2022 was a momentous year for MoA as we built on our strategic initiatives that were created in late 2021. In the Fall of 2021, MoA embarked upon a new "Community Based" strategic planning process. The basic framework was to identify and embrace the values of the community, identify key objectives and strategies that link to the museum’s organizational priorities. In January 2022, the museum implemented a radical alignment of resources that provided a new roadmap for achieving success. Three major issues were identified:

- Mission and Facility
- Development, Community Engagement and Marketing
- Revenue and Operations

Additionally, the Board approved a new mission, vision and values for the museum.

**Mission**
To boldly explore contemporary society through art–enlightening, educating, and providing arts leadership for our region. We connect art, artists and community.

**Vision**
To provide the region with a quality art museum and art experiences.
- We will do this by sparking thought and conversations with community members, museum members, patrons, artists and businesses throughout the region to understand their interests, expanding beyond the walls of the building.
- We will create exhibitions and programs that inspire, teach and speak to a variety of community interests.
- We will serve in an arts leadership role that connects art, artists and community through shared experiences.
- We will stand resilient in the face of financial needs (issues) by creating exhibitions and programs that create a committed audience, bringing increased revenue, donations, awards and recognition throughout the Mountain West region.
- We will be successful by staying focused on our guiding principles: connected, relevant and visionary.
- We will create a facility that is a recognizable and desired destination.

**Values**
- Connection – MoA strives to be engaged with the community, both artists and those who consume art. To provide leadership and connection between all forms of art in the community.
- Relevancy – Relevancy is a shifting goal that MoA strives to understand through art that is inspirational, inclusive, accessible, informative, and thought-provoking. Connecting people and ideas.
- Visionary – By focusing on a bold vision for exhibitions, programs, and the facility that houses them, as well as going beyond the walls of the museum, MoA will focus on creative and innovative solutions to provide inspirational service.

**Milestones**
- In May 2022, the museum bought back the upper floors of the Old Post Office Building that had been sold in 2012

In addition to ground breaking and thought provoking exhibitions such as Sean O’Meallie (CO Springs), Jim Jacobs (Ogden, UT- our Rocky Mountain Biennial Grand Prize Winner from 2020), A Culture Preserved (In the Black Experience) curated by Fort Collins artist, Louise Cutler and Picasso as Printmaker from the Baller Art Collection, the museum continued its educational initiatives for all ages.

We look to the future to what our expanded building can become and how we can best serve our entire community.

With gratitude,
Lisa Hatchadoorian
Executive Director
2022 DONORS

10-50K Lifetime Members

Anonymous
City of Fort Collins Fort Fund

Colorado Creative Industries
Eye Center of Northern Colorado

Dr. Peter D. Springberg
Patti Tyrrell

5-10K Leadership Circle

Anonymous
Bohemian Foundation
Kevin Briskman, Paul Briskman, Josh & Jen Guernsey

Dream Big Sculpture - Lorri Acott & Adam Schultz
Paula & Dave Edwards
Ms. Jacalyn D. Erickson & Mr. Edward M. Warner
Carol Ann & Gary Hixon

Prairie Development Corporation
Rotary Club of Fort Collins Charities, Inc
SVN/Denver Commercial, LLC

2.5 - 5K Leadership Circle

Blue Federal Credit Union
Dr. Beverly Donnelley & Bill West

Ardeth G. Nieman Fund of the Community Foundation of Northern Colorado

RE/MAX Advanced, Inc
WaterPak

The Youth Clinic Jane Sullivan

1 - 2.5K Leadership Circle

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Discover Fort Collins

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KUNC Underwriting Fund
Loveland Reporter-Herald
National Charity League

New Belgium Brewery
NoCo Style
Cheryl & Todd Rogers
Chris Wunner

Wilbur's Total Beverage
Wise Ape

2022 MUSEUM HIGHLIGHTS

Strategic Plan Adoption in January 2022
Hiring Chris Imsland to assist our development and grant writing efforts
 Bringing in $65,000 in new grant funds
Purchase of the majority of the building!
Hiring Jill Mott for Communications and Content Development
Creating MoA for All Initiative
Launching the Art Central App
Membership Overhaul resulting in new prices, and levels and making all donors over $50 complimentary members.
Tripling our membership in the past three years!
Worked with three amazing interns from CSU who accomplished important projects including the membership overhaul, organizational assessment, and launching Art Central.
Free new website thanks to White Box Create
Recruited David Johnson (Abraxas) as a capacity-building advisor
Recruiting Tom Morgan as a volunteer handyman who almost single-handedly renovated the David A. Tyrrell Conference Room
Creating the Ambassador Program and utilizing it for docent tours with Natalie Barnes thanks to Jean Lehmann and Josie Taylor
Recruiting pilot partners in the Ambassador program including Matthew’s House and Genesis Church
Creating the David A. Tyrrell Conference Room (with design help from Gary Hixon)
New Belgium Winter Bar Partnership
Joining the Chamber of Commerce
EXHIBITIONS AND PROGRAMMING

SEAN O’MEALLIE | HEAD CHEESE: A 25 YEAR RETROSPECTIVE
JANUARY 21 - MARCH 13, 2022

ANNE BOSSERT: HOODOOS AND CHARMS
JANUARY 21 - MARCH 13, 2022

EXHIBITIONS AND PROGRAMMING

EYE CENTER OF NORTHERN COLORADO
MASKS EXHIBITION FUNDRAISER AND EXHIBITION
APRIL 1 - MAY 6, 2022

Exhibition/Auction Information
221 masks total
Vintage masks for sale at Lyric
Fundraising goals- $47,500 total
- $25,500 for online auction
- $42,000 in sponsorships

Sponsorships/Online Auction
$72,170 raised
- raised $41,101 total in sponsorships and masks donations
- $31,069 in total bids and check out donations for online auction
  - 259 unique bidders
  - Average bid is $126
  - 329 people registered
  - 3 masks unbid on
EXHIBITIONS AND PROGRAMMING

JIM JACOBS - FRAY
MAY 27 - JULY 17, 2022

JERRY MONTEITH | ATTRACTORS
MAY 27 - JULY 17, 2022

A CULTURE PRESERVED (IN THE BLACK EXPERIENCE)
CURATED BY LOUISE CUTLER (FORT COLLINS, CO)
JULY 29 - OCTOBER 16 2022
Continued our Bennett After School Enrichment Program in 2022. It was devised to bring more Art opportunities to Elementary Schools in Poudre School District. Working closely with the Bennett Community Organization (BCO), we provided 15 kids the opportunity to visit the museum and then create a piece of art based on the current exhibit. The BCO secured the art room, created a "sign up genius" for participants to sign up and had a volunteer attend all sessions.

Blue Gold Days on the Plaza

"Blue Gold" is a reference to the importance and scarcity of water and our relationship to it in Colorado specifically. We hosted a series of art education classes that helped children understand this important concept through the lens of art while being on Oak Street Plaza where the splash pads will be on from Memorial Day to Labor Day for the first time in five years, creating a natural magnet to the plaza for families. Underwritten by Blue Federal Credit Union and DDA.

- June 23 - Waterbugs
- June 30 - Rock Painting
- July 7 - Divining rods
- July 14 - Blow Painting
- July 21 - Tie Dye Bandanas
- August 4 - Fish Prints

Total Attendance: 382
## Educational Programming

**Other Educational Programs**
- Valentines Day Workshop
- Toy Design Workshop with Sean O’Meallie
- Family Night for Academy of Arts and Knowledge (Masks)
- MoA Art Collective each month
- Girl Scout Badge Program Workshops
- Booth at a couple of the summer farmers markets
- Participated in Open Streets in Fall 2022 (art booth)
- Hosted a PSD Art teacher gathering
- Teen Night
- Freedom of Expression Workshop with Eliaf Art
- Impact Dance performances in Picasso exhibition
- Linocut Workshop for kids and parents - B
- Elizabeth Morisette created a winter cubist installation at New Belgium
- Picasso trivia, Cubist art making and MoA at New Belgium Makers Market

## Financials

### Ordinary Income/Expense 2022

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<tr>
<th>Income</th>
<th>2022</th>
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<tr>
<td>Donations</td>
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<tr>
<td>Grants</td>
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<td>Events</td>
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<td>Merchandise Sales</td>
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<td>Other Operating Income</td>
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<td>Operating Expenses</td>
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<td>Salaries &amp; Wages</td>
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<td><strong>Total Expense</strong></td>
<td><strong>504,352</strong></td>
</tr>
</tbody>
</table>

| Net Ordinary Income             | (40,986)   |
| Total Other Expense             | (6,733)    |
| **Net Income**                  | **(47,719)**|
WHY WE DO WHAT WE DO

MISSION
To boldly explore contemporary society through art—enlightening, educating, and providing arts leadership for our region. We connect art, artists and community.

VISION
To provide the region with a quality art museum and art experiences.

VALUES
Connection • Relevance • Visionary

ATTENDANCE

TOTAL 13,704

MEMBERSHIP

Current membership 930

VOLUNTEERS

Total Volunteer Hours 2,818

DEMOGRAPHIC INFORMATION

35% male visitors

65% female visitors

PATRON LOCATION

61% Fort Collins

24% (not Fort Collins)

24% Out of State

14% International

1% International

BOARD, STAFF, AND VOLUNTEERS

BOARD OF DIRECTORS

Bev Donnelley
Jim Fazio
Chris Fiala
Liliane Francuz
Fran Hardman, Chair
Melissa Katsimpalis
Jean Lehmann, Secretary
Ryan Norton, Treasurer
Patrick Rosen
Patti Tyrrell

STAFF

Lisa Hatchadoorian, Executive Director
Elizabeth Martin, Director of Strategy and Development
Josie Taylor, Visitor Services and Gift Shop Manager
Cheryl Rogers, Preparator and Registrar
Laura Riley, General Manager
Jill Mott, Communications Specialist
Elizabeth Morisette, Education Coordinator

Don Beard, Emeritus Board Member
Gary Hixon, Emeritus Board Member
Paula Edwards, Emeritus Board Member
Mike Powers, Emeritus Board Member
Myra Powers, Emeritus Board Member