eye Care Center  
Gornick, Keith & Carolyn  
Halter, Bob & Cheryl  
Hines, Sandra  
Korpela, Carole  
Lamarand, Sheryl  
Long, Marge  
Moir, Jean  
Owens, Ursula  
Pompei, Diane  
Symkowiak, Sue & Ron  
Smith, Dee & Wendell  
Soffredine, Russell & Barbara  
Tomaski, Tom & Mary  
Zimburean, Patricia

### Members Circle

Amar, Peter  
Avery, Kristy  
Baerman, Carol  
Barden, Karen  
Blank, Lora  
Bonter, Ellen  
Brege, Christine  
Brown, Marilyn  
Brown, Daniel & Sharon  
Bureau, John & Delores  
Capers, Nancy  
Cawley, Elsie  
Chambers, Claudia  
Crawford, Amie  
Crossroads Industries  
Cwalinski, Loretta  
Czajka, Mary  
Dane, Lee  
Derenzy, Maureen  
Diebel, Steve  
Flor, Sherry  
Fowlie, Mary  
Fraser, Heidi  
Fury, Joan  
Gadberry, Jennifer  
Gee, Nina  
Gendernalik, Rosita  
Ghainer, Sylvia  
Graef, Kay & Kurt  
Gregory, Medina  
Hanck, Jane  
Harrier, Sarah  
Harrison, Alma  
Hartmann, Paul  
Higgins, Darlene  
Horino-Holbrook,  
Annette  
Jackson, Cindi  
Jarvie, Kathryn  
Jones, Michael  
Kane, Jessica  
Kellogg, Jan & Tom  
Kelly-Gill, Phyllis

### Members Circle Cont.

Kettler, Jim  
Kerr, Delphine  
Koby-Olson, Karen  
Kozlowski, Loretta  
Kujawa, Rosann  
LaBeau, Suzanne  
LaFramboise, Stephanie  
Lagrou, Carlene  
Leininger, Audra  
Leslie, Alyssa  
Lixie, Liz & Ken  
Lofgren, Mark  
Mammoser, Thomas & Sandra  
Mang, Mike  
Marlette, Julie  
Marshall, William  
Matias, Irineo  
Matteini, Denise  
Mead, Jane & John  
Millikin, Jo  
Monarch, Carolyn  
Moore, Jim & Lisa  
Moore-Cherwinski, Pinkie  
Morse, Anthony  
Mowrey, Lauralee  
Nagy, Barbara  
Nelson, Joy  
Noirot, Kitty  
Normand, Stephen  
Nutter, Cherie  
Nye, Susan  
O'Connor, David  
O'Connor, Mary  
Passino, Gail  
Panza, Cynthia & Peter  
Prouty, Bonnie  
Peterson, Connie  
Peterson, Don  
Pike, Jim & Nancy  
Powell, Kris  
Rager, Curt & Tami  
Rairigh, Charles & Marilyn  
Reickert, Susan  
Reiter, Ashley  
Rubsam, Julie  
Rutledge, June  
Sekora, Jane  
Smiley, Vic  
Squires, Connie  
Stieneker, Debra  
Storm, June  
Study, Carolyn & Jon  
Tassen, Mary Jo  
Tisdale, Nancy  
Theriahult, Amber  
Tobin, James  
Todd, Wendy  
Tyran, Carly  
Turner, Jennifer  
Valuet, Michael  
Von Oppen, Karen  
Wade, Sharon  
Ward, Margaret  
Weber, Sharon  
Wieske, William  
Wyrembelski, Wayne & Sharon  
Yusko, Sean

**CALLING ALL VOLUNTEERS:** If you have time or talents you would like to share...consider signing up to volunteer at the Gallery