WE COULDN’T HAVE DONE IT WITHOUT You!
### BOARD MEMBERS

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<thead>
<tr>
<th>Name</th>
<th>Title and Details</th>
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<tr>
<td>Patty Lloyd Barnas</td>
<td>President</td>
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<td>Market President, Lansing, First National Bank of Michigan</td>
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<td>Stephen Serkaian</td>
<td>Vice President</td>
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<td>Executive Director, Public Affairs, Lansing Board of Water and Light</td>
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<td>Rachel Elsinga</td>
<td>Secretary</td>
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<td>Senior Planner of Economic Development, Tri-County Regional Planning Commission</td>
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<td>Kathie Feldpausch</td>
<td>Treasurer</td>
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<td>Senior Vice President &amp; CFO, Michigan Realtors</td>
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<td>Kristin Beltzer</td>
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<td>Founder and Creator, KB Collaborative</td>
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<td>Stella Cash</td>
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<td>Vice President to the Provost, Michigan State University</td>
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<td>Taylor Gast</td>
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<td>Attorney; Foster, Swift, Collins and Smith</td>
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<td>Christopher Harkins</td>
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<td>Director, Senate Fiscal Agency, State of Michigan</td>
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### STAFF MEMBERS

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<tr>
<th>Name</th>
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<tr>
<td>Meghan Martin</td>
<td>Executive Director</td>
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<tr>
<td>Dawn Gorman</td>
<td>Communications &amp; Events Manager</td>
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<tr>
<td>Taylor Haslett</td>
<td>Membership &amp; Program Manager</td>
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<tr>
<td>Ryan Logan</td>
<td>Graphic Designer &amp; Photographer</td>
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I should start by saying that, “2019 was a big year!” However, that would be a massive understatement. 2019 was more than just a big year for the Arts Council, it was a year that brought an organization-wide shift and re-dedication to our work. We were able to navigate a large, transitional event, find new strengths and set new goals. And I am so proud to state that we have maintained our organization as a strong leader in arts and culture; that we were dedicated to engaging new, diverse audiences; that we were consistent in our quality of service and that we were open to new ideas and hearing our region’s voices.

We understand that in a time of organizational change — like the hiring of a new executive director — there is a potential for setbacks. Therefore, it was very important to the Arts Council staff and me that the level of care, consideration and attention given to our members, donors and partners did not falter. There are many examples and figures in this annual report that illustrate this, but here are a few significant highlights we are especially proud to share: We promoted a new membership and program manager to focus on the specific needs and goals of our membership; we developed new opportunities for sponsors to directly help artists through Creative Placemaking Summit scholarships, and we were able to continue our role on the Lansing Economic Area Partnership (LEAP) board of directors, connecting the threads that tie economic development, arts and culture together.

Above all, the Arts Council of Greater Lansing exists to support, strengthen and promote arts, culture and creativity in the Capital Region. To us, that means that we are not only supporting world-class arts and cultural organizations and individuals in this region, but we are making sure that everyone — locally and beyond — recognizes that we are rich in creativity. We lift up the voices of our talented members and ask that this community supports their work. In 2019, we were able to accomplish this in so many ways. Take a look at what the Arts Council was able to do with the help of our board, supporters and community and then, get excited for what is to come in 2020!

Meghan Martin
Executive Director, Arts Council of Greater Lansing
2019 FINANCIAL SNAPSHOT

So many people and businesses give to the Arts Council help us support, strengthen and promote arts and culture in Greater Lansing. It is outstanding to see just how much you provided in 2019!

140 VOLUNTEERS
Gave more than 400 hours of time — supporting events, sitting on committees and review panels — valued at $145,264.

$67,635 RAISED
In sponsorships, in-kind donations, monetary donations and ticket sales to our Annual Holiday Glitter Event, Arts Night Out AfterGlo and Creative Placemaking Summit.

$41,953 WORTH
Of in-kind donations received in the form of printing, digital billboards, radio time, space, video production, hotel rooms and more.

“For the 2019 Creative Placemaking Summit, MI Great Places, Inc., a division of Michigan Realtors®, was excited to be approached by the Arts Council to facilitate a scholarship program for those interested in attending the Summit that might have financial barriers. This was a great opportunity for us to provide accessibility to more community members that might want to learn how to engage in creative placemaking in their neighborhood. We know that there is so much to take away from the Summit’s dynamic national speakers and crucial networking opportunities, and giving these scholarships aligned with our goal to connect artists, Realtors® and community members with the positive change and results provided through creative placemaking.”

ANDREA BRETZ, CAE / SPECIAL PROJECTS AND ACCOUNTING MANAGER, MICHIGAN REALTORS
The Arts Council has a diverse audience that we connect with in various formats. Each interaction furthers our mission to support, promote and strengthen our region as rich in creative opportunities. With every contact, we are sharing the positive economic impact and intrinsic value of our creative sector.

16,000 SUBSCRIBERS
To our social media channels and email lists, including messaging through Facebook, Instagram, Twitter and Constant Contact.

OVER 1,000 VISITORS
Annually to the Arts Council’s website, Lansingarts.org.

330 PEOPLE
Attended our educational events, including smARTS Workshops, Creative Exchange and the Creative Placemaking Summit.

224 ARTISTS
Were featured in 2019 Arts Night Out activities, displaying their work and performing in law offices, coffee shops, jewelry stores, on sidewalks, and more.

MORE THAN 18,000
Brochures, guides, postcards and other marketing materials distributed throughout the Greater Lansing region. 96 arts and cultural organizations participated in the distribution.

180 NEW USERS
Of the 517 ARTsearch app, a comprehensive guide to art installations in the Greater Lansing area. A 40% increase from 2018.

“I was excited to be chosen for the Art in the Sky Billboard Project, but wasn’t really prepared for the outpouring of positive feedback and attention I got once the billboards started running. In fact, I was able to sell two originals specifically from people who saw my billboard and found me online. Thank you Arts Council!”

SHERI MUNCE / ARTS COUNCIL MEMBER
“As Lansing Symphony Orchestra celebrates our 90th season, we are incredibly grateful for the community that has supported us over the decades. Great orchestras, artists and organizations do not just happen. There must be a network of individuals, businesses, government agencies and — perhaps most importantly — other artists. Our community is fortunate that the Arts Council of Greater Lansing has been the convener and supporter of this important network. Connections and collaborations among many diverse artists and arts organizations are what make us strong and allow a world class symphony orchestra to flourish. We are grateful for the leadership role that the Arts Council plays in bringing the arts together in Lansing.”

COURTNEY MILLBROOK
Executive Director, Lansing Symphony Orchestra

“To live in a city willing to support big ideas by way of financial and technical support through community partners like The Arts Council is everything! We are still blown away by the opportunity we were afforded through the 2019 Arts Impact Grant for Below the Stacks. The Arts Council was there every step of the way to make connections, offer advice, answer questions and advocate on behalf of our vision. We are fortunate to have such an asset in our creative community.”

OZAY MOORE
Below the Stacks Mural Festival and All of the Above Hip Hop Academy

“When the BWL committed to place public art on the exterior walls of our new Central Substation in REO Town, we had no idea how to connect with the artist community in the Lansing area. So, we asked the Arts Council for help. They managed a thorough and transparent RFP process from start to finish, which resulted in awarding the project to Lansing-based Michigan Imagery artists Dane Vermuelen and Caitlin Gwinn for their design, titled “City Rhythm.” BWL is so pleased with our partnership with the Arts Council that we’re going to ask them to manage a second RFP for new art for the substation!”

STEPHEN SERKAIAN
Executive Director of Customer Operations & Communications, Lansing Board of Water and Light
Individual and Corporate Donations

Corporate and individual contributions made to the Arts Council of Greater Lansing promote the cultural vitality of the Capital Region through services, grants and programs that best support area artists and arts and cultural organizations.

The goal of the program is to support creative capacity building for individuals such as artists, arts administrators, arts business owners and arts instructors in Greater Lansing.

Donation Options

- **Pillar of the Arts** - $10,000 and above
- **Cultural Champions** - $5,000 - $9,999
- **Grand Society** - $1,000 - $4,999
- **Art Ambassadors** - $500 - $999
- **Partners** - Up to $499

Email meghan@lansingarts.org for more information or go directly to http://lansingarts.org/about/donate

THANK YOU TO OUR 2019 DONORS

**PILLAR OF THE ARTS**
Adams Outdoor Advertising
Ingham County
Michigan Council for Arts & Cultural Affairs
Michigan State University Federal Credit Union
National Endowment for the Arts

**CULTURAL CHAMPIONS**
Fox47 and MY18
Greater Lansing Convention & Visitors Bureau
Jackson National Life
Michigan State University

**GRAND SOCIETY**
George Orban and Rae Randsell
Jeff Magnuson and Amy Rickett
Jerry and Joan Mattson
John and Patty Barnas
R.E. Olds Foundation
Rachel Elsinga
Terry and Mike Carella

**ART AMBASSADORS**
April Clobes
Ben Rathbun
Julie Pingston
Kathie and Dale Feldpausch
Kirk Meadows
Stephen and Colleen Serkaian
Taylor Gast

**PARTNERS**
Adrea Truckenmiller
Anonymous
Ashlee Willis
Gil White
Irv Nichols
Jack and Sue Davis
Janet Lillie
Jerry and Stella Cash
Katharine and Douglas Johnson
Kristin Beltzer
Lee Helder
Leo Kennedy
Lolo Robison
Meegan Holland
Nancy Austin Dixon
Nathan Triplett
Paul and Chris Nilsson
Roberta Kilty
Susan Brewster
Tom Ferris
Trudy Chiaravalli
W. Spencer Parshall
Walter and Marilyn Baird

GIVING TO THE ARTS COUNCIL

DONATE TODAY