



**Our Year**

**FY 23/24**

**Our Goals**

**FY 24/25**



# Agenda

1. **FY23-24 TIMELINE**
2. **GRASSROOTS & ARPA GRANT FUNDING**
3. **OUR CURRENT BOARD**
4. **MISSION, VISION, VALUES, DEI POLICY**
5. **FY 24-25 GOALS**
6. **FY24-25 SCHEDULE**
7. **WEBSITE UPDATES**
8. **HOW YOU CAN HELP**

# Our Year

## Community Assessment FY 22/23

**Purpose:** Gather data and analyze information to guide the GAC board planning efforts for FY 23-24.

**Process:**

- Reviewed financial data and program documents
- Interviewed Community Leaders
- Spoke with 3 Focus Groups of Artists
- Surveys from the Gastonia Arts Committee



INSPIRATION  
QUALITY  
ACCURACY  
SOCIAL  
RESPONSIBLE  
POSITIVE  
VISION

# Community Feedback Summary

Based on feedback, the Board worked to stabilize the organization, re-establish our community presence, and focus on supporting grant recipients.

After hearing from the community leaders during this assessment, we want to acknowledge the valuable feedback and share some key takeaways. We are committed to building a stronger and more connected arts community.

We want you to know that we are listening, and we value your input.



**Visibility and Awareness:** Many community members felt there was limited awareness of GAC's work.

**Mission Clarity:** Some respondents expressed that the mission of GAC is not widely understood or easily accessible.

**Board Composition & Structure:** Concerns were raised about the need for a more locally connected and diverse board that could extend GAC's network across Gaston County.

**Partnerships and Collaborators:** Several leaders highlighted the need for GAC to build stronger partnerships with local institutions.

# Community Feedback Summary



# Community Feedback Summary

**Artistic Integration and Collaboration:** The idea of more integrated efforts across different arts groups, including common initiatives such as art crawls and collaborative exhibitions, was a recurring theme.

**Program Awareness:** Many were unaware of the broader scope of GAC programs.

**Support for Artists and Art Organizations:** The Community has expressed a desire for more visible support for artists and art organizations, including better grant-making processes, centralized resources, and a unified arts calendar.

**Operational Improvements:** Feedback also pointed to the need for additional staff and resources, particularly in fundraising and development.





# Our Year:

## Recurring Meetings



- Weekly Meetings with NC Arts Council
- NC Arts Council Regional Meetings
- Bi-Weekly Board Meetings
- Weekly Meetings with Staff, Treasurer, & Board Chair



# Our Year: Consultants



- Board Development & Recruitment  
Consultant: Krista Terrell
- Strategic Planning & Visioning  
Consultant: Angelina Corbet
- Fundraising & Development Discussions  
w/ Witnie Martinez & Kristen Hills  
Bradberry





# Our Year: Consultants



- Development Planning/ Non-Profit Management Consultant: Katie Benston
- Consultants through NC Center for Non-Profits
  - Accounting
  - Executive Transitioning
  - Legal
- Accounting Consultant: 990s Review, Accounting Policies, Quickbooks Training





# Our Year:

## Site Visits



- African-American Museum of History & Culture
- Cotton Ginning Days/ Heritage Village Parks & Recreation
- Gaston Dance - The Nutcracker
- Gaston School of the Arts - Madagascar
- Mt. Holly Outdoor Gallery Opening
- Arts on the Greenway





# Our Year:

## Relationship Building

- Frequent contact with Sub-Grantees
- Worked closely with NC Arts Council
- 1:1 Coffee chats with multiple arts-oriented community members
- Building relationships to recruit Board Members
- Connecting with multiple Arts Council Directors across our Region





# Our Year:

## Special Events & Initiatives

- Gastonia Arts Committee Meeting Attendance
- Gaston MAX Multi-cultural Festival Committee Participation
- Gaston Advisory Committee for the Arts for Belmont Abbey College Attendance
- **Arts Day** in Raleigh Attendance
- **Gaston Business Association** - Nonprofit Spotlight (x2) - Leadership Gaston Cohort
- Gaston's Great Podcast Participation
- Community Foundation Run Participation





# Our Year:

## Staff Training



- NC Arts Council Support
  - Training on Granting Process
  - AEP6 Study
  - Accessibility Requirements
- Arts & Science Council Support
  - Culture Blocks Panelists
  - Lead w/ Intention Workshop
- Guidance from EDs of fellow Regional Arts Councils

# Our Year:

## Granting Process



- October: Subgrant Workshop & Application Support
- November - December: Panelist Invitations and Preparation, Application Review and Edits
- January: Panel meeting with the NC Arts Council for application review, scoring, and recommendations.

# Our Year: Granting Process

- January: Presented funding recommendations to the Board of Directors for approval.
- January: Distribution of grant contracts and awards.
- February - April: Ensured compliance with multi-cultural requirements for Grassroots grant.





# Our Year: Granting Process



- February: GAC applies for FY 24-25 Grassroots grant funding to the NC Arts Council
- April - May: Check-in w/ subgrantees on programming and ensure all funds are spent by June 30th
- June: Final reports subgrantees are due
- July: Final report due to NC Arts Council for FY 23-24



# Grassroots & ARPA funding

Gaston Arts Council invested

# \$183,759

in Grassroots & ARPA funding for the 23/24 season. (This represents 72% of all Grassroots & ARPA funds received.)



# Grassroots & ARPA funding

Gaston Arts Council supported

**17** arts & culture organizations

through Grassroots and ARPA subgranting for the 23/24 season - representing all organizations that applied and were eligible.





# Grassroots Grant Recipients

**African-American Museum of History & Culture - \$1,800**

**African-American Quilt Guild - \$700**

**Carolina Pro Musica - \$1,600**

**Carolinas Street Art Collaborative - \$10,000**

**Friends of Gaston Public Library - \$15,095**

**Gaston County Museum of Art & History - \$15,000**

**Gaston Dance Theatre - \$13,987**

**HELP Carolina - \$13,850**





# **Grassroots Grant Recipients**

**Keep Gastonia Beautiful - \$2,500**

**Little Theater of Gastonia - \$29,800**

**Piedmont Chapter of the Links - \$1,500**

**Gaston County Parks & Recreation - \$5,769**

**Gaston School of the Arts - \$14,400**



# ARPA Grant Recipients

**African-American Museum of History & Culture - \$10,000**

**African-American Quilt Guild - \$7,081**

**Arts on the Greenway - \$2,500**

**Authentically Healed CDC - \$2,500**

**C&J Creative Expression - \$7,775**

**Gaston County Museum of Art & History - \$20,000**

**Gaston Dance Theatre - \$3,500**

**Legacy Builders - \$2,500**

# Leadership Transitions

As outlined in our current By-Laws, board members serve limited terms, creating opportunities for new leaders to join the board. This rotation allows for fresh perspectives and strong leadership to guide the Gaston County Arts Council in achieving our goals.

*Community members who receive grants from the Gaston Arts Council are not eligible to serve on the Board of Directors or participate as panelists in reviewing applications.*





# Current Board Members

- Stephanie Newman - Board Chair
- Katie Causey Miller - Board Treasurer
- Will Cauthen
- Michael Applegate

*We are actively recruiting additional Board Members!*

# Mission

To enrich Gaston County by empowering artists and creative organizations through grants, advocacy, and community engagement, connecting artists with opportunities and promoting the arts to enhance the region's quality of life.



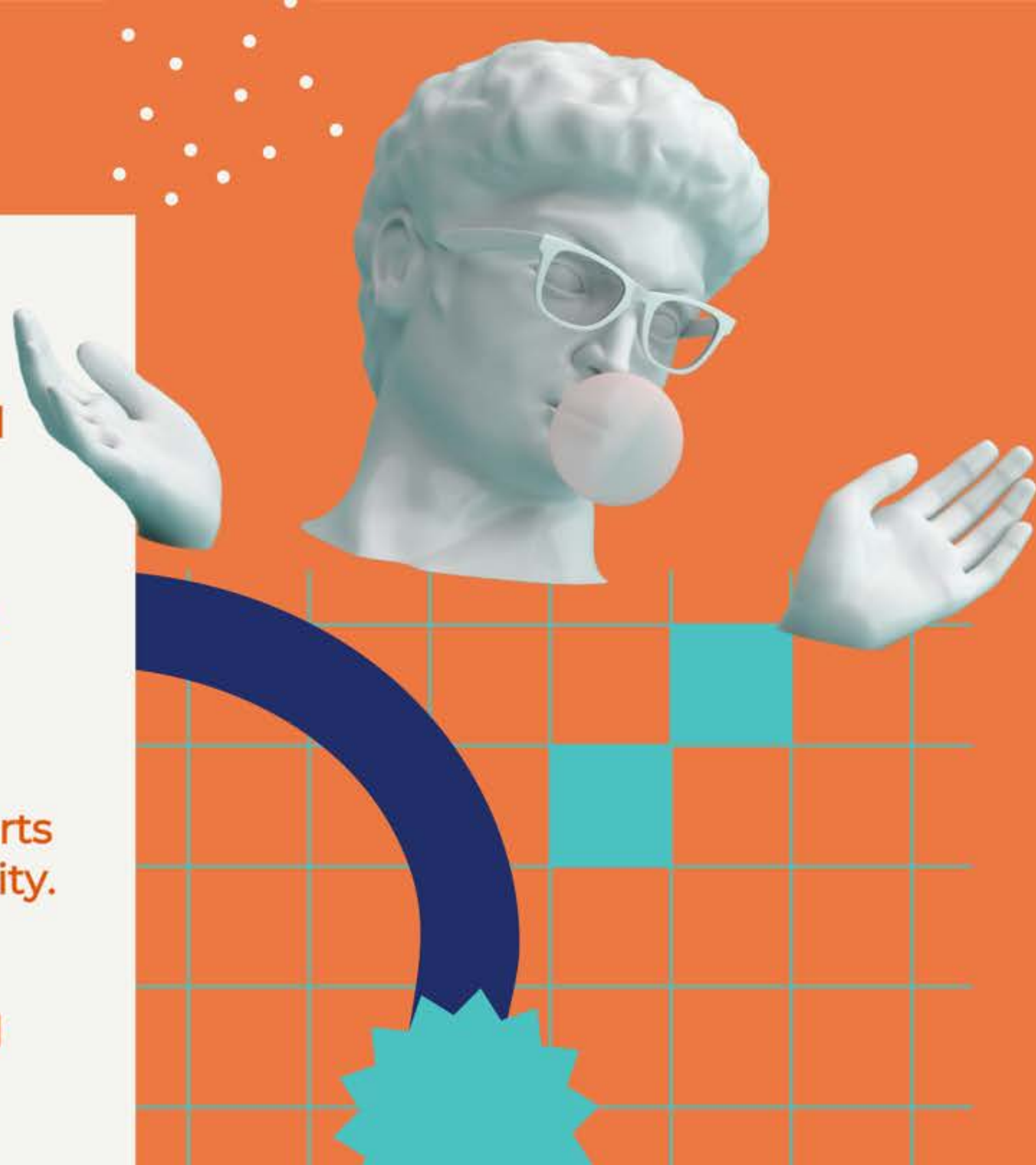
# Vision

To create a thriving and vibrant arts community in Gaston County where artists are supported, the arts are celebrated, and creativity is woven into the fabric of everyday life, enriching the experiences of all residents and fostering a culturally dynamic and connected community.



# Values

- We celebrate and nurture creativity in all forms, encouraging innovative artistic expression.
- We foster an inclusive environment that embraces diversity and ensures arts accessibility for everyone.
- We bring people together through the arts and build a vibrant, connected community.
- We champion local artists and creative organizations with essential support and advocacy.



# Diversity, Equity, and Inclusion

We believe that the arts have the power to bring people together and foster understanding across diverse communities. To promote a more equitable world, we are committed to ensuring that our programs, events, and opportunities are accessible to everyone, regardless of their background.

We actively seek to amplify underrepresented voices, support artists from diverse communities, and create inclusive spaces where all individuals feel valued and respected.

Through intentional programming, partnerships with local organizations, and ongoing DEI training for our staff and volunteers, we strive to break down barriers and build a vibrant, inclusive arts community in Gaston County.



# FY 24/25 Strategic Goals



# Organizational Goal

**Connect.**

**Advocate.**

**Promote.**



# Organization Goals: Connect

Be a **Connector** for Gaston County's vibrant Arts Community.



- Mornings with He(Art) - Recurring Meetups for Arts & Culture Organizations to meet and share
- Connect artists with opportunities in the County
- Connect residents with the many cultural events happening in their backyard

# Organization Goals: Advocate

**Advocate** for and increase funding for capacity building and sustainability for art organizations and artists in Gaston County, both locally and at the state and federal level.

- Engage with Local Government Officials
- Develop Public Awareness Campaigns
- Advocate at the State and National Level
- Leverage Technology and Innovation



# Organization Goals: Promote

**Promote** the Arts in Gaston County to residents and visitors through strategic marketing initiatives.



- Create & promote a unified arts calendar.
- Launch targeted social media campaigns.
- Work with Travel & Tourism to highlight arts and culture experiences.
- Expand our email list of arts supporters; send regular newsletters featuring upcoming events, artist spotlights, etc.

# **Organizational Goal**



**Transparency.  
Relationships.  
Capacity Building.**

# Organization Goals: Transparency

Increase the organization's **transparency** in the grant process, financials, and goals & mission.

- Financials on our Website
- Grant Process
- Panelist Selections
- Arts Impact Report



# Organization Goals: Relationships

Build deeper **relationships** with our Arts Community and establish partnerships with Local Community Leaders.

- Coffee Dates - Listening to Serve
- Closer Relationship w/ our Subgrantees
- Building Relationships w/ City & County Officials
- Re-engage Our Patrons



# Organization Goals: Capacity

Expand Administrative Support, Staffing Resources, & continue Board Recruitment to increase **capacity**.

- Administrative Support
- Board Recruitment
- Volunteers
- Funding
- Strategic Planning



# Fundraising Goal

# \$135,000

through a combined strategy of grants,  
foundation support, memberships, individual gifts,  
corporate donations, municipal support,  
and board contributions.



# Programs



## Mornings with He(Art) First Thursday of Each Month\*

*A monthly coffee meetup for Gaston County's arts & culture organizations to connect, share, and support each other.*

October 3 | November 7 | December 5

January 9\* | February 6 | March 6

April 3 | May 1 | June 5 | July 3

# Fall Programs

## Workshop:

24/25 Grassroots Grant Workshops

October 2 | October 3

## Workshop:

24/25 Artist Support Grant Workshop with ASC

October 8

## Workshop:

Navigating the Art Market: Selling Your Work  
with Morgan Mathieu Tran from Elder Gallery

November 13

## Workshop:

Year-End Reflection and Future Planning  
with Afeni Grace from Harvey B. Gantt Center

December 11



## Holiday Party

December 14



# Memberships

- Artist Membership - \$50/year or \$5/month
- Individual Membership - \$75/year or \$7/month
- Muse Society Membership - \$1,000/year and up
- Arts & Cultural Organization Memberships
- Business Arts Alliance Memberships





HOME

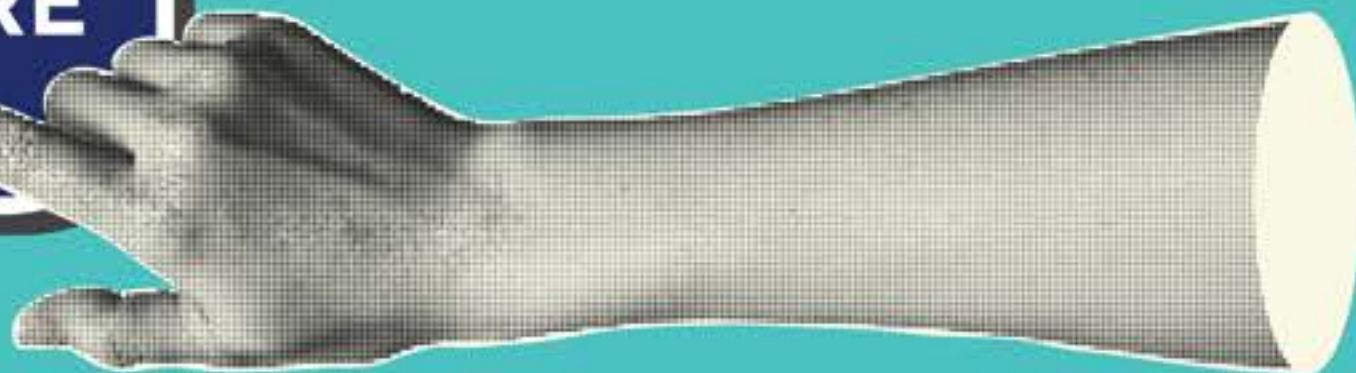
ABOUT US ▾



# WEBSITE

We have a new website!

CLICK  
HERE

A background image showing a paintbrush with blue, yellow, and red paint strokes painting a landscape. A hand is visible in the top right corner, holding the brush. The text "Gaston" is in a white script font, and "CREATES" is in a large, bold, white sans-serif font.

# Gaston CREATES

# Your Support



- Become a Member!
- Make a Personal Donation
- Connect Us with Supporters
- Apply for our Board or Advisory Board
- Share Your Positivity!



# Thank You

FOR JOINING US IN  
SUPPORTING THE ARTS IN  
GASTON COUNTY!



Want to learn more?

Contact us here:

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[gac@gastonarts.org](mailto:gac@gastonarts.org)

