# MOORESVILLE ARTS

# ANNUAL REPORT

## 2018

MOORESVILLE arts

SINCE 1955

**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
SINCE 1955

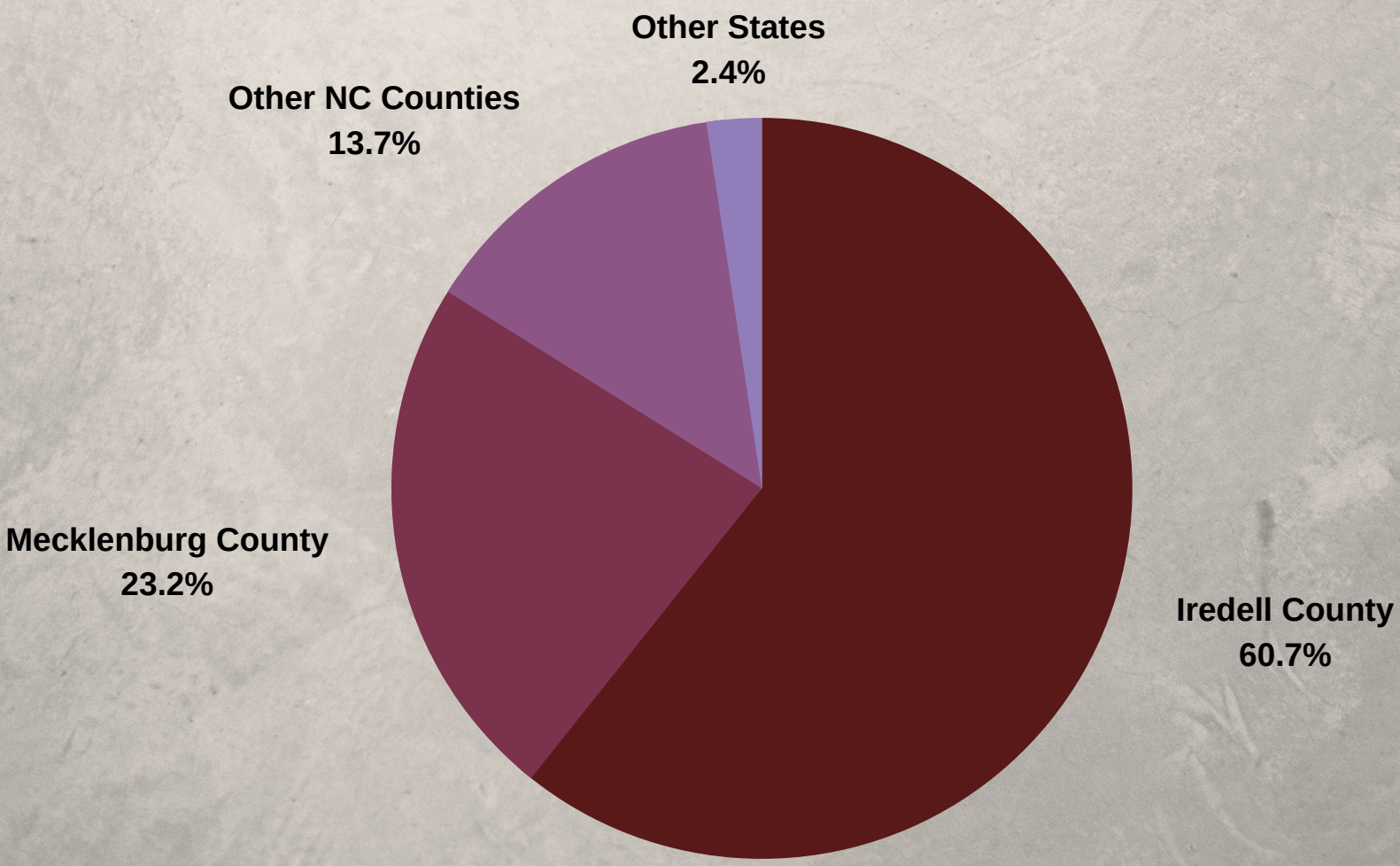
# 2018 was an outstanding year for Mooresville Arts.

## Highlights in this Report include:

Membership
Exhibits
Education
Special Events
Visitors
Volunteers
Fundraising
Vision

# Membership

## 211 Members



# Gallery

## Over 500 Artists Served in 2018

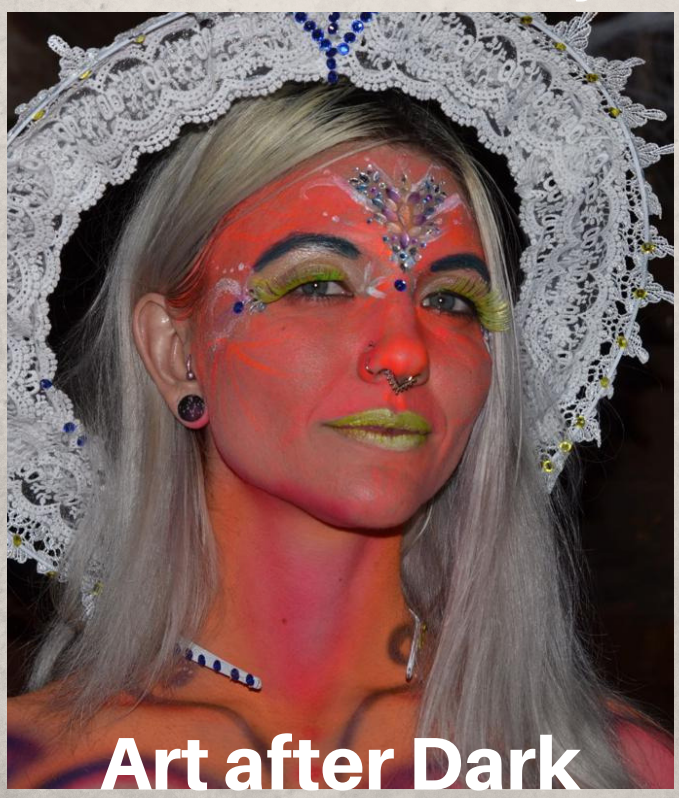
# Education

## 30% Increase in Classes & Workshops from 2017 to 2018

## 33% Increase in Summer Camp Participation - 85 Students in 7 Weeks in 2018!

# Special Events

Uncorked & Artsy



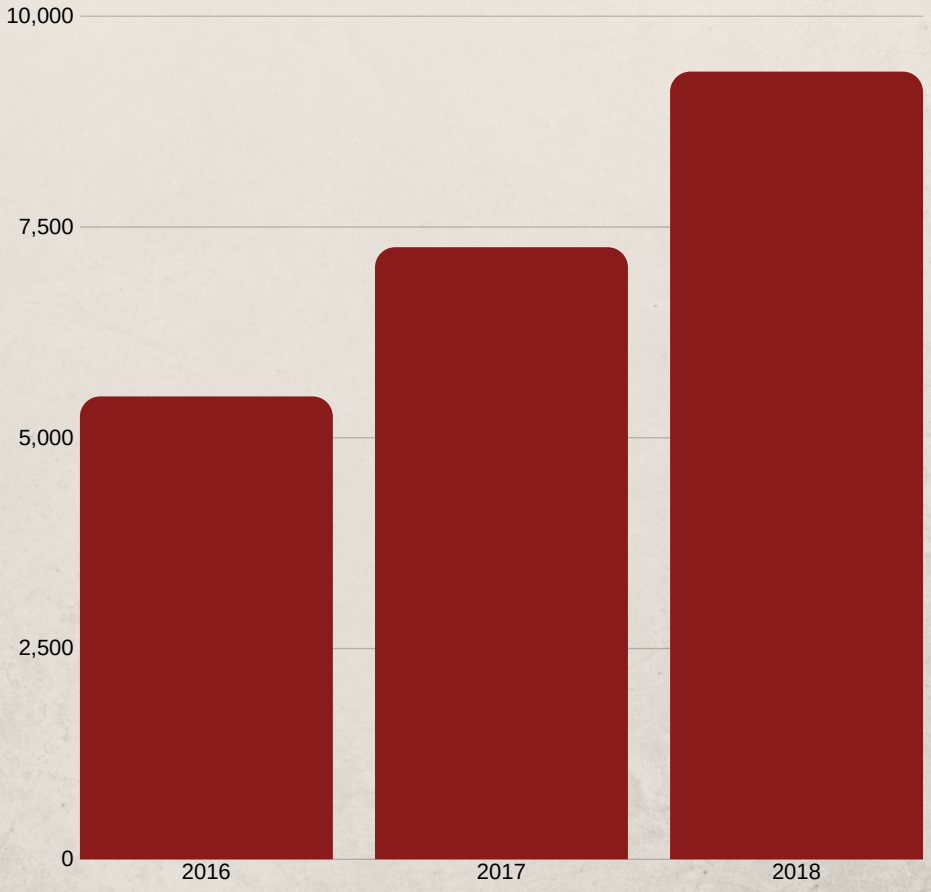
Art after Dark

Arts at The Mill

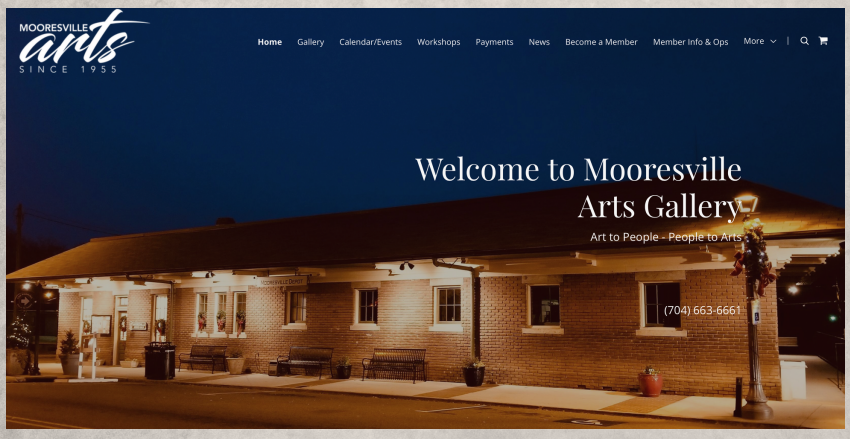
**In 2018, Mooresville Arts again partnered with the Mooresville Downtown Commission and The Mill in hosting these special art events; in addition, we also hosted our first Art after Dark Costume Party.**

**These special events collectively brought in over 2,000 visitors to Downtown Mooresville!**

# Visitors




## Over 9,000 Visitors to the Gallery in 2018!




## 7,200+ Visitors to the Mooresville Arts Website in 2018

## 2,500+ Followers Collectively on Social Media

# Volunteers

**ART SHOWS**
**COMMUNITY OUTREACH**
**SPECIAL EVENTS**
**ART APPRECIATION**

**CLASSES**
**MARKETING**
**BUILDING MAINTENANCE**
**FUNDRAISING**

## 7,700 Volunteer Hours in 2018!

*(Full Time Equivalent of 3+ Full-Time Employees)*

**Since the inception of our organization in 1955, Mooresville Arts has remained a volunteer-driven organization. Our volunteers coordinate all of our efforts, and without their loyalty and dedication to the arts and to the community, Mooresville Arts would not be possible!**

# Fundraising

**Mooresville Arts**
**led an eight-month-long fundraising campaign in 2018. An initial donation of $25,000 was matched by the end of the year. With the Town of Mooresville, and with the generosity from all of our donors, we are on our way to renovating the Depot's warehouse space!**

## 70+ Donors

## contributed to this very worthy project!

# Vision

**Exhibits, Classes, and Special Events - By focusing on these three components, Mooresville Arts fulfills its mission to serve the artist and the local community.**

# Thank You

# Thank You

VOLUNTEERS
MEMBERS
DONORS
ARTISTS
COMMUNITY MEMBERS
COMMUNITY PARTNERS & LIASIONS

MOORESVILLE arts
SINCE 1955

REDELL ARTS COUNCIL

North Carolina Arts Council