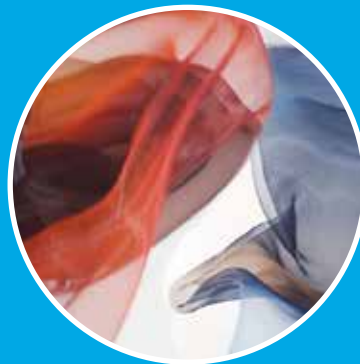




Annual Report
2022





"In 2022, our Cities Program artists' imprint reached nearly 500 million media impressions. Just imagine how all that art has helped beautify our community and made Charlotte such a unique place to live."

Brooke Gibbons
Director of Impact and Sustainability
Cities Program

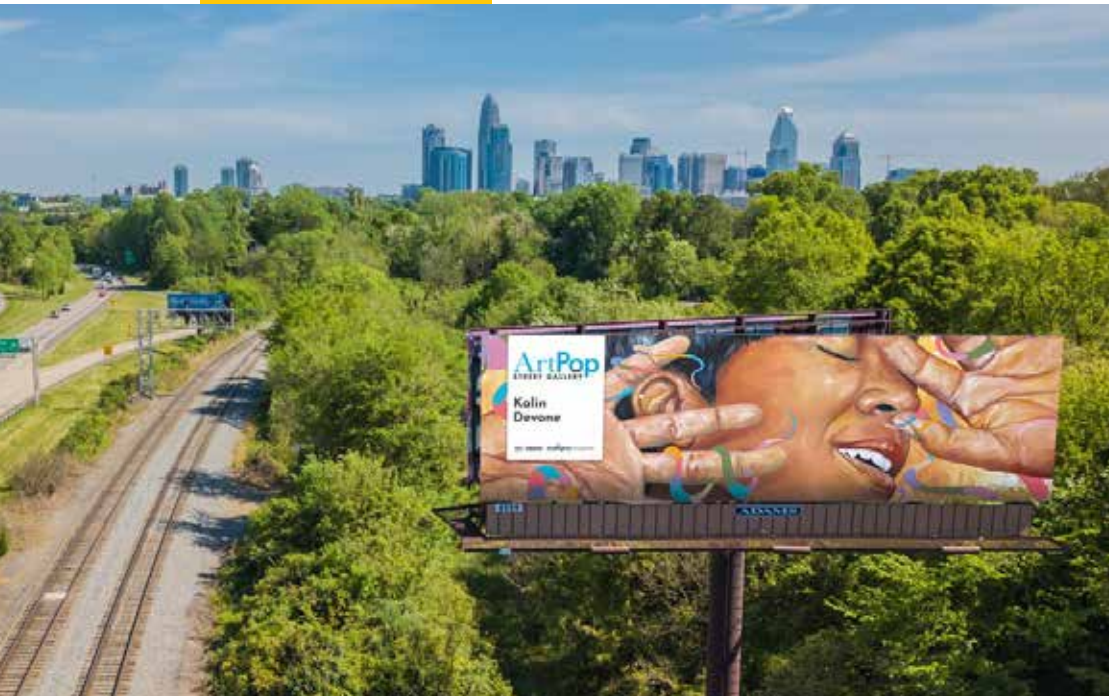
"Contributing to the wonderful impact that ArtPop has on local artists and communities has been a dream come true, and it has greatly fueled my own creative drive!"



Dylan Bannister
Project Manager, Inspiration Projects
ArtPop Cities Program '21 Alum
Photo by Alexis Howard

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OUR MISSION:

ArtPop Street Gallery is a 501c3 nonprofit organization that showcases local artists by featuring their art in public spaces and equipping them to achieve sustainable success.

We make art accessible to all people in the communities we serve, because everyone deserves access to art.

We do this in two ways, through our **Cities Programs** and our **Inspiration Projects**.



INTRODUCING OUR NEW BRANDING!

ArtPop

STREET GALLERY



In case you hadn't noticed, in 2022, we rebranded ArtPop!



This rebrand is a new look, the same name, and the same - but growing - ArtPop Street Gallery. ArtPop is bold, vibrant, and creative, but we needed a brand that would let the talent and creativity of our ArtPop Cities Program and Inspiration Projects artists really shine. The new logo is simple, sophisticated, and charming. The bold typography represents the seriousness of our work and mission, while the accenting serifs in 'Art' show that we're also ready to let loose and have a little fun. Tucked within the logo is a subtle reference to our origins - the original street gallery. With the small perspective of a highway incorporated into the 'O' of ArtPop, we honor where we came from and all of the future achievements and places we're excited for and ready to go.

A very special thank you and credit goes to Melissa Stutts, who designed this rebrand! Melissa is also an encaustic artist & #ArtPopCLT Alumni.

In addition to Melissa's beautiful work on the rebranding and design work, we also want to give a big grateful thanks to Caroline Sigmon, who worked so very hard this year on ArtPop's overall brand management.

And lastly, a shout out goes to Charm Creative Branding & Design - honoring them for their work on our website and design.

LETTER FROM OUR FOUNDER/ EXECUTIVE DIRECTOR



Last year was an unprecedented one at ArtPop.

Our first two staff members - Director of Impact and Sustainability - Cities Program Brooke Gibbons and Inspiration Projects Manager Dylan Bannister - joined our team and began making an immediate impact.

Our 9th year of serving local artists and making art accessible to our community has been nothing short of transformational. I hope you'll feel the same pride I feel as you read about our accomplishments in this report. I'd like to highlight a few of them:

- Our Cities Program artists were featured on highways, mixed use developments the Charlotte Airport and so much more.
- Our Inspiration Projects division, now in its second year, brought 18 commissions for local artists. Which made it possible for us to pay local artists over \$250,000.
- We kept 13,000 square feet of billboard vinyl out of landfills and transformed our retired billboards into so much art and magic.
- We hosted four pop-up art shows at Le Meridien and 3 weekends of Charlotte SHOUT! which brought well over \$30,000 directly to local artists.
- ArtPop's Class of 2022 was featured on over \$7 million worth of ad space, thanks to more than a dozen billboard partners locally, regionally, nationally and even internationally. In 2022, one of our artists, Edelweiss Vogel had her work showcased on digital billboards in her native Philippines.

Our tireless board of directors and volunteers, and our expanded staff, have grown our mission beyond anything we dreamed of in 2014. We hope you have enjoyed watching ArtPop's growth, along with the Charlotte region's growth in the arts and cultural sector. You've helped make it happen!

We need you in 2023. Would you consider making a tax-deductible donation at [ArtPop.Flipcause.com](https://www.artpop.org/flipcause)? Or reach out to me directly. I would love to get know you and discuss meaningful ways we can work together to help local artists have sustainable careers.

Thank you for supporting local artists, their small businesses and big dreams.

Forever grateful,

Wendy Hickey
Founder/Executive Director

LETTER FROM OUR CHAIR



I am pleased to join Wendy in presenting ArtPop Street Gallery's 2022 Annual Report. As the Chairman of ArtPop's Board of Directors, I am honored to share with you the progress made towards achieving our mission of showcasing local artists, fostering creative success, and making art accessible to all.

Over two years ago, the Board and Wendy developed a strategic plan to guide the growth of ArtPop - establishing goals to fulfill our arts mission while maturing the organization and developing financial sustainability. Since adopting the plan we've made significant progress toward our goals.

We've narrowed our programming focus to the Charlotte community and established two divisions - Cities Program and Inspiration Projects. In 2022, the Cities Program generated millions of media impressions and Inspiration Projects surpassed \$500,000 in paid opportunities for artists since its inception.

To build organizational capacity, we hired two additional paid full-time staff members. Brooke and Dylan are expanding ArtPop's programming and services to serve additional stakeholders while bringing professionalism and a passion for the arts to each initiative they lead.

Diversifying our funding base has been a key priority, and in 2022 we reached an important milestone by ensuring that no single funding category comprised over 50% of annual revenues. While nothing guarantees sustainability - diversifying and growing our funding base will ensure that ArtPop can weather any storm to fulfill our mission for years to come.

None of this would be possible without our talented and diverse Board of Directors. Their expertise, willingness to serve and passion for this organization have been critical to our success. I want to extend my sincerest gratitude to them for their unwavering commitment to our mission.

I want to close by thanking ArtPop's many supporters for believing in our mission and investing in our work. Your support has been vital to our success, and we could not do what we do without you. Together, we are making a difference in the lives of local artists and making art accessible to all Charlotteans.

Sincerely,
Will Teichman
Chairman of ArtPop's Board of Directors

VISION AND SUSTAINABILITY

2023 Action plan:



ARTS MISSION

- **Cities Program:** Deliver full Cities Program for 20 artists in Charlotte securing \$7mm of inkind media.
- **Inspiration Projects:** Generate \$350,000 in revenues paid to artists by sourcing and coordinating Inspiration Project opportunities.
- **Annual Report:** Publish Annual Report 2022 during Q2 2023.
- **Upcycled Fashion Show and 10th Annual Fundraising Event:** Scheduled for 9.9.23.
- **Other Events:** Plan and execute a slate of events to raise awareness of ArtPop and create demand for artists work and collections. Events to include Charlotte SHOUT!, Neiman Marcus Fashion Show, Pop-Ups, Cain Center and more.

ORGANIZATIONAL MATURITY

- **Board Member Recruitment:** Continue to recruit and successfully onboard high-quality board members to avoid gaps as terms roll or changes occur. Develop a more formalized approach to board member onboarding. Ensure By-Laws are updated to reflect latest policies.
- **Board Committees:** Develop and adopt committee goals, and a regular schedule of 2023 meetings. Explore the potential to incorporate non-board member volunteers on select committees.
- **Staffing & Policies:** Continue to assess staffing needs (i.e. Inspiration Projects). Ensure human capital policies and benefits programs are implemented effectively. Ensure the implementation of our annual performance evaluation process for all employees.
- **Financial Policies:** In preparation for a 2024 financial audit, develop control narratives that address key processes (payroll, payments, and cash receipts) and establish separation of duties.
- **Technology:** Institute a straightforward file storage solution for board members to gain access to key documents and marketing collateral.

FINANCIAL SUSTAINABILITY

- **Fundraising:** Raise \$712K in revenues, (\$437K net of artist payments). Key targets by areas:
 - Inspiration Projects (\$350K)
 - Grants (\$34K)
 - Business Partnerships (+\$220K)
 - Events (\$60K)
 - Individual Donors (\$48K)
- **Individual Donor Strategy:** Develop and test new approaches to cultivating recurring individual donors (e.g. Membership Program, Charlotte SHOUT! activation, employer match, etc).
- **Balance Sheet:** Maintain minimum unrestricted cash on-hand of \$300K to cover 9 months operating expenses.
- **Funding Mix:** Limit exposure to any single funding source to no greater than 50% of total revenues (e.g. Individual, Grants, Corporate Partnerships, Inspiration Projects).



ARTIST STORY: KEVIN HARRIS



You can say there is a direct correlation to my visibility as an artist to the time before and after my acceptance into ArtPop. I'd been painting for many many years. I'd created a small, but solid base of collectors I could rely on, but the value of having my work visible at an extremely large scale; all over Charlotte, was huge. I was reduced to tears the first time I saw it.

In submitting for ArtPop for 2022 I narrowed my selection to 2 paintings. I asked a few trusted people for their opinion on which one to select. Each and every person selected the painting I didn't go with. Something about the one I chose made me feel sure about it, even though everyone else couldn't see what I saw. The painting was a self portrait, but was dedicated to cancer survivors. I knew in my heart, this was it and it won.

Growing up, I never saw a lot of representation of color within the museums I visited during high school. So once I realized I had this talent, it was one of the things I'd strive to change. I am a professional oil painter and pastel artist. I love being able to depict beautiful skin tones. One of the things that inspires me to paint subjects is seeing how colors reflect off their skin. As a 2022 ArtPop cast member I used this immense exposure as a springboard into a monumental 2023. This started with a solo art show at Nine Eighteen Nine Studio Gallery titled, "I Am - A Retrospective" which was extremely well received. I was the recipient of the Knight Foundation Arts and Tech Expansion Fund Grant where I will focus on expanding my artistic practices to include photography, videography and fine art printing.

My trust and belief in ArtPop Street Gallery has led to me volunteering to serve on its Board Of Directors, where I currently serve on the Fundraising and Strategy Committees.

Kevin Harris

Full-Time Artist, Small Business Owner

INSPIRATION PROJECTS 2022

Through this division, we connect local artists to businesses to offer turnkey creative solutions and comprehensive project management, while simultaneously creating a sustainable future for ArtPop. From selecting the right artist(s) from a decade's worth of connections to managing the job to completion, we ensure each project brings a creative vision to fruition just as imagined, while connecting local artists to paid opportunities.

2022 was the biggest year yet for Inspiration Projects, with over **\$297,800.00** in payments made directly to local artists across **18** completed projects! We also reached a major milestone of having paid over half a million dollars directly to artists through Inspiration Projects since opening the division in 2020!

Inspiration Projects Completed in 2022

- **Charlotte Art League** - Interior printed banners featuring our Cities Program Class of 2022 - Installed at 4237 Raleigh St.
- **The Relatives Resource Center** - Interior murals by the Mural Ninjas: Michelle "Bunny" Gregory and MyLoan Dinh - Located at 2219 Freedom Dr.
- **Grier Heights Community Center** - Interior Mural by Abel Jackson - Located at 3100 Leroy St.
- **City of Charlotte** - Group Painting Session led by Eva Crawford
- **Lowe's South End** - Window murals featuring artwork by Junior Gomez and Jose Urbina - located at the corner of Iverson Way and South Blvd.
- **AC Hotel Ballantyne** - Large-scale interior digital presentation of our Cities Program Class of 2022 - Displayed at 14819 Ballantyne Village Way
- **Northwood Office** - Printed Banners featuring current and alumni Cities Program artists along fencing within Ballantyne's Backyard - Located at 11611 N Community House Rd.
- **Northwood Office** - Painted picnic tables by Swych and Brian Micholeti within Ballantyne's Backyard - Located at 11611 N Community House Rd.
- **Junior Achievement** - Interior Mural lead by Raman Bhardwaj, with help from community members - 1701 N Graham St.
- **OptumHealth** - Event Consultation for the Artist pop-up show for the MESC Conference
- **Panorama Holdings** - Collecting of artworks by Mary Zio and Bridgette Martin for AC Hotel Ballantyne - Installed at 14819 Ballantyne Village Way
- **Cambridge Properties** - Banners installed featuring Cities Program Class of 2022 Artists along construction fencing - Located within University City Entertainment District
- **Rack Room Shoes** - Commission of two original paintings by Monique Luck for their 100th Anniversary Celebration
- **President's Cup** - Printed Banners featuring current and alumni Cities Program artists for the tournament
- **Neiman Marcus** - Interior Mural at for the Employee Entryway at the store's South Park Mall location
- **Wray Ward** - Order of 130 Custom Upcycled Tote Bags fabricated by Alexander Lieberman
- **Rogers & Cowan PMK** - Photo backdrop designed by Cynthia Allison for the 2022 Jumpman Invitational
- **Clancy & Theys** - Interior Mural by Esther Moorehead - Located at 2218 Toomey Avenue, Suite 110

(photos from a sampling of these projects are on the following page)

INSPIRATION PROJECTS 2022



Grier Heights Community Center
Interior Mural
Artist: Abel Jackson



Rack Room Shoes
Commission of Original Artworks
Artist: Monique Luck



Wray Ward
Upcycled Tote Bag Order
Artist: Alexander Lieberman



Clancy & Theys
Interior Mural
Artist: Esther Moorehead



Junior Achievement
Interior Mural
Artist: Raman Bhardwaj and Community Members



President's Cup
Printed Banners featuring Multiple Artists



Northwood Office
Printed Banners featuring Multiple Artists



Panorama Holdings
Artwork Collection Install
Artist: Mary Zio



The Relatives
Interior Mural
Artist: Team Mural Ninjas



Lowe's South End
Window Mural
Artist: Junior Gomez

ARTPOP DONORS 2022

CITIES PROGRAM PARTNERS

- LendingTree Foundation
- Le Meridien Charlotte
- FOARE
- Google Arts & Culture
- Associated Posters
- Little Diversified Architectural Consultants
- Northlake Mall
- Northwood Office
- AC Hotel Ballantyne
- AC Hotel Center City

MEDIA PARTNERS

- Adams Outdoor Advertising
- Awedience Media
- Charlotte Center City Partners
- Lamar Advertising
- Red Truck Media
- SignStream
- Liquid Outdoor
- CEN Media Group
- Charlotte Airport Displays
- DOOH PH
- Kegerreis
- Kenjoh Outdoor
- Signs R Us

INSPIRATION PROJECTS PARTNERS

- Charlotte Art League
- The Relatives Resource Center
- Grier Heights Community Center
- City of Charlotte
- Lowe's South End
- AC Hotel Ballantyne
- Northwood Office
- Junior Achievement
- OptumHealth
- Panorama Holdings
- Cambridge Properties
- Rack Room Shoes
- President's Cup
- Neiman Marcus
- Wray Ward
- Rogers & Cowan PMK
- Clancy & Theys

INDIVIDUAL DONORS

Thank You to every donor for your contributions of \$5 or more! We are so grateful.

DONOR STORY

Dear Donors -

The LendingTree Foundation was thrilled to include ArtPop Street Gallery in our inaugural LendaHand Alliance Cohort. We believed strongly in the mission, the new strategy of the Inspiration Projects and in the vision of Wendy Hickey for eliminating the term “starving artist.” We were able to provide the organization with philanthropic angel funding for three-years to give Wendy the stability she needed to make difficult, yet necessary business decisions. She had the opportunity to focus on what was strategically best for ArtPop Street Gallery versus creating programs for pure revenue purposes.

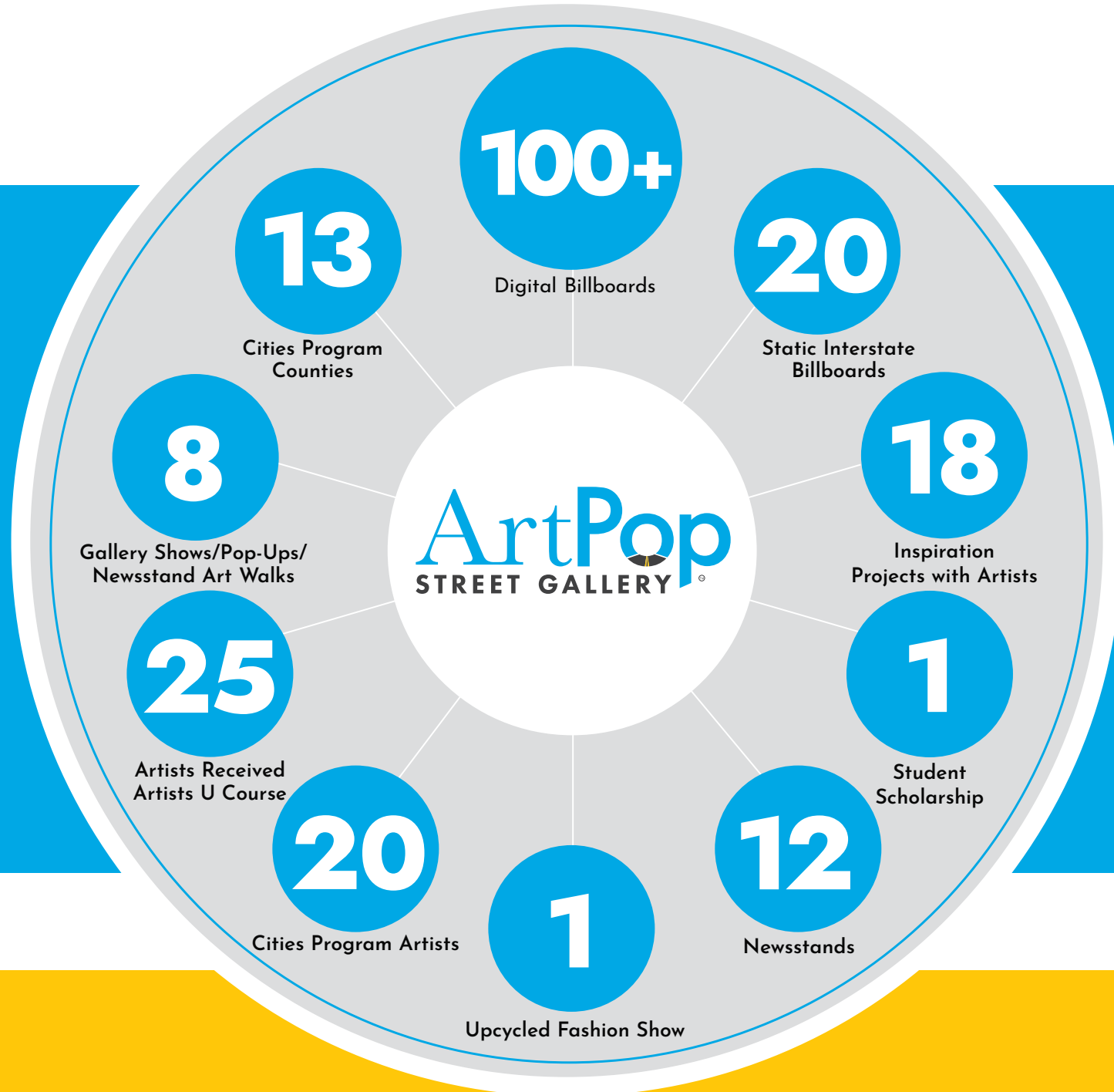
As part of the LendaHand Alliance Cohort, Wendy was able to participate in quarterly meetings with other nonprofits where she received intense training on marketing, strategic planning, fundraising, board development, leadership and more. The LendingTree Foundation was also able to use our social capital to introduce ArtPop Street Gallery to other funders and collaborators. Through our investment, ArtPop has thrived, hired staff and is growing exponentially. ArtPop is a poster child for the mission and purpose of the LendaHand Alliance Cohort and we cannot wait to see what happens next.

Best Wishes,

April Whitlock
Head of Corporate Citizenship
Executive Director, LendingTree Foundation



ARTPOP HIGHLIGHTS - 2022



BOARD OF DIRECTORS

Will Teichman - Board Chair

Kate Zawacki - Treasurer

Jennifer Gilomen - Secretary

Marty Viser - Chair of Events Committee

Doug Broome - Chair of Strategy Committee

Catherine Noyes - Chair of Fundraising Committee

Aaron Atkinson

Andrew Treanor

Kevin Harris

Kim Marks



2022 JUDGES, VOLUNTEERS AND CONTRACT STAFF

Judges

Kevin Harris
Ladianne Henderson
Melissa Stutts
Sara Simmons
Dylan Bannister
Travis Johnson

Volunteers

Suzanne Callahan	Christine Dryden
Melissa Stutts	Margaret Fleeman
Ashley Proctor	Tina Gruber
Savannah Davis Pike	Sheq'e Bradley
Colin Keil	Theresa Pankey
Amanda Zwerwin	Adrienne Craighead
Terry Williams	Kim Rhyne
Aisland Gibbons	Cerys Humphreys
Mikel Frank	Verna Witt
Ian Wegener	Deeksha Mishra
Jodi Lynn	Krienne Geter-Thomasson
Maria Campagna	Haley Horner
Esther Moorehead	Katie Ginther
Carla Nathan	Danielle Holt
Cynthia Allison	

Thank You to everyone who has volunteered, even if just for a moment!

Contract Staff

Caroline Sigmon, *Social Media and Marketing Manager*
Kendria Sweet, *Development Director*
Deidre Wieszciecinski, *Designer*
Liz Labunski, *Designer*
Melody Roberts, *Designer*



ARTPOP FINANCIAL STORY

In 2022 we turned \$250,000 into over \$7 million in artist features and opportunities.



ArtPop Upcycled Fashion Show 2022

FINANCIALS

2022

Cash Reserves at Year End **\$249,985**

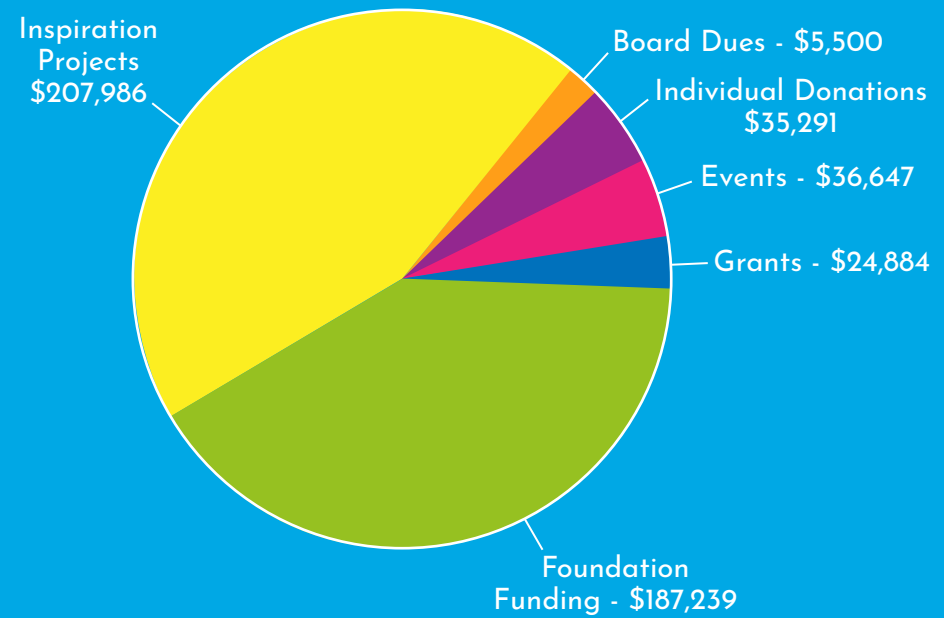
Operating Expenses **\$488,628**

Return on Investment

- Cities Program artists 20
- Value received per Cities Programs artist \$350,000

- Inspiration Projects artists served 50+
- Amount paid to local artists \$297,800

2022 Donation Sources



ACKNOWLEDGEMENTS

Page 2 - All images from art by the Class of 2023 #ArtPopCLT

Page 4 - Art by Kalin Devone, Photo by David Bulfin

Page 6 - Photo of Wendy Hickey by Kevin Harris

Page 8 - Art by Addison Wahler

Page 9 - Photo of Kevin Harris by Robb Webb

Page 12 - Art by Doris Barahona

Page 13 - Art by Sally Fanjoy and Emily Batson

Page 15 - Art by Arthur Rogers Jr.

Page 16 - Art by Nicole Driscoll, Rebecca Lipps, and Lee Ko

Page 17 - Model: Hanna Blackwell, Photo by Alex Cason

Page 19 - Art by Bryant Portwood and Haley Horner



This annual report was created by
Aaron Atkinson, Dylan Bannister, Brooke Gibbons,
Wendy Hickey, Dan Johnston, Liz Labunski
and Will Teichman.

ArtPopStreetGallery.com/AnnualReport