

**Harwood Museum of Art  
Annual Report  
July 1, 2012 to June 30, 2013  
Submitted by Susan Longhenry, Director**

***Vision***

The Harwood Museum of Art brings Taos arts to the world and world arts to Taos.

***Mission***

The mission of the Harwood Museum of Art of the University of New Mexico is to collect, preserve, exhibit and interpret the arts, especially those created in, inspired by, or relevant to northern New Mexico. The museum advances the University's mission and engages diverse audiences by stimulating learning, creativity and research through exhibitions, programs and publications.

**Significant Developments During 2012-2013**

Between July 2012 and June 2013 the Harwood Museum of Art served 26,313 people through exhibitions, educational programs and public programs. This figure represents a 10% increase over the previous year's attendance, and a 43% increase in attendance since FY10. General admissions – attendance for visitors attending exhibitions – was 10,358, a 6% increase over FY12. 7,584 people attended public programs such as lectures, films, receptions and other special events, while 8,371 people were served by educational programs such as *Art in the Schools*, the *Neighborhood Arts Project*, and fee-based classes for children and adults. This figure represents a 27% increase over participation in educational programs in FY12. 4,710 children were served by the museum's *Art in the Schools* program, with another 1,393 children participating in the summer *Neighborhood Arts Project*.

The top five states represented in museum visitation for admissions and public programs were New Mexico (32%), Colorado (8%), Texas (7%), California (6%), and New York (2%). Breaking down New Mexico, the top five zip codes for total attendance were the Taos area (17%), Santa Fe (6%), and Albuquerque (5%).

**Strategic Plan**

This year the museum made significant progress against action items articulated in the strategic plan approved in June 2010. Of particular significance were three major exhibitions presented in collaboration with *ISEA2012 Albuquerque: Machine Wilderness*, five major exhibitions presented in collaboration with the Town of Taos' *Remarkable Women of Taos* promotion, and early development for a major traveling exhibition scheduled for 2016 entitled *Mabel Dodge Luhan & Company: American Moderns and the West*. The Harwood also organized a national tour of *Agnes Martin: The New York-Taos Connection (1947–1957)*, adapted from our *Agnes Martin: Before the Grid* exhibition and hosted by the Albright-Knox Art Gallery in Buffalo, New York January 26-May 12, 2013. Other developments included the inaugural *Art of Wine*

fundraising event, a very effective partnership with the Taos Winter Wine Festival and the Great Chefs of Taos that raised nearly \$20,000 for the museum's exhibitions.

Finance

Below is a summary of the Harwood Museum of Art's operations for FY13. Total revenues, excluding any balance forwards, totaled \$896,389, of which 45% were contributed by the University by way of Instruction and General Funds. The remaining revenues are a combination of earned income and charitable funds. Approximately 79% of I&G funds and 30% of all other funds are committed to salaries and payroll associated expenses. The remaining dollars support administrative operations, exhibitions, educational programs, repair and maintenance as well as custodial needs.

**Harwood Museum of Art FY11 Operating Summary  
As of June 30, 2013**

**Revenue**

**Charitable**

*Gifts/Grants*

Unrestricted	21,657
Memberships	13,125
Education	87,181
Exhibitions	109,900
Public Programs	280
Collections	20,250
Endowment	<u>95,977</u>
Subtotal Charitable	<u>348,370</u>

**Operating**

Gift Shop	50,285
Admissions	58,747
Programs	23,276
Education	3,276
Other Sales and Revenue	6,165
Fund Balance Carry Forward	<u>199,786</u>
Subtotal Operating	<u>341,535</u>
Subtotal non I & G Revenue	689,905

Museum Administration	275,330
Museum Maintenance	130,940
Fund Balance Carry Forward	<u>18,408</u>
Subtotal I&G	424,678

**TOTAL REVENUE** **1,114,583**

## Expense

Museum (non I & G)	205,045
Gift Shop	48,628
Development	26,987
Education	57,310
Public Programs	29,203
Exhibitions	126,683
Collections	12,871
Deficit Reduction	<u>10,000</u>
Subtotal non I&G expenses/balances	516,727
Subtotal non I & G revenue over (under) expenses	173,178
Museum Administration	268,060
Museum Maintenance	<u>125,386</u>
Subtotal I&G expenses/balances	393,446
Subtotal I&G revenue over (under) expenses	31,232
<b>TOTAL EXPENSES</b>	<b><u>910,173</u></b>

### *General Operations and Programs*

In FY13, our budgeted charitable revenue goal was \$213,500 for the Harwood's general operations, exhibitions and programs. The total raised was \$252,393 (per Banner report). This included \$13,125 from the Harwood Museum Alliance, Inc. (Alliance). (The final payment of \$4,375 for FY13 was not deposited until July 2013). In addition there was a contributed amount of \$95,977 from endowment revenue (General, Public Programs, Stockman Family, and Tally Richards).

### *Harwood Museum Alliance, Inc.*

The Alliance is a 501(c)(3) organization that supports the Harwood's operations through memberships and fund raising events. In FY13, the Alliance contributed \$17,000 to unrestricted general operations and \$2,500 to the Lucy Perera Fund. The Alliance also contributed \$7,500 toward the purchase of artwork by Victor Goler.

### *General Revenue*

- Admissions revenue total was \$58,747 in FY13.
- The Museum Store revenue of \$50,285 showed a 36% decrease in sales when compared with the previous year's performance.
- Facility Rental Fees from outside organizations, including collaborative partners such as the Taos Chamber Music Group, totaled \$4038.
- Endowment revenue totaled \$95,977, from which \$10,000 was used to pay down the Harwood's deficit account, leaving a deficit balance of \$90,944.
- UNM Contributed Dollars totaled \$406,270. This amount covered over half of the salaries and partial general building operation costs, including utilities, custodial supplies and repair and maintenance costs.

### Charitable Contributions & Endowments

For Fiscal Year 2013, a total of 324 gifts totaling \$1,386,457 in charitable contributions of cash, art and in-kind services were donated to the University of New Mexico Foundation for the Harwood Museum of Art. Please note that this is the UNM Foundation total, so does not include government funding sources, fundraising event monies or smaller in-kind donations.

The contributed income goal for annual operations was \$213,500 for FY13. The total raised for general operations and programmatic expenses was \$255,448 (reconciled from UNM Foundation gift reports and including New Mexico Arts and fundraising events). (The discrepancy between the UNM Foundation numbers and the Banner report largely have to do with a delay in the funds being transferred to Banner as well as different allocation for fundraising events).

#### *Unrestricted Funds.*

##### *Annual Fund*

The Annual Fund consists of funds raised for unrestricted operations of the Museum. One mail drive was conducted in October 2012. As the unrestricted fund balances were high, no spring annual fund mailing was conducted.

Throughout the year, the Harwood received 324 gifts, 294 cash gifts. 111 cash gifts over \$500 were received with 21 of those unrestricted. The median cash gift dropped from \$400 to \$200 from FY12 to FY13. The average cash gift was \$1,465.

Multi-Year Comparison:

	<b>FY11</b>	<b>FY12</b>	<b>FY13</b>
Cash Gifts	\$ 623,058.74	\$ 357,701.00	\$ 424,607.00
Bequests	\$ 250,000.00	\$ -	\$ -
Reported Gifts	\$ 548,854.00	\$ 1,238,154.22	\$ 961,850.00
	\$ 1,421,912.74	\$ 1,595,855.22	\$ 1,386,457.00
	<b>FY11</b>	<b>FY12</b>	<b>FY13</b>
Annual Operating	\$ 116,633.75	\$ 189,142.85	\$ 256,502.00
Endowment Funds	\$ 97,873.00	\$ 15,450.00	\$ 14,500.00
Non Endowed Funds	\$ 49,100.00	\$ 60,300.00	\$ 76,505.00
Capital Funds	\$ 359,451.99	\$ 92,808.15	\$ 77,100.00
Reported Gifts	\$ 548,854.00	\$ 1,238,154.22	\$ 961,850.00
Bequests	\$ 250,000.00	\$ -	\$ -
	\$ 1,421,912.74	\$ 1,595,855.22	\$ 1,386,457.00
	<b>FY11</b>	<b>FY12</b>	<b>FY13</b>
Total Gifts #	279	265	324
Total Cash Gifts #	255	223	294
Cash Gifts over \$500	129	91	111
Restricted Cash Gifts over \$500	23	26	21
Median Gift	\$ 500	\$ 400	\$ 250
Average Gift	\$ 5,096	\$ 6,022	\$ 4,279

### *Membership*

As noted above, membership to the Harwood Museum of Art is coordinated by the Harwood Museum Alliance, Inc., a 501(c)(3) organization that supports the operation of the Harwood through memberships and fund raising events. In FY13, the Alliance contributed \$17,500 in annual membership plus \$2,500 in support of the Lucy Perera Fund and \$7,500 in support of the acquisition of the Victor Goler collection. This included a match challenge of \$2,500 which was met by private donations.

In June 2013 there were 748 Alliance members, 195 of these were new members.

### *Restricted Programmatic Funds*

Restricted gifts are earmarked for specific programmatic aspects of the Museum, primarily education, exhibitions and endowment.

Individuals:

See Director's Circle Listing

### *Grants*

Foundations Grants:

Quail Roost Foundation	\$ 2,000	NAP (increased from prior year)
Albert I. Piece Foundation	\$10,000	NAP (first grant)
Fasken Foundation	\$ 5,000	AIS (first grant)

Chamiza Foundation	\$ 1,904	NAP (first grant)
Taos Community Foundation	\$ 7,500	AIS (first significant grant in 5+ years)
NM Photography Council	\$3,500	Art Purchase ( Pat Hall photo collection)
Corporate Foundation Grants		
US Bancorp	\$5000	AIS (first grant)
Government Grants		
New Mexico Arts	\$6,464	AIS

*Events*

*Art of Wine* was held in conjunction with the Taos Winter Wine Festival. The fundraiser was planned and executed by Jina Brenneman and the Curatorial Team. The event was held Friday, February 1, 2013 and netted \$19,165 which supported exhibitions.

Of the gifts from Individuals, \$217,450 was from board members (including \$141K in gifts of art).

The Governing Board contributed \$35,800 towards this total.

*Summary of Total Private Gifts Received in FY13\**

<b>Fund</b>	<b>Gift Sum</b>	<b># Gifts</b>
<b>Faith Mallams D'Amico Youth Scholarship</b>	<b>\$ 7,500.00</b>	<b>2</b>
<b>Harwood Art Acquisitions Fund</b>	<b>\$ 38,505.00</b>	<b>48</b>
<b>Harwood Collection Care</b>	<b>\$ 20,250.00</b>	<b>2</b>
<b>Harwood Director's Discretionary Fund</b>	<b>\$ 1,000.00</b>	<b>13</b>
<b>Harwood Educational Programs</b>	<b>\$ 80,637.00</b>	<b>70</b>
<b>Harwood Lucy Perera Fund</b>	<b>\$ 9,128.00</b>	<b>21</b>
<b>Harwood Endowment - Unrestricted</b>	<b>\$ 12,500.00</b>	<b>1</b>
<b>Harwood Expansion and Renovation Fund</b>	<b>\$ 77,100.00</b>	<b>11</b>
<b>Harwood - General Operations Fund</b>	<b>\$ 33,682.00</b>	<b>88</b>
<b>Harwood Exhibitions Endowment</b>	<b>\$ -</b>	<b>0</b>
<b>Harwood Museum Lectures and Events</b>	<b>\$ 80.00</b>	<b>3</b>
<b>Harwood Public Programs Endowment</b>	<b>\$</b>	<b>2</b>

	<b>2,000.00</b>	
	<b>\$</b>	
<b>Harwood Reported Gifts - Art</b>	<b>956,500.00</b>	<b>26</b>
	<b>\$</b>	
<b>Harwood Reported Gifts - Services</b>	<b>5,350.00</b>	<b>4</b>
	<b>\$</b>	
<b>Harwood -Curatorial General</b>	<b>19,125.00</b>	<b>21</b>
	<b>\$</b>	
<b>Harwood Curatorial Fellowship</b>	<b>2,450.00</b>	<b>5</b>
<b>Harwood Special Exhibition 2 - Agnes Traveling</b>	<b>\$</b> <b>100,000.00</b>	<b>1</b>
	<b>\$</b>	
<b>Harwood Fall Exhibitions Fund</b>	<b>5,900.00</b>	<b>1</b>
	<b>\$</b>	
<b>Harwood Spring Exhibitions Fund</b>	<b>3,500.00</b>	<b>1</b>
	<b>\$</b>	
<b>Harwood Summer Exhibitions Fund</b>	<b>500.00</b>	<b>1</b>
	<b>\$</b>	
<b>Harwood Summer Exhibitions Fund</b>	<b>500.00</b>	<b>1</b>
	<b>\$</b>	
<b>Harwood Mabel Dodge Luhan</b>	<b>10,250.00</b>	<b>2</b>
<b>TOTALS</b>	<b>\$ 1,386,457.00</b>	<b>324</b>

\* These gifts reflect only those processed through the UNM Foundation and do not include NM Arts or fundraisers.

#### *Director's Circle*

The Director's Circle was restructured in 2011 to include all donors who gave a restricted or unrestricted cash gift, purchased membership, or gave works of art or in-kind services valued at \$500 or above. At fiscal year end, the Director's Circle included 140 individuals and businesses (same as previous year). In FY13 111 cash gifts of \$500 or more were given (21 unrestricted). This is slightly higher than the previous year.

Director's Circle events for FY12 included:

August 2012	Director's Luncheon at Taos Inn for Agnes Martin level donors
September 2012	Collector's Event in Santa Fe at Gil Waldman's home followed by second collection and reception at Larry Lazarus home.
September 2012	VIP reception for opening of <i>In Zero Gravity</i>
February 2013	VIP reception for opening of <i>Red Willow</i>
May 2013	VIP reception for opening of <i>Third Chapter</i>

#### *Reported Gifts*

Reported gifts are gifts in-kind and gifts of works of art. The Museum received art from 26 donors with a total value of \$956,500. Three (3) in-kind gifts of services and goods valued at \$5,350

*Capital Campaign:* Capital donations are specific dollars designated toward the Harwood's 10,700 sq ft expansion. Private donations raised and pledged for this project, totaled \$2.236 million. A total of \$2,235,943 or 97% of these pledges were paid by the end of the fiscal year (\$77,100 were received this fiscal year). All pledges have been paid according to schedule with a balance of \$68,200 due by 2014.

*Endowments & Restricted Funds*

Total endowments for the Harwood Museum of Art for this fiscal year are valued at \$2.39 (up from \$2.267 million a year ago), with a distribution rate of 4.5.

Summary of Endowments as of 06/30/2013:

	<b>FY13</b>
<b>Harwood General Endowment</b>	\$ 1,728,037
<b>Degen House Quasi Endowment</b>	\$ 46,136
<b>Stockman Endowment - Collections</b>	\$ 177,956
<b>Mandelman Ribak Endowment - Exhibitions</b>	\$ 157,937
<b>Tally Richards Endowment - Exhibitions</b>	\$ 43,932
<b>Veritas - Art Acquisitions</b>	\$ 112,498
<b>Exhibitions Endowment</b>	\$ 23,420
<b>MaryLou Reifsnyder Endowment - Exhibitions</b>	\$ 31,291
<b>Publications Endowment</b>	
<b>Public Programs Endowment</b>	\$ 78,050
<b>Education Endowment</b>	
	<b>\$ 2,399,257</b>

*Exhibitions*

The Harwood Museum of Art features an active changing exhibition schedule, in addition to the five galleries devoted to the permanent collection (the Dorothy and Jack Brandenburg Gallery, the Ellis-Clark Taos Moderns Gallery; The Agnes Martin Gallery, the Hispanic Traditions Gallery, and the Joyce and Sherman Scott Gallery). Changing exhibitions are held in the George E. Foster Jr. Gallery of Prints, Drawings and Photographs; the Mandelman-Ribak Gallery, the Caroline Lee and Bob Ellis Gallery, and the Peter & Madeleine Martin Gallery

The following is a listing, in reverse chronological order, of exhibitions during FY 2012-13.

**New Installations**

HIGHLIGHTS FROM THE HARWOOD MUSEUM OF ART'S COLLECTION OF CONTEMPORARY ART

Gallery: Joyce and Sherman Scott Gallery

KEN PRICE, "DEATH SHRINE I" FROM "HAPPY'S CURIOS"

VICTOR GOLER

Gallery: Hispanic Traditions (2012-2013)



Sep, 2013	<i>Peter Parks: New Work</i>
Sept. 2013	<i>Agnes Martin: The Early Years 1947-1957</i> University of New Mexico Art Museum Center for the Arts (Main Campus)
Sep, 2013	<i>Single Lens Reflex: The Photographs of Burt Harwood</i>
May, 2013	<i>Woody Crumbo: The Third Chapter</i>
May, 2013	<i>Jim Wagner: Trudy's House</i>
May, 2013	<i>Fritz Scholder: The Third Chapter</i>
May, 2013	<i>R.C. Gorman: The Early Years</i>
Feb, 2013	<i>Red Willow: Portraits of a Town</i>
Feb, 2013	<i>Eah-Ha-Wa (Eva Mirabal) and Jonathan Warm Day Coming</i>
Feb, 2013	<i>Eli Levin: Social Realism and the Harwood Suite</i>
Feb, 2013	<i>John De Puy: New Acquisitions</i>
Feb, 2013	<i>Taos Clay: Hank Saxe</i>
Jan, 2013	<i>Agnes Martin: The New York–Taos Connection (1947–1957)</i> Albright-Knox Art Gallery, Buffalo, NY
Nov, 2012	<i>Curiosity : From the Faraway Nearby</i>
Oct, 2012	<i>Iñigo Manglano-Ovalle: Juggernaut</i>
Oct, 2012	<i>Falling Without Fear: New Media in a New World</i>
Jul, 2012	<i>Bea Mandelman: The Social Realist Prints</i>
Jul, 2012	<i>Suspension of Disbelief</i>
Jul, 2012	<i>Bea Mandelman: Collage</i>

### Museum Learning and Public Programs

One of the Harwood Museum of Art's main goals is to introduce and to make accessible the collection and special exhibitions to our entire community, young and old. We offer innovative, free and fee based art programs for children and families throughout the year. We provide art enrichment programs for our local schools, and summer outreach programs that bring art into our most high risk communities. We believe that

introducing children to art at an early age provides countless benefits - encouraging creativity, building links to our histories and cultures, while also allowing for fun and experimentation. This past year we established the Faith Mallams D'Amico Youth Scholarship, a needs based scholarship, which provides accessibility to all of our fee based art programs.

#### Programs for Youth and Families

- *Saturday Arts for Families*
- *Summer Art Exploration Workshop*
- *Home School Art* at the Harwood
- Afterschool art for COOP School and Anansi Charter School
- *Neighborhood Art Project* - summer outreach program
- *Art in Schools* – Funded by New Mexico Arts
- Partnering with Enos Garcia Elementary School to bring Pre-K thru 4th Grade to the Harwood on a monthly basis throughout the school year – this program also open and free to all Taos County Public Schools

#### Programs for Adults

- Wednesday Jivamukti Yoga for Adults
- Docent Training & Docent Tours
- Arthur Bell Auditorium Programs including films, lecture, concerts
- Tours/ Special Events/Gallery Talks
- Sunday Docent Tours
- Lighting of Ledoux –Holiday Celebration

#### Museum Store

The “Shop & Learn Trunk Show” series, started in October 2009, has continued to be a positive event in the Museum Store. On the first Saturday of each month the Store features a different New Mexico artist who demonstrates his or her art form at a free public reception. This program continues to increase Store sales and brings local visitors to the Museum. On-going planning for the Museum Store includes continued programming of Trunk Shows to relate more closely to scheduled Museum Exhibitions.

Siriusware Point-of-Sale computerized cash register systems are in full operation at Admissions and in the Museum Store. This system allows for a detailed sales record and comparative statistics of Store sales, admissions and public programs attendance. The annual store inventory has been streamlined and is more easily accessible due to Point of Sale system.

#### Museum Staff

##### Staff Appointments

Rebecca Aubin - Curator of Education and Public Programs  
Chris Albert - On Call Preparator  
Julie Tennant - On Call Customer Service Associate  
David Costanza - On Call Customer Service Associate  
Amy Rankin - On Call Customer Service Associate  
Rosemary MacElroy - On Call Customer Service Associate  
Prescilla Hanson - On Call Customer Service Associate

Amy Shehi - Customer Service Associate  
Eric De Herrera - Lead Facilities Services Tech

Staff Separations

Lucy Perera, Curator of Education and Public Programs  
Meregildo Martinez - Lead Facilities Services Tech  
Richard Perez - Facilities Services Tech  
Linda Berger - Customer Service Associate

Staff Reclassifications and New Positions Implemented  
None

Outside Professional Activities of Staff

*Susan Longhenry, Harwood Museum Director*

Susan Longhenry continued to serve as Mountain Plains Regional Representative on the Board of the Association of Academic Museums and Galleries (AAMG). This includes a joint appointment as AAMG representative on the Board of the Mountain Plains Museum Association. Longhenry attended both the AAMG conference and the American Association of Museums conference in Baltimore, Maryland. In addition, she served as President of the Museum Association of Taos and as Secretary of the Board on the Taos Arts & Cultural District.

2011-2012 Harwood Foundation Governing Board Members

Linda Warning (Chair), Gus Foster, Dora Dillistone, Wynn Goering, Kymberly Pinder, David Harris, Phyllis Nottingham, Marcia Winter, Michael Sudbury.



