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.
⇒ 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!

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

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GACA Profit & Loss Statement

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GACA Profit & Loss Statement

Income Oct 2018 to Sep 2019

Op Grants Membership Fundraising+ Donations Visual Arts Performing Arts

Expenses Oct 2018 to Sep 2019

Administration Overhead Visual Arts Performing Arts Marketing

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.

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

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

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 programing 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.
- 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”.

Art lovers from Aspen Ridge visited the Art Center.

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

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

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

Musical collaborations happened at the weekly “Music Jams”.

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

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