

2012 Annual Report for the Jacksonville Center for the Arts



State of The Center

I am so proud to be involved with this essential community resource. To celebrate each and every one of you who have participated in all the many ways our community chooses to support us, I thought I'd mention here some of the 2012 milestones we are especially thrilled about achieving, and to make note that none of these things would have been possible without you.

- After five years of effort, we landed a large grant award (from several sources) that will allow critically-needed capital improvements to the campus including parking lot improvements and space expansions.
- We had our first Curated Exhibit: the successful "Portraits of Floyd," and will mount another in 2013, enabling us to enjoy additional artistic points of view. Our juried exhibition, with guest Jurist, Jim Moon, and cash prizes, developed into a "salon-style"

showcase in which the majority of the applicant works were shown.

- We opened The Galleria at the Station in downtown, a shop providing greater exposure and potential income to our artists.
- Celebrating the German contributions to our local culture, we offered the historic "Berlin Wall" exhibition, and also our first Oktoberfest.
- We began incubating two new nonprofit organizations: Floyd Junior Appalachian Musicians and the Virginia's Blue Ridge Music Festival. Both are expected to lift off on their own 501-c-3 "wings" in the near future.
- A continuation and expansion of our Classical and Jazz Music Series is a harbinger of more to come, as performers appreciate the intimacy of our presentation space.

What about you? What comes to your mind when you think of The Jacksonville Center?

- A Hayloft Gallery Exhibition
- A classical or jazz musical concert
- Winterfest
- Watching a studio artist grow and mature
- A class you or your child/grandchild took
- Authentic, varied gifts at reasonable prices
- A place to bring visitors

The Jax is all of this and so much more.

Still, concerns about long-term survival and sustainability are never far from the minds of anyone involved in a non-profit cultural organization.

Non-Profit Reality Check

Despite these successes and all the outreach, community service, and goals we strive to attain every year, we struggle to meet our targets in individual contributions. Any decline in individual support over time damages our ability to convince grantors we're truly community-supported. Certainly, all the evidence in total volunteer hours (15,000+ annually) is here; as is the "word on the street" about how wonderful it is to have a place like The Jax in a region as rural as ours.

But it is difficult for "geographically challenged" organizations to compete with urban and suburban areas in sheer audience numbers. This is why we are especially grateful for each and every one of you. We also hope you will tell all your friends, and continue to be so very generous.

Thank you.

-Linda Fallon

President, Board of Directors

Become involved: volunteer, donate, attend openings, and bring your friends.

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16 Hands
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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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