

Function:
Culture and Recreation

Department:
Art Center

Activity:
Art Center Operations

GENERAL INFORMATION

The Muscatine Art Center consists of the Laura Musser Museum and the Stanley Art Gallery, which are open and free to the public. A joint building connects the Art Gallery and Musser Museum. Elevators in both the museum and art gallery provide access for the elderly and handicapped.

The Muscatine Art Center Support Foundation continues to provide support to the Art Center. The interest from the Foundation provides an annual appropriation which the Art Center may use only for acquisitions (purchases of objects for the collection), conservation, and exhibitions. The Friends of the Muscatine Art Center also provide funding to support the education department including busing for school field trips and scholarships, Art Center staff hours, and volunteer participation in fundraising events and special programs.

One part-time custodian is charged to this budget, with costs over the regularly scheduled hours reimbursed by the Art Center Support Foundation. These additional hours are primarily related to assisting staff in the set-up and removal of displays and other non-routine labor duties. One part-time custodian is also included in the Buildings and Grounds budget for general maintenance of the facility. The Parks and Recreation department has the responsibility of maintaining the grounds adjacent to the Art Center and Museum due to the nature of the grounds.

CURRENT TRENDS AND ISSUES

The revised estimate for 2012/2013 is over the budgeted amount by \$23,200. After the budget was adopted, the Art Center was awarded a \$13,500 grant from the Iowa Department of Cultural Affairs. The revised estimate was increased for expenditures which will be funded from this grant. The revised estimate for insurance costs for the Art Center's collections also increased by \$9,700 from the original budget.

The 2013/2014 budget is \$9,800 (3.2%) lower than the original 2012/2013 budget primarily due to decreased personal services costs. The previous long-term Art Center Director retired in August of 2012 and the new Director is at a lower step in the pay schedule.

Funding from the Art Center Support Foundation and Friends of the Art Center will continue to be received in 2012/2013 and 2013/2014 for the additional costs associated with the staff reorganization implemented in 2010/2011. Budgeted contributions from those organizations total \$38,100 in 2012/2013 and \$40,700 in 2013/2014.

Again in 2013/2014 one-fourth (1/4) of the Hotel/Motel tax has been appropriated to support the Museum/Art Center operations. This amount is estimated at \$87,500.

GOAL STATEMENT

The Muscatine Art Center is a permanent, municipal, non-profit institution. The Art Center collects, preserves, interprets and exhibits objects of historical and aesthetic importance for the benefit of present and future generations. In addition, through the use of the permanent collection and special exhibitions, education programs are provided for all ages that encourage and promote the advancement, understanding, enjoyment and diffusion of knowledge of the visual arts.

PERFORMANCE MEASURES

Fiscal Year Basis	Actual 2009/2010	Actual 2010/2011	Actual 2011/2012	Estimated 2012/2013	Estimated 2013/2014
Attendance	26,054	27,522	29,552	31,000	31,000
Number of Classes Offered	224	160	158	160	160
Art Center Events Hosted	19	20	29	30	30
Exhibitions	13	15	14	15	15
Tours	69	72	70	75	75

RECENT ACCOMPLISHMENTS

Four exhibitions were installed in the Stanley Gallery between June 17, 2012 and January 6, 2013. Two more exhibitions are scheduled for spring 2013. These exhibitions included “Quilts by Clara Oleson,,” “Whistles” by Connie Roberts, “Inspired by the Past” based on the photographs of Oscar Grossheim, “Holiday Springs & Sprockets,” “The Other Side of the Earth” by Chinese-born artist Chun Arthur Wang, and “Jon Fasanelli-Cawelti: A Retrospective.” Eight exhibitions were on view in the Musser Mansion Museum plus various changing displays were in the glass cases. The “Muscatine and the Civil War” exhibition from 2011-2012 was awarded the Loren Horton Community History Award from the Iowa Department of Cultural Affairs.

Approximately 30,000 visitors attended exhibitions, classes, and events. The Education department presented 158 classes, provided guided tours for 70 groups, and presented 24 outreach programs. In 2012, the Art Center began offering regular lectures presented by Carol Ehlers. The Education department also provided art classes for the Home School Assistance program to meet their art curriculum needs. The Art Center hosted a new teacher orientation for the Muscatine Community School District. Friends of the Muscatine Art Center provided funding for a college student intern. Muscatine High School’s Extended Learning Program placed three students at the Art Center where students learned skills such as interacting with the public, working with a supervisor, and data entry.

The Friends of the Muscatine Art Center held three annual events. The Ice Cream Social during PatriART Week drew 750 people. The Festival of Wreaths in November 2012 drew 225 people. Sunday with Santa in December 2012, drew 525 visitors and was jointly sponsored by the three local banks.

The Art Center worked with Leadership Muscatine by hosting Cultural Family night and Leadership Muscatine graduation. The Musser Public Library and the Art Center hosted a series, “Visions and Voices.” Rotary Guest Night was held at the Art Center along with a YPN Third Thursday Family Event. In conjunction with the Muscatine Arts Council, the annual Eagles and Ivories Concert was held two days

in the Music Room. The Art Center partnered with the Diversity Center to provide art classes to minority seniors. Relay for Life used the art studio to make luminaries. Pearl City Opera held a fundraising event at the Art Center. Events and programs highlighting the Muscatine-China connection are planned for spring 2013.

The Art Center was featured in AAA Travel Guide. Holiday Springs & Sprockets was covered by the Muscatine Journal and Quad Cities Times. Fran Riley of KWQC highlighted a past event and also highlighted Holiday Springs & Sprockets. The Art Center maintains an active following on Facebook and Pinterest as well as at muscatineartcenter.org and the City of Muscatine website. The Art Center can also be found at iowabeautiful.com, museumsusa.org, traveliowa.com, smithsonianmag.com, and several other sites.

The Art Center received 225 objects into the collection in 2012. The Georgia O'Keeffe painting, *White Lotus* is on loan to the Honolulu Museum of Art. The Sunday New York Times featured the work of O'Keeffe in Hawaii in a December 2012 issue. Fifteen items were loaned to Iowa Public Television for a special documentary on Alexander Clark. Civil War items were loaned to the Old Capitol Museum at the University of Iowa. Prints depicting Native Americans were loaned to the University of Northern Iowa.

Work on the 1402 Mulberry property was completed in November 2012 with electricity to be added in the spring of 2013. The pools in the Japanese Garden were repaired by Parks and Recreation and Buildings and Grounds staff and now hold water. New carpet is slated for installation in February 2013. The Stanley Gallery HVAC system became highly problematic in 2012 and required an array of repairs, multiple visits from the maintenance contractor, and several refills of Freon. Public Works/Building and Grounds plans to complete a study of Stanley Gallery HVAC system to ensure that museum standards for temperature and humidity continue to be met. Fifteen facility rentals took place in 2012. A new boiler was installed in the Musser Mansion this fall.

The Art Center received \$13,540 as a Cultural Leadership Partner with the Iowa Department of Cultural Affairs. This amount is based on a formula using a percentage of the operating budget. The Art Center is one of 56 organizations in the state to receive this designation and funding. The security of this funding on a year-to-year basis may be at risk as the state government evaluates budget priorities, although the goal of the program is "to provide predictable multi-year general operational funding support to our Cultural Leadership Partners."

The Community Foundation of Greater Muscatine provided a grant of \$1,500 to the Friends of the Muscatine Art Center for the "Let's Move" initiative in November 2012. The Friends of the Muscatine Art Center provided \$19,632 to cover a portion of the Registrar's salary, Education Coordinator's salary, and otherwise support the Art Center's educational programs by providing bussing, offering art scholarships for those with financial need, and purchasing craft supplies.

In 2011, the Art Center received \$55,386 from the Muscatine Art Center Support Foundation. This funding is specifically to cover expenses related to acquisitions, conservation, exhibitions, programs, and staff salaries related to collections care and exhibitions. The staff salary portion paid by the Support Foundation was \$18,025 in the 2011/2012 fiscal year. During calendar year 2012, \$55,000 was received from the Support Foundation.

OBJECTIVES TO BE ACCOMPLISHED IN 2013/2014

- * To install the John W. Conner Glass Collection on the second floor of the Musser Mansion and to secure additional sources of funding to cover expenses for room renovations and glass cases.
- * To assist Public Works and Building and Grounds staff in the study of the Stanley Gallery's HVAC system so it can meet museum standards.
- * To make the Art Center grounds at 1402 Mulberry (E. Bradford Burns Performing Arts Park) ready for public use and rental by using funds from the E. Bradford Burns Trust, dedicate the grounds to E. Bradford Burns, and explore ways to generate income by holding events and facility rentals on the grounds.
- * To identify ways to highlight the Muscatine-China connection and/or the work of the Sister Cities organization by selecting at least one relevant exhibition topic for 2013-2014.
- * To review the Art Center's Disaster Plan and work with other city departments to make the Disaster Plan easy to implement across all effected departments.
- * To better utilize the city's website to improve marketing, communication, and collections access to the public. **(Management Agenda Top Priority)**
- * To ensure that trustees, staff, and the art community are involved in the city's comprehensive planning process. **(Council Policy Agenda Top Priority)**
- * To review Art Center operations for "Lean" initiatives. **(Management Agenda High Priority)**
- * To collaborate with Trinity Hospital in Muscatine and other area partners to build a walking trail between the grounds of the Art Center and the hospital as a "Blue Zones" initiative.
- * To continue participation in the "Let's Move!" initiative launched by First Lady Michelle Obama for museums and gardens across the country to help educate children and families about healthy food choices and to promote physical activity.
- * To partner with the Musser Public Library to cross-promote the activities of both departments.

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	Actual 2010/2011	Actual 2011/2012	Budget 2012/2013	Revised Estimate 2012/2013	Budget 2013/2014	Percent Change
Expenditure Summary						
Personal Services	\$ 257,117	\$ 266,896	\$ 264,700	\$ 261,300	\$ 246,600	-6.84%
Commodities	10,626	6,242	6,700	7,600	6,400	-4.48%
Contractual Services	38,563	33,855	35,800	61,500	44,400	24.02%
Capital Outlay	2,036	2,287	-	-	-	
Transfers	-	-	-	-	-	
Total Expenditures	\$ 308,342	\$ 309,280	\$ 307,200	\$ 330,400	\$ 297,400	-3.19%
Funding Sources						
Art Center Revenues	\$ 4,846	\$ 5,087	\$ 7,200	\$ 5,200	\$ 6,200	-13.89%
Art Center Grant	14,400	13,540	-	13,500	-	
Support Foundation Contribution	17,539	18,025	18,900	17,100	19,500	3.17%
Friends of the Art Center Contribution	22,403	19,582	20,800	21,000	21,200	1.92%
Hotel/Motel Tax	90,916	86,943	87,500	87,500	87,500	0.00%
General Revenues	158,238	166,103	172,800	186,100	163,000	-5.67%
Total Funding Sources	\$ 308,342	\$ 309,280	\$ 307,200	\$ 330,400	\$ 297,400	-3.19%

Personnel Schedule						
	Actual 2010/2011	Actual 2011/2012	Budget 2012/2013	Revised Estimate 2012/2013	Budget 2013/2014	Budget Amount 2013/2014
Full Time Positions:						
Art Center Director	1.00	1.00	1.00	1.00	1.00	
Office Coordinator	1.00	1.00	1.00	1.00	1.00	
Art Center Registrar	1.00	1.00	1.00	1.00	1.00	
Total Full Time	3.00	3.00	3.00	3.00	3.00	
Part Time Positions:						
Registrar	0.07	-	-	-	-	
Art Center Aide	1.14	1.22	1.00	1.25	1.00	
Custodian	0.31	0.32	0.25	0.29	0.25	
Office Clerk	0.05	-	-	-	-	
Total Part Time	1.57	1.54	1.25	1.54	1.25	
Total	4.57	4.54	4.25	4.54	4.25	\$ 193,300
Employee Benefits						53,300
Total Personal Services						\$ 246,600