

Report to the Community

Promoting, supporting and celebrating all forms of the arts

Highlights

- More opportunities for artists to contribute or participate
- Membership up 200% from 2019
- Projects and partnerships reaped goodwill, recognition, follow-through on our mission to enrich the Glen Rock community

2020

Shifting gears in an “anything but usual” year

What a year! These are unprecedented times and as we all work to get through this pandemic, the Arts Council is determined to use the passion and power of the arts to keep Glen Rock connected, and our community identity distinctive. Of course, our support is in large part based on *your* support, so to all of our loyal members, thank you for joining us last year. We ask that you keep us strong and renew your support in 2021. Art has a voice — let it speak!

So how loud was our voice in 2020?

Your support and commitment helped us raise awareness about our organization, develop programs to benefit our community, and create an online presence using social media.

- **Membership Appreciation** - We started out strong with a [cocktail reception](#) at Creative Den, which gave new and returning members a chance to share ideas.
- **First Annual Short Films Festival** – Our [February event](#) not only celebrated Leap Year and partnered with GR businesses and organizations, it also brought art house cinema to Glen Rock!

(Continued on [back page](#))



2020 Finding creativity, making connections from a distance

Accomplishments:

- **Resource for artists** — By providing opportunities for artists to promote themselves and contribute to— or participate in— our activities, we reinforced our *raison d'être*; to inspire our community and help Glen Rock evolve into “an artsy town to come home to.”
- **Grew membership** — Our Membership Appreciation, Short Films, and One Community events inspired people to feel invested in our success, raising membership by more than 200% and generating \$1,975 in dues.
- **Strengthened community ties** — Developing relationships with local artisans, GRTV, the GR Pops and Black Maria Film Festival helped build credibility, goodwill and recognition, and helped us follow through on our mission.



Community Involvement — Local connections bring value and legitimacy to our organization and help establish our unique identity. We continue to reap the benefits of creative inspiration and new relationships formed from installing and designing the Restart Glen Rock Mural downtown, marching in the July 4th Parade, curating the 2021 Boro Calendar, and promoting local artisans through the Holiday Artisan Market on our website — publicized via email and Facebook.



Showcasing GR Talent and Togetherness — The 21 residents ages 11-65+ in the [One Community virtual variety show](#) on September 25 showed how the arts can bring us together for a shared experience; celebrating the talents of Glen Rock artists during a time of uncertainty. Our audience loved seeing friends, relatives, co-workers and neighbors perform, thanks to our dedicated event committee and partnership with GRTV.

Partners and Projects:

- GRTV — [One Community Talent Show](#)
- Black Maria (now Thomas Edison) Film Festival — [GR Short Films Event](#)
- Creative Den — [Membership Appreciation](#)
- Town of GR — Restart Glen Rock Mural
- GR Pops — Promotion of “Listening with LaGruth,” a Look Inside The Nutcracker

Anticipated for 2021:

- Monthly profiles of Boro Calendar artists on FB and website, and exhibit at GR Library
- Spring into Dance—June 6
- Outdoor Concert and Art Show
- Tableau Vivant—Fall 2021



Constructive Exposure

Our “[Artists of the Calendar](#)” profiles on Facebook stemmed from a strong positive response to ACGR’s curation of the 2021 Borough Calendar. The posts are building a community dialogue around the arts, aimed at inspiring and increasing our supporters and members. The calendar art displayed in GR homes is an ideal opportunity to highlight local artists, offers ACGR legitimacy, and favorably raises our profile.

SUPPORTING OUR EFFORTS AND THE ARTS IN GLEN ROCK

Private donations and paid membership support as well as ticket proceeds from our short films event totaled nearly \$9,200 (revenue less expenses) to promote the arts in Glen Rock in 2020.

Paid Members

(for 2020 and/or 2021)

Amsterdam, Cheryl Arnao, Liza & Byron Babin, Zafir & Lisa Schor Baldaccino, Jennifer Blackman, John Bloomfield, Alison & Adam Casper, Jennifer Colaitis, Denise Cole, Jon Colligan, Nena & Mark Corey, Heather & Dan Cosgriff, Grace & Stephen Danziger, Erica Deely Family Delaney, Karen Donatuccio, Cheryl	Gamorra, Naomi Gilbreath Family Gilmartin, Stacey & John Goldberg, Jon & Jamie Sporn Goshin, Michael & Holly Hahn, Lisa & John Hart, Karen & Neil Hochman Family Johnson, Joyce & David Harris Katsenelinboigen, Oxana Kaufmann, Bob Kapiloff Family Katzman Family Keller, Michele & Josh Kellerman Family Lang, Kathy & Kevin Lesso, Loreen & Dan Liman, Peter Lincoln, Virginia	Mauro, Martin & Alice McHugh, Patti & Jay Martin (Amy) Family Martin, Amy O'Shea Milbrodt, Mona Mulholland, Barbra McCollum Family Merkle Bauman Family Nadal, Wanda Nolfo, Matt Occhipinti, Laura Petersson Family Phillips Kelly Family Roy Family Ryan (Heidi & Mark) Family	Schlosberg, Rabbi Jennifer Schraer, Leslie Kossar Schwartz, Stuart Shea, Jim & Coleen Smolen, Paul & Kathy Stern, Sandi Trugman, Carol Tryforos, Susan Unzaga Family Weyant, Anna & Christopher
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ACGR is a non-profit organization dedicated to promoting the arts, producing arts events, and enriching the community by celebrating creativity. We are grateful for the generosity of our donors and the commitment of our dedicated volunteers. They are the reasons for our continued success.

ANNUAL FINANCIAL REPORT 2020

2020 was a year of progress for the Arts Council of Glen Rock. While 2019 was a year of building infrastructure, in 2020 we "gave back" to Glen Rock's citizens and artists in the midst of an unprecedented global pandemic that forced our contact to be virtual. **ACGR started 2020 with \$254 in the bank and ended the year with \$9,418.** In 2020 our Short Films event in February generated \$181 in net proceeds, membership dues totaled \$1,975, Amazon Smile activity between January 1 and December 31 yielded \$34, and two anonymous private donations in September brought in \$7,500. We will apply those funds toward future events as our young organization grows, proceeding carefully and using our net assets methodically as we get more established and set budgets for future projects.

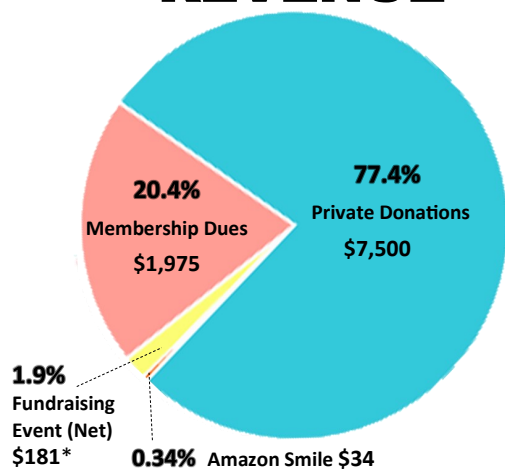
Revenue:

- Private Donations - \$7,500
- Membership Dues - \$1,975
- Short Films event - \$181 (net)
- Amazon Smile -\$34

Expenses:

- Event (One Community) costs - \$227
- Administrative costs- \$203
- Marketing - \$96

REVENUE

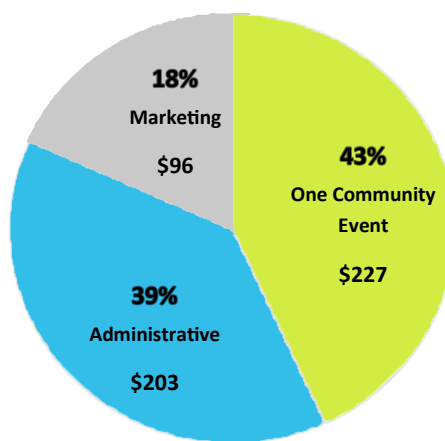


Total Revenue: \$9,690

* Total proceeds of \$463 from the fundraising event (Short Films) were split with Black Maria Film Festival.

Net Assets: \$9,164

EXPENSES



Total Expenses: \$526

Administrative expenses include PayPal, website and Venmo fees, and miscellaneous.

Marketing expenses include Facebook advertising and signage.



**Become a
MEMBER**

**Make your next
artistic experience
a supportive one!**

artscouncilgr.org/membership

Shifting Gears *(Continued from front page)*

- **Shifting gears** – When Covid-19 quarantine hit, the Arts Council pitched in to help frontline healthcare workers and Glen Rock restaurants. In honor of National Poetry month, the Arts Council reprised highlights from Alice Gomstyn's Improv Poetry Slam fundraiser in support of GRINS, Glen Rock's grassroots group that supported Bergen County hospital staffs with meals from local eateries.
- **More Community Spirit** – took two forms: a "Restart Glen Rock" **wall mural** in June to beautify the area near Rock Ridge Pharmacy, and our participation in the [July 4 Parade](#).
- **Social media** – Our presence expanded, as did everyone's, and member Heather Corey launched a [Student Art Gallery](#) on our FB page. We supported a "cards of comfort" campaign, encouraged followers to interact with us on **Fun Fridays**, and sponsored a [MasterClass giveaway](#) to bring us to 500 followers on FB, all the while realizing that our strength and desire was in creating and sponsoring arts and cultural events.
- **Announcing our "Event Intent"** – At a virtual public meeting in May, the Council described [what we have planned through Summer 2022](#).
⇒ Our first musical variety show, [One Community](#), premiered online and on GRTV in September to raves!

Building Momentum –Capitalizing on the momentum, we finished out the year:

- **Selecting a [New Logo](#)** from 24 local contest entries,
- **Promoting "Shop Local"** with a [Holiday Artisans page](#) on the Arts Council website,
- **Curating Artwork for the Boro's 2021 Calendar.**
The selections were so popular, we now feature a [monthly profile](#) of each local artist on FB and our website. Later this year, an exhibit at the GR Public Library will display all artwork submitted for the calendar.

Over this new year...

As more and more of us get vaccinated, we will continue our mission to promote, support and celebrate all forms of the arts, including:

- Our second annual Short Film Festival on February 27
- An outdoor interactive Dance Event on June 6
- An art show/outdoor music concert in August

...and more

We look forward to serving you and our community for another year! Thank you once again for your commitment to The Arts here in Glen Rock,

Amy *Liza*

Amy Martin and Liza Arnao
Co-Presidents, Arts Council of Glen Rock
March 25, 2021

MISSION

The **Arts Council of Glen Rock** is committed to advancing and empowering the arts in our small town. Our aim is to provide artistic experiences throughout the year for the community, guided by three priorities:

- expanding arts opportunities
- cultivating awareness
- energizing community support and attendance.



Arts Council of Glen Rock Board of Directors 2020



Amy Martin
Co-President



Liza Arnao
Co-President



Patti McHugh
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