

The Year at a Glance

Operational

- ⇒ Major fundraising efforts began with the completion of a fund development plan. Fund drive encouraged donations thru “supersizing” memberships & a “giving site” housed at the Otsego Community Foundation.
- ⇒ Fund drive carried over into the 2019-20 year and raised over \$40,000 - more than \$7,000 of which will go into GACA’s Endowment fund for future sustainability. A \$10,000 anonymous matching grant helped us to reach our goals.
- ⇒ Began search for part-time Executive Director. Start date expected sometime in early 2020.



⇒ Completed outdoor improvements to the gallery including a new sign, better outdoor lighting and a new mural at the back entrance.

⇒ Brought the Gaylord Youth Orchestra (GYO) under the GACA umbrella. Assisted them with raising funds.

The GYO received a grant from the Rotary Club of Gaylord.

⇒ Received funding from sources such as the Otsego Community Foundation, Gaylord Rotary and the DIA. Assisted Farmhouse Music in requesting a grant from MCACA (State funds).

Volunteers

Volunteers are the secret to GACA’s success. With limited funding for paid staff, we depend on our wonderful and loyal volunteers to help us with all aspects of our operations. We literally can’t do it without them!



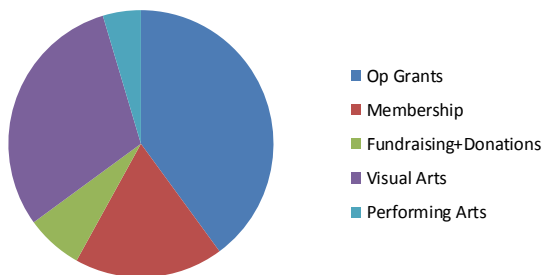
Loretta Cwalinski, GACA volunteer, planted flowers at the Art Center.

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

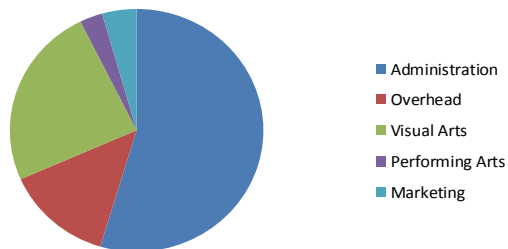


GACA activities are supported in part by an award from the MICHIGAN COUNCIL FOR ARTS AND CULTURAL AFFAIRS and the NATIONAL ENDOWMENT FOR THE ARTS

Income Oct 2018 to Sep 2019



Expenses Oct 2018 to Sep 2019



Income Summary

- ◆ Overall income stayed nearly the same as previous year.
 - ◆ Operating grants increased by 4%.
 - ◆ Membership income decreased by 17%. # of members stayed the same, but due to fiscal year changes contributions were recorded in previous year.
 - ◆ Increase of 20% in fundraising & donations. Major fundraising effort began. Much more will show in 2019-20 year.
 - ◆ Visual arts income increased by 2%. More income collected in workshop fees.
 - ◆ Performing arts income decreased by 8%. Fewer high cost events held.

GACA Profit & Loss Statement

Oct. 2017– Sep 2018 Compared to Oct 2018– Sep 2019

Income	Oct 2017-Sep 2018	Oct 2018-Sep 2019
Op Grants	\$21,900	\$22,800
Membership	\$12,444	\$10,380
Fundraising + Donations	\$3,288	\$3,957
Interest	\$81	\$83
Visual Arts	\$16,995	\$17,359
Performing Arts	\$2,875	\$2,647
Total Income	\$57,583	\$57,226
Summary Expenses	Oct 2017 -Sep 2018	Oct 2018 -Sep 2019
Administration	\$27,406	\$31,099
Overhead	\$7,860	\$7,827
Visual Arts	\$12,953	\$13,835
Performing Arts	\$4,847	\$1,662
Marketing	\$1,708	\$2,497
Total Expenses	\$54,774	\$56,920
Net Income/Loss	\$ 2,809	\$306

Expense Summary

- ◆ Overall expenses increased by 4% over previous year.
 - ◆ Administration & overhead increased by 13%: equipment upgrades, gallery improvements and fundraising expenses.
 - ◆ Visual arts expenses increased by 7%: mostly commissions from arts sales and workshops.
 - ◆ Performing arts expenses decreased by 66%. Fewer high cost events held.
 - ◆ Marketing expenses increased by 46%. More paid marketing this year.
 - ◆ Year-end finances ended in the black.

GACA Board and Staff

<i>President</i> Janet Allen	<i>Operations</i> Jim Bielecki	<i>Visual Arts</i> Sandra Hines	
<i>Vice President</i> Jill McKinley	<i>Members at Large</i> Janice Lampert	<i>GYO Rep</i> Sara Sella	<i>Arts Manager</i> Jan Kellogg
<i>Treasurer</i> Carolyn Monarch	David Retter	<i>Student Rep</i> Gracie Caverson	<i>Admin Assistant</i> Sheryl Lamarand
<i>Secretary</i> Ursula Owens	Jan Cotant	<i>Honorary</i> Alma Harrison	



Sandra Hines & Sheryl Lamarand working in the Art Center.

Greetings! Because of your contribution and support, the Gaylord Area Council for the Arts (GACA) 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!

The Year at a Glance

Visual Arts

- ⇒ GACA artists painted a mural on the back of GACA & next door at the City Barber Shop.
- ⇒ Continued year-round fine arts exhibits & art market.



Figure Drawing sessions began at GACA this year.



Art lovers from Aspen Ridge visited the Art Center

- ⇒ Encouraged creativity through “Funday Mondays”, the “Creative Crowd” & “100-Day Project”. Began monthly “Figure Drawing” sessions.
- ⇒ More kids than ever took part in our arts & crafts classes & activities.
- ⇒ Creativity workshops remained very popular, included many new instructors & topics.

Performing Arts

- ⇒ Partnered with Farmhouse Music to hold concerts at Michaywe.
- ⇒ Gaylord school children enjoyed a free concert @ Gornick Auditorium.
- ⇒ Free live music played in downtown Gaylord during the 3rd “Random Acts of Music”.
- ⇒ Encouraged networking between local musicians by holding weekly “Music Jams”.



“Random Acts of Music” took place all over downtown Gaylord.



Musical collaborations happened at the weekly “Music Jams”.



May Erlewine played at a concert co-sponsored by GACA and Farmhouse Music

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Gaylord Area Council for the Arts

125 E. Main Street
Gaylord, MI 49735



Annual Report
Oct 2018 to Sep 2019



“Funday Mondays” @ GACA lived up to its name.



GACA artists dressed up as van Gogh by their creation @ GACA & City Barber Shop.



Gaylord elementary school children enjoyed a concert by the group “Trout Fishing in America”

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