

## The Year at a Glance

### Operational

- ⇒ Funding raised to hire an administrative assistant
- ⇒ Number of members increased by 7.4%
- ⇒ Operating grants increased by 48%
- ⇒ Performing arts grants increased by 62%
- ⇒ New/additional grant sources:

- ⇒ Arts & Culture funding through the Otsego County Community Foundation.
- ⇒ DTE Energy Foundation grant.
- ⇒ Northeast Michigan Council of Governments-Governor's Regional Prosperity Initiative.
- ⇒ Donor advised funding from Scott & Janice Lampert and Jan Cotant through the Otsego County Community Foundation.



Funding from Scott & Janice Lampert and Jan Cotant helped GACA to hire more staff.



Volunteers manning the beverage table at the HMF

### Volunteers

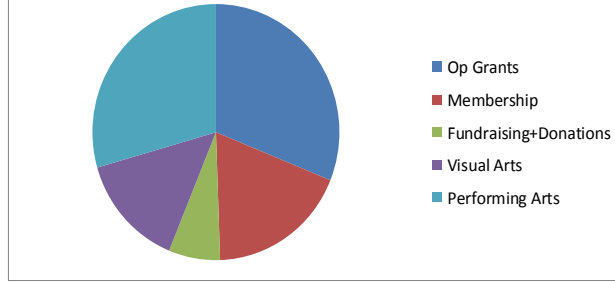
Volunteers are the secret to GACA's success. With limited funding for paid staff, we depend on our wonderful and loyal volunteers to help us with all aspects of our operations. We literally can't do it without them!

**All GACA programs, activities and services are provided equally, without regard to race, color, religion, national origin, age, sex or disability.**

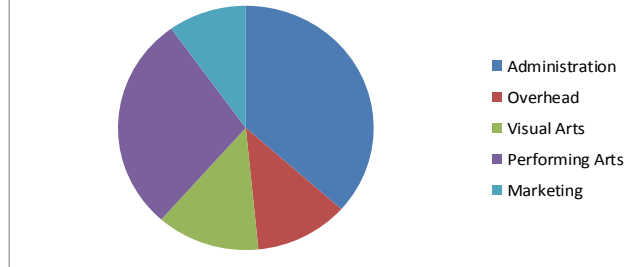


GACA activities are supported in part by an award from the MICHIGAN COUNCIL FOR ARTS AND CULTURAL AFFAIRS and the NATIONAL ENDOWMENT FOR THE ARTS

### Income Oct 2016 to Sep 2017



### Expenses Oct 2016 to Sep 2017



### Expense Summary

- ◆ Expenses increased by 12% over previous year.
  - ◆ Administration & overhead increased by 14%. More staff assistance added.
  - ◆ Visual arts expenses declined by 15%.
  - ◆ Performing arts expenses increased by 65%. More events held.
  - ◆ Decrease in marketing expenses. Less paid marketing.
  - ◆ Marked increase in net income from previous year.

## GACA Profit & Loss Statement

### Oct. 2015– Sep 2016 Compared to Oct 2016– Sep 2017

Income	Oct 2015-Sep 2016	Oct 2016-Sep 2017
Operating Grants	\$14,950	\$22,100
Membership	\$12,340	\$13,015
Fundraising & Donations	\$ 4,230	\$4,784
Interest	\$ 56	\$78
Visual Arts	\$16,917	\$10,192
Performing Arts	\$11,085	\$20,914
<b>Total Income</b>	<b>\$59,579</b>	<b>\$71,083</b>
Expenses	Oct 2015-Sep 2016	Oct 2016- Sep 2017
Administration	\$20,943	\$24,031
Overhead	\$ 6,860	\$7,782
Visual Arts	\$10,104	\$8,585
Performing Arts	\$11,327	\$18,782
Marketing	\$ 9,488	\$6,505
<b>Total Expenses</b>	<b>\$ 58,722</b>	<b>\$65,685</b>
<b>Net Income/Loss</b>	<b>\$ 857</b>	<b>\$5,398</b>

### Income Summary

- ◆ Income increased by 19% over previous year.
  - ◆ Operating grants increased by 48%.
  - ◆ Membership income increased by 6%.
  - ◆ Small increase in fundraising & donations.
  - ◆ Visual arts income decreased by 40%. No art auction held during the period.
  - ◆ Performing arts income increased by 87%. More events held and new sponsors found.

### GACA 2016-17 Board and Staff

<i>President</i> Janet Allen	<i>Operations</i> David Retter	<i>Visual Arts</i> Sandra Hines	
<i>Vice President</i> Lisa McComb	<i>Members at Large</i> Jill McKinley	<i>Student Member</i> Andrew Makarewicz	<i>Arts Manager</i> Jan Kellogg
<i>Treasurer</i> Carolyn Monarch	Ursula Owens	<i>Honorary Member</i> Alma Harrison	<i>Admin Assistant</i> Sheryl Lamarand
<i>Secretary</i> Marge Long	Jan Cotant		



Your GACA Board of Directors

**Welcome!** In this second Annual Report from the Gaylord Area Council for the Arts (GACA), we are proud to show you our continued growth. The arts are alive and well in the greater Gaylord area and our progress is proof of that claim. We think you will be happy to see what your contribution to our organization has produced. Please continue being an ambassador for the arts!

## The Year at a Glance

### Visual Arts

- ⇒ Eight fine arts exhibits, including one for the popular “100-Day Project”.
- ⇒ Forty creativity workshops, including 25 for children.
- ⇒ Participation in the Alpenfest® with an art tent exhibit, paint tower for students and free art demonstrations.



Participants in the Shibori prints workshop.



After school art class

- ⇒ Second year of encouraging creativity through the “100-Day Project”.
- ⇒ New kid’s arts and crafts classes and activities, many of them free.

### Performing Arts

- ⇒ Free concerts by singing group “Gemini” at county-area schools.
- ⇒ “Swing & Sweet Big Band Dance” held in March.
- ⇒ Free live music played in downtown Gaylord during the first “Random Acts of Music” (RAOM) event in July.
- ⇒ Second annual “Headwaters Music Festival” (HMF) held in August.



Mitch Ryder & the Detroit Wheels headlined the HMF



Dancing the night away at the “Swing & Sweets Big Band Dance”



Some of the many musicians at the ROAM: “Zeke” (Robert Varney) & Jim Tobin

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**Gaylord Area Council for the Arts**

125 E. Main Street  
Gaylord, MI 49735



# Annual Report

## Oct 2016 to Sep 2017



The Crane Wives @ the Headwaters Music Festival



GACA’s Downtown Art Center



Students painting a mural @ the Alpenfest®

*Gaylord Area Council for the Arts*  
125 E. Main St. ~ Gaylord, MI ~ 49735  
989-732-3242 ~ [gaylordarts@gaylordarts.org](mailto:gaylordarts@gaylordarts.org)  
[www.gaylordarts.org](http://www.gaylordarts.org)