



McGuffey
Art Center



2022-2023 REPORT

ART + COMMUNITY SINCE 1975

Executive Council Report

This year, with a sigh of relief and grateful hearts, McGuffey received a five year lease from the City of Charlottesville on the building we've occupied, cared for and festooned with art for nearly fifty years. This was cause for much rejoicing and a renewal of energy and commitment around our personal artistic goals and our joint endeavors to provide the Charlottesville community with opportunities to engage in meaningful and experiential ways of art and art-making.

Then, as we've done so many times over the years, we turned our collective attention to the challenges we face. One of the benefits of being an association is we have many minds focused on any issue that arises. First on our list of challenges has been addressing our need for additional revenue to cover the increase in rent and operational costs the new lease required. We began by increasing our rents by a modest ten percent which thankfully did not cause any attrition among our renting artists. We then trimmed some programming and committee budgets which we hope to be able to restore once we have developed alternative revenue streams.

Toward our goal of identifying and implementing new sources of revenue, we have restructured our committees to open up the manpower necessary to create a new fundraising committee. This committee is working toward finding donors and grants. The immediate reward for this effort has been that our associate members generously donated above their required dues. The renting members are grateful for their contributions.

We have reached out for advice from arts administration and art marketing professors at UVA who have given valuable advice that will take some time to implement but is achievable. They have also offered us opportunities to serve in the larger community by speaking with classes about the inner workings

of an artist run cooperative, working with Refugees and working with the Contemplative Science Center.

It's been such an exciting year at McGuffey full of wonderful exhibits by our members as well as by guest exhibitors from area high schools, UVA Art School, The Charlottesville Black Artist Collective and Innisfree Village. The first Friday Celebrations have been lively with performances by resident dancers and musicians. The class listings continues to expand in number and in variety bringing in a steady stream of new and diverse participants.

Our members have continued to welcome the public into our spaces for tours, classes and impromptu conversations that provide nourishment of spirit to all involved. In an ever present desire to expand our reach into the community a new subcommittee has been created to seek out additional opportunities to collaborate and connect with local organizations. Among the connections we are cultivating are UVA Book Arts, The Center at Belvedere, and The Writers House. We are excited to see where our new connections will lead.

Thank you for your continuing partnership and support for our mission which is to be an association of professional artists dedicated to the rigorous practice of our individual art forms while providing a beacon of creative energy for the art lovers among our fellow citizens. We strive to be worthy of the city's financial support and the validation of our values that that support implies. Charlottesville has given to us generously over the years. We bear that generosity in mind as we strive to give of our time and to expand to an ever wider and more diverse audience.

*Sincerely,
McGuffey Executive Council '22-23*



LEFT: Enjoying the music on McGuffey's front lawn



RIGHT: Student in a drawing class



March 2023 First Friday opening reception for Charlottesville Black Artists Collective Exhibition, "Blackity Black Black"

JULY 1, 2022- JUNE 30, 2023

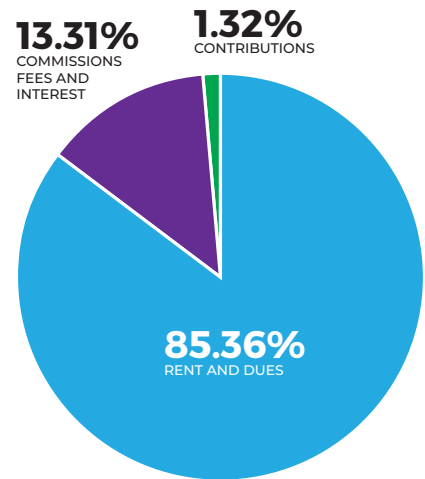
REVENUE

Artist Rent Income	\$141,693
Associate Dues	\$10,375
Classroom Use and Fees	\$2,675
Sales Commissions	\$12,056
Contributions	\$2,360
Application, Show, and Maintenance Fees	\$7,315
Penalties / Fees	\$1,525
Interest Income	\$148
Total Income	\$178,147

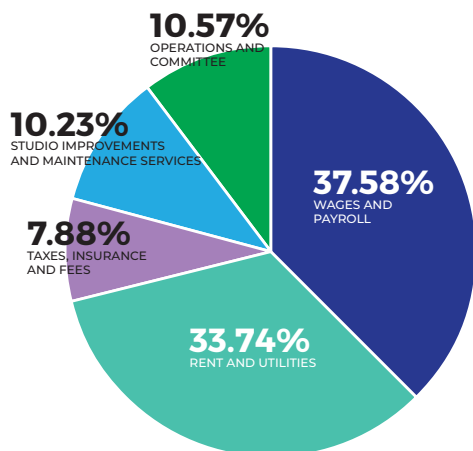
EXPENSES

Banking Fees	\$468
City Rent	\$26,339
Committees	\$16,595
Credit Card Fees	\$3,014
Development and Recognition	\$649
Insurance	\$2,650
Dues, Licenses, and Permits	\$1,165
Maintenance, Janitor, and Supplies	\$17,940
Office Supplies	\$2,894
Professional Fees	\$3,458
Taxes	\$6,576
Telephone and Utilities	\$35,863
Wages	\$65,828
Gallery and Studio Improvements	\$912
Total Expense	\$184,351
Net Income	-\$6,204

REVENUE



EXPENSES



Reaching Community Creatively

McGuffey Art Center offers over 4,000 square feet of exhibition space. Works are exhibited in the Sarah B. Smith Gallery as well as the first and second floor hall galleries, and changes monthly.

Established in 1975, we are a cooperative of some 50 Renting members, who through voluntary committees led by an elected volunteer council, oversee our building, staff, and programs. A wide range of disciplines are represented by these visual and performance artists. In addition to their committee work, members teach classes and welcome the public to visit their studios.

Our membership also includes over 100 Associate artists who make up an integral part of our community. Their vital participation stimulates a diverse and creative culture at McGuffey—they exhibit in the shop and galleries, teach in our classrooms, attend Association meetings, sublet studios, and vote on our new member jury.

2022-23 Creative Community Collaborations

- Multiple members mentored local middle and high school students.
- Produced different improv workshops, free to the community.
- Participated in Gallery Rally and Teeny Tiny Trifecta at Second Street Gallery.
- Donated art making time to multiple Girl Scout Troops.

- Our monthly First Friday receptions bring local musicians and artists together for a chance to connect and celebrate with the community.
- Our figure-drawing outreach program is very popular with the community, helping Charlottesville artists become better at the figurative arts.
- The Incubator Studio program is designed to give emerging artists a place to grow in their studio practice. These artists gain experience during their one year at McGuffey Art Center meeting other artists and sharing skills.
- Annually, McGuffey opens its doors to the community for a holiday open house celebration, featuring live music, food, art demonstrations, and family art activities.



- One of our photographers provided marketing and videography for a Free Union Country School fundraiser.
- Member photographer gave a talk and hosted a show at PVCC about climate and the Chesapeake Bay.
- Participated in a 3 day Plein Air paint out to benefit The Rockfish Valley Nature Center in Nellysford.
- Participated in the IX Park Art Festival.
- Multiple Members Participated in an art workshop focusing on “What We Love About Home” in collaboration with McGuffey Art Center and the Cville Tulips Program through the Sound Justice Lab at UVA.
- Donated artwork to Makers for Hope Art Auction benefiting Reclaimed Hope Initiative: a nonprofit whose mission is to support foster, adoptive, and special needs families.
- A few of our members led a workshop with Love: NoEgo, engaging children through art making.
- Members hosted the annual Dia de los Muertos (Day of the Dead) celebration; LUA Project participated in the Cville Sabroso Festival planning board with the Latinx community at McGuffey and out in the community.

THIS PAGE: Dia de los Muertos altar 2022

FRONT COVER: Renaissance Student participating in the Meet Them Exhibition, February 2023



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