

**Harwood Museum of Art
Annual Report
July 1, 2009 to June 30, 2010
Submitted by Susan Longhenry, Director**

Significant Developments During 2009-2010

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.

Minor Capital

Implementation of the Harwood's FY08 request for minor capital repairs continued into FY10.

- Alcalde Building – A major portion of the old roofing material was removed and insulation was installed and topped with the new roofing material.
- Upstairs outside deck – The shared apartment deck was removed and replaced with new materials.
- Old apartments – The apartments above the Fern Hogue Mitchell Education Center are being renovated to accommodate the relocation of the Museum's business offices. The spaces are being repainted and partitions are being installed.

Expansion and Renovation

On July 1, 2009, the Harwood Museum of Art broke ground on the 10,700 sq ft Harwood Museum Expansion. This three story addition includes the 1,150 sq ft Mandelman-Ribak Gallery, the adjacent Caroline Lee and Bob Ellis Gallery, the 130-seat Arthur Bell Auditorium, and a 1,700 sq ft Art Collection Storage equipped with a Spacesaver™ art storage system. Additionally, the expansion includes the Brenner- Winter Family Archive Room, Collection Work Study Room, and a loading and art preparatory room. With a current budget of \$6.3 million, this expansion is slated for completion in December 2010.

Strategic Planning

In November 2009, the Harwood Museum of Art launched a strategic planning effort that would span six months and engage 39 members of the Museum's staff and boards. The planning process was inspired by three key goals:

1. To prepare the Museum for accreditation by the American Association of Museums
2. To increase the Museum's attendance
3. To achieve financial stability

In June 2010, the Harwood's Governing Board approved a strategic plan that will guide the Museum through the year 2014. The plan includes nine strategic goals:

1. Streamline and clarify the Museum's governance structure in order to more actively engage Board members, increase the effectiveness of the Museum's Boards, and align the Harwood's governance structure with the "AAM Accreditation Commission's Expectations Regarding Governance."
2. Carefully shape the Museum's exhibitions portfolio in order to increase attendance, maximize earned income, grow targeted audiences, and align with the AAM Accreditation Commission's "Characteristics of an Accreditable Museum."
3. Maximize contributed income through focused cultivation and stewardship of existing and potential donors.
4. Continually learn about existing and potential visitors, and use that information to increase attendance among audiences identified as strategic priorities.
5. Diversify the Harwood's audience in terms of age, ethnicity, income levels, and education level.
6. Maximize earned income.
7. Strengthen and focus the Museum's collection through strategic acquisition, thoughtful deaccessioning and careful management.
8. Improve the visitor experience through the integration of visitor-centered orientation, way-finding and interpretation.
9. Maximize the potential of the Museum's interior and exterior spaces.

Finance

Below is a summary of the Harwood Museum of Art's operations for FY10. Total revenues, excluding any balance forwards, totaled \$671,614, of which 54% 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 75% of I&G funds and 59% 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 FY 10 Operating Summary
As of June 30, 2010**

Revenue

Charitable

Gifts/Grants	
Unrestricted	22,026
Education	46,822
Exhibitions	14,820
Collections	2,000
Endowment	55,951
Subtotal Charitable	141,619

Operating

Gift Shop	66,265
Admissions & Programs	56,416
Education	4,467
Other Sales and Revenues	2,806
Fund Balance Carry Forward	109,116
Subtotal Operating	239,070
Subtotal non-I&G revenue	380,689

UNM Instructional and General (I&G)

Museum Administration	248,573
Museum Maintenance	151,468
Fund Balance Carry Forward	51,339
Subtotal I&G	451,380

TOTAL REVENUE

832,069

Expense

Museum (non I&G)	78,988
Gift Shop	70,399
Education	49,010
Lectures/Events	28,576
Exhibitions	25,814
Collections	2,020
Deficit Reduction	10,000
Subtotal non I&G expenses / balances	264,807
Subtotal non I&G revenue over (under) expenses	115,882
Museum Administration	253,146
Museum Maintenance	147,264

Subtotal I&G expenses / balances	400,410
Subtotal I&G Revenue over (under) expenses	50,970
TOTAL EXPENSES	665,217

General Operations and Programs

In FY10, our budgeted charitable revenue goal was \$135,300 for the Harwood's general operations, exhibitions and programs. The total raised was \$141,619. This includes the contributed amount of \$55,951 from our general endowment revenue and \$17,150 from the Harwood Museum Alliance, Inc. (Alliance).

Harwood Museum Alliance, Inc.

The Alliance is a 501(c)(3) organization that supports the Harwood operations through memberships and fund raising events. In FY10, the Alliance contributed \$12,150 to unrestricted general operations and \$5,000 for exhibition support.

General Revenue

- Admissions revenue total of \$47,684 in FY10 which was an increase of approximately 3% over FY09.
- The Museum Store revenue of \$66,265, was relatively level with last year's performance.
- Facility Rental Fees from outside organizations such as the Taos Chamber Music Group totaled \$1550.
- Endowment revenue totaled \$55,951 from which \$10,000 was used to pay down the Harwood's deficit account, leaving a deficit balance of \$120,944.
- UNM Contributed Dollars totaled \$400,041 after the mid-year rescission. This amount covered over half of the salaries and general building operation costs, including utilities, custodial supplies and repair and maintenance costs.

Giving

Capital Donations are specific dollars designated toward the Harwood's planned 10,700 sq ft expansion. In FY10, an additional \$739,978 was pledged toward the project. Private donations pledged at the end of June 30, 2010, totaled \$2.18 million. \$1,687,204 or 78% of these pledges were received by the end of the fiscal year (\$866,730 received this fiscal year). The remaining goal for fundraising as of June 30, 2010, is \$50,000.

General and Programmatic Operations

The goal for general and operational contributed income was \$84,800 for FY10. The total raised for general operations and programmatic expenses was \$97,186.

Unrestricted Programmatic Funds

Annual Fund Raising

The Annual Fund consists of funds raised for unrestricted operations of the Museum. Two mail drives were conducted in November 2009, and April 2010. Letters were mailed to 1,067 individuals for the fall drive and 2,000 individuals for the spring drive. We received \$12,040 in total; \$8,055 in the fall and \$3,985 in the spring with \$1,350 restricted to education by donor designation. There were

76 total gifts with a median dollar amount of \$100. With the largest gift at \$500, the average gift size was \$137. Many thanks to our especially generous donors: Grace Parr, Nita and Henk van der Werff, William and Elizabeth Overstreet, Robert and Linda Warning, Robert and Sharon Barton, and Susan Streeper.

Membership

Membership to the Harwood Museum 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 FY10, the Alliance contributed \$11,979.58 to unrestricted general operations, \$5,000 split between the spring and summer exhibitions, and \$5,000 in reserve for art acquisitions.

Restricted Programmatic Funds

Restricted gifts and sponsorships were received earmarked for specific programmatic aspects of the Museum, primarily education and exhibitions.

Major Gifts Again this year, Stephanie Bennett-Smith and Orin Smith generously gave to the Harwood Education Program. All other gifts above \$5,000 were given to the Capital Campaign or were given as works of art. There were eight gifts of \$5000 and above given to the Capital Campaign, and 16 art gifts valued above \$5,000 given to the Museum's collection.

Business Sponsorship

Business sponsors for Harwood programming included La Posada de Taos, Town of Taos, Mabel Dodge Luhan House, RB Ravens and 203 Fine Art for a total of \$5,478 – included in the above allocation counts.

Director's Circle

The Director's Circle is a financial support group to the Harwood that generally contributes \$3,000 to \$5,000 a year. In FY10, one Director's Circle gift of \$500 was received. Funds were earmarked for the Harwood web site and Museum Store.

Grants

Foundation grants included: Mandelman-Ribak Foundation \$2000 for education, New Mexico Council on Photography (new) \$5,000 for exhibitions and conservation, and Quail Roost Foundation (new) \$1,000 for education.

State government grants included: New Mexico Arts \$6,412 for Museum Adventures in Art (MAIA) education program, New Mexico Arts \$7,500 of American Reinvestment and Recovery Act (ARRA) funds for salary support of a new position – Education Support Coordinator, and New Mexico Department of Tourism \$3,825 matching funds for marketing and advertising (to be received in FY11). A total of \$17,737 was received from State government agencies.

Federal government grants included: The Harwood Museum received a grant from the Institute of Museum and Library Services (IMLS) Heritage Preservation Conservation Assessment Program (CAP) in the amount of \$7,020 to pay two conservation specialists to complete an initial environmental and conservation

assessment of the Harwood Collection, as well as, a Preservation Architectural assessment of the building.

Reported Gifts

Reported gifts are gifts in-kind and gifts of works of art. The Museum received 37 gifts, most were works of art, with a total value of \$310,200.

Summary of Total Private Gifts Received in FY10

Allocation	# of Gifts	Total Gift Amount
Unrestricted		
Harwood Alliance	1	\$ 11,979.58
Annual Giving Fundraiser	76	\$ 12,040.00
Subtotal Unrestricted	77	\$ 24,019.58
Restricted		
Education	15	\$ 28,673.00
Fall Exhibition	3	\$ 1,200.00
Spring Exhibition	4	\$ 7,000.00
Summer Exhibition	6	\$ 4,250.00
Conservation	2	\$ 2,250.00
Capital Campaign	21	\$ 866,730.00
Endowment	1	\$ 150,000.00
Reported Gifts	37	\$ 310,200.00
Subtotal Restricted	89	\$ 1,370,303.00
TOTAL	166	\$ 1,394,322.58

Deferred Gifts

Gifts not received in FY10 included a \$35,000 bequest and approximately \$133,000 in pledges to the Capital Campaign.

Fundraising Events

There were no significant fundraising events held in FY10.

Programs and Events

Exhibitions

The Harwood Museum of Art features an active changing exhibition schedule in addition to the four galleries devoted to the permanent collection (the Brandenburg Gallery of Early 20th Century Art; The Ellis Clark Taos Moderns Gallery; The Agnes Martin Gallery; and the Hispanic Traditions Gallery). Changing exhibitions are held in the George E. Foster Jr. Family Gallery of Prints, Drawings and Photography; The Peter & Madeleine Martin Foundation Gallery; and the Joyce & Sherman Scott Gallery of Late 20th Century Art.

The following is a chronological listing of exhibitions during FY 2009/2010:

May 8 - September 19, 2009

Dennis Hopper Selected Portraits of Artists and Paintings, and

Hopper Curates – Larry Bell, Ron Cooper, Ron Davis, Ken Price, and Robert Dean Stockwell

June 19 - October 18, 2009

The Photography of E. I. Couse

Kindred Spirits and the Adobe Connections: E. I. Couse and J. H. Sharp

October 10, 2009 – January 24, 2010

Desert Passage, featuring the work of three Dutch artists, Anne Ausloos, Gerco de Ruijter and Jeroen van Westen.

Risk Hazekamp / Valley of the Gods, Contemporary Analog Photography In and Around Taos

Also, as part of the Fall/Winter Exhibition, a display of ceramic vessels by artist Mary Witkop honoring 40 years of her work with clay

February 20 – June 6, 2010

Rebecca Salisbury James: Paintings and Colchas

This exhibit examined the diversity and skill of Taos modern, Rebecca Salisbury James, by exhibiting not only her reverse oil on glass, but also pastels, embroideries and writings.

February 20 – June 6, 2010

Dwayne Wilcox: Skipped the Light Fandango

Dwayne Wilcox's ledger drawings

June 26 - September 26, 2010

Taos Founders: Return to Sacred Places

In keeping with the "Return to Sacred Places," theme selected by the Town of Taos for the 2010 travel season, The Harwood Museum of Art presents a showcase of masterworks from its collection, focusing on the Taos Founders and their painterly interpretations of sacred places in Northern New Mexico.

June 26 - August 22, 2010

Sandpainting in Wool

This exhibition features Navajo weavings that reproduce sandpaintings from the Navajo ceremonial Chantways, which are also commonly referred to as Chants or Sings.

June 26 – September 26, 2010

Taos Pueblo Photographs

Taos Pueblo Photographs is an exhibition of original, rare photographs by William Henry Jackson (1842-1942) John Hillers (1843-1925) and Edward Curtis (1868-1952) as well as numerous contemporary artists.

June 26 – August 22, 2010

Gene Kloss: From Berkeley to Taos

This exhibition follows Kloss' life-long journey from Berkeley to Taos, chronologically documenting her early years (1924-1933) her Colorado years (1965-1970) and finally her largest body of work created in Taos after 1970.

Collections

The Harwood Museum of Art accessioned nearly 150 works of art into its permanent collection during FY 2009/2010 including works by Emil Bisttram, Francesco Clemente, Doel Reed, Louis Ribak, and Fritz Scholder.

Art Education

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. Since our reopening

in 1997, the Harwood has introduced thousands of children to the Museum. We have also established a series of innovative, free, regular art programs for children and families, and have provided outreach into our local schools. 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.

Programs during FY10 included:

- Art and Movement for Kids
- Wednesday Jivamukti Yoga for Adults
- Art of the Sacred – Week of Morning Jivamukti Yoga
- Summer Solstice 108 Sun Salutes – Art of the Sacred
- MAT Mornings – Art in Museums for Preschoolers
- Home Schoolers at the Harwood
- Night @ the Museum – an ART sleepover for Kids
- Teen Art Open Studio on Friday Afternoons
- Teen Art Intensive Summer Workshop
- Museum Adventures in Art – Featuring Local Artists
- Art Exploration Workshops – Summer 2010
 - Art/Music/Words
 - Create a Parade - for July 4th Arroyo Seco, NM Parade
 - Art of the Sacred
- Saturday Arts for Families
- Neighborhood Art Project – Funded by New Mexico Arts
 - Free Art Making in Three Taos Neighborhoods Weekly in the Summer
- Art in Schools – Funded by New Mexico Arts
 - Partnering with Enos Garcia to bring Pre-K thru 1st Grade to the Harwood on a monthly Basis
- Adult Bookmaking Classes

Lectures/Tours/ Special Events/Gallery Talks

The Harwood Artist-in-Residence program hosted four artists working in a variety of media culminating in a show with Dutch Artists and a Performance Piece “Strange Angels” by Artist-in-Residence Paul Elwood – a Music and Dance Event. Other programs included:

- Artist-in-Residence Open Studios
- Sunday Docent Tours
- Poetry reading by Devereaux Baker – Wurlitzer Friend and Poet
- Harwood Museum Alliance Annual Meeting
- Art Streams – Art and Alzheimer Program
- 203 Fine Art Gallery on Ledoux St – Fundraiser for the Art Education Programs
- Art Openings – Sidney & Gladys Smith Children Art Gallery
- Shop and Learn Trunk Show – Monthly in the Museum’s Store
- Docent Trainings
- Harwood Museum Exhibition Opening Receptions
- Lighting of Ledoux – Christmas Holiday Celebration
- Taos Chamber Music Concerts at the Harwood
- Rebecca Salsbury James lecture by Suzan Campbell
- Agnes Martin Film and Birthday Event

Presentation at the Georgia O’Keeffe Museum by the Curators from the Harwood

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.

The Point-of-Sale computerized cash register system is in full operation at Admissions and in the Museum Store. This system has allowed a more detailed sales record and comparative statistics.

Future plans for the Museum Store include programming of Trunks Shows to relate more closely to scheduled Museum Exhibitions.

Museum Staff

Staff Appointments

Susan Longhenry – Director, July 1, 2009

Mary E. Bowen – Curatorial Assistant, August 10, 2009

Brian S. Isaacs - Customer Service Associate/Retail, February 10, 2010

Jayne A. Schell – Coord, Educational Support, June 5, 2010

Faith Welsh – Customer Service Associate/Retail, December 10, 2009

Staff Separations

Cheryl T. Lama – Curatorial Assistant, February 25, 2010

Staff Reclassifications and New Positions Implemented

Lacy Cantu – Reclassification of Fiscal Services Tech position to Sr. Fiscal Services Tech, November 7, 2009

Outside Professional Activities of Staff

Susan Longhenry, Harwood Museum Director

In May 2010, Director Susan Longhenry participated in the Association of College and University Museums and Galleries conference and the American Association of Museums Annual Meeting, both in Los Angeles, CA.

Juniper Manley, Director of Development

This fiscal year Juniper Manley completed “The Art and Science of Donor Development” Advancement Resources fundraising training, as well as a Certification in Grantsmanship from The Grantsmanship Center, Inc (TGCI).

2009-2010 Harwood Foundation Governing Board Members

Linda Warning (Chair), Gus Foster, Charles Strong, Wynn Goering, Kate O’Neill, David Harris, Phyllis Nottingham, Marcia Winter, Michael Sudbury.

