



2022

ANNUAL REPORT

Presentation by Beth Putnam, Chair Emeritus & Allisa Babor, Chair

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Our mission

Our mission is to encourage, promote, and support all the creative arts in Hernando County and to provide a means to showcase the arts.

Through advocacy, engagement, education, and art-inspired programs and events, we work to fulfill this mission. We are dedicated to providing accessible opportunities that invite art into the lives of Hernando County residents and visitors.



The artists and art-related businesses in Hernando County serve as an important pillar of our community. The artwork and artistic experiences that can be enjoyed throughout the county heighten the lives of those who live, work, and play in Hernando County. Without these creative efforts, we wouldn't be the Hernando County we know and love today.

The beneficial impact of the arts is often overlooked. We aim to bring attention to the many benefits whenever we can!



Arts and Culture contributed \$32.5 billion to Florida's economy in 2020, larger than the Transportation, Utilities, or Agriculture industries. Arts & Culture greatly impacts the United States economy. Florida ranks number 7 in economic impact in Arts & Culture.



The arts provide jobs and attract visitors who spend at local businesses and generate tax revenue. The local economy receives a bump from the buzz that art generates. HCFAC works to create an environment where the art community can also succeed and thrive locally.



Arts events create shared experiences that help build bridges and relationships among diverse people in our community. By ensuring access for all, the arts strengthen the community itself, further fueling its attractiveness to community members and visitors alike.

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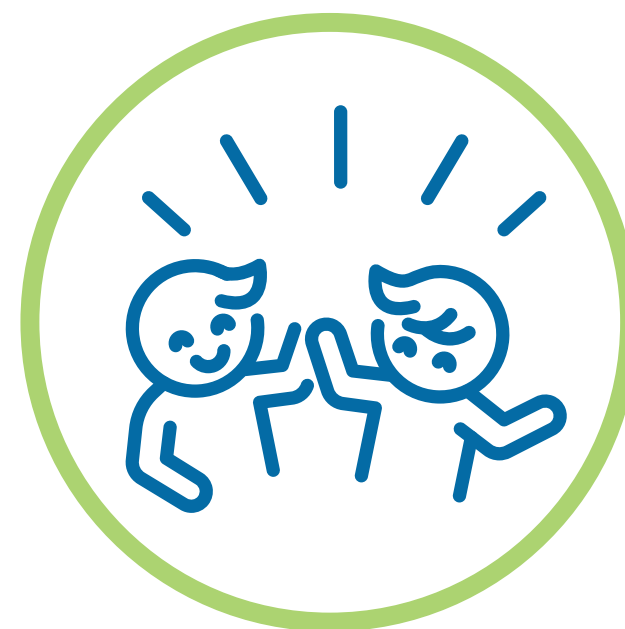
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The arts bring attention and opportunity to Hernando County. Art in the Park brings artists from 12 states and hundreds of out-of-county visitors frequent our art-related events and programs. Calls to artists and opportunities bring the attention of businesses, colleges, and various institutions, further putting Hernando County on the map.



The arts help make a community thrive by providing education, connection, and inspiration.



Engaging children in the arts results in reduced dropout rates, higher test scores, fewer behavior incidents, and better preparation for the workforce by developing creative thinkers.

What We Do

The HCFAC works diligently to highlight and support the arts, artists, art lovers, and art-related businesses because the arts bring beauty and life to our community. In 2022, our efforts continued to grow. Besides our Art in the Park held annually the second weekend of March, we increased support for grants to teachers and nonprofits to bring art opportunities to residents and visitors. We offered Art Mark summer art classes for kids, partnered with Brooksville Main Street on the Mobile Mural Program and Art Stroll, supported Florida's Adventure Coast's Mermaid Tail Trail, continued to help local artists and businesses with our Art Everywhere program, increased opportunities for artists on our online Art Opportunities and Art Directory pages, and we continue to actively support Hernando County's only art gallery—Gallery 201 at Brooksville City Hall. Our programs and partnerships continue to strengthen over time.

Strategic Planning

In April 2022 the Council held its fourth Strategic Planning retreat and continued to focus on the six initiatives adopted in 2021. Each Initiative has a dedicated team leader responsible for developing a plan to accomplish the goal(s) of the initiative. These plans include tactics for accomplishing the goal, timelines, and a budget.



Initiatives & Team Leaders

Community, Advocacy, Outreach

Cheryl Hill

Projects and Partnerships

Allisa Babor

Arts in Education

Alison Papantoniou

Fundraising

Mike Dolan and Linda Allen

Facilities

Mike Dolan

Public Art

Pedram Moghaddam

Strategic Planning

Nina Mattei



Purpose

To support the arts community to benefit artists, art organizations, art businesses, and Hernando County's economy.

Accomplishments

- **Representative membership:** As 2023 begins, half of our members are from Spring Hill and Hernando Beach, and half are from Brooksville.
- **Art Directory expanded:** Our online Art Directory was created to help artists, art-related businesses, and art venues find customers. It is being promoted across the Council's social media platforms and currently has 70 members.
- **Social media accomplishments:** Our social media presence has grown exponentially. Thanks to our three-person social media team, we increased the number of our posts in 2022 by 60%. Our reach has increased 200% consistently the past two years, with hundreds of thousands of people viewing our content. Much of our content features our new public art programs.
- **Art Opportunities:** The Arts Council has continued to enhance the value of its "Art Opportunities" page with resources, grants, vendor events, exhibits, and open calls to artists in Hernando County. On average, we post 3-5 opportunities a month.

- **Newsletter:** In August 2022, we began to publish a monthly newsletter and an Art Events calendar. Community members can now upload art-related events directly to our calendar, request free social media coverage, and be included in our monthly newsletter. We typically add about 15 events to the calendar per month and have 5–10 featured art spotlights in our newsletter.
- **Council emails:** All Council members have been given Council email addresses for better content management and records retention.

Community Arts Grant

The Community Arts Grant Program offers grants to civic or cultural non-profits or charitable groups that support art and encourage art appreciation in Hernando County. In the last five years, more than 25,000 people have been involved in the arts as a result of these grant-funded projects. From the program's inception

in 2017 through 2021, the maximum grant amount was \$500. Beginning in 2022, the maximum grant amount was increased to \$1,000 each.

\$35,000

Since the program was launched in 2017, 58 grants have been awarded totaling \$35,000.



Social Media Highlights

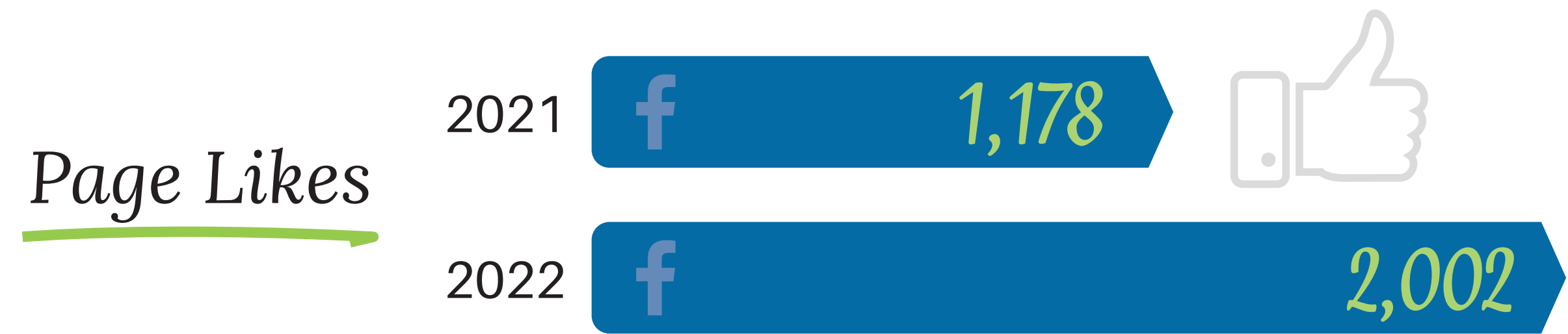
Reach



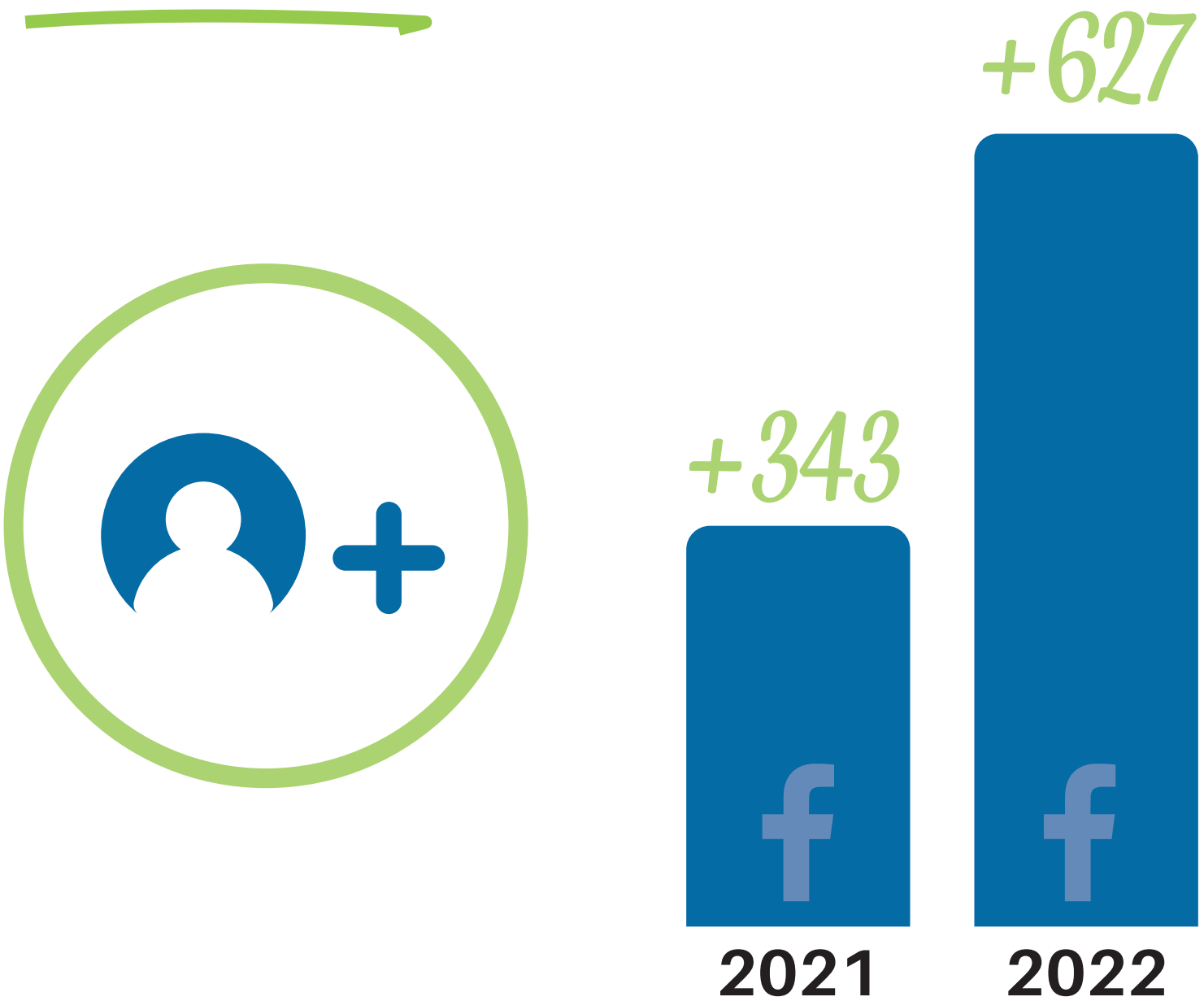
Facebook reach was 134,856 (up 231% from previous year)



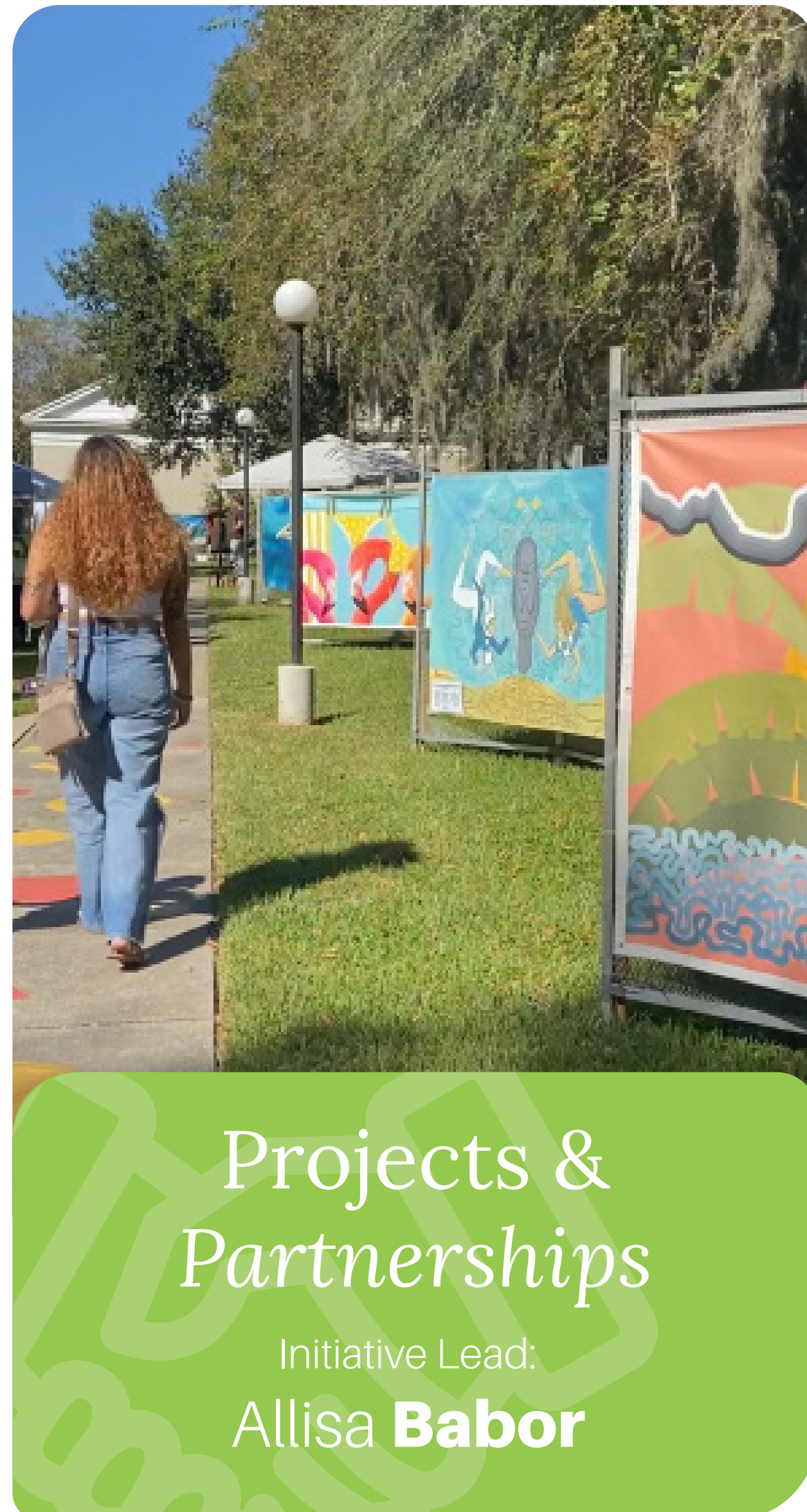
Instagram reach was 12,180 (up 225% from previous year)



Followers



Since January 2022, we have gained 627 followers on Facebook, and now have 2,002 page likes. In 2021, we gained 343 new page followers and ended the year with 1,178 page likes.



Projects & Partnerships

Initiative Lead:

Allisa **Babor**

Purpose

To create and promote opportunities to experience and appreciate the arts across Hernando County.

Accomplishments

- **Art in the Park 2022:** The 2022 festival included a juried art show, a new registration system (ZAPP), increased prize money, an expanded children's section, the student art show, a better location for the main stage, and new sponsorship offerings. Despite experiencing a tornado and a freeze on the first day of the festival, Sunday was beautiful, and we had a great turnout.
- **Art Everywhere**, a collaboration among local artists, the Arts Council, the Hernando County Chamber of Commerce, and businesses in Hernando County, was launched in 2021. The program made significant strides in 2022 with five installations and more than 24 pieces of art placed across the county. SenOiH Glass, our first partner, is displaying glasswork at



Caffe Connection. Other pairings are as follows: Watercolorist Kathy Schemmel's works are displayed at NAMI Hernando, and Main Springs Pilates and Wellness. Artwork from photographer Joan Lobianco, painter Guy Kyar, watercolorist Diane Ziemiski, and quilt artist Susan Lumsden is displayed at Hernando County Public Works, Nicole Weeden displayed her work at Crumbled Cookie, and Deborah Nicholson displayed her work at Nautilus Soap Shop.

- **Front Porch Art Walk:** Thanks to Council member Diane Greenwell, we entered into a new partnership to support the monthly Front Porch Art Walk events in Hernando Beach.
- **Art Stroll:** The Brooksville Main Street annual Art & Wine Stroll features 15+ artists & locations sharing local talent and quality works of art. In 2022, the Arts Council became more involved in helping secure new artists, volunteering, and spreading the word about this engaging event.

- **Mobile Murals:** We continue to partner on Brooksville Main Street's Mobile Mural Program, inviting muralists to paint canvas murals, which are displayed in Hernando Park, then hung in several locations around the city of Brooksville before being auctioned. This project infuses beauty and vibrancy into the Community and generates support to artists. In 2022, the program paid artists \$22,000 to create 47 new mobile murals. In addition to monetary sponsorship, the Arts Council supports



this project by promoting the call to artists to our extensive artist list and providing volunteers.

- **Gallery 201:** Gallery 201 at Brooksville City Hall provides an ideal location for local and regional artists to display their work. Gallery 201 hosts new exhibits throughout the year, each introduced by a reception drawing visitors from Hernando County and surrounding areas. Working closely with the Art Gallery Curator Pedram Moghaddam (also the Arts Council Vice Chair) and city staff, we work to make each reception unique. These events are always free and open to the public and offer live entertainment as well as light refreshments.
- **Art on Fire:** We promoted and participated in the City of Brooksville's Art on Fire program, inviting artists to decorate fire hydrants in downtown Brooksville. Fourteen were completed in 2022, with more planned for 2023.
- **Mermaid Tale Trail:** In collaboration with Florida's Adventure Coast Visitors Bureau, Brooksville Main Street, and local artists, we have partnered to create The Mermaid Tale Trail to honor the 75th anniversary of Weeki Wachee Springs State Park, home to the world-famous mermaids. The Mermaid Tale Trail comprises 27 mermaid statues throughout Hernando County. Mermaid statues grace streets in Brooksville, Hernando Beach, and Spring Hill.





Arts in Education (AIE)

Initiative Lead:
Alison **Papantoniou**

Purpose

To engage more children in the arts to improve their developmental and academic success.

Arts in Education Grants

AIE Grants are offered to arts educators working in K—12 classrooms in Hernando County Schools. The purpose of this grant program is to support arts educators in delivering and promoting arts experiences for students.

In the 2022—2023 school year, the Arts Council awarded 6 grants totaling **\$2,269.82** and HCEF matched \$1,740.08 for a total of **\$4,010** to support Hernando County art teachers in the following schools:



Mural at Entirety K—12 created through AIE Grant



Accomplishments

- In 2022, the Arts Council began a new partnership with the Hernando County Education Foundation (HCEF) to distribute its Arts in Education (AIE) grants. In addition to managing the grants, HCEF matches the grant funds we approve for public and charter schools as its budget allows.
- The Arts Council also funds grants to private schools and, new this year, offers grants to schools that don't have art programs by allowing the school's administrator to apply in lieu of an art teacher.

Art Mark

The Council's Art Mark program offered affordable summer classes for grades K—12 for nine weeks in the summer of 2022. The unique art classes included mural painting, dance, character design, culinary, and Anime. In addition, one week was devoted to STEAM Art (Science, Technology, Engineering, Art, and

Math), and was taught by a different Arts Council member each day. Our interactive classes are designed to increase students' interest in various art mediums, expand art perspectives, and provide affordable art education for students. In 2022, we doubled our registrations, reaching more than 120 kids. Because the Arts Council received a grant from the Cornelia T. Bailey Foundation, prices for the classes remained affordable, and the artists who taught the classes received payment for their time and talent.





Purpose

To expand our financial resources to fund programs that promote the arts and improve our capability, sustainability, and efficiency as an organization

Accomplishments

- The 37th Annual Art in the Park was held the second weekend of March 2022. We launched the Children's Experience to inspire creativity for kids ages 3—11 and this was made possible by the participation of more than 30 local nonprofits. To bolster attendance, the 38th Annual Art in the Park plans to add more interactive components like mural creation and a live glass-blowing demonstration. Additional sponsorship levels were added as well.
- Grant writer Dr. Lori Romano is under contract to provide support for future grant opportunities.
- HCFAC received a \$22,300 Culture Build's Florida grant from the Florida Division of Arts and Culture to support Art in the Park and a \$15,000 grant from the Cornelia T. Bailey Foundation for Art Mark.

Several fundraising ideas in addition to events are being explored for 2023: improving our donate page, setting up an annual gifting program, exploring an online fundraising activity, and updating our donation opportunities to include individuals who want to support our mission and provide a stable income stream.



Facilities

Initiative Lead:
Mike **Dolan**

Purpose

To provide and/or acquire a flexible arts programming space to showcase the arts in Hernando County.

Accomplishments

- The Facilities Team continues to explore opportunities for flexible programming space to be used for offices, classes, workshops, small performances, art shows, and other art-related activities.
- True to our mission of supporting all the arts in Hernando County as well as to our consultant's recommendation for us to build audiences and participation in the arts, we have worked hard to foster relationships with arts organizations and individual artists who provide classes in the arts. We promote these classes and programs.
- We offer free advertising for local art events and opportunities to help meet community needs until we have a facility of our own.



Public Art

Initiative Lead:
Pedram **Moghaddam**

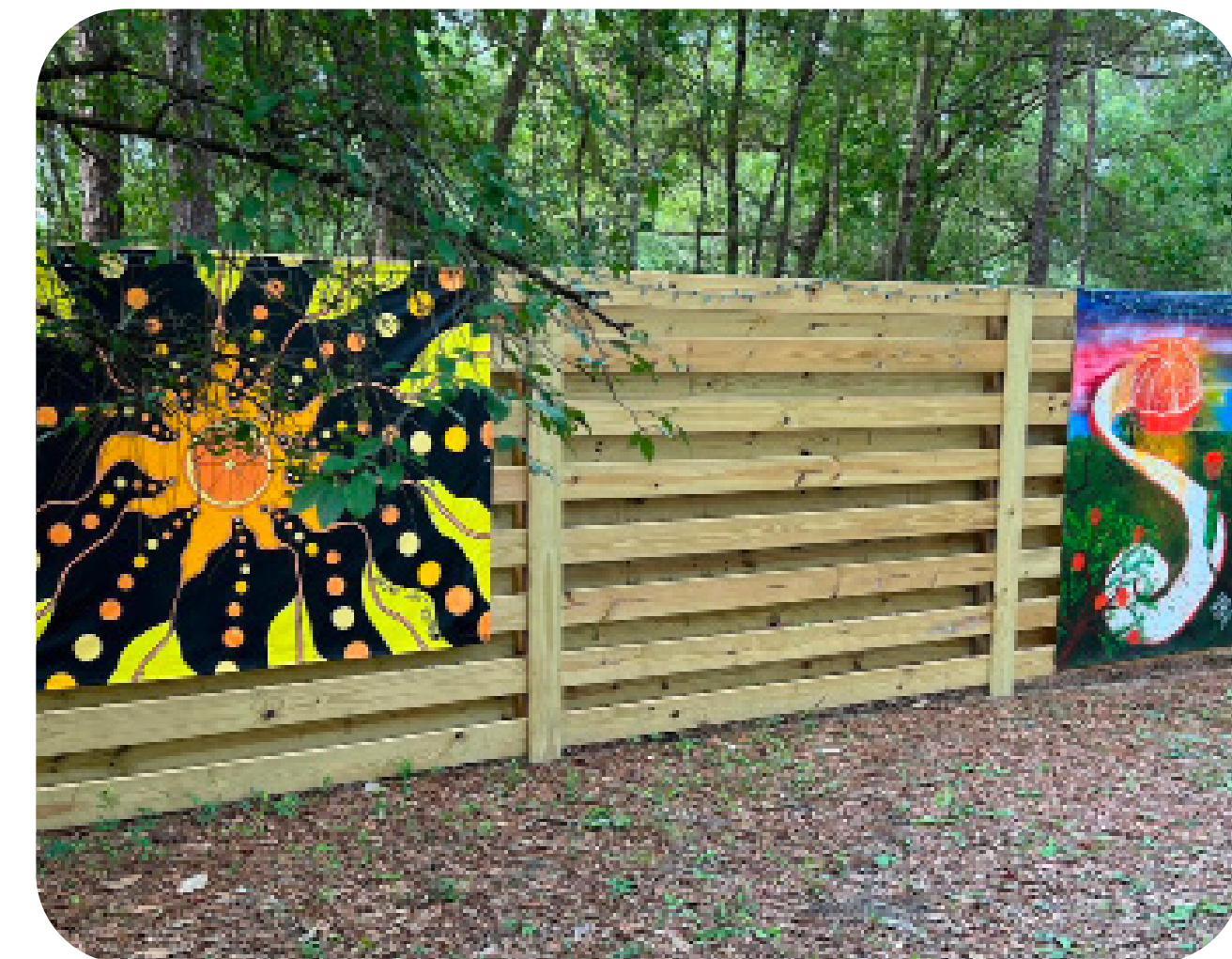
Purpose

To develop a master plan for public art in Hernando County & provide permanent public art installations throughout in Hernando County.

Accomplishments

- **Mermaid Tale Trail:** In 2022, the Arts Council played a key role in organizing and presenting the county's first Public Art Project—The Tale Trail! In partnership with Florida's Adventure Coast and Brooksville Main Street, the project was created to celebrate the 75th Anniversary at Weeki Wachee Springs State Park. A mermaid sculpture trail was designed to cover the whole of Florida's Adventure Coast, from the rural countryside in Brooksville to the coastal community of Hernando Beach, FL. Each of the six-foot tall statues is hand-painted by an artist who calls Florida home and has a unique tale to tell. The Tale Trail was presented to the public on January 12, 2023.
- **Art On Fire:** In 2022, the Arts Council partnered with the City of Brooksville and the Brooksville Fire Department to present Art on Fire. Artists are permitted to "adopt" fire hydrants within the corporate limits of Brooksville and create artistic designs for them. The goal of this program is to embrace the artistic talents of local individuals while displaying creative artwork throughout the community. The Arts Council hopes to one day see this program span the county.

- **Art Everywhere** continues to expand and bring art to the public eye. New in 2022, Brooksville Main Street graciously provided Mobile Murals for use of the Art Everywhere program, bringing more murals to Hernando County.
- **Nature Heals:** Planning for Nature Heals began in 2022. The project will use local artists' work to wrap utility boxes at intersections in Spring Hill. The art project is organized by the Hernando County Fine Arts Council and highlights the restorative power of nature on the human spirit, wellness, healing, and rejuvenation. This project is funded by the Florida Department of Health in Hernando County through an Overdose Data to Action grant (OD2A) from the Centers for Disease Control and Prevention. The call to artists went live in March 2023. The publicity for this installation will include traditional media, social media, events, and publicity, and will include resources and references to OD2A in Hernando County.



Financial Highlights

The Council has traditionally relied on Art in the Park to provide the bulk of our operating funds. Because of the pandemic, reduced attendance at the 2020 Art in the Park event, the cancelation of 2021 Art in the Park, and the cancelation of a planned 2021 fall gala resulted in a projected loss of about \$40,000. Prudent management in prior years provided a reserve that was bolstered by the sale of two lots bequeathed to the Council.

Grants Received



Financial Summary

Hernando County Fine Arts Council is on a Fiscal Year budget and accounting calendar that runs from October 1st to September 30th of the following year. The Hernando County Fine Arts Council's financial picture going forward is strong with the following 2021-2022 year-end balances:

Assets	
Operating Account	13,854.14
Reserve Account	10,256.01
License Tag Account	6,836.23
Funds Available for Operations*	30,946.38
Investment Account (MMA)	50,327.65
Total Assets	81,274.03

Liabilities & Equity	
Retained Earnings	\$81,274.03
Net Operating Income	\$6,980.82
Total Liabilities & Equity	\$88,254.85

*As of Fiscal Year-end September 30, 2022



We need your help

The Hernando County Fine Arts Council needs you.

www.hernandoarts.org

We are continuously working to create new art-related experiences, opportunities, and resources for artists and lovers of the arts. To do so, we need your generous support.

Donate

Consider donating to directly support our programs and art offerings. Consider monetary gifts or gifts of art or in-kind donations for services and support that you or your business organization may provide. Your funds will allow us to continue to fulfill our mission. Most importantly, through your contributions, you have the opportunity to transform the lives of artists, residents, and visitors of Hernando County by helping shape and support our art community.

Advocate

Show your support for Hernando County Fine Arts Council by advocating for all that we do! You can do this by following us on social media and signing up for our newsletter, as well as sharing and liking our content on Facebook and Instagram. Help us grow public awareness by mobilizing friends, families, and community members to get involved with our programs, events, and partnerships, and recommend our services to artists and art-related businesses. Encourage others to become patrons in the arts!

Volunteer

The Arts Council is made up of 15 volunteers and 1 administrative assistant. Outside of that, we lean on our dedicated volunteers to help us execute our mission and bring new projects and programs to life. Sign up to volunteer with us. Any member of the public is invited to our monthly meeting, taking place on the second Thursday of each month, and to join our committee meetings (date and time varies). If there is a specific program or initiative you are passionate about, we urge you to get in touch with us to learn more about how to get involved.