



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.

Achieving our mission

- Advocacy
- Engagement
- Education
- Programs
- Events



Beneficial Impact



*Arts and culture's contribution
to Florida's economy 2020*



*Provides jobs, attracts visitors,
generates tax revenue*



*Shared experiences
strengthen communities*

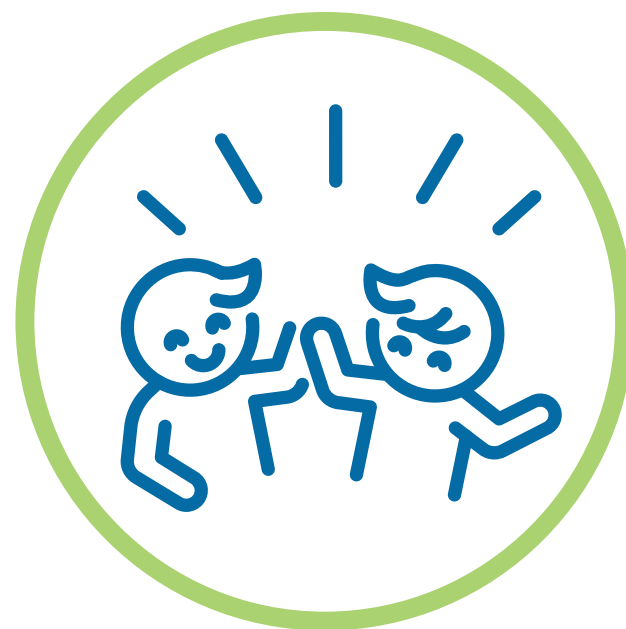
Beneficial Impact



Brings attention and opportunity to Hernando County



Provides education, connection, and inspiration



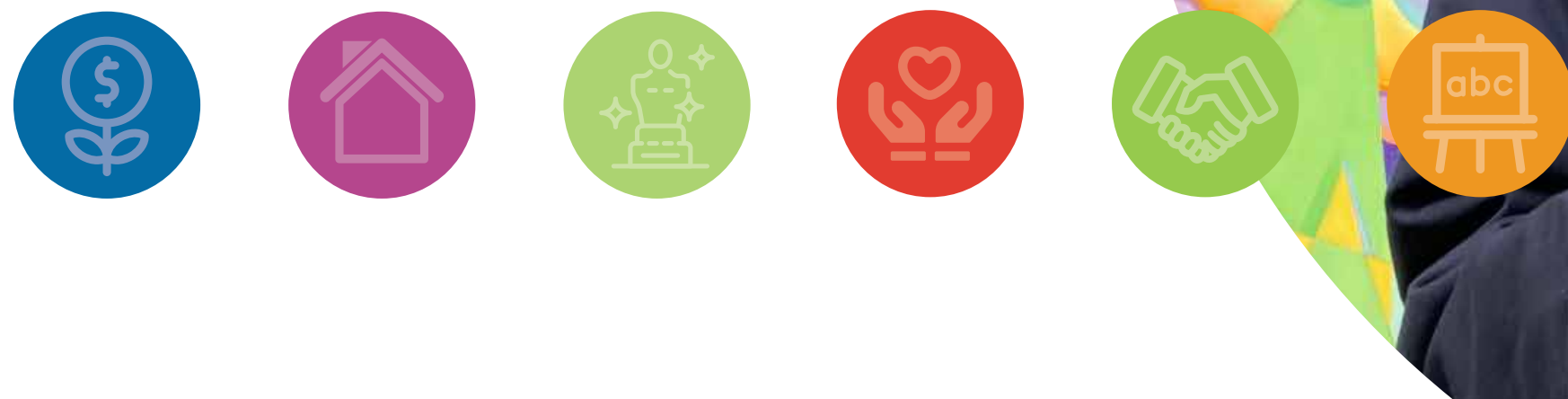
Art education = higher test scores and graduation rates, fewer behavior problems, creates critical thinkers

What We Do

Bring beauty and life by highlighting and supporting the arts, artists, art lovers, and art-related businesses in our County

Strategic Planning

Our roadmap



Initiatives & Team Leaders

Community, Advocacy, Outreach
Cheryl Hill

Projects & Partnerships
Allisa Babor

Arts in Education
Alison Papantoniou

Fundraising
Mike Dolan & Linda Allen

Facilities
Mike Dolan

Public Art
Pedram Moghaddam

Strategic Planning
Nina Mattei



Community,
Advocacy,
Outreach

Initiative Lead: Cheryl Hill

Purpose _____

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

- **Representative membership—countywide**
- **Art Directory expanded—70 members**
- **Art Opportunities: 3-5 posted a month**
- **Launched monthly newsletter**
- **Council emails**

Social Media Highlights

Reach



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

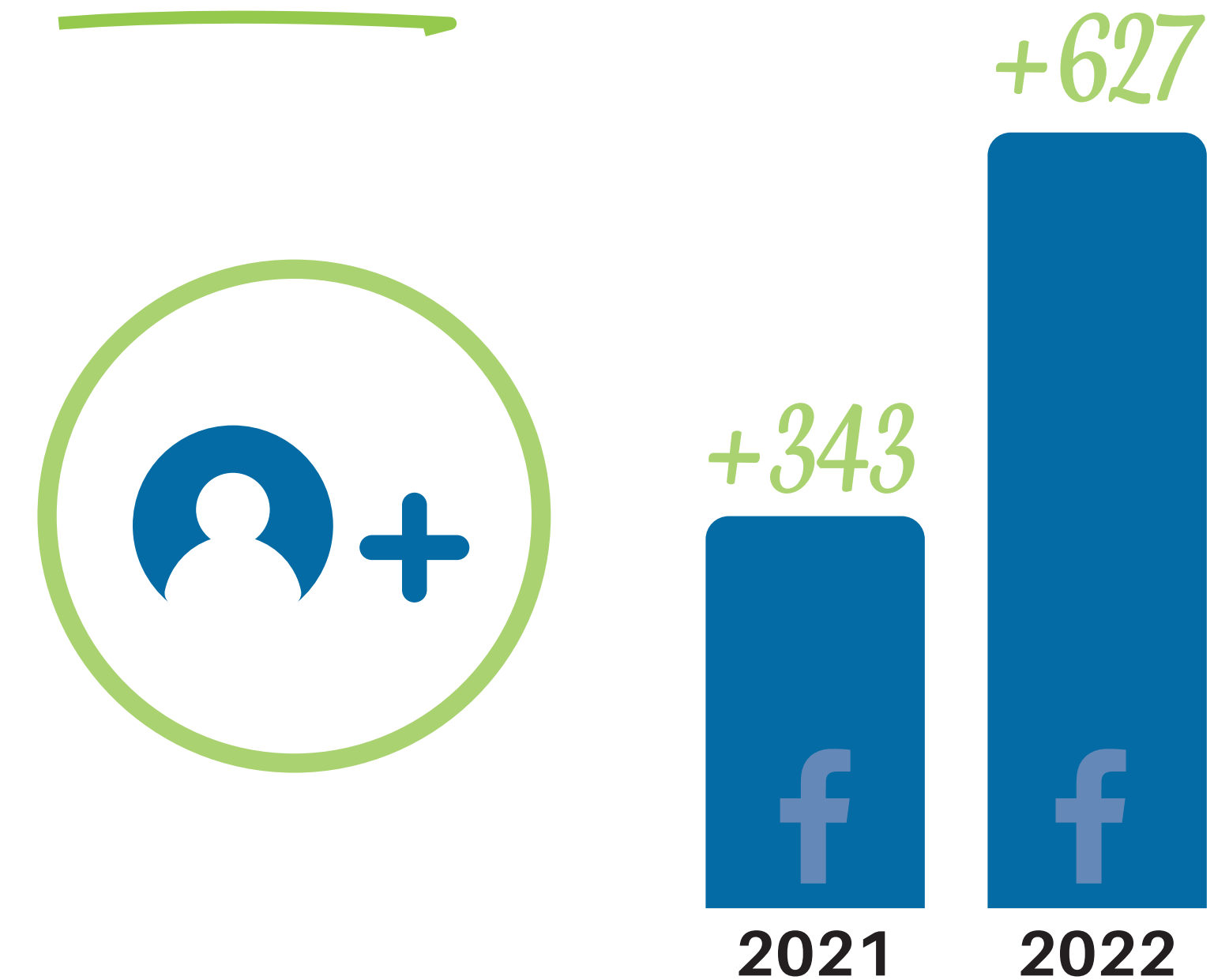


Instagram reach was 12,180 (up 225% from previous year)

Page Likes



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.

Community Arts Grant

- Grants to civic or cultural nonprofits
- Involves residents in creating, appreciating, supporting, and participating in the arts
- Grant amount increased to \$1000 in 2022

\$35,000

58 grants involving 25,000 people since 2017





Projects & Partnerships

Initiative Lead: Allisa Babor

Purpose

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

- **Art in the Park** *Rebranding, Children's Experience Area, and more!*
- **Art Everywhere** *Pairing artists and businesses*
- **Front Porch Art Walk in Hernando Beach**
Coordinated by Coastal Hernando Business Group
- **Art & Wine Stroll** *Brooksville Main Street's annual event*
- **Gallery 201** *Quarterly shows & receptions*
- **Art on Fire** *Round 1 included 14 hydrants*
- **Mermaid Tale Trail** *27 Mermaids Statues*





Purpose

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

- **Now partnering with the Hernando County Education Foundation**
- **Now offered to schools without art programs & private schools**
- **In the 2022—2023 school year, we awarded 6 grants totaling \$2,269.82 and HCEF matched \$1,740.08 for a total of \$4,010**

Arts in
Education

Initiative Lead: Alison Papantoniou



Mural at Entirety K—12 created through AIE Grant

Art Mark

- 9 weeks of classes in the Summer 2022
- Taught by Arts Council members and paid teachers
- Summer 2022 art classes:
 - Murals
 - Dance
 - Character Design
 - Culinary
 - Anime
 - **STEAM Art**
(Science, Technology, Engineering,
Art & Math)



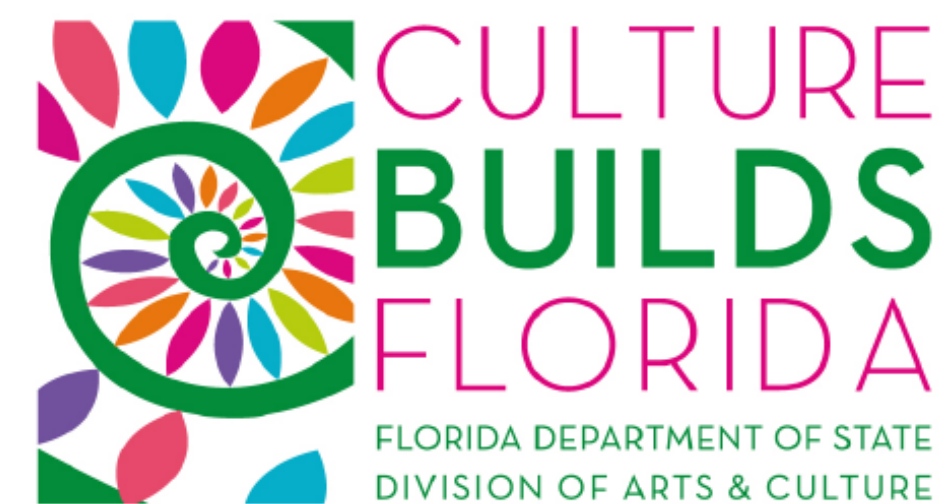


Purpose

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

- Grant writer Dr. Lori Romano provides support for future grant opportunities
- \$2,500 was received from the State of the Arts License plates purchased or renewed in Hernando County

Grants Received:



\$22,300



\$15,000



\$2,500



\$2,500



Initiative Lead: Mike Dolan & Linda Allen



Financial Summary

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*



Facilities

Initiative Lead: Mike Dolan

Purpose

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

- **Exploring opportunities for flexible programming space**
- **Fostering relationships with arts organizations & artists offering classes**
- **Free advertising for local art events & opportunities**



Purpose

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

- **Mermaid Tale Trail: Hernando County's first permanent public art project**
- **Art On Fire: City of Brooksville & Brooksville Fire Department**
- **Art Everywhere: Now featuring BMS's Mobile Murals**
- **Nature Heals: Beautifying traffic wraps**

Public Art

Initiative Lead: Pedram Moghaddam



The Excitement Continues!

2023 Quarter 1 Recap

- Successful partnership for Front Porch Art Walk
- Mermaid Tale Trail Unveiling
- Art Everywhere at the Hernando County Public Works building
- New partnership with Hernando County Parks & Rec
- Entering Art on Fire Round 3
- New County & City Liasons
- Jerome Brown Mural Unveiling

- Key speaker at February Brooksville Matters
- Spring Mobile Mural Program
- Held our first Free Art Workshop for Kids at the Elk's Lodge in South Brooksville
- Untold Stories at Gallery 201
- Nature Heals
- 38th Annual Art in the Park: Impressive turnout of attendees, artists & nonprofits





How you can help.

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

- Donate to support our programs
- Businesses consider donating money, art, or services



Advocate

- Follow us on social media
- Sign up for our newsletter
- Share & like our content
- Recommend our services & resources
- Encourage others to become patrons in the arts!

Volunteer

- Volunteer for Art in the Park or Mobile Mural Program
- Serve on a committee to make art happen!



The Hernando County Fine Arts Council needs you.
www.hernandoarts.org

