

Fiscal Year 2021 started on June 1, 2020, less than 3 months into the pandemic. No in-person classes or camps would take place at AAC for the next 10 months. The impact was immediate and financially devastating for our Studio School.

And yet, AAC can claim numerous accomplishments for the year. Not only did we keep our doors open and retain our talented staff (not a given at the time), but we took full advantage of unanticipated opportunities that arose. We pursued federal COVID funding that benefited us greatly. We welcomed increased traffic and awareness of the Center through skyrocketing use of our outdoor facilities, which allowed for safe social distancing.

You will find evidence of these accomplishments and more in this report.

### **AAC's Original Goals for FY 2020 Carried over to FY 2021**

Due to the turmoil caused by COVID, AAC had to pause in our pursuit of established goals from before the pandemic and formulate new ways of going forward. Following are the goals we aimed for and the strategies we adopted to continue fulfilling AAC's mission.

## **THANK YOU TO OUR BUSINESS PARTNERS AND SPONSORS**

Assured Partners / Lindsay Insurance  
HBKS Wealth Advisors  
The Jenkinstown Lyceum  
PECO  
Pennsylvania Council on the Arts  
SOUTH Jazz Club

### **AAC'S 2020-21 BOARD OF DIRECTORS**

Paul E. Morse, Jr., President  
Lawrence F. Jones, Jr., Vice President, Emeritus  
Lenore Davies, Secretary  
Eileen B. DeCastro, Treasurer\*  
Susan Fansmith, Emerita  
Nathalie Peeters  
Ronald Resnikoff  
John Rosenthal  
Stuart Winegrad, Abington Township Commissioner, ex officio  
Rosalie Guzofsky, Executive Director, ex officio

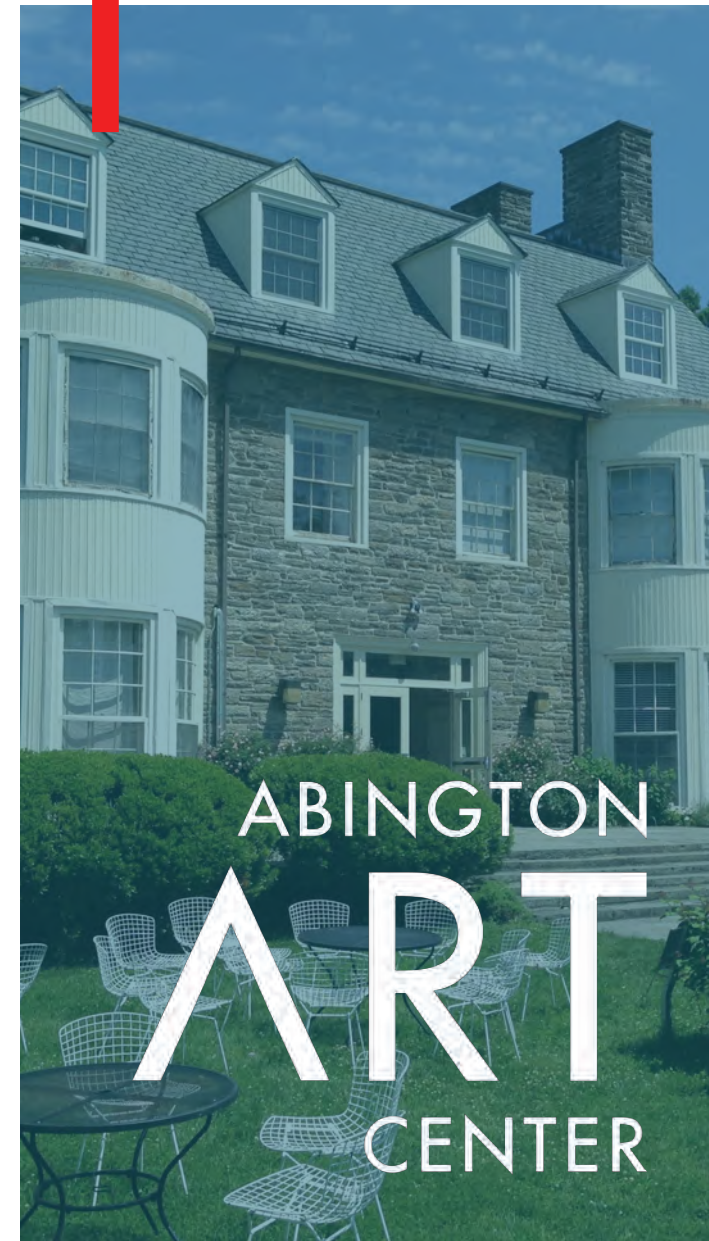
\*Served through August 2021

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## **FISCAL YEAR 2020/2021 ACHIEVEMENTS**



**ABINGTON  
ART  
CENTER**

# GOALS FOR FISCAL YEAR 2020/21

## GOAL

Assess the Center from the perspectives of finance, operations and staffing; make changes needed to enhance growth

- Kept a careful eye on unpredictable and changing revenue and expenditures
- Undertook a comprehensive strategic planning process for the organization
- Kept all staff on board with modified schedules and remote work through April 2021
- Assessed need for new staffing structure to support areas of growth and increase AAC's focus on development and marketing

## GOAL

Expand revenue-generating areas of AAC

- Capitalized upon the asset of our outdoor space during a time when social distancing was paramount, hosting a total of 4,270 attendees at 36 outdoor events of various kinds
  - Community events – approx. 700 attendees at 5 events (dance and music rehearsals and recitals; religious observances)
  - Private events – approx. 2,250 attendees at 24 events (weddings, graduations, mitzvahs)
  - AAC events – approx. 1,320 attendees at 7 events (outdoor summer concerts, exhibition openings, craft fair)
- Created and filled several House Manager contract positions to support our burgeoning events business
- Invested in infrastructure to enhance the property and boost private event rentals and prepare for eventual Studio School growth

## GOAL

Continue offering exceptional innovative arts programming

- Embraced technology to allow for ongoing programming and operations during the shutdown. Created and offered online classes, workshops and artist talks and developed an online gallery; livestreamed our 2020 concert series; collaborated as a staff and Board using Zoom
- Took the extraordinary step of canceling all summer 2020 classes and camps in order to ensure safety of our students and faculty
- Opened our main galleries to a limited in-person audience and held exhibition openings on the outdoor pavilion, with timed access to the galleries
- Responded to community needs for outdoor gathering and performance spaces by making our grounds available through favorable terms for nonprofits
- Held our annual, free summer concert series on stage and virtually
- Hosted our first outdoor Spring Craft Fair in April 2021, bringing together 56 vendors with over 700 attendees to show and sell artworks
- Expanded AAC's circle of teaching artists by offering opportunities in an online environment

## GOAL

Establish a fundraising plan

- Successfully secured special funding made available during COVID through the federal CARES Act and other sources:
  - Procured funding the second of two federal Payroll Protection Program loans, which were later forgiven
  - Received funding through PA COVID-19 NEA Grants to the Arts
  - Received a COVID-19 Arts Aid PHL grant through local foundations
  - Applied for and in June 2020 received a low-interest Emergency Injury Disaster Loan through the Small Business Administration
- Engaged in fundraising research for future implementation
- Pivoted to new funding sources when traditional ones shrank; see pie charts showing the changes in revenue streams from FY20 to FY21

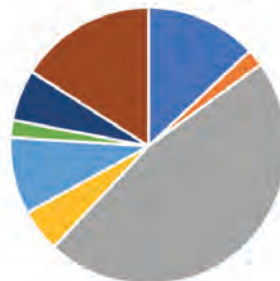
## GOAL

Grow net revenue through previous Goals

Committed ourselves to achieving our goals through creativity and resourcefulness, and found that strengthening our multiple revenue generating centers across the organization and deploying staff accordingly helped ensure relative stability through a very tumultuous period and set up AAC for future growth

## BY THE NUMBERS

FY21 Sources of Income



FY20 Sources of Income



- Studio School
- Facility Rentals
- Individual Donations
- Foundations
- Exhibitions
- Public Programs
- Corporate Contributions
- Government Grants