



## Fiscal Year Report 2019-20

# ABINGTON ART CENTER

### FISCAL YEAR ACHIEVEMENTS

June 1, 2019 - May 31, 2020

This fiscal year was like no other. We set our goals, we made staff changes to reflect our focus on the future, and we were on course for a successful period of growth.

Then, three-quarters of the way through the year, the COVID-19 pandemic struck and all in-person operations screeched to a halt. This report reflects these times of growth and of re-grouping.

### AAC's COVID-19 RESPONSE

Kept all AAC staff employed

Utilized an online platform to present 11 new classes and workshops attended by 112 people and a virtual "Coffee Break" Artist Talk with 34 attendees

Created a new ARTiculated online gallery, open for submissions by AAC members

Successfully secured federal CARES Act funding through the Paycheck Protection Program, Emergency Injury Disaster Loan and PCA COVID-19 NEA Grants to the Arts. Also received grant funding through COVID-19 Arts Aid PHL

Renewed our appeal for stakeholder support and received three times the donations in FY19



*Just imagine.*

# ABINGTON ART CENTER

Original Goals for Fiscal Year 2019/20

## GOAL

**Assess and Make Changes  
to Effect Growth in Revenue  
Generating Centers**

Appointed Rosalie Guzofsky, Ph.D. as AAC's Executive Director, effective Jan. 1, 2020

Created a structured plan for renting AAC's studios and galleries for non-catered events, such as small parties and business meetings

Expanded Studio School offerings  
Introduced Monday classes  
Converted unused space to a drawing studio

## GOAL

**Increase the Number  
and Variety of Studio  
School Offerings**

Increased the number of adult and youth classes and increased class enrollment

Increased summer camp programs from 34 in 2017 to 54 in 2019 – two-year gain: 59%

Booked new adult classes, such as professional sewing



## GOAL

**Establish In-House  
Management for Private  
Events Business**

Took management of private events in-house

Filled event manager position

Contracted with five exclusive caterers

Created marketing materials, ads and web presence for Events at Alverthorpe Manor

Hosted an Open House with 20 vendors and over 100 attendees

Booked 20 private events between September 2019 and March 2020

## GOAL

**Continue Offering  
Exceptional, Innovative  
Programming**

Presented AAC's third annual World Music Concert Series in Summer 2019

Began working with local musician Michelle Lordi to develop and curate AAC's 2020 Concert Series

Hosted Abington School District's year-end student art exhibit and reception

Hosted several exhibitions and conversations on topical issues.

Increased attendance for AAC's monthly Coffee Break series of artist talks, by a rate of 8% over FY19, using support from Jenkintown Lyceum to offer the program for free

## GOAL

**Grow Net Revenue  
Through Previous Goals**

Increased Studio School income by 8% over FY19 in the class sessions untouched by the COVID shutdown (summer and fall 2019, winter 2020)

Weathered COVID's impact on artists' submissions for exhibitions, after huge growth the previous year

Raised 10% more than in FY19 from business sponsorships and ad sales supporting the World Music Concert Series

## GOAL

**Establish a  
Fundraising Plan**

Considerably altered our original goal as a result of COVID; designed a plan to:

Develop the Abington Art Center story and brand

Engage in grant research and development

Raise funds for building renovations that will bring in a return on investment in coming years




### THANK YOU TO OUR BUSINESS SPONSORS, DONORS AND PARTNERS

Abington Friends School	Pavilion - Galman Group
Abington-Jefferson Health	PECO
Abington School District	Pennsylvania Council on the Arts
Bettie Jack Studio & Gallery	Penn State Abington
Colonial Nissan	Primex Garden Center
Anne M. and Philip H. Glatfelter, III Family Foundation	Pripstein + Davies Architects
Goat House Creamery	Pulley & Buttonhole Theater Company
HiWay Theater	Restore Integrative Wellness Center
Iron Hill Brewery	Rydal Park
The Jenkintown Lyceum	Sprinkles Ice Cream
Luigi's Pizzarama	Stone & Key Cellars
Metropolitan Ballet	TerraVida Holistic Centers
Orkin Electrical Contractors	Tiffin
Oskar Huber Furniture	

### AAC'S BOARD OF DIRECTORS

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Lawrence F. Jones, Jr., Vice President
Lenore Davies, Secretary
Eileen B. DeCastro, Treasurer
Susan Fansmith
Nathalie Peeters
Ronald Resnikoff
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Stuart Winegrad, Abington Township Commissioner, <i>ex officio</i>
Rosalie Guzofsky, Executive Director, <i>ex officio</i>

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