

This year Abington Art Center drew up a new strategic plan, and crafted a new mission statement to reflect the inclusive nature of our endeavors. Our mission reads:

“ Abington Art Center is a dynamic and inclusive organization cultivating the power of the arts to inspire individuals and strengthen community. AAC builds on its legacy through arts education, cultural engagement, private events and exhibitions. At Abington Art Center’s core is the pursuit of conversation to deepen the understanding of our shared human experience through the creative lens. ”

In Fiscal Year 2022, Abington Art Center began to emerge from the pandemic years and its restrictions. Face-to-face programming resumed, allowing for resurgent enrollment in our art classes and summer camps. But the pandemic affected different parts of the enterprise differently, and while AAC’s overall numbers are strong, some areas have surpassed targets and others remain constant. We expect that our finances and programming will continue to shift and stabilize in the coming year.

This report outlines the steps we took in FY22 to navigate the changes brought on by the pandemic and its aftermath.

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FISCAL YEAR 2021-22

MOVING FORWARD

JUNE 1, 2021 – MAY 31, 2022



ABINGTON ART CENTER

THE STUDIO SCHOOL — The Studio School has seen a shift in demographics over the past several years.

When AAC opened up enrollment for children's art camps at the beginning of FY22 (the summer of 2021) after a full year of closures, we didn't know what to expect and whether children would come back. In fact, **the pattern of strong youth participation that had been growing since 2017 picked up just where it had left off before the pandemic.** In 2019, AAC enrolled 427 campers, an increase of 69% over 2017. In summer 2021, 420 campers came on board.

Studio School registration data for all classes, camps and workshops show that our audience has shifted from 50/50 children/adults in FY2019 to 70/30 favoring children in FY2022. In FY2019 (the last full year before the pandemic), AAC enrolled 592 children and 590 adults; in FY22, 778 youth and 334 adults. Total enrollment was comparable, dropping by just 70, or 6%.

We posit that while AAC's youth programs were growing, adult students – especially retirees – were less inclined to return to in-person classes when the risk of COVID was still being debated.

LIVE ARTS AND COMMUNITY PROGRAMS

— In April 2021, AAC piloted a new outdoor Craft Fair, which drew 700 attendees and 56 vendors,

then went on to host two more in FY22. The concept, timing and execution seemed to meet the moment and **each craft fair in FY22 was highly successful, with over 1,000 attendees and an average of 89 vendors at each.** This is a program that serves our community by allowing local artists to show and sell their works to an appreciative audience in the welcoming outdoor setting of Alverthorpe Manor.

AAC's Summer Concert Series, a free outdoor event taking place on 5 Thursday evenings in July continued a successful run in FY22 (summer of 2021). After summer of 2020, when we offered hybrid programming with livestreamed and in-person options, AAC returned to an all-in-person event. **Attendance was comparable to pre-pandemic levels – even though 3 of the concerts experienced inclement weather – and business sponsorships were the highest on record.** Michele Lordi produced the series for the second year.

AAC intends to build on these popular live arts programs, which we see as powerful examples of our mission as *"a dynamic and inclusive organization cultivating the power of the arts to inspire individuals and strengthen community."*

PRIVATE EVENTS — Rental of our facility was the big story of FY22. AAC staffed up and invested in improvements to the property in order

to accommodate not only more private clients for weddings and other celebrations, but also nonprofits, schools and dance companies seeking safe outdoor venues for their events. **For the second year running, demand for AAC's outdoor pavilion, terrace, lawn and stage skyrocketed.** FY22 saw 46% more revenue from private events than in FY21 and 58% more than the next highest year, FY18. AAC also maintained a steady pace of community rentals, with 23 events. This is a new line of business developed during the pandemic, which we intend to continue building.

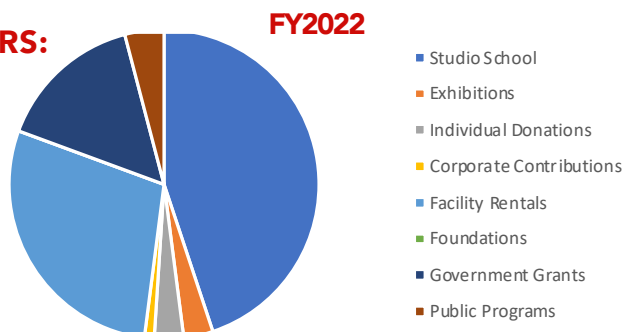
We know the pandemic played a role in this explosive growth, since AAC was fortunate to offer safe, socially distanced and beautiful outdoor venues. We will closely monitor the impact on our events market as the pandemic recedes.

We see improvement of our facilities – and increased marketing efforts – as integral to our growing reputation in the field of event rentals.

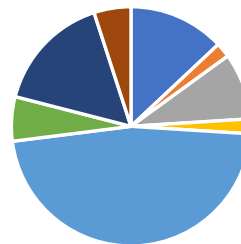
FUTURE AREAS OF GROWTH AND DEVELOPMENT — AAC recognizes the need to further develop and enhance AAC's Gallery programs. Our immediate goal is to design interactive programs to fully engage visitors with AAC's exhibitions. **A longer-term project is to refurbish AAC's Sculpture Park which has historically been a treasured asset for the community.** This work will require additional staffing, funding and community participation.

With projects like the Sculpture Park in mind – and acknowledging the relatively small proportion of our revenue generated by grants and donations – **AAC is poised to build our fund development effort.** The first step is to secure the support of a consulting company to assess our processes and help us develop an effective strategy, **with an emphasis on individual and philanthropic giving.**

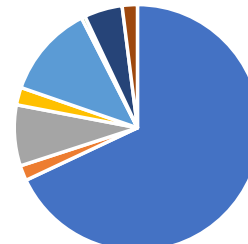
BY THE NUMBERS: SOURCES OF INCOME



FY2021



FY2020



Just imagine.