

2009 Annual Report



Venable Evensong: Quilted wall-hanging by B. Guinter

Floyd's Jacksonville Center for the Arts

The 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 rural creativity in our 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.



220 Parkway Lane South, Suite 1
Floyd, VA 24091

The State of the Center

As we reflect on 2009, we will remember it as the most challenging year your Community Arts Center has ever endured. Although our memberships and sources of donations increased, revenues from many of our stalwart traditional donors and grant sources were all down from past levels. Amazingly, our community offerings remained steady, all due to the dedication of an enormous, well-organized corps of volunteers, and an absolutely bare-bones staff, who also donate their time and treasure to keep our quality of services and involvement in the community at an all time high.

Even though our diverse family of donors was very generous, we ended the year staring down a deficit, regardless of our efforts to reduce our variable costs, salaries, and wages to the absolute minimum. The economy may be showing signs of flowing more strongly, yet our nonprofit sector continues to be sluggish, as is often the case in times of recovery. We are acutely aware that purchasing unique artworks for personal pleasure or gifts, taking an extra class no matter how exciting, renting new business space, or even spending a little leisure time away from work have taken a backseat in so many lives. Tough times call for tough measures, even as we reaffirm the place of the arts in the quality of our lives—not as an extra, but as an essential element of our humanity. Creativity is our business. Creative solutions offered freely from all participants will guide us; we hope you are poised to be a part of those solutions as we move ahead.

Especially during challenging times, despite cash-flow gaps, we are quite proud to report a number of successes and many reasons to be thankful; two of the most important are the beautiful Floyd environs that inspire so much of our artistic expression, and equally wonderful, all of you who believe in our vision: our supporters, members, sustainers, donors, and volunteers. You use our services, making them worth offering; you show up at our events, expressing your interest in their existence; you give whenever we yell “help!” and you offer feedback whenever we ask for advice. You come to visit with out-of-town friends and family; you buy gifts for others from our shop and exhibits. You rent our community room; you volunteer for our committees and events and landscaping and facilities up-keep and untold activities of every description. We not only appreciate your involvement and words of wisdom; we appreciate your unfailing commitment to our mission. It is because of each of you that we are truly a reflection of our vibrant, intelligent, independent, and creative community.

We are also proud of our dedicated, talented staff, and we’re extremely thankful that to date, we’ve not been forced to furlough or lay off anyone. In this climate where businesses right and left are down-sizing for survival, we think you’ll agree that this is a point of honor. Your Jacksonville Center indeed has quite a lot for which to be grateful, and that gratitude in large part must be returned to you, our family, neighbors, friends—our confident community.

We hope you will take a moment to review the reports from the various committees that keep our organization flowing. And we also hope you will take note of our listing of volunteers and supporters; the next time you see them on the sidewalk or at a gallery event, please thank them personally for everything they do in support of our community. And when you look in the mirror at one of those key folks who deserves our thanks,



Rebirth: Digital photo and embedded objects on hand-made paper by G. Waitzkin

ask yourself a quick question: is there one more unique way you can be a part of the solution as we move towards our own recovery, all the while celebrating our 15th amazing year as Floyd’s Community Center for the Arts? Maybe you yourself, or someone you know, will be inspired to serve on one of these hard-working committees – the foundation upon which all our activities, programs, events, and services are built. Read the summary reports from each committee and we hope you will find a new way to share your time, talent or treasure to keep the Center vital. We look forward to seeing you soon!

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

EDUCATION

2009 welcomed our new Educational Programming Coordinator, a young person reared in Floyd, who left to expand her higher education and life experiences, and returned to the beautiful Blue Ridge plateau to re-connect with her community and family, and to find employment. We are thrilled to have been able to offer Amy Avery-Grubel a paid position as well as exciting work experience in service of our educational offerings.

The extent and depth of The Jacksonville Center's educational experiences represent our commitment to the belief that everyone can participate in art. Our educational programs seek to reach two demographics: young people and adults. Our youth programs are staged both on our campus and within our public and private schools—the new “Floyd Art Reach” (FAR) program encapsulates our youth-oriented outreach, as well as our role in assisting our professional school teachers to enhance the students' curiosity and love for learning. In the FAR program our goals are to:

- enhance critical thinking and learning skills for academic environments
- celebrate the creative potential of our young people
- encourage the pursuit of creative outlets and individual talent
- enhance the teaching skills of professional artists
- enhance the creative skills of professional teachers

Young people in our community deserve significant opportunities to explore their creativity widely and deeply. The FAR project offers a comprehensive program that invites all levels of arts engagement for youth and young adults within four categories of experience:

- In-school programming
- After-school programming
- High-school Art Experiences
- Teacher Creativity Enrichment

The educational experiences that we offer for adults also celebrate the creative potential in all people; therefore, our class schedule offers all levels of experiences for the novice to the professional, and all skill levels between. Moreover, we approach education as an opportunity not only to learn a skill, but to have a transformative experience: igniting innovations and excitement that students will carry into diverse aspects of their lives, in addition to “Art.” Our educational programming goes far beyond art and craft—or even small-business—skills training. It knits together community, explores creative potential, encourages increasing creative practice, enhances innovative problem-solving, and even transfers to work-a-day skill sets and life skills.

Bill Gardner
Education Committee Chair

Register Now!
*Enroll in a 2010 class at the
Jacksonville Center for the Arts*
jacksonvillecenter.org



HAYLOFT GALLERY



The Hayloft Gallery Committee evolved in 2009 with a few appreciated members retiring, and new members joining, bringing in a fresh diversity of interests. We are now working as a strong new unit to become a more efficient committee, focusing on members' strengths and desires to be involved in what they most enjoy doing. One important transition we're still making in the management of our award-winning Hayloft Gallery space is the increasing role of the staff in keeping this all-volunteer effort organized, on time, and effective. We hope you've noticed the enhanced timeliness of application notifications as well as the fresh Hayloft content, applications, notices, and special recognitions to be found on The Jacksonville Center's website. We will no longer be mailing out individual show applications, but hope that you received the full 2010 schedule of shows and important dates in the mail at the beginning of the year. The full year's schedule is also available on the website. We hope artists are able to keep upcoming show dates in sight and apply by downloading or completing the applications on line.



The Hayloft Gallery exhibits during 2009 were once again a great success. We continued to use the ever-popular themes as a challenge and inspiration to artists. Each individual's interpretation of the themes added new dimensions to the overall impact of each show. The Hayloft Gallery also hosted two exceptional figure drawing exhibits in 2009. The year started off strong with a salon-style show featuring work from the Floyd Figure Drawing Group. Many familiar faces were showcased and talk of subject recognition could be heard throughout the gallery on opening night. Carrying through with our commitment to showcasing student work each year, we also closed in 2009 with a gallery full of figures, a show dedicated to the life and work of Karen Carrino. The walls were lined with beautifully rendered portraits of children, and popular faces of the sixties, all work created before Karen passed away at the young age of 19.



We were excited to be involved with the 2010 "Minds Wide Open: Virginia Celebrates Women in the Arts" state-wide arts-awareness campaign, with our first juried show in five years: "All This I Am." And later, plans are underway to honor our region by participating in the Celebration of the 75th anniversary of the Blue Ridge Parkway with a show entitled, "Floyd's View." The Hayloft Gallery will play a larger role in both the exciting Live Auction benefit event, as well as the upcoming Annual Membership Dinner's Silent Auction. We are hoping that these, among other shows planned for 2010 & 2011, will appeal to the many artists and viewers in and around our region.

Lore Deighan
Hayloft Committee Chair

The Jacksonville Center Team

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FACILITIES

The facilities committee continues to initiate and foster partnerships with generous local businesses to develop creative solutions that leverage limited funding into upkeep, maintenance, and expansion of our six buildings, equipment and 5.5 acres of campus. The physical infrastructure and overhead costs account for the largest portion of the organization's expenses each year. We look at every opportunity for us to become more and more eco-friendly in our facilities, energy usages, waste generation and disposal choices, and materials purchases. We are fortunate to have resources on our campus to help with national and local interest in "green living", through the Sustainable Living Education Center, located in the AECF office. We sponsored a special exhibit entitled "Art as the Centerpiece of the New Economy", and have developed working relationships with Virginia Tech's Landscape Architecture program for special landscaping around the now-completed straw bale building.

During the past year the committee reviewed plans for changes to our entrance, expanded efforts in long-range planning, including goals for renovation of the Western Room and silo behind the barn and improvements to the Pottery Studio ("Creamery"), provided information for several grant submittals for facility funding, collaborated with Town and County staff on ideas for extension of a sidewalk from the downtown, and assisted staff in prioritizing limited funds for the extensive physical needs of the Center. We are very thankful for a complete site survey that was provided at no cost by John Lewis.

We are indeed blessed to have a comprehensive facility and campus which allows us to provide space for groups such as the Tri-Area Community Health Center, which was housed in the "dormitory" for two years while their new facility was being built. The dormitory has now transitioned to its current use as temporary space for programs of New River Community Action. Within the barn, we saw many improvements to the space, including new paint and information centers on the first floor. We generously shared our Community Room with many local organizations whose strategic goals parallel our own, or that offer services our community lacks. The Chamber of Commerce held one of their Marketing Social events there; and we are proud to welcome a social/hobby organization to our space: Blue Ridge Camera Club. They began meeting bi-monthly in 2009, as the Quilters Guild has gathered here for the past several years. We have also maintained our long tradition of partnering with our town and county governments to present events and seminars to our local workforce, as well as with organizations such as Blue Ridge Heritage, Inc., Virginia Tourism Corporation, and others to provide meeting space for their organizational and/or educational activities. The Community room is always available for reasonable fees to individuals, businesses, and families to use for reunions, gatherings, meetings, trainings, recitals, parties, and other group uses.

Your input, advice, and elbow grease devoted to better facilities management and use, are always welcomed.

Bob Rogers
Facilities Committee Chair



*Mark your calendars today!
Maestro David Wiley is coming to Floyd:
Music for an Autumn Evening
Classical Music Event September 18, 2010*

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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Without our **VOLUNTEERS** we could not possibly function. Thanks to you all!

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DEVELOPMENT

We have met our goal of diversifying our overall fundraising effort so we have been able to lean less heavily on our faithful local donor base. While we know we can, indeed, turn to you, we don't want to overstress any one source of funding during a time when we're all stressed just trying to stay even. So we have engineered repeat performances of our three major fundraising activities (Live Art Auction with Ken Farmer, Silent Auction, and the sold-out Music for an Autumn Evening II), making them even more successful than before.

In support of those events, we were able to tap the talent and generosity of long-time supporter and board member, Don George, to build a stage for the Community Room. This structural addition will further widen our ability to host performance events, workshops, and recitals at the Center. In addition to managing our own benefit events, we've enhanced other events (FloydFest and Sinkland Farms' Chili Cook-off, among others) by providing volunteers and expertise to their big event efforts in exchange for donations to our organization.

Another note on the fundraising front: Especially in a time when grant awards have dwindled, and some sources have been frozen altogether, we've done remarkably well by throwing a wider net to see which new funding sources might be drawn in to support our services. While this effort is more labor-intensive (and although we could still do better through more manpower devoted to source research), the wider net has, indeed, caught more, if smaller fish. Our impressive grant-application summary, as of December 2009:

- 18 Grant applications prepared & submitted during 2009
- 9 Awarded
 - ...6 received full amounts requested
 - ...3 received a portion of the amounts requested
- 7 Denied
- 2 Pending

Additional news about grant applications: We've not only partnered with sister organizations to jointly apply for grant opportunities—we've also won highly competitive grants at the state level, including the coveted, one-time-only Economic Stimulus for the Arts grant jointly sponsored by the Virginia Commission for the Arts and the National Endowment for the Arts. Additionally, the 2009 Region 3 arts-savvy peers who serve as panelists to review the regular VCA General Operating Support grant applications, cited the Jacksonville Center as "One of the most amazing art centers in Virginia and an economic engine for Floyd." We continue to be honored by the VCA categorizing us as a "Priority One Grantee," as it has for many years, due to our management, goals, successes, and fiscal responsibility.

The members of the Development Committee would like to remind you that the new and improved Jacksonville Center website can be of immeasurable assistance to you, should you choose to answer our call to become an outspoken Jacksonville Center Ambassador. This is a way for each of our neighbors, friends, and members to be of immeasurable help to us without too much effort and no financial commitment or investment. All you have to do is think about the specific reasons you are a supporter of the Jacksonville Center, and then tell that story to anyone in your circles of friends, acquaintances, peers, fellow hobbyists, co-workers, and so forth. As you move through your world being a Jacksonville Center Ambassador, if there are any questions you are asked, for which you are unsure of the answers, just reference our website during or after your conversation; or refer that person to a board or committee member. On the website, we have background information available if someone asks about the organization's history; we have mission/vision and goals statements for your reference; a calendar of events is maintained by our diligent front office staff; and how to subscribe to our e-newsletter and find out about current events or artist opportunities—all online and easy to access.

Don George
Development Committee Chair



*Join us for our
September 25th
Membership
Dinner & Silent
Auction
Celebrating 15
Years of
Community
Service*

MARKETING



The Hayloft Gallery presents the
"7th Annual New Works" Exhibit
 July 24 through September 20, 2009



Detail from "Mill Creek" by Rebecca Rader

Please join us for the
"Meet the Artists" opening reception
 Saturday, August 15, 6 to 8 pm
 Suggested Donation \$5

The next exhibit,
"Tangled Up in Hues"
 opens October 2, 2009

The world is in a state of flux when it comes to communication. While many people still receive much of their information through print formats, an increasing number seek digital communication for convenience, cost efficiency, and to minimize their ecological footprints. The major focus of the Marketing Committee during 2009 was bridging this communication divide and tapping into the digital momentum.

Perhaps the most apparent result of this focus is our website revamp. By updating the site and formalizing our processes for keeping web information fresh and accessible, we're able to relegate print materials to an on-demand option for those with limited internet access. Not only can members, donors, volunteers, and the general public find many resources on the site; you will also discover a robust payment functionality so you can register for classes, make donations, apply to show artistic works, and more—all from your home computer.

We have also formalized our newsletter, making it a weekly informational email sent to more than 800 subscribers. To make it a true community resource, we allow space in each issue for announcements of other organizations' and entities' arts events and artisan opportunities. Moreover, we joined the rapidly-expanding world of social networking by starting a Jacksonville Center Facebook page in 2009, where fans can communicate with us and one another, receive special invitations to events, and keep abreast of Center services. Realizing the amazing potential of this social media site, we next started a "Save the Arts" FaceBook (FB) page when the Virginia Commission for the Arts was at risk of elimination. Within days, that site had accumulated over 1,400 fans who signed up to learn how they could make their voices be heard, and to track the General Assembly debate and committee actions. We feel confident that those FB Fan efforts were a part of why the VCA was ultimately saved.

The final peg of our digital transition has been to move our committee to a Yahoo Group, where members can share information and brainstorm ideas without the fuel expenditure required by in-person meetings.

None of which is to say that we have stopped valuing our friends in the world of print media. The Marketing Committee continues to develop relationships with local and regional media, encouraging coverage not only of our programming, but also of County-wide opportunities in music, entertainment, dining, and shopping.

Other accomplishments during 2009 include:

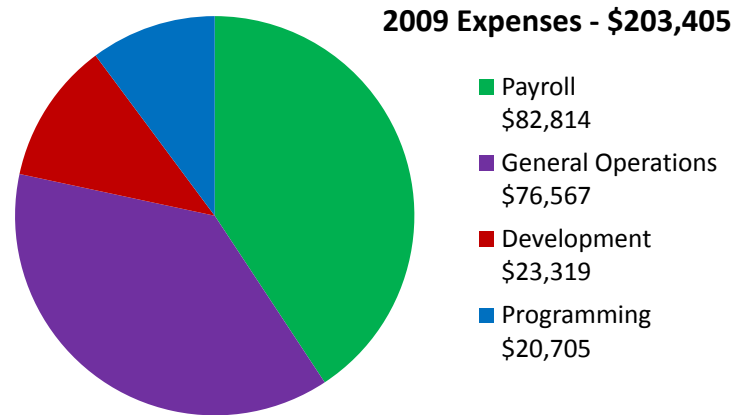
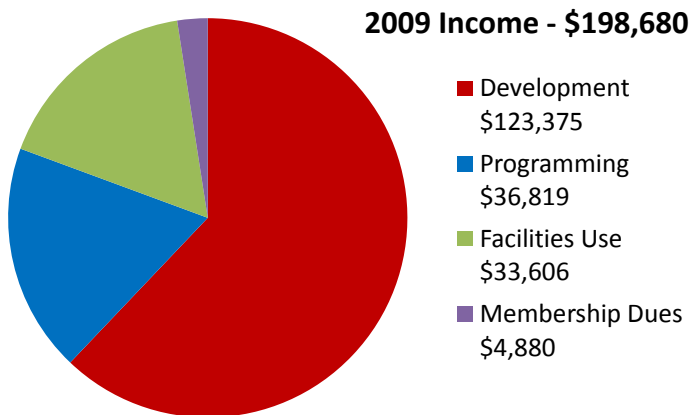
- Taking the lead in forming a collaboration among `Round the Mountain, a wide range of Floyd's small business owners, and local cooperative marketing entities to bring the impressive Floyd County Artisan Trail brochure to the community without requiring any tax dollar financing.
- Developing strategic partnerships with local and regional businesses, media, and organizations to offset costs, leverage assets, and further develop a sense of artistic community throughout Southwest Virginia.
- Keeping Southwest Virginia prominently noticed by Richmond through:
 - ...sending worthy local nominees and advocates for the regional arts scene to our General Assembly representatives, our sister organizations, grant-ing agencies, and the Governor
 - ...making presentations to our peers around the state during 2 annual Art-Works for Virginia Conferences in Richmond
 - ...for the past 5 years, sending representatives to these annual gatherings, sponsored jointly by the Virginians for the Arts and the Virginia Com-mission for the Arts, and participating in the Legislative Arts Advocacy days associated with the conferences
 - ...participating with Virginians for the Arts in their effort to profile how the arts positively affect the Commonwealth's economy (Check out our "Arts Build Communities" profile at the Virginians for the Arts website: www.vaforarts.org)

FINANCE

The Center experienced many of the same challenges in 2009 as in 2008. On the positive side, development income was up about 11% from 2008, but program and facilities income continued the decline that started in 2008. Total expenses were reduced about 4.5% (\$12,514) from 2008, as a result of austerity measures taken through the year and improvements in operating efficiency.

The net result is that the Center concluded 2009 with a deficit of \$4,719*. This is substantially lower than the 2008 deficit of \$17,419*, but it had a greater effect because there were no reserve funds to cover it, unlike during the prior year. In addition, there were about \$5,000 in liabilities that carried over from 2009 into 2010. As a result, the Center entered the Winter of 2010, the leanest time of the year, about \$10,000 in the red. While this gap has been covered with a short-term loan, clearly, the organization's governors and managers will need to establish new revenue sources or will have to make significant programming changes to improve the financial conditions and sustainability of the Center.

** depreciation expense not included*



Finance Overview *FastFacts*

- Income from programming, facilities use and membership dues decreased by over \$12,000 compared to 2008 but total development income (donations, grants and fundraising events) increased by over \$11,000 to almost offset the decreases in other sources of income.
- Revenue from grants did decrease significantly compared to 2008 but was offset by increased diversity in sources of other development income.
- Total Expenses for 2009 were reduced by over \$12,000 when compared to 2008, due to ongoing austerity measures implemented beginning in 2007. Most of the decreased expenses were due to the related decrease in programming income.
- Despite significant increases in general operation costs (i.e., energy rates), an overall reduction in operations expenses was still achieved largely due to in-kind donations of supplies, and a staff commitment to closely monitoring use of utilities and other goods and services. Whenever possible, facilities repairs and maintenance were either postponed or accomplished through strong volunteer support.



COMMUNITY & MEMBERSHIP SERVICES



The Community and Membership Services Committee developed a regular First Friday calendar of events that included an increased focus on promoting not only the Center's programming and services but also those of other art organizations. The committee's efforts included our second Autumn Concert featuring the Kandinsky Trio, who played for a sellout audience. A local, talented, teenaged soprano, Carolyn Kirby, was able to accompany the musicians for part of the performance.

The Committee has placed a special emphasis on communication which has resulted in regular weekly newsletters, which highlight not only the Center's activities and achievements but also events of other local art organizations as well as opportunities for artists and artisans across the region. In recognition of the economic downturn of the past few years, the Center has provided flexible barter-based arrangements for local artists and artisans, to allow them to have studios at the Center. As is the norm, we wrapped up most of our programming for the year with the 15th Annual Winterfest Arts and Crafts Festival and a special Breezeway Gallery exhibit of Floyd County High School Students' works selected by their instructors.



Linda Fallon

Community & Membership Services Committee Chair



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