

ANNUAL REPORT 2019



**BUILDING
MOMENTUM**



FROM THE DIRECTOR

WELCOME to Roswell Arts Fund's first Annual Report! As we head into the new decade well-positioned for success, with a strong, motivated team and a clear purpose, we want to start by sharing with you our ongoing commitment to transparency and accountability.

I believe that any purpose-driven adventure starts with why. So: Why the arts? There's a direct correlation between creativity and innovation. Municipalities that intentionally invest in the arts also end up being the ones with an edge, a thriving economy, a stronger identity and culture, and the ability to adapt to change when needed. Moreover, art brings joy, and taking a break to smile and look around is a beautiful thing!

City of Roswell's vision is to be a vibrant riverside community connecting strong neighborhoods, preserving its rich history, celebrating the arts and culture, and cultivating the entrepreneurial spirit.

At Roswell Arts Fund, our charge is to build on that celebration, weaving the arts into the unique fabric of our city, building on our collective sense of place and co-creating with the community.

Big dreams can turn into big realities when we work together with passion and determination. We accomplished a lot in five short years and are just getting started!

For now, here is a look back at 2019. There's something wonderfully different about this community. Come see for yourself!

Ghila Sanders

GHILA SANDERS
EXECUTIVE DIRECTOR



FROM THE CHAIRMAN

DEAR Friends of Roswell Arts Fund, 2019 was a pivotal year for our organization. We continued to execute on our mission of being Roswell's advocate for the arts with new Artistic Bike Racks, the 2019 ArtAround Sculpture Tour, the completion of the Performance Arts Feasibility Study, and making progress on the Percent for Art City Ordinance Initiative. We also set a strong foundation for the future- hiring an Executive Director to lead us in the wake of Rochelle Mucha's retirement, welcoming several new influential board members, and building out a strong and motivated core team. Thanks to everyone who has contributed to our success – our sponsors, volunteers, staff, board members and partners, especially the City of Roswell.

Your support, and the positive feedback we get from those who take part in our programs, is what keeps us motivated. We are committed to continuing the important work of being a powerful voice and advocate for the arts in Roswell, and we need your help. As you read the report, think of areas where you might want to become more involved. We need more volunteers, active board members, financial sponsors and vocal supporters. Together, we will continue to bring the benefits of the arts to Roswell's quality of life - bringing vibrancy and foot traffic to the city, while driving tourism and economic development.

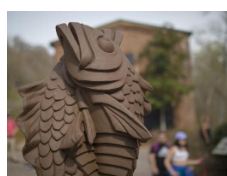
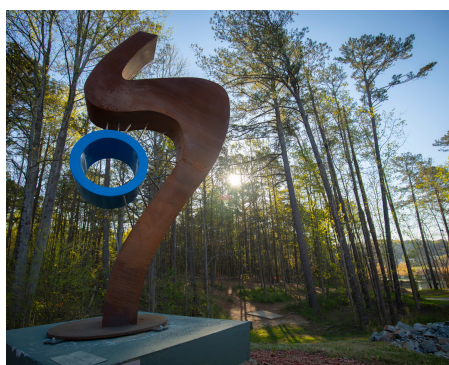
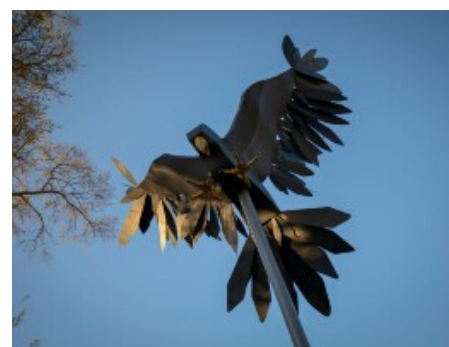
I look forward to 2020.

Donald J. Horton
DONALD J HORTON
CHAIRMAN

BUILDING MOMENTUM

"Art is not a luxury; art is a precondition to success in a world increasingly driven by creativity and innovation ... Investing in arts and cultural institutions ... can be the economic equivalent of bringing a manufacturing plant to a neighborhood and — from a cultural and quality-of-life standpoint — more than surpass it."

Luis Ubiñas, President, Ford Foundation



BUILDING MOMENTUM

GIVING WAY TO INNOVATION: ARTISTS AROUND THE TABLE

The first of its kind in our region. Twice a year, artists and arts administrators meet with City of Roswell leaders to discuss how art can be integrated into ongoing projects and build partnerships that advance city goals around the arts.

During the May 2019 work session, four art professionals, focusing on Public Art programming, presented on the following topics:

- How does a Percent for Art Program Work: Funding to Project Management
- How is a Percent of Art Program Established
- An Artists perspective on Working with Cities.
- Why is a Public Art Program an important step for the future of city planning/strategic planning.

City Departments were invited to listen and participate in Q&A following each speakers' presentation. This session's speakers included:

Alex Frankcombe, Public Art Manager, Fulton County Arts & Culture

Robert Witherspoon, Public Art Program Manager, City of Atlanta, Mayor's Office of Cultural Affairs

David Landis, Sculptor and Public Artist

Josh Lapp, Principal at Designing Local

"What an excellent experience it was to be a part of the Artists Around the Table Program, and smart of the city to incorporate artists who are engaged in all aspects of the public art sphere. Sharing the artists perspective with the representatives from the many different city departments, and the active engagement that ensued will push Roswell's public art program to a model that other cities follow."

David Landis, sculptor

BUILDING MOMENTUM

INSPIRING NEW WAYS OF CONNECTING THROUGH FUNCTIONAL ART: ARTISTIC BIKE RACKS

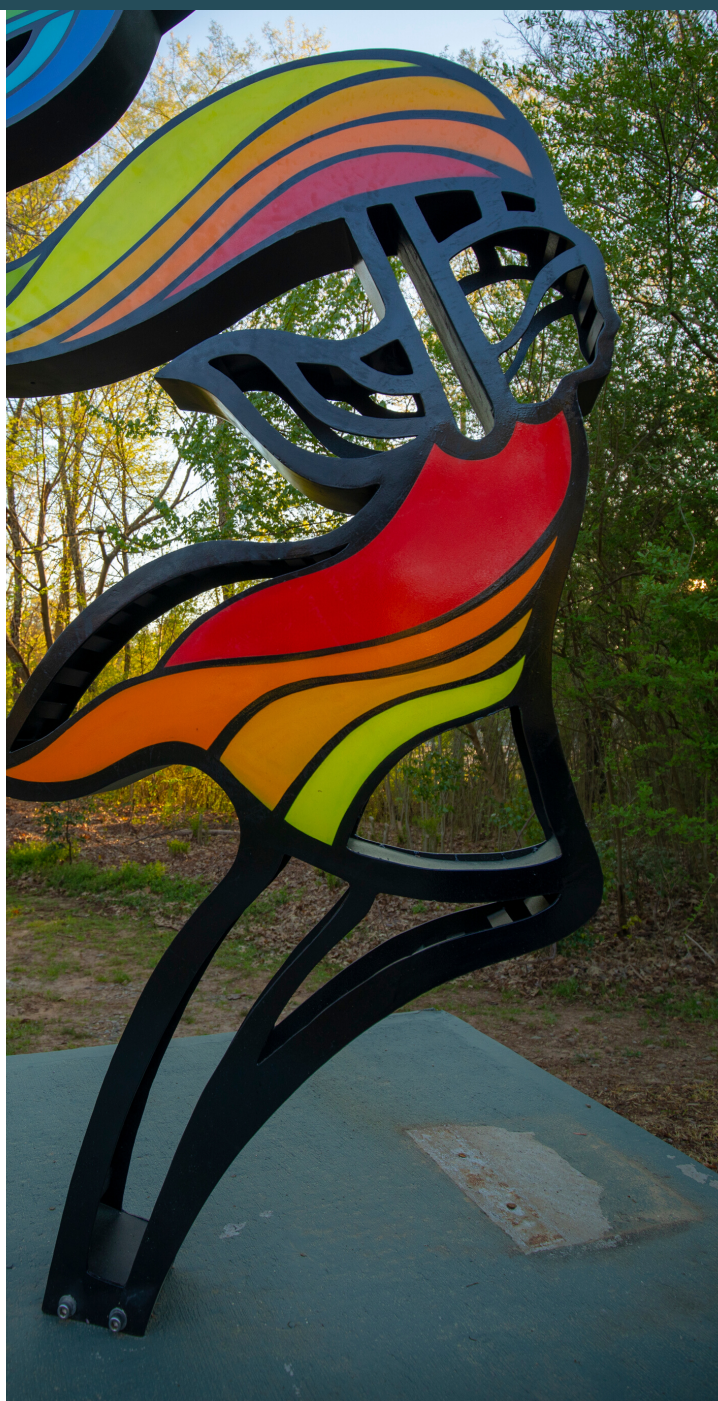
"The installation of the artistic bike rack, Unity, right outside the school entrance, has had ripple effects: It added an element of joy to the morning routine, and even inspired teachers and staff to add music to the carpool line, welcoming the kids each day with singing and dancing. Unity also became the catalyst for a wonderful collaboration between the school and the artist, who is now a frequent guest speaker."

Jay Small. President Northwood Foundation (Northwood Elementary)



BUILDING MOMENTUM

BY THE NUMBERS



203%

INCREASE

Increase in individual donations

350k

TOTAL REVENUE

From September 15, 2019
to January 15, 2020

2,879

SOCIAL FOLLOWERS

Facebook 1082 followers
Twitter 601 followers
Instagram 1196 followers

ROSWELL ARTS FUND SUPPORTERS

Roswell Arts Fund's initiatives are made possible by the support of City of Roswell and individuals, companies and organizations of many kinds. Roswell Arts Fund would like to thank every one of our donors for their valuable contributions. Big or small— every gift is appreciated and allows us to ignite, inspire and impact the arts in Roswell. Without your support, we could not do what we do. Thank you.

Please join us in thanking the following individuals, companies and organizations for their generous contributions for the period of September 15, 2018 to January 15, 2020. If you discover an error, please contact us at info@roswellartsfund.org



Since 2015 Roswell Arts Fund has been the city's designated arts agency and a proud partner organization with The City of Roswell.

Thank you to Mayor Lori Henry and Councilmembers Christine Hall, Matt Judy, Mike Palermo, Matthew Tyser, Marie Willsey and Marcelo Zapata for your continued support of the arts in Roswell!

PROGRAM SPONSORS

ArtAround Roswell

2019-2020

ALDI
Carl Black Buick GMC Roswell
City of Roswell
Fulton County Arts Commission
Lennar Multifamily Communities
Pieper O'Brien Herr
Randall-Paulson Architects
Turner Construction Company
Staff Zone
Synovus
Variant Brewing Company

2020-2021

ALDI
Carl Black Buick GMC Roswell
City of Roswell
Hagan Family Foundation
Turner Construction Company
Synovus
Van Epps LLC
Variant Brewing Company

Artistic Bike Rack Program

2019

Bike Roswell
City of Roswell
Northwood Foundation
Roswell, Inc
The Inaugural Roswell
Magazine 10U40 Class*

**Jon Copsey, Michael Curling, Gisele Holloway, Alex Kaufman, Randy Mallard, Carli McDonald, Ryan Pernice, Jennifer Peterson, Pat Rains and Lisa Stevens*



INDIVIDUAL DONORS

15,000+

Tony Martin

2,500 - 4999

Robert W. Hagan

1,000-2,499

Tom and Jane Brown
David and Monica Hagewood
Mike and Danita Harris
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500-999

Dale Ferguson
Drew and Cara Haynie
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Troy and Traci Johnson
Scott and Emilie Long
Lonnie and Karin Mimms
Alex Paulson
Randy and Cathy Schultz
Catherine Storey
Larry and Bonnie Weissman

250-499

Tai and Shannon Anderson
Lawrence and Theresa Catchpole
Steve and Ann Critchfield
Mark and Suzette Glazer
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100-249

Nina Allen
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Todd and Miriam Dolson
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Suzanne and John Parcelewicz
Andy and Veronica Ross
Bob and Susan Rumble
Mike and Jane Smith

Up to 99

Tarun Agrawal
Ken and Kate Baar
Robert and Kathy Bennett
John and Kasey Breedlove
Katja Burkett
Traci Churchill
Kelly and Sandy Coffman
Terri Molasky Cohen
Laurie Cronin
Ashley Curling
Sandra Denmon
Nancy Diamond

George and Liz Dilworth
Todd and Deb Dreesman
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Andrea and Pete Fischbach
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Ted Hitch
Kent and Katherine Knowles
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Merrie Lawrence
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Phillip and Kay Love
Jodi and Ross Mansbach
Kate McLeod
Fred and Catherine Moore
Karen Morris
Donna Neidorf
Bruce and Diane Peoples
Alison Press
Katy Riggio
Ghila and David Sanders
Mac Smith
Cynthia Swann
Steve and Eva Taylor
Argentris and Jennifer Thomas
Wes and Kim Thompson
Deborah Weiss
Sally White
Glen and Marie Willsey
Mark Wulkan
Dennis Zimmerman



2019 Community Partners

Ann Jackson Gallery
Bike Roswell
David Landis
Gallery 43
Gas South
Gate City Brewing Company
Keep Roswell Beautiful
Roswell CVB
Roswell Magazine
Roswell Recreation and Parks

Table & Main
TechniPower
Variant Brewing Company
Yardhouse Restaurant

ROSWELL ARTS FUND BOARD

EXECUTIVE COMMITTEE

Don Horton, Chair

Lawrence Catchpole, Vice Chair

Jane Lightcap Brown, Secretary

Jay Small, Treasurer

BOARD

Ashley Curling

Monica Hagewood

Mike Harris

Scott Hitch

Troy Johnson

Kent Knowles

Jennifer Peterson

Susan Rumble

Mac Smith

Catherine Storey

ADVISORY BOARD

Rochelle Mucha (Founder)

Tai Anderson

Kate Baar

Brooke McGee



ROSWELL ARTS FUND STAFF AND CONSULTANTS

Executive Director
Ghila Sanders

Public Art Manager
Elan Buchen

Marketing Consultant
Becky Peters Kile

Administrative Assistant
Theodore Lawrence

Development Consultant
Laura Hennighausen,
Susannah Darrow Consulting, LLC

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www.RoswellArtsFund.org



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@ArtAroundRos

Roswell Arts Fund, an independent 501(c)(3) nonprofit organization, is the designated arts agency for the City of Roswell. Roswell Arts Fund was founded to strengthen the scope of public arts in the city and to champion the ability of the arts to excite the imagination, strengthen public places, and encourage conversation.

Through each of our initiatives, Roswell Arts Fund aims to **IGNITE** conversation about the arts, **INSPIRE** residents, visitors, and businesses to create, support, and become engaged in the arts and **IMPACT** the economy by making Roswell a destination for the arts.

