

**Harwood Museum of Art
Annual Report
July 1, 2011 to June 30, 2012
Submitted by Susan Longhenry, Director**

Vision

The Harwood Museum of Art brings Taos arts to the world and world arts to Taos.

Mission

The mission of the Harwood Museum of Art of the University of New Mexico is to collect, preserve, exhibit and interpret the arts, especially those created in, inspired by, or relevant to northern New Mexico. The museum advances the University's mission and engages diverse audiences by stimulating learning, creativity and research through exhibitions, programs and publications.

Significant Developments During 2011-2012

Between July 2011 and June 2012 the Harwood Museum of Art served 23,971 people through exhibitions, educational programs and public programs. This figure represents a .02% increase over the previous year's attendance and a 30% increase in attendance since FY10.

Strategic Plan

This year the museum made significant progress against action items articulated in the strategic plan approved in June 2010. The museum successfully implemented the blockbuster exhibition *Agnes Martin: Before the Grid*, participated actively in the Town of Taos' *Remarkable Women of Taos* promotion, implemented an exterior signage project, applied for an IMLS grant to digitize our collection management system and make it available via the museum's web site, and renovated the museum's admission and museum store area. The museum hosted visits by Lorne Render, the peer reviewer assigned to us by the American Association of Museums' Museum Assessment Program, in August 2011 and May 2012, in preparation for our anticipated FY13 application for AAM accreditation. Last but not least, the Harwood's community engagement continued to strengthen through a number of significant partnerships, including long-term loan agreements with both Taos Pueblo and Taos Municipal Schools regarding, respectively, their archival and fine art collections.

Finance

Below is a summary of the Harwood Museum of Art's operations for FY12. Total revenues, excluding any balance forwards, totaled \$901,953, of which 44% were contributed by the University by way of Instruction and General Funds. The remaining revenues are a combination of earned income and charitable funds. Approximately 80% of I&G funds and 31% of all other

funds are committed to salaries and payroll associated expenses. The remaining dollars support administrative operations, exhibitions, educational programs, repair and maintenance as well as custodial needs.

**Harwood Museum of Art FY11 Operating Summary
As of June 30, 2012**

Revenue

Charitable

Gifts/Grants

Unrestricted	58,347
Education	41,674
Exhibitions	92,048
Public Programs	2,912
Collections	1,100
Endowment	<u>85,095</u>
Subtotal Charitable	<u>281,176</u>

Operating

Gift Shop	79,111
Admissions	61,560
Programs	20,510
Education	6,820
Other Sales and Revenue	14,193
Fund Balance Carry Forward	<u>221,708</u>
Subtotal Operating	<u>403,902</u>
Subtotal non I & G Revenue	685,078

Museum Administration	271,678
Museum Maintenance	130,940
Fund Balance Carry Forward	<u>15,530</u>
Subtotal I&G	418,148

TOTAL REVENUE **1,103,226**

Expense

Museum (non I & G)	179,888
Gift Shop	57,527
Development	26,704
Education	59,518
Public Programs	25,752
Exhibitions	108,814
Collections	30,825
Deficit Reduction	<u>10,000</u>
Subtotal non I&G expenses/balances	499,028

Subtotal non I & G revenue over (under) expenses	186,050
Museum Administration	270,237
Museum Maintenance	<u>127,397</u>
⁴ Subtotal I&G expenses/balances	397,634
Subtotal I&G revenue over (under) expenses	20,514
TOTAL EXPENSES	<u>896,662</u>

General Operations and Programs

In FY12, our budgeted charitable revenue goal was \$209,000 for the Harwood's general operations, exhibitions and programs. The total raised was \$196,081 (per Banner report). This included \$37,000 from the Harwood Museum Alliance, Inc. (Alliance). In addition there was a contributed amount of \$85,095 from endowment revenue (General, Public Programs, Stockman Family, and Tally Richards).

Harwood Museum Alliance, Inc.

The Alliance is a 501(c)(3) organization that supports the Harwood's operations through memberships and fund raising events. In FY12, the Alliance contributed \$37,000 to unrestricted general operations and \$5,000 for exhibition support. The Alliance also contributed \$34,474 toward the purchase of artwork by Ronald Davis.

General Revenue

- Admissions revenue total was \$61,560 in FY12.
- The Museum Store revenue of \$79,111 showed a 42% increase in sales when compared with the previous year's performance.
- Facility Rental Fees from outside organizations, including collaborative partners such as the Taos Chamber Music Group, totaled \$4400.
- Endowment revenue totaled \$85,095, from which \$10,000 was used to pay down the Harwood's deficit account, leaving a deficit balance of \$100,944.
- UNM Contributed Dollars totaled \$402,618. This amount covered over half of the salaries and general building operation costs, including utilities, custodial supplies and repair and maintenance costs.

Charitable Contributions & Endowments

For Fiscal Year 2012, a total of 254 gifts totaling \$1,540,773.22 in charitable contributions of cash, art and in-kind services were donated to the University of New Mexico Foundation for the Harwood Museum of Art. Please note that this is the UNM Foundation total, so does not include government funding sources, fundraising event monies or smaller in-kind donations.

The contributed income goal for annual operations was \$209,000 for FY12 (170% increase over FY11 goal of \$123,000). The total raised for general operations and programmatic expenses was \$207,044 (reconciled from UNM Foundation gift reports and including New Mexico Arts and fundraising events). (The discrepancy between the UNM Foundation numbers and the Banner report largely have to do with a delay in the funds being transferred to Banner as well as different allocation for fundraising events).

Unrestricted Funds

Annual Fund

The Annual Fund consists of funds raised for unrestricted operations of the Museum. One mail drive was conducted in October 2011. As the unrestricted fund balances were high, no spring annual fund mailing was conducted.

Throughout the year, the Harwood received 265 gifts, 223 cash gifts. 91 cash gifts over \$500 were received with 26 of those unrestricted. The median cash gift dropped from \$500 to \$400 from FY11 to FY12. The average cash gift was \$6,022.

			% Change
Total Gifts #	279	265	-5%
Total Cash Gifts #	255	223	-13%
Cash Gifts over \$500	129	91	-29%
Unrestricted Cash Gifts over \$500	23	26	13%
Median Cash Gift	\$ 500	\$ 400	-20%
Average Cash Gift	\$ 5,096	\$ 6,022	18%

Membership

As noted above, membership to the Harwood Museum of Art is coordinated by the Harwood Museum Alliance, Inc., a 501(c)(3) organization that supports the operation of the Harwood through memberships and fund raising events. In FY12, the Alliance contributed \$17,000 in annual membership plus \$15,000 in accumulated reserve funds to unrestricted general operations. The Alliance also contributed \$5,000 to the Agnes Martin exhibition and \$34,474 toward the purchase of artwork by Ronald Davis.

In June 2012 there were 748 Alliance members, 195 of these were new members.

Restricted Programmatic Funds

Restricted gifts are earmarked for specific programmatic aspects of the Museum, primarily education, exhibitions and endowment.

Major Gifts: One of the major fundraising efforts for this fiscal year was raising funds for the *Agnes Martin: Before the Grid* exhibition. The total fundraising goal was \$100K for this project. A total of \$130,900 was raised for the exhibition with \$81,038 in gifts and grants and an in-kind gift of the catalogue production and printing from PACE Gallery.

There were 40 gifts valued at \$5,000 or above for FY12. Half were cash gifts, and half were gifts of art or in-kind services.

Grants

Grants from private Foundations include:

Education Program Support: Quail Roost Foundation

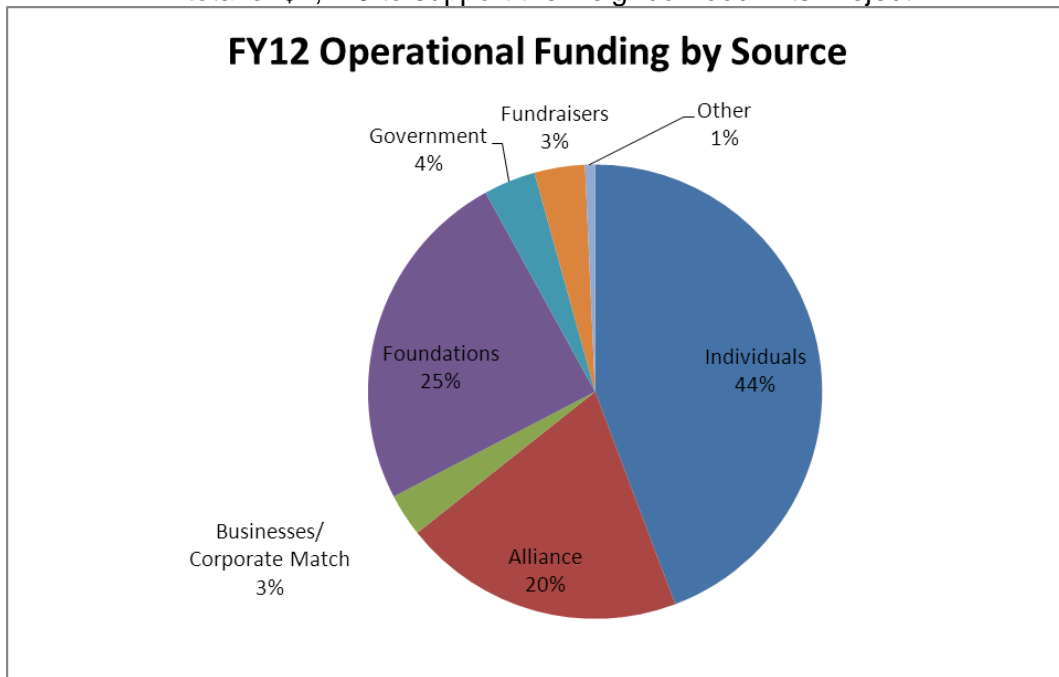
For *Agnes Martin: Before the Grid* we received grants from the Joyce and Donald Rumsfeld Foundation, the John and Jeanne Hughes Foundation, the Brown Foundation Inc., of Houston, Robert Lehman Foundation (funds received FY11) and the Peters Family Art Foundation. Other larger gifts were from Doris Fisher, Anne Kaplan and Hannelore B. Schulhof Estate.

Government grants include \$7,794 from New Mexico Arts for the Art in the Schools program. All but the last payment was received. The entire amount is included in the Development numbers, but not in the Banner numbers.

Events

The Agnes Martin Centennial Birthday party was held at the Trading Post Café. Approximately 60 people attended. The event netted \$6,133 and has been allocated to support the Agnes Martin exhibition.

The education department held a Pancake Breakfast at Applebees and raised a total of \$1,440 to support the Neighborhood Arts Project.



*Summary of Total Private Gifts Received in FY12**

Fund	Gift Sum	# Gifts
Faith Mallams D'Amico Youth Scholarship	\$ 5,000.00	1
Harwood Art Acquisitions Fund	\$ 55,300.00	8
Harwood Collection Care	\$ 1,100.00	2
Harwood Director's Discretionary Fund	\$ 791.85	8
Harwood Educational Programs	\$ 39,271.00	55
Harwood Endowment - Unrestricted	\$ 12,500.00	1
Harwood Expansion and Renovation Fund	\$ 92,808.15	17
Harwood Fall Exhibitions Fund	\$ 7,650.00	9
Harwood Foundation	\$ 58,930.00	80
Harwood Exhibitions Endowment	\$ 100.00	1
Harwood Museum Lectures and Events	\$ 3,380.00	2
Harwood Public Programs Endowment	\$ 2,850.00	5
Harwood Reported Gifts - Art	\$ 1,169,071.00	35
Harwood Reported Gifts - Services	\$ 69,083.22	7
Harwood Special Exhibition 1 - Agnes	\$ 71,370.00	24
Harwood Special Exhibition 2 Agnes Birthday Fundraiser	\$ 4,050.00	7
Harwood Spring Exhibitions Fund	\$ 100.00	1
Harwood Summer Exhibitions Fund	\$ 2,500.00	2
TOTALS	\$ 1,595,855.22	265

Director's Circle

The Director's Circle was restructured in 2011 to include all donors who gave a restricted or unrestricted cash gift, purchased membership, or gave works of art or in-kind services valued at \$500 or above. At fiscal year end, the Director's Circle included 140 individuals and businesses. In FY12 91 cash gifts of \$500 or more were given (26 unrestricted). This is slightly down from the previous year as the capital campaign and Take A Seat campaign brought new higher-level gifts to the Museum.

Director's Circle events for FY12 included:

August 2011	Reception and Tour of <i>Under the Skin of New Mexico: The Art of Cady Wells, 1933-53</i> exhibition with Guest Curator Lois Rudnick.
September 2011	Reception at Mission Gallery for <i>Black Mountain College and New Mexico & Oli Sihvonen: The Final Years</i>
February 2012	VIP reception for opening of the <i>Agnes Martin: Before the Grid</i> exhibition

Reported Gifts

Reported gifts are gifts in-kind and gifts of works of art. The Museum received 35 gifts of art with a total value of \$1,169,071. The majority of this gift was the Mandelman-Ribak

Foundation gift of \$869,425 in works by Bea Mandelman and Louis Ribak. Seven (7) in-kind gifts of services and goods (including the Agnes Martin catalog) valued \$69,083.22.

Capital Campaign: Capital donations are specific dollars designated toward the Harwood's 10,700 sq ft expansion. Private donations raised and pledged for this project, totaled \$2.236 million. A total of \$2,090,644 or 94% of these pledges were paid by the end of the fiscal year (\$87,808.15 were received this fiscal year). All pledges have been paid according to schedule with a balance of \$145.3K due by 2014.

Endowments & Restricted Funds

Total endowments for the Harwood Museum of Art for this fiscal year are valued at \$2.267 million (down from \$2.35 million a year ago), with a distribution rate of 4.65%. The Marylou Reifsnyder Fund was converted to an endowment this year.

Summary of Endowments (as of 6/30/2012)

	FY12
Harwood General Endowment	\$ 1,631,011
Mandelman-Ribak Endowment	\$ 150,158
Degen House Quasi Endowment	\$ 43,864
Public Programs Endowment	\$ 72,284
Stockman Endowment	\$ 169,191
Tally Richards Endowment	\$ 41,768
Veritas - Art Acquisitions Endow	\$ 106,957
Exhibitions Endowment	\$ 22,266
Marylou Reifsnyder Edowment	\$ 29,747

* These gifts reflect only those processed through the UNM Foundation and do not include NM Arts or fundraisers.

Programs and Events

Exhibitions

The Harwood Museum of Art features an active changing exhibition schedule in addition to the five galleries devoted to the permanent collection (the Dorothy and Jack Brandenburg Gallery, the Ellis-Clark Taos Moderns Gallery; The Agnes Martin Gallery, the Hispanic Traditions Gallery, and the Joyce and Sherman Scott Gallery). Changing exhibitions are held in the George E. Foster Jr. Gallery of Prints, Drawings and Photographs; the Mandelman-Ribak Gallery, the Caroline Lee and Bob Ellis Gallery, and the Peter & Madeleine Martin Gallery

The following is a listing, in reverse chronological order, of exhibitions during FY 2011-12.

MIMI CHEN TING

Gallery: Curator's Wall

February 25 - June 17, 2012

AGNES MARTIN: BEFORE THE GRID

Galleries: Mandelman-Ribak Gallery and Peter & Madeleine Martin Gallery

February 25 - June 17, 2012

AGNES MARTIN: WORKS ON PAPER

Gallery: G.E. Foster Jr. Gallery of Prints, Drawings, Photos

February 25 - June 17, 2012

MICHELLE COOKE: POEM, FOR AM

Gallery: Curator's Wall

February 25 - June 13, 2012

LARRY BELL INSTALLATION

Gallery: Joyce and Sherman Scott Gallery

September 24, 2011 - February 05, 2012

BLACK MOUNTAIN COLLEGE AND NEW MEXICO

Galleries: Peter & Madeleine Martin Gallery and Joyce and Sherman Scott Gallery

September 24, 2011 - February 05, 2012

ONWARD! SNAPSHOTS, POLAROIDS AND STUDY PRINTS FROM BLACK MOUNTAIN COLLEGE

Gallery: G.E. Foster Jr. Gallery of Prints, Drawings, Photos

September 17, 2011 - February 19, 2012

OLI SIHVONEN: THE FINAL YEARS

Gallery: Mandelman-Ribak Gallery

July 09 - September 05, 2011

NOD NOD WINK WINK: CONCEPTUAL ART IN NEW MEXICO AND ITS INFLUENCES

Gallery: Mandelman-Ribak Gallery

July 02 - September 05, 2011

New Installations

HIGHLIGHTS FROM THE HARWOOD MUSEUM OF ART'S COLLECTION OF CONTEMPORARY ART

Gallery: Joyce and Sherman Scott Gallery

KEN PRICE, "DEATH SHRINE I" FROM "HAPPY'S CURIOS"

VICTOR GOLER

Gallery: Hispanic Traditions (2012-2013)

New Acquisition Wall: Taos Municipal School collection

Art Education

One of the Harwood Museum of Art's main goals is to introduce and to make accessible the collection and special exhibitions to our entire community, young and old. Since our reopening in 1997, the Harwood has introduced thousands of children to the Museum. We offer innovative, free and fee based art programs for children and families throughout the year. We provide art enrichment programs for our local schools, and summer outreach programs that bring art into our most high risk communities. We believe that introducing children to art at an early age provides countless benefits - encouraging creativity, building links to our histories and cultures, while also allowing for fun and experimentation. This past year we established the Faith Mallams D'Amico Youth Scholarship, a needs based scholarship, which provides accessibility to all of our fee based art programs. In 2011 we continued offering adult fee based studio art classes, which focused book arts, painting and creativity

Programs during FY11-12 included:

Programs for YOUTH & FAMILIES

- Art and Movement for Kids
- Saturday Arts for Families
- Winter Art Exploration – Winter Solstice
- Summer Art Exploration Workshop
- Home School Art at the Harwood
- Night @ the Museum – an ART sleepover for Kids
- Afterschool art for COOP School and Anansi Charter School
- Neighborhood Art Project - summer outreach program
- Art in Schools – Funded by New Mexico Arts
Partnering with Enos Garcia Elementary School to bring Pre-K thru 4th Grade to the Harwood on a monthly basis throughout the school year – this program also open and free to all Taos County Public Schools

Programs for Adult

- Wednesday Jivamukti Yoga for Adults
- Winter & Summer Solstice & Spring Equinox 108 Sun Salutes
- Studio Classes – Drawing Workshop w/ Ruth Bloom, Mixed Media Portraiture with Katie Woodall. Bill Stewart Watercolor Workshop
- Docent Training & Docent Tours
- Arthur Bell Auditorium Programs

Lectures/Tours/ Special Events/Gallery Talks

Sunday Docent Tours

Lighting of Ledoux – Christmas Holiday Celebration

Museum Store

The "Shop & Learn Trunk Show" series, started in October 2009, has continued to be a positive event in the Museum Store. On the first Saturday of each month the Store features a different New Mexico artist who demonstrates his or her art form at a free public reception. This program continues to increase Store sales and brings local visitors to the Museum. On-going planning for the Museum Store includes continued programming of Trunk Shows to relate more closely to scheduled Museum Exhibitions.

Siriusware Point-of-Sale computerized cash register systems are in full operation at Admissions and in the Museum Store. This system allows for a detailed sales record and comparative statistics of Store sales, admissions and public programs attendance. The annual store inventory has been streamlined and is more easily accessible due to Point of Sale system.

As noted earlier in this report, the museum store's FY12 revenue of \$79,111 showed a 42% increase in sales when compared with the previous year's performance.

Museum Staff

Staff Appointments

Elizabeth Garcia - Fiscal Services Tech, July 1, 2011
Deborah Vincent - Curator 1, July 12, 2011
Linda Berger - Customer Service Associate, December 8, 2011
Gina Gargone - Customer Service Association, February 14, 2012
Richard Perez - Facilities Service Tech, June 14, 2012

Staff Separations

Faith Welsh - September 12, 2011
Nicholas Oppenheimer - April 29, 2012
Gina Gargone - June 04, 2012

Staff Reclassifications and New Positions Implemented

Lacy Cantu - Reclassification from Sr. Fiscal Services Tech to Unit Administrator 2
July 1, 2011

Outside Professional Activities of Staff

Susan Longhenry, Harwood Museum Director

This year Susan Longhenry was appointed Mountain Plans Regional Representative on the Board of the Association of Academic Museums and Galleries (AAMG). This includes a joint appointment as AAMG representative on the Board of the Mountain Plains Museum Association. Longhenry attended both the AAMG conference and the American Association of Museums conference in Minneapolis. In addition, she served as President of the Museum Association of Taos and on the Board of the Taos Arts & Cultural District.

2011-2012 Harwood Foundation Governing Board Members

Linda Warning (Chair), Gus Foster, Charles Strong, Wynn Goering, Bill Gilbert, David Harris, Phyllis Nottingham, Marcia Winter, Michael Sudbury.