



## 2010 Annual Report

**T**he Jacksonville Center for the Arts is a nonprofit organization operating in Floyd, Virginia, whose mission is to educate, showcase and facilitate artistic endeavors and promote creativity in our rural community and region.

The Jacksonville Center strives to be a vital community partner, designing opportunities for cultural, economic, and environmental sustainability through the celebration and facilitation of human creativity. We value art as essential to life. We embrace our region's heritage and landscape. We see education as the active preservation and expansion of the heart and soul of our community. We consider ourselves to be a model for rural renewal and artistic livelihoods. Our campus in Floyd is an expression of our vision, dedicated to providing an accessible, welcoming, and engaging venue for all.



**Jacksonville Center for the Arts**  
**220 Parkway Lane South, Suite 1**  
**Floyd, VA 24091**  
**(540) 745-2784**  
**info@jacksonvillecenter.org**  
**http://jacksonvillecenter.org**



## The State of the Center

**I**ncredible! That is the word that comes to mind as I reflect on 2010 at The Jacksonville Center, affectionately known to many of us as the Jax. You will read more about the shows, educational programs, development efforts, community, and membership milestones as you go through this multi-faceted annual report. It has been quite a year!

As I continue with my second year as President of this organization with which I have spent 15 years of my life, I want to share some quick personal reflections on a few of the challenges and accomplishments of the past year:

Peggy Baggett, the Executive Director of the Virginia Commission for the Arts, inspired us at our annual membership dinner in September. She is a long-standing advocate for the arts in North Carolina and Virginia, so to have her recognize the importance of the Jax to our community, region, and the Commonwealth was an amazing gift. That will be hard to top in 2011, but I believe that our new brunch format will make our membership meeting as special as our 2010 event.

Maestro David Wiley's presence on the JAX concert stage—up close and personal, accompanied by his special friends and colleagues—was another very special moment. Maestro Wiley helped me connect disparate musical traditions in ways I'd never considered before, and has piqued my enthusiasm for all the musical offerings that Jax will sponsor in the coming year.

Our new after-school youth programs—both at the center and in the schools—are among the most meaningful moments in my time with Jax. I watch the students come and go from their interaction with teachers who have shared expertise in dance, drumming, clay, mosaics, poetry, cultural diversity, and so much more. Even at the end of a very long school day, students enthusiastically showcase their talents week after week. And when we see each other in the community, they make us feel like the most appreciated teachers in the world.

When is the last time you saw a teen give up an all-expense-paid weekend trip so she could keep true to a volunteer

commitment because she knows her favorite arts organization counts on her? The Jax is just that kind of place, for young, old, and in-between.

Recipe for year-end success: Unprecedented dedication of fundraising volunteers; amazing response of community members, in all their diversity of time, talents, and treasures; a staff who goes above and beyond to keep the organization absolutely vital in our day-to-day lives. Your Jacksonville Center has these ingredients, and so much more. We strive every day to keep the Community in Community Arts.

We are far from out of the woods in this economy, though. The first quarter is always the toughest, before the spring thaw and the classes get revved up to their full schedule. So keep us in mind as you make your financial, educational, artistic, and entertainment plans. We want the Jax to be your “go to” place for 2011.

**Susan Virginia Mead, President**  
*Floyd Community Center for the Arts, Inc.,  
 d.b.a. The Jacksonville Center for the Arts*



## Educational Programming

### *In 2010, Educational Programming at the center continued to bloom!*

**O**ur Floyd Art Reach (FAR) program—which seeks to bring creative opportunities to youth around the county in support of their critical thinking, learning, and creative skills—saw its first year in an after-school program with the Floyd County Elementary School (FES). Pulled together in less than 2 weeks and supported entirely by the generous donations from members of the Jax community, this program for at-risk children is currently the most active portion of FAR. By recruiting and coordinating over 15 individual artist-instructors, FAR is offering 53 youngsters ages 8-12 bi-weekly classes in pottery, poetry, polymer clay, graphic design, African dance and drum, popular dance, mosaics, cultural diversity, papermaking, garden arts, and more.

While excited about the new opportunity that the FES After-school Achievement

program has offered, FAR continues to support youth through our In-School programming. We also will be initiating Teacher Creativity Training classes in June, 2011. Additionally, the Annual Youth Exhibit (December-January) continues to offer Floyd County youth a space to showcase their work, recognizing the value of and encouraging the pursuit of creative outlets.

On-site, our adult student enrollment increased by 60% in 2010 from the previous year. A new online registration process and single-page media-specific class brochures marked two of the many mechanisms that Educational Programming used to make our educational experiences accessible to the widest audience possible. **Meanwhile, the creation of our new On-Demand class catalog puts more of the scheduling of classes in the hands of the students themselves!** We've had unprecedented wintertime classes during the cold months of 2010 and 2011, including a blacksmithing

class held over the Winterfest weekend, in the falling snow of early winter.

Finally, at the behest of a number of our members, several new kids' activities were established at the center in 2010. The first, Kids Creativity Jubilee (held on the third Saturday in June) is our newest annual children's event, offering a day of fun creative opportunities to celebrate the beginning of summer. We are also proud to be able to host Afternoon Arts, a weekly hour of creativity for young children ages 4-8.

Each of the educational programs, events and activities that The Jacksonville Center fine-tuned or initiated in 2010 arose from our commitment to offering our community a rich assortment of creative educational opportunities in support of the human experience.

**Amy Avery-Grubel**  
Educational Programming Coordinator



## Hayloft Gallery

**T**his has been an exciting and challenging year for the Hayloft Gallery. We opened our 2010 season with an invitation to the Blue Ridge Camera Club to mount an exhibition of their photography. The club is a group of 15 to 30 professional and amateur photographers from Floyd and Carroll counties. We provided the gallery and technical assistance while the club promoted, produced, and designed the show—a new and valuable experience for many of them. The gallery will continue to seek partnerships with other interested groups from across the region.

*The Art & Craft of 3 Dimensions* show followed. We were pleased that it attracted several artists and artisans who had never exhibited in a Hayloft Gallery show.

*All This I Am*, a juried exhibition honoring women through the arts, and held in collaboration with the state-wide “Minds Wide Open: Celebrating Women in the Arts” effort, was the Gallery’s second juried art exhibition (the first was the 2005 New River Valley Art Association show). *All This I Am* was spearheaded by Lore Deighan and Lora Giessler, who raised the juror’s fee and prize money from private donations. The show was juried by Sally Bowring, a professor of painting

at Virginia Commonwealth University. Her talk prior to the opening reception focused on her background and her approach to selecting work for a show. She emphasized that entering a juried show is not a guarantee that one’s work will be accepted.

We want everyone who participates in our shows to know that our gallery is an ever-evolving part of the community that is run by all volunteers and supported by the front office staff. We are working to improve communication and clarification of policies and criteria for our future exhibitions. We also recognize the need to increase the incentives to enter our non-juried shows. We’ve heard your feedback and are striving to adjust our activities to align with the input we receive.

It is hard to believe 2010 marked eight years since our renovation and opening of the gallery. Our Eighth Annual *New Works* show was a reminder of the thousands of hours of volunteer service that have made it possible for the center to survive and thrive, especially over the past three years.

2010 also marked the 75th Anniversary of the completion of the Blue Ridge Parkway. To honor and recognize the economic and cultural importance of the Parkway to our region, we invited

artists to submit their interpretations of the Parkway through a show we called *Floyd’s View*.

After Winterfest, the gallery hosted our annual youth exhibit, giving the young artists in our local schools an opportunity to get some exposure for their talent and some exhibit experience in a professional setting. Since our first outreach effort to our schools, this show has improved and grown every year. We are proud and eager to showcase our up-and-coming young artists.

The Gallery Committee is assisted by many volunteers and an able front office staff. Moss Baldwin served as our front office liaison for several years, but has left to pursue other interests. We will miss her many skills and can-do attitude. Thank you Moss!

We look forward to working with all the staff, artists, and volunteers in the new year, and we hope to see you at our Hayloft Gallery receptions and exhibitions during 2011.

**Ernest Bryant & Lore Deighan**  
*Hayloft Gallery Committee Co-Chairs*



## Development

**L**ooking back, 2010 was the most challenging twelve months in the history of your Community Arts Center.

The decline in program revenue that began in 2007 continued into 2010 with the notable exception of a 30% improvement in education program income, ending the year as a bright spot, thanks to the creative efforts of Amy Avery-Grubel, who initiated new delivery systems and audiences. But several of our traditional funding sources were unable to provide support in 2010, as competition for reduced grant funds overall intensified. We nevertheless learned that we are generously blessed with widespread local support for our services, mission, facilities, and outreach.

Our development results for the year were mixed. Income from grants, sponsorships, and fundraising was down 30% (\$21,000) from 2009 levels. Offsetting this loss was a significant increase in individual donations—up nearly the same amount—so we ended the year with a total of \$123,378 in development income. This figure is only slightly less than the 2009 total (\$123,425). As noted in the Finance report, this development effort, combined with a continuation of the austerity measures started in 2007,

resulted in the Center finishing 2010 in the black, but with no extra to replace reserves we relied upon for two years.

### **There are several success stories for 2010:**

Based on the response to our classy 2010 benefit classical concert, we're working to build on that popularity, and have scheduled three music events for 2011. We are hopeful that audience numbers will grow that initiative.

During 2010, we launched two successful financial support campaigns. First was the partnership developed with Floyd Elementary School to collaborate on their at-risk children's after-school tutoring program (see the Education Programming report). That program continues into 2011, and we're looking for grant funding to support it for the 2011-12 school year.

The second donor campaign, our 2010 Year-End Challenge, reflected widespread local and regional community support. A team of ardent supporters promised to pool \$20,000 if we could raise a like amount by December 31. The challenge was issued in mid-November, and the goal was met.

Despite this resounding vote of confidence from our community, we're not on solid ground yet. We are implement-

ing many of the ideas gleaned from our 2010 brainstorming sessions and year-end survey. We're working hard to fix problems, vary income streams, and find new funding sources.

Still, as you read this, economic support for the arts and nonprofits in general grows more worrisome, as community requests for additional services, discounted access, and scholarships continue to rise. Our operations costs, like utilities and maintenance, also climb every year.

While we're blessed with—and in fact, could not function without—volunteer support to the tune of 14,000 annual hours given, our need for financial support remains. We continue to be grateful for and awed by the community response to our Year-End Challenge. We are committed to justify this kind of support and belief in our organization, its people, services, and facilities. All of us face challenging, exciting times ahead. On behalf of your friends and neighbors who are involved with Jax, opening its doors to the public year-round, I hope you will continue to travel this road with us, and to tell all your friends why you are a supporter of the Jax.

**Don George**, *Development Committee Chair*

# Our Supporters

**Every effort has been made to acknowledge our many supporters while respecting the wishes of those who want to remain anonymous. If we have overlooked acknowledgement of your support, please let us know.**

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**Your help allows us to leverage every dollar donated into \$5.75 of services delivered!**



## Community & Membership Services

### **2011 was a busy year for the Community & Membership Services Committee.**

In January, the Breezeway Gallery was painted and each doorway given its own color. In addition, the Blue Ridge Camera Club donated picture molding for the Breezeway Gallery as a gift in kind. The committee developed a regular First Friday calendar of events for the Breezeway Gallery that included an increased focus on promoting not only the center's programming and services but also those of other art organizations.

The committee, in conjunction with recommendations from the Facilities Committee, determined that the front of the building was in need of maintenance. We stuccoed areas that needed repair. Subsequently, paint color for the building and door/trim was chosen. The painting, to be done by volunteers, will take place in the spring of 2011. Planning has also begun to create a sculpture garden along with seating areas for visitors at the front of the building. We are very fortunate to have a local landscape designer, Pamela Cadmus, donating her time and design for this venue. Upon approval of her design, we hope the work

on this new area will begin in the spring of 2011, with plenty of volunteer help.

The lack of signage for the center has been of great concern to both organizers and supporters. Signage designs were created and subsequently produced. We hope you have seen those that are already up! The remainder will be erected along major roads leading to the Center in the spring, 2011.

One of the biggest 2010 undertakings of the committee was the revitalization of the Gift Shop. With new guidelines, the gift shop has expanded into two rooms. New and wonderful art and crafts are available. If you have not visited the "new" gift shop, we hope you will soon.

The committee's efforts also included another in our series of Autumn Concerts, this time with David Stewart Wiley and Friends. Building on that success, plans for our fourth Autumn Concert are underway. In 2011, we will give two such concerts—one featuring Scott Williamson, Artistic Director of Opera Roanoke (and a wonderful tenor) along with Amy Colfield, soprano, performing an "Evening of Puccini and Broadway." The second concert will feature the

return of David Stewart Wiley with Akemi Takayama on violin. Ms. Takayama is the Concert Mistress of the Roanoke Symphony Orchestra.

The idea of creating a "Second Saturday," that would be a community-wide open gallery evening, gained momentum after partnering discussions with other galleries in the neighborhood. In addition, various restaurants have agreed to participate in this venture and will offer coupons to be made available at participating galleries. Second Saturday is scheduled to formally launch in May, 2011.

As is the norm, we wrapped up most of our programming for the year with special events including a Breezeway Gallery exhibit of art by Lilia Momotova, a Russian artist whose work was brought to our community by Rima Forrest-Sulzen and David Sulzen, and the 16th Annual Winterfest Art and Crafts Festival.

Your input and advice is always welcome. If you would like to join us on this committee, please contact me.

**Linda Fallon, Committee Chair**  
*Community & Membership Services*

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Jayn Avery	Mara Robbins
Laura Byler	Gretchen St.
Gary Crouch	Lawrence
Ed Fallon	Martha Sullivan
Nell Frederickson	Sunni Swisher
Glenda George	Mark Warren
Lora Leigh Giessler	Teri Walters
Karin Grosshans	Pat Woodruff
Emily Kaylor	April Young
Carol Phelps	

## Jax Staff, 2010:

John McEnhill, <i>Executive Director</i>	Veneé Finley
Charidy Anders	Carol Fiore
Amy Avery-Grubel	Jeri Dewey Gredell
Moss Baldwin	Gloria Hilton
Jackie Blount	Sarah Beth Jones
Eric Bolling	Haley Quesenberry
Lee Chichester	Nikki Saunders
Marie Daniel	Charles Schulz
Chico Estrada	Shirley Thomas
	Marie Woolum



## Marketing

**A**s digital media and outlets like blogs, Facebook, Twitter, and Linked-In give everyone the power to share their views with the wider world, the happy challenge for spreading information is one of showing the public the “authentic face” of any organization. For The Jacksonville Center, this means sharing with the community our sense of fun, creative exploration, and awe of our talented friends and neighbors that the staff, board, and membership feel when inside the barn.

In 2010, we shared this sense of pride and excitement in many small ways. We started using our intimate nickname, “the Jax,” in public settings. We expanded our Facebook outreach. We started a YouTube channel. We began a blog that shares not only information about the center but also events and kudos from the wider art world in Southwest Virginia. We joined with the educational department in creating an education-specific newsletter. We made additional efforts to make our website even more of a resource.

One initiative was particularly popular: FloCoiMo or Floyd County Imagination Month. At the end of September, members of the community were invited to set their own creative goals and work to achieve them during November. Participants were encouraged to turn off their internal editors and simply create, during

the 30 days of the month of November. Among the goals set by the more than 85 people who noted their participation on the Jax Facebook page were: creating a new drum beat each day; creating a new miniature artwork each day; writing 20 essays; writing a different style of poem each day; taking a daily photo. These are just a small sample of the goals shared. Throughout November, participants connected via Facebook, sharing their successes and the inevitable appearances of their inner artistic demons. A dozen participants and easily a dozen more supporters attended a wrap-up party on December 1, video footage of which was shot and edited by Lee Chichester and is available for viewing on the center’s website, YouTube channel, and Facebook page.

FloCoiMo achieved its goal of offering the community a forum in which to encourage one another to stretch our artistic legs. But in the course of doing so, we saw enormous leaps in the number of fans of the Jax on Facebook and subscribers to the newsletter.

Even more importantly, FloCoiMo was a reminder to those of us within the organization and those who have seen us but perhaps not quite connected: When the Jax talks about community arts, it stresses *community*.

**Sarah Beth Jones, Marketing**



## Human Resources

**T**he year-end campaign's success was an enormous boost to our dedicated staff. Among our human resources are not only employees paid directly by the center, but also four participants in the Senior Community Service Employment Program (whose wages are paid through this Department of Labor's job training program), independent contractors, and key volunteers who commit to working certain regular days at Jax. While the staff list appears long, it represents some turnover and some individuals who transitioned from paid to volunteer status over the 2010 year. All of the personnel at the barn put in many unpaid hours, and those paid hours are always supported by unpaid workers, board members and other volunteers donating their expertise and time to the operations of the organization. Adults and youth alike provide ad-

ditional human resource support through court-ordered community service duties.

Without such creative leveraging of our resources; and were it not for the generous commitment of the staff, it would be difficult to maintain Jax's day-to-day operations. From covering front office reception, filing, and management, to planning and implementing our programming; from fiscal management and marketing, to serving our membership and community; the complexity of the Center's operations has greatly increased since the early days, requiring the talent, training, and dedication of many people. In addition, we are always trying new events and new programs, and our disparate, energetic, talented, and dedicated staff managed to accomplish a great deal of which to be proud during 2010.

**John McEnhill**, Executive Director

## Facilities

**2**010 was a year of planning and prioritizing, due to lack of capital funds. The Committee worked to develop resources for projects to take place during 2011. Among the priorities are the Western Room and Silo Renovation projects, the driveway and parking improvement project, barn repair and maintenance projects (particularly the front of the barn) and the hay bale structure.

The Committee also led the way for Jax participation as a NRV Go Green business with a commitment to green-friendly organizational practices.

**Ron Sutterer**, Facilities Committee Chair

# Finance



## 2010 Revenue - \$201,278

- Development \$125,702
- Programming \$36,520
- Facilities Use \$31,366
- Membership Dues \$7,690



## 2010 Expenses - \$197,851

- General Operations \$84,599
- Payroll \$68,915
- Programming \$25,220
- Development \$19,117

**A**s we continued to be challenged by the sluggish 2010 economy, we enjoyed some small good news, as income was up and expenses down, in comparison to 2009. It was encouraging to have a significant increase in membership dues. Development stayed level, with more donor contributions in 2010 offsetting lower grant awards overall.

Payroll needs were down and general operations and programming were up. The 2010 highlight was that our gross surplus for educational programming was increased proportionately, to the highest cost efficiency in our history.

Like most American households, the Finance Committee looked for ways to control cost increases and save on

spending. We had the tough role of holding the line on spending during a very uncertain fiscal year. The Committee continues to look for ways to reduce spending and advises other committees on expense reductions and income maximization.

**Horace Chasteen, Treasurer**



220 Parkway Lane South, Suite 1  
 Floyd, VA 24091  
[info@jacksonvillecenter.org](mailto:info@jacksonvillecenter.org)  
<http://jacksonvillecenter.org>

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Standard Mail  
 Permit #62  
 Floyd, VA 24091

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