

ANNUAL REPORT
2017

20
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ANNUAL REPORT

Mooreville Arts



Table of Contents

Mission & 2017 Recap --- Page 3

Finances --- Page 4

Membership --- Page 5

Volunteers --- Page 6

Gallery --- Page 7

Education --- Page 8

Visitors --- Page 9

Special Projects --- Page 10

Vision --- Page 11

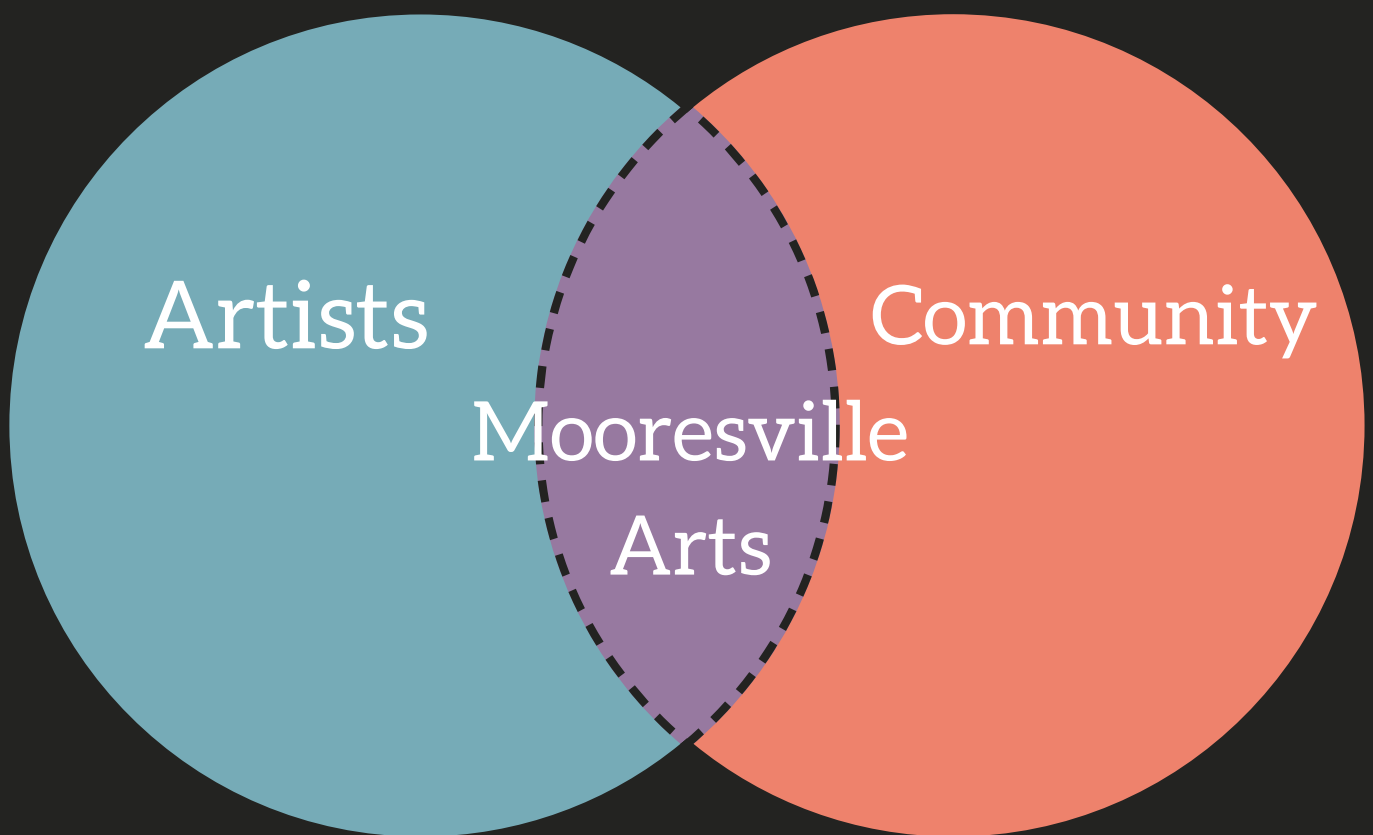


The mission

of Mooresville Arts

is to be an advocate for the artist

and to serve as an artistic and cultural resource for the
Mooresville and Lake Norman community.



Mooresville Arts had a remarkable year in 2017.

We experienced growth in the following areas:

membership & artist participation;

increased support from the community;

and, a stronger arts education program.

Finances



Net Profit increased 98.05%
from calendar year 2016 to 2017.

This financial growth was due to fundraising efforts,
a rise in gallery sales and
increased support from sponsors and donors.

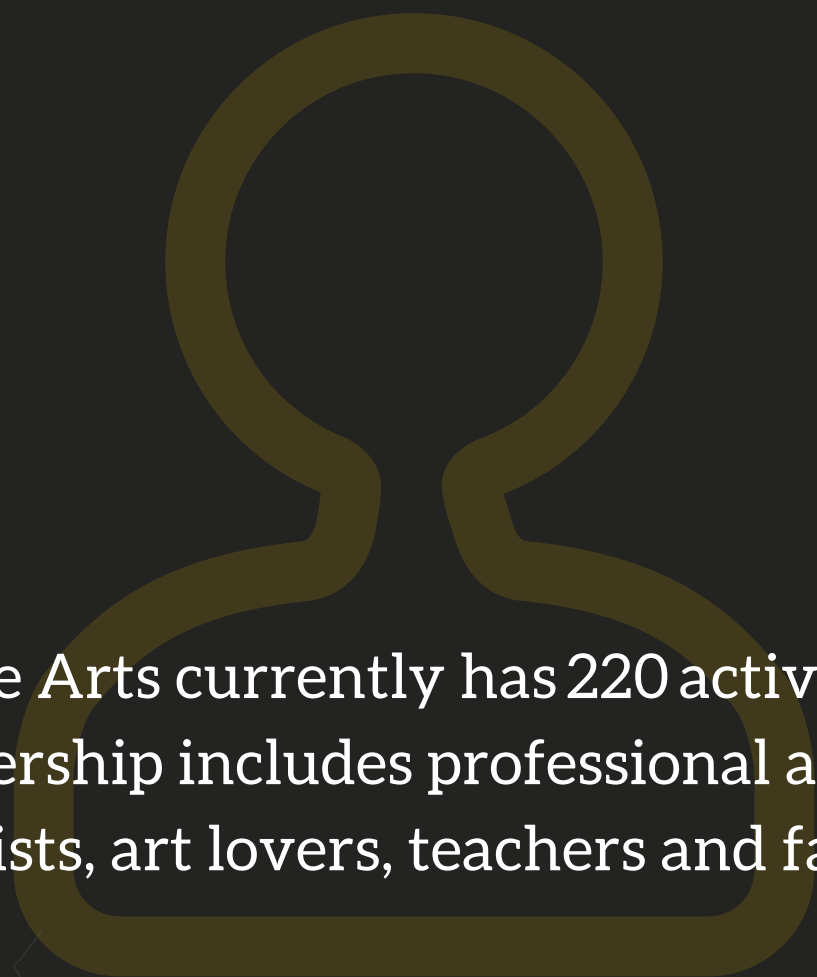


Leasehold Improvements

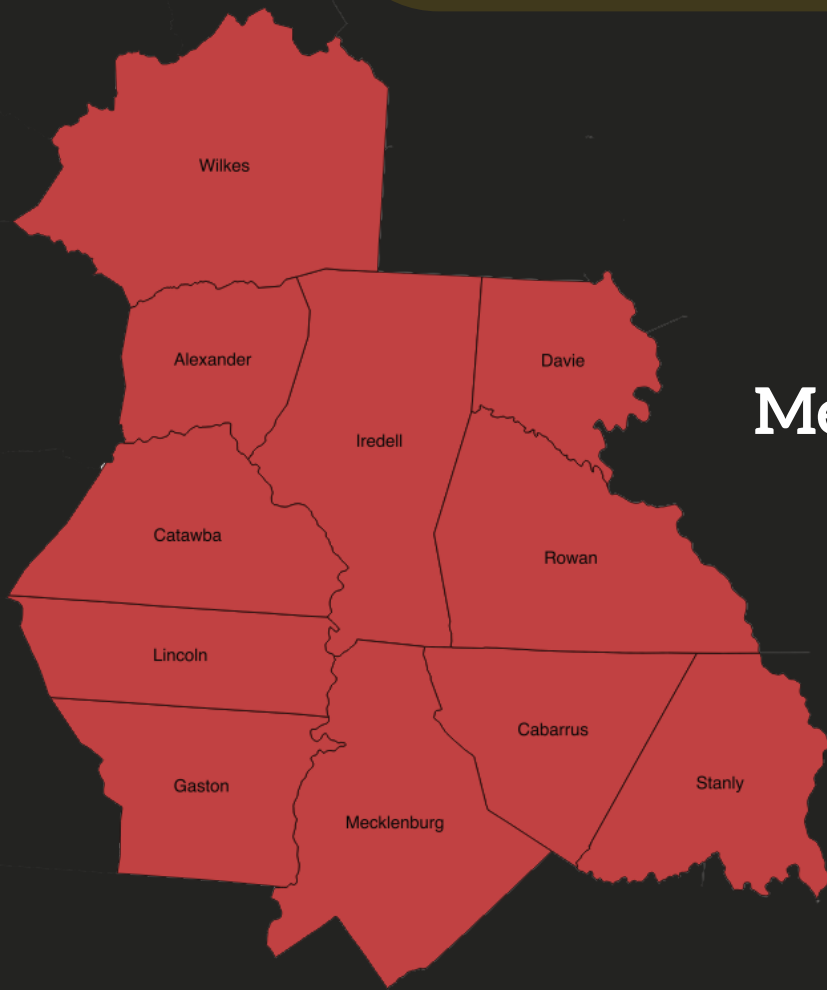
2016: \$19,000

2017: \$6,000

Membership



Mooresville Arts currently has 220 active members. Membership includes professional artists to hobbyists, art lovers, teachers and families.



Membership by County

Iredell: 64%

Mecklenburg: 20%

Other: 16%

(97% of Membership resides in the counties displayed)

Volunteers

70+ Volunteers

12,000+
Volunteer
Hours



Mooresville Arts is a volunteer-driven organization. Without the dedication of our volunteer base, our group would not be possible!

500+
Artists Served

TRIPLE

in Gallery Sales from 2016 to 2017



The NC Open Plein Air Event brought in artists from the entire state of North Carolina.



The 150th Anniversary Exhibition of the American Watercolor Society included artwork from nationally and internationally-known artists.

Education

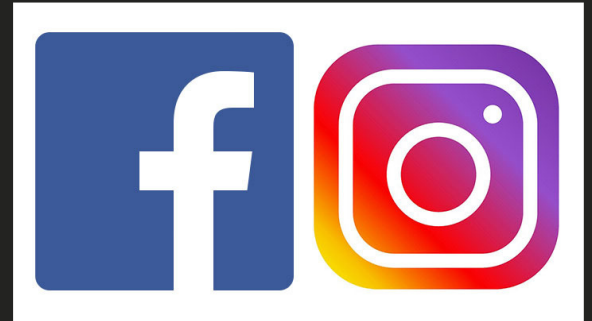
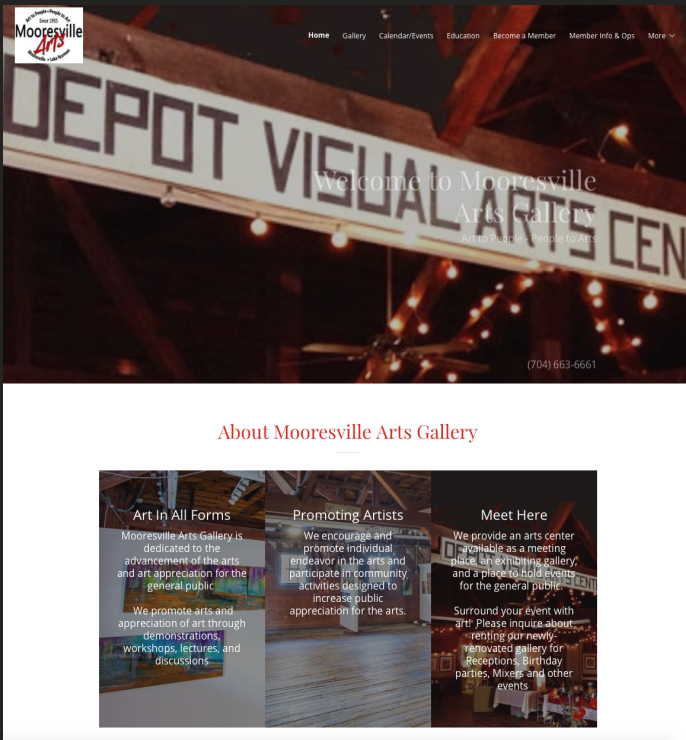
60%

Increase in Educational Opportunities
for Adults and Children from 2016 to 2017



2017 Summer Camp:
63 Students

Visitors



Social Media

Nearly 2,000 Followers
(a 123% increase
in the last year)

Website

5,000+ Visitors Monthly

7,000+ Patrons

who visited the
Depot in 2017

75% of logged visitors were from North Carolina
25% were visitors from 21 other states

Special Projects

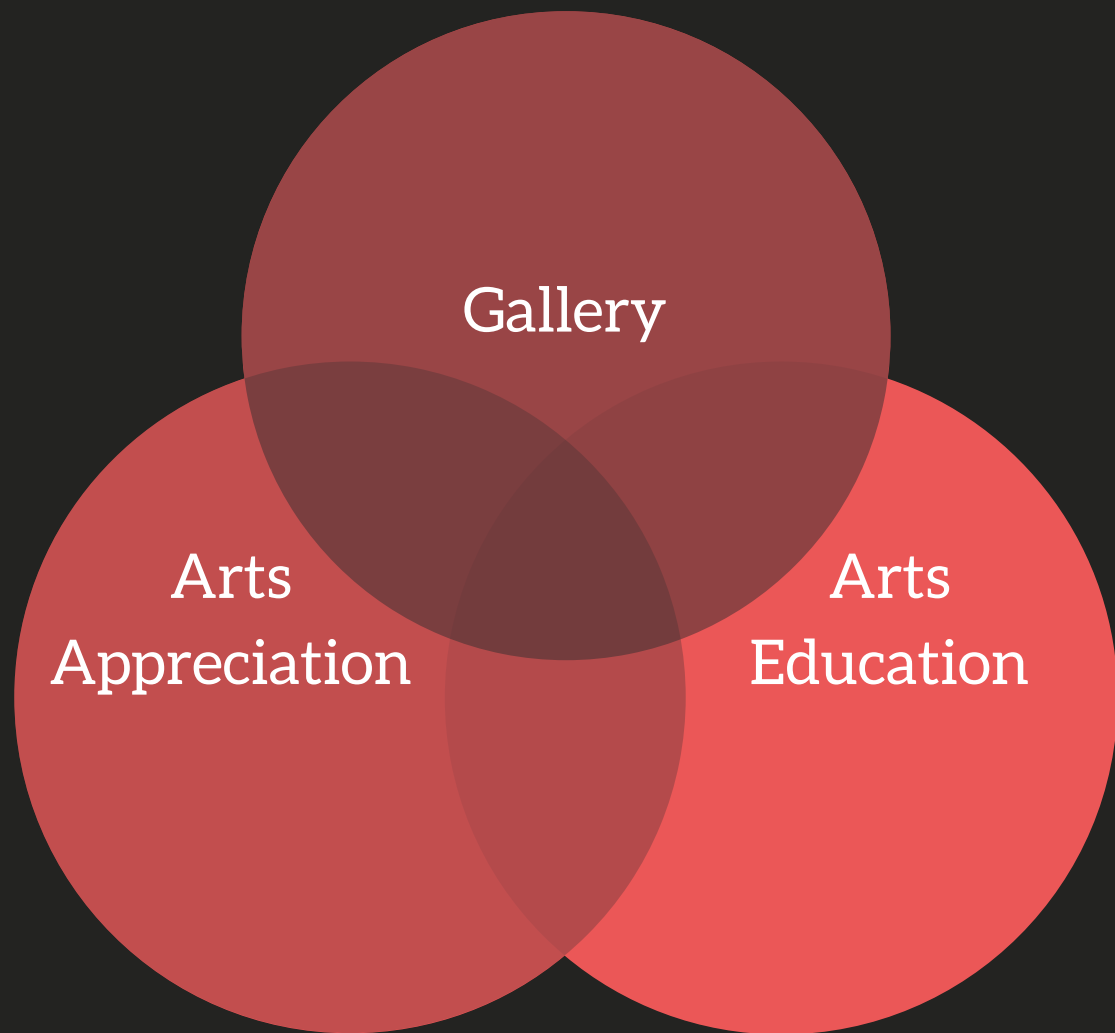


Mooreville Arts partnered with The Mill in 2017 to bring over 1,500 visitors to Town.



Over 300 volunteer hours were contributed to our recent Gallery renovation. Our Gallery walls are now restored and closely resemble its historic condition.

Vision



Mooreville Arts is a growing and thriving organization in the arts community and in the Mooreville community. Our group is committed to sustaining this momentum for many years to come.

Our vision is to educate the public in the appreciation of all art forms;
to display exceptional exhibits for everyone to view;
to offer individuals the opportunities to learn and be creative;
and, to be an ever-present hub for artists,
of all ages, from beginners to experts.

We are excited about the endless future possibilities for
Mooreville Arts!