



# HAYWOOD COUNTY ARTS COUNCIL

celebrating 45 years!



Photo by Tom Lotshaw



Photo by Tom Lotshaw

## 2022 ANNUAL REPORT



Photo by Lauren A. Medford



# What's Been & Will Be...

## A Letter from Executive Director, Morgan Beryl



At the Haywood County Arts Council, we're promoting artists in western North Carolina, building community, and laying the groundwork for future growth. 2022, our 45th anniversary, was a year of revitalization. Our team and the community led the organization through incredible change to our physical, financial and human infrastructure. We negotiated a new lease, consolidated 45 years of assets, and underwent a \$25,000 renovation and rebranding.

We launched a five year pledge capital campaign, cultivated major donors, increased our grant revenue, and facilitated multiple grant pass through programs. We expanded our relationship with the underrepresented and underserved by forging new partnerships and by creating internship and volunteer opportunities for youth and retirees.

Finally, we've shepherded board and staff growth through updating our bylaws, formalizing our procedures and committees, creating short and long term plans, and raising enough funds to become an employer of choice. **We are excited to share the results of this work with you, and hope you will continue to be part of our supportive and creative community.**

A handwritten signature in black ink, reading "M Beryl".

Executive Director

## A Letter from Newly Elected President, Alison Parks

With COVID officially behind us, 2023 is shaping up to be a great year for the Haywood County Arts Council. Under the direction of our amazing Executive Director - Morgan Beryl and the HCAC Board, we plan to:

- Preserve local artist traditions while also expanding our art form offerings through exhibits, programs and events.
- Continue growing by developing more partnerships, improving our fund-raising, and fostering our relationship with residents and youth.
- Provide unique and creative opportunities for our community through continuous improvement and adaptation.

**As your new Board President, I am very excited about what is ahead and hope that you will join me in supporting the Haywood County Arts Council by participating in our events, visiting the galley, volunteering, and donating to this wonderful organization.**



A handwritten signature in black ink, reading "Alison Parks".

Board President

## Mission & Vision

**Our mission is to promote artists, arts education & innovation in art. Our vision is a community involved in the arts.**

## 2022 Team: Board, Staff & Committees

### Staff

**Morgan Beryl**, Executive Director

**Fritzie Wise**, Stipend JAM Coordinator

**Lauren A. Medford**, Art & Gallery Manager

**Janet Steinke**, Volunteer QTWNC Program Coordinator

**Pamela Tiffany**, Volunteer Gallery Coordinator

**Hailee Locklair**, Summer Intern

### Board of Directors

**Joey Fuseler**, President

**Kathy DeOrnellas**, Gallery Volunteer Trainer

**Barbara Brook**, VP & Development Committee Chair

**Tina Honerkamp**

**Tim Wise**, Treasurer

**Cheryl Summey**

**Alison Parks**, Secretary

**Janet Steinke**

**Emily Reason**, Gallery Committee Chair

**Gayle Haynie**

**Stephanie Kea**, Program & Events Committee Chair

### Committees

#### Gallery

**Emily Reason**

**Lisa & John Townsend**, Artist Members & Installation Crew

**Kathy DeOrnellas**

**Karen Stockwell**, Artist Member

**Richard Tichich**, WCU Photography Professor

**Cayce Moyer**, Artist Member

#### Development

**Barbara Brook**

**Tina Honerkamp**

**Cheryl Summey**

**Cup Harrison**, At Large

**Gayle Haynie**

#### Program & Events

**Stephanie Kea**

**Fritzie Wise**

**Janet Steinke**

**Carrie Jensen**, Former Pisgah High School Art Teacher

# Highlights & Impacts

## Promote Artists

### ARTIST MEMBERS

158

### EXHIBIT PARTICIPANTS

92

### RETAIL ARTISTS

25

### DOLLAR AMOUNT OF ARTWORK SOLD

\$77.8K

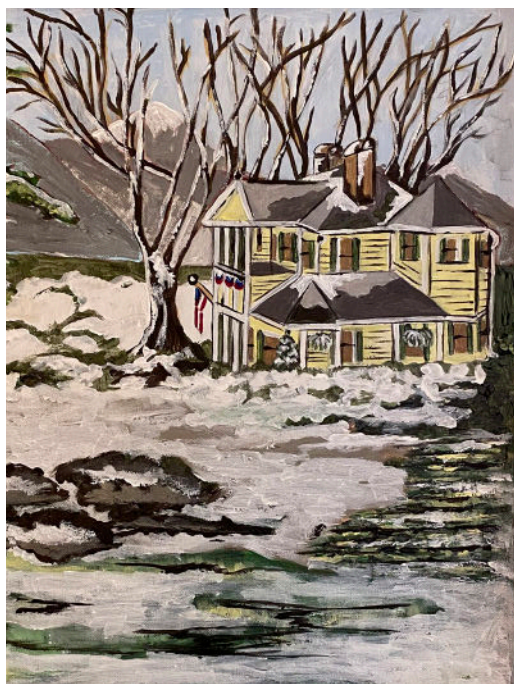
### DOLLAR AMOUNT PAID TO PERFORMING ARTISTS

\$31.8K

## Highlight: Art Across Haywood Program



Wanda Ann Kinnaman



Ann McGee's painting of The Yellow House



Laura Parker

HCAC created the Art Across Haywood Program in 2022 to capture opportunities that lead to art in public places. The Yellow House, a bed and breakfast on Plott Creek in Waynesville jumped at the chance to participate. "The Art Across Haywood Program was a wonderful way to introduce our guests to the work of several wonderful local artists, says the owners of the Yellow House. Artists submitted artwork based on

**"We enjoyed participating in the program, and we even purchased a few pieces for our own permanent collection."**

the theme and dimensions provided by the Yellow House, and those chosen were hung for over 6 months. One artist even did a portrait of the yellow house itself! The program gave artist members an opportunity to display their work in a public place and increased awareness about local artists and HCAC programs. The program also included the Waynesville and Canton libraries, with thirteen participating artists.



JAM STUDENTS

31

DOLLAR AMOUNT OF GRANTS DISTRIBUTED

\$53K

CREATION CLASS ATTENDEES

96



Janet Steinke teaching quilt block painting techniques



Winter JAM Performance

## THANK YOU TO OUR CREATION CLASS TEACHERS!

**Donna Mankus**, Geode Watercolor Cards

**Susan Remi Dawkins**, Quilt Block Design

**Amanda Taylor**, Fused Glass Crazy Quilts

**Janet Steinke & Jeanetta Bair**, Paint a Barn Quilt Block

**Amanda Taylor**, Fused Glass Flower Garden

**Lauren A. Medford**, Leaf Monoprint Cards

**Debbie Mills**, Woven Basket Star Ornaments

## THANK YOU TO OUR JAM INSTRUCTORS!

**Cary Fridley**, Guitar

**Travis Stuart**, Banjo

**Maddy Mullaney**, Fiddle

**Susan Pepper**, Guitar

**Keilan Alpin-Siegel**, Fiddle

**Helena Rose**, Banjo

## Highlight: Haywood County Artist Support Grant Awardees

### Tom Szevc, Visual Arts

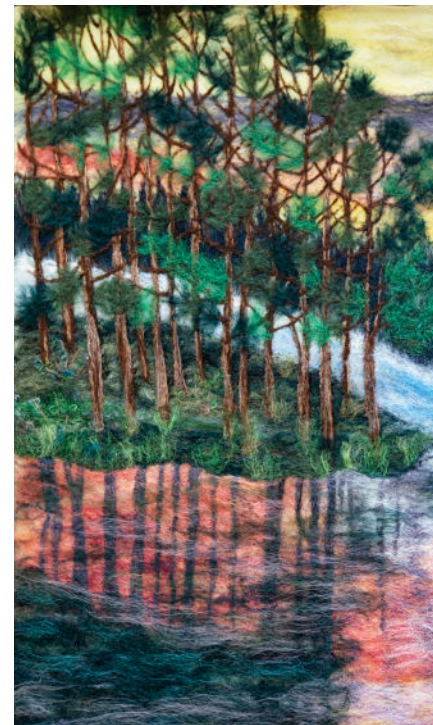
“Receiving this grant expanded my encounter, which is defined as ‘to come upon or experience especially unexpectedly’ into the graphic arts as a printmaker, which has in turn enriched another core discipline, drawing.”

### Elaine Dohms, Craft

“My appreciation of fine fiber, art, experience, and continuing to learn help me to add depth and dimension to my work and I am constantly amazed at the beauty of what can be created by inspiration and an eye for detail.”

### Garret Woodward, Literature

“With the Artist Support Grant, I’m able to dive deep into the legend and lore of iconic late Haywood County banjoist Raymond Fairchild. My project is a book about Fairchild, his life, and career. The grant supports the first printing, as well as travel expenses in tracking down subjects and conducting numerous interviews with Fairchild’s peers.”



Elaine Dohms





New shelving system in the Haywood Handmade Gallery

## PRIDE EXHIBIT

We celebrated Pride Month for the first time with a month-long exhibit in our downtown gallery and with events to help educate people about Appalachian LGBTQ+ experiences.

## REBRAND

As part of our gallery and office consolidation and renovation, we rebranded our gallery to Haywood Handmade, trickled that rebrand throughout our marketing and gallery design, and began working with artists on partnership Haywood Handmade products.

## TECHNOLOGY ADMINISTRATIVE OVERHAUL

We brought HCAC into the modern era by updating our application, contracting, and communication systems using today's best practices so we can be more efficient, share information more easily, and work remotely.



Brannen, Co-Founder of Spriggle's



Rain barrel designed and painted by Lauren A. Medford



Volunteers planting native plants in the rain garden

## RAIN GARDEN

HCAC, Sprigley's Beescaping and the WNC Climate Action Coalition worked together to gather volunteers to assist with planting a native pollinator rain garden. Roughly 20 volunteers worked with Sprigley's team to plant, mulch, and create boundaries with rocks. For the final touch, Lauren A. Medford, HCAC artist member, HCC Continuing Education Instructor, and a local printmaker, completed the first phase of a future mural project by painting the rain barrel with monarch butterflies. The rain garden was funded by the Haywood County TDA.

**“HCAC feels it's important to bring the community together around initiatives that highlight how art is not only something beautiful to hang on a wall but can be found in everyday efforts like the design of a colorful garden. The native pollinator rain garden is a way for us to lead by example and encourage the preservation of the earth that gives us the opportunity and inspiration to be creative”, says Morgan Beryl.**

## RAIN GARDEN NEXT STEPS

Thanks to a second grant from the Haywood County TDA and Grassroots grant funds from the North Carolina Arts Council, HCAC will be adding educational signage to the rain garden in spring 2023. Signage will include plant tags with the plant name and scientific name, along with a QR code to provide more information about that plant. HCAC hopes this space will become a place where residents and visitors can learn about native pollinator rain gardens and encourage them to build their own.



# Community Involved in the Arts

## Marketing Reach

### WEBSITE:

- **Number of Annual Website Visits:** 35,410
- **Page Views:**
  - HCAC Homepage:** 15,972
  - Bluegrass Festival:** 14,704
  - Studio Tour:** 2,541
  - Exhibit Calendar:** 1,944
- **Avg. Number of Pages Visitors View:** 2.8
- **Avg. Website Engagement Time:** 1 minute 21 seconds
- **Top Visitor Cities:** Atlanta, Asheville, Nashville, New York, Charlotte

### ATTENDEES:

- **Avg. Monthly Gallery Visitors:** 1,600
- **Avg. Number of Visitors at Opening Receptions:** 130
- **Avg. Number of People Festival:** 1,000+

### NEWSLETTER:

- **Open Rate:** 56%
- **Click Rate:** 5.5%
- **Number of Subscribers:** 1,770

### SOCIAL MEDIA:

- **Instagram Followers:** 1,595
- **Facebook followers:** 2,500
- **Number of Posts per week:** 5+

### MARKETING OUTLETS:

- Local & Regional Newspapers
- State & Region Magazines
- Facebook & Instagram Boosted Posts
- Local & State Radio



### GALLERY VOLUNTEER HOURS

# 1.5K+

### GALLERY VISITORS

# 14.3K+



### EVENT VOLUNTEERS

# 100

### EVENT ATTENDEES

# 2.3K+

# Mini-Fundraisers

Mini-fundraisers were created to increase opportunities for artists, businesses and the community to get involved in the creative process while supporting HCAC.



Barbara Brook leading Wine & Workshop



Steve Lloyd, Heather Mae Erickson, & Jason Pierson

## WINE & WORKSHOP, 4 Events

Small venue craft workshops with individual charcuterie boards and wine, sponsored by Bosu's. Two artist members donate their time and skills to teach participants season themed crafts.

## THANK YOU TO OUR SPONSORING ARTISTS!

**Gayle Haynie & Jennifer Sharkey**, Painted Planter Stakes & Mandala Stones

**Debbie Mills**, Woven Herb Baskets

**Pamela Winn**, Silk Dying

**Barbara Brook & Samantha Nelson**, Holiday Card & Centerpieces

## MEET THE MAKERS, 2 Events

Small venue events that include an artist led craft, an intimate musical performance, food and drink, and a facilitated discussion with our artists.

## THANK YOU ARTISTS, SPONSORS, PARTNERS, & FACILITATRS!

- Enchanted Evening Of Pride: **The Yellow House, Steve Lloyd, Tina Collins, Jason Pierson, Heather Mae Erickson**
- Night Before Studio Tour: **The Southern Porch, Cup Harrison, Travis Staurt, Maddy Mullany, Cheryl Summey, Lisa Conard, Janet Steinke**

# Highlight: Quilt Trails of Western North Carolina

In July of 2019 the Quilt Trails of WNC became a program of the HCAC and the tradition of handcrafting exterior quilt blocks is now led by a dedicated group of volunteers who meet weekly to hand paint these works of art. Volunteers help outline and paint quilt blocks and other quilt block merchandise sold in the Haywood Handmade Gallery. Over the last two years, HCAC worked to better organize, brand, and market the Quilt Trails program.



**“It’s challenging and creative to take something that has a traditional framework and then play with it to create something entirely new. If you’ve spent any time looking at quilts you realize that the possibilities truly are endless,” says Susan Remi Dawkins, a long time quilt block designer.**



Brian Wurst

## THANK YOU TO OUR SPONSORS!

**The Haywood County Tourism Development Authority, Folkmoot USA, and Brian Wurst, Professional Wood Craft Instructor at the Haywood Community College who builds all our blocks!**

Volunteer Hours Painting

**991**

Number of New Blocks

**10**

New Block Counties

**Haywood  
Yancy  
Macon**



## Expense

GRANT PASS THROUGH

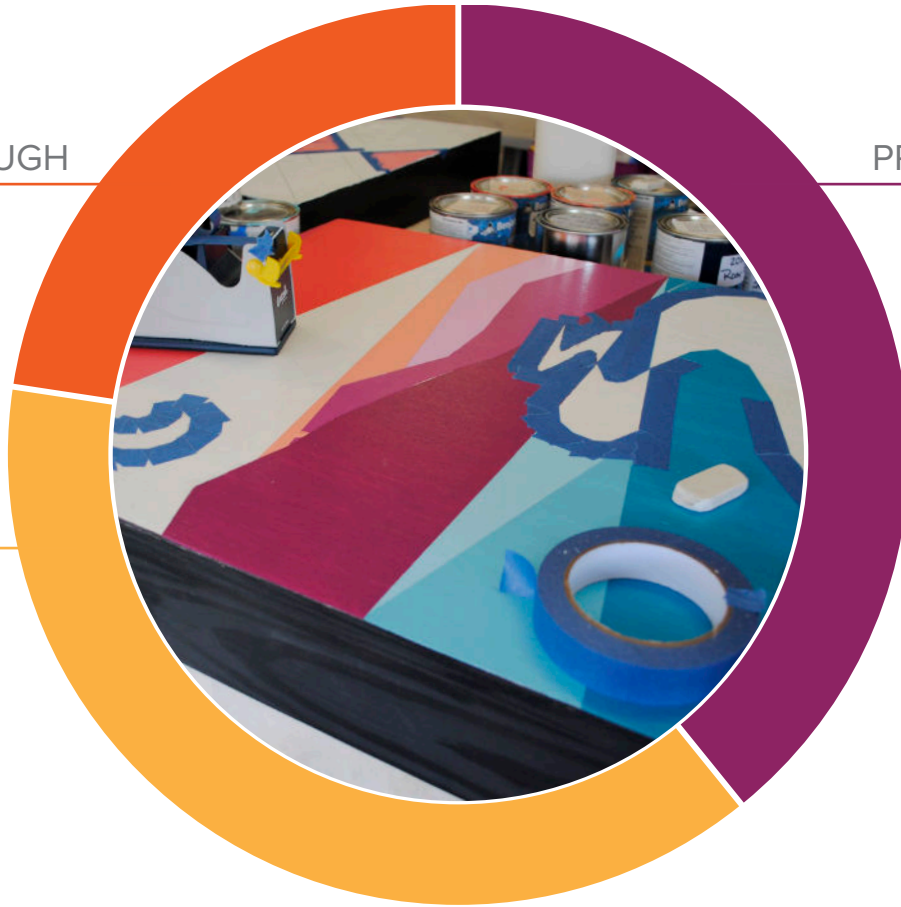
**22.5%**

PROGRAMS & EVENTS

**39.1%**

ADMINISTRATION

**38.3%**



## Revenue

EARNED

**41%**

DONATIONS

**28.6%**



# 2026 Strategic Vision & What to Look Forward To

## 2026 Strategic Vision

By 2026, HCAC's community will illustrate the organization's commitment to diversity and creativity in the arts. Our fundraising will be systematic, inclusive, and support continued incremental growth. Our Board will be actively engaged in supporting HCAC's program, events, and fundraising efforts. HCAC will have the appropriate number of staff to support the growth of the organization and a succession plan will be in place. The Board will have a clear plan on how to address the long term location of HCAC's downtown gallery and any potential expansion plans.

## 2023 Look Ahead

### APPALACHIAN DANCE HOOTENANNY

As part of HCAC efforts to diversify our artistic programming, we're launching our first ever Appalachian Dance Hootenanny. Featuring a community jam with the Haywood Rambler's, who are HCAC's JAM instructors, performances by the Green Grass Cloggers, Donna Ray Morton and Melanie Penland, live music from Gap Civil and dance calling from Tyler Hughes. **HCAC hopes this turns into an annual event that encourages the community to come together around traditional dance.**

### CHEROKEE MURAL

HCAC's building is now owned by the Eastern Band of Cherokee Indians (EBCI) and we are excited to work with an EBCI member and Cherokee High School art teacher to develop a Cherokee inspired mural as part of our activation of our Wall Street entrance. The mural will be painted with volunteers from Cherokee and our HCAC community and feature the phrase **"With Hands and Hearts We Renew the Fire"** in both Cherokee and English.

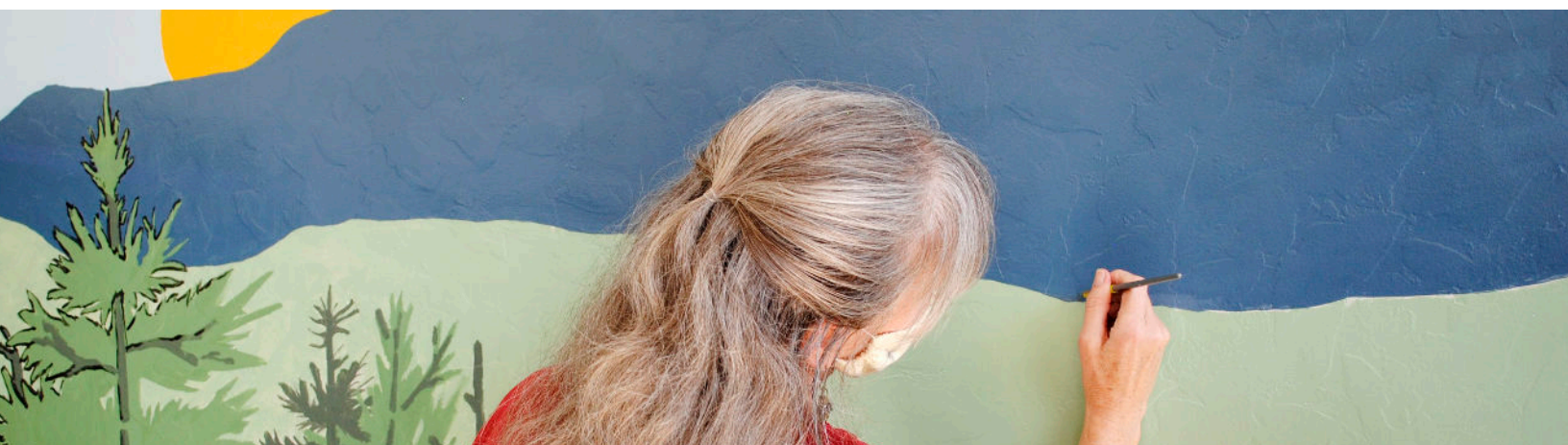


Photo by Lauren A. Medford

### JAM GROWTH

After going completely virtual in 2020, the JAM program had to build back its student and teacher base. With the help of our committed instructors and JAM coordinator Fritzie Wise the program grew each semester. Thanks to generous donors, HCAC now plans to expand the program over the next few years adding a summer camp, dance classes, and adult music lessons. JAM would not be possible without donated space by Folkmoot! Students convene each Tuesday at the Folkmoot Center and play a final performance in the Queen Auditorium.

**"I am excited to see JAM growing this year, especially because we are seeing more returning students, which is extremely encouraging. Having more experienced students in the group also allows for more peer modeling, and when the new students see others like themselves finding success on their instruments, they know they can do it too" says Cary Fridley, a Senior Guitar Instructor**

### ART ACROSS HAYWOOD

This program is getting a refresh in 2023 and will be a community and public art program that brings HCAC artist members and the community together to get creative and beautify Haywood County through public art. The purpose of the program is to create community volunteer opportunities for artist members and encourage at-large community members to engage and incorporate art into their daily lives while beautifying their town. In 2023, HCAC is working with school children in an after school project called "Mural Monday's" and local businesses on public art murals.



# Special Thanks to Our 2022 Donors

## LOVE THE ARTS MAIN STREET CAMPAIGN

### Pledge Campaign

Diane & Rich Byers  
Sheila & Clarence Blair  
Barbara Brook  
Carol Carson  
Melba Cooper  
Wendy Cordwell  
Patty & Chris Coulter  
Kathy DeOrnellas  
George Elmore & Marti LaTova  
Tracy & Jonathan Gerber  
Harry & Cup Harrison  
Gayle Haynie  
The Jeweler's Workbench  
Norma Kimzey  
Larry & Julie Leatherwood  
Maggie Valley Chamber of Commerce  
Micheal Lodico  
Morgan, Tom & Birdie  
Mud Dabbers  
Alison & John Parks  
Margaret & Hughes Roberts  
Pat Rogers

Judith W. Ross  
Bonnie & Jere Smith  
Cindy & Jeffery Soell  
Stanberry Insurance Agency, Inc.  
Cheryl Summey  
Nancy Truluck  
Winchester Woodworks  
**Double the Love**  
Belinda Allen  
Edith Brady  
Barbara Brook  
Patty & Chris Coulter  
Liza Ely  
John & Susan Greb  
Sandra Green  
Tara Grunwald  
Cup & Harry Harrison  
In Honor of Evelyn S. Hight  
John A. Martinez  
Chris & Robin Minick  
Brenda Morrison  
Debbie Skelly  
Elizabeth & Robert Stecher

Pamela Tiffany  
Lisa & John Townsend  
Sarah W. Workman  
**Give a HeART,  
Artist followed by Collector:**  
Amanda Anders  
Sandy Crews, Kendal Russell  
Nancy Gilbert, Cristina Franceson  
Molly Herold, Mary Mellinger  
Judy Hulcy Kessinger, Cristina Francescon  
Wanda Ann Kinnaman, Katina Johnston  
Nory Lopez, Cristina Franceson  
Lauren A. Medford  
Cacye Moyer, Cristina Francescon  
Samantha Nelson, Cristina & Josh  
Dori Settles, Marnie Brooks  
Janet Steinke, Cristina Francescon  
Cheryl Summey, The Koch Family & Pat  
Rogers  
Haidee Wilson, Cristina Francescon  
Pamela Winn, Julie Leatherwood  
Lisa & John Townsend, Morgan Beryl

## INDIVIDUALS

Belinda Allen  
Elizabeth Allen  
Thomas Armstrong  
Linda Arnold  
Dan & Carol Barrett  
Deborah Bass Yeomans  
Kathleen Bell  
Morgan Beryl  
Sue Ellen Beryl  
Sheila Blair  
Nancy Blevins  
Wilma Scott Boatwright  
Donna Boxman  
Joyce Boyd  
Edith Brady  
Barbara Brook  
Marnie Brooks  
Priscilla G Burns  
John Burton  
Diane and Rich Byers  
Jeanette Carey  
Carol E Carson  
Sarah Cifani  
Ronald Clauser  
Tina Collins  
Evelyn Coltman  
Lydia Conard  
Melba Cooper  
Wendelyn Cordwell  
Patty J. Coulter  
Vernell Dangio & Ron Huelster  
Allen Davis  
Patricia P Davis  
Patrice DeMay  
Kathy DeOrnellas

Barbara Dinwiddie  
Katie Doll  
George T Elmore  
Sylvia Everett  
Leigh Forrester  
Jeane Fratus-Knight  
Joey Fuseler  
Lee Galloway  
Tracy Gerber  
Allyson Gernandt  
Jonathan Golden  
Susan Greb  
Constance Haire  
Pam Hall  
Karen Hammett  
Kristen Hammett  
Janet Harris  
Mary Clark Harrison  
James W. Hart  
Gayle R. Haynie  
Stephen Hewitt  
Dr. John Highsmith  
Renee Hoffman  
Patricia Hunter  
Kay Isserman  
Katina Johnston  
Stephanie Kea  
Norma Kimzey  
Wendy & Jeff Lahr  
Julie Leatherwood  
Catherine Leister  
Barry Lewis  
Laura Linger  
Michael Lodico  
Carol Mankowski

John Martinez  
Edgar McFarland  
Tobias McGregor  
Elizabeth & Frank McLeod  
Kathy McNeil  
Lauren A. Medford  
Mary Mellinger  
Peggy Melville  
Debra Mills  
Robin Minick  
Sally Moore  
Claudia D Ogden  
Helen Parker  
Alison & John Parks  
Gayle Pelham  
Margaret Pennington Roberts Jr  
Danna Susan Phillips  
Lewis Poag  
Mary Prevost  
Donna Rader  
Emily Reason  
Bonnie Refinski-Knight  
Liz Reitz  
Judith Rhinehart  
Pat Rogers  
Judith Ross  
Lolita G Roy  
Joyce Schlapkohl  
Dori Settles  
Jennifer Sharkey  
Debbie Skelly  
Bonnie Smith  
Sharon Smith  
Cindy Soell  
**Continued...**

Elizabeth Stecher  
Rina Steffel  
Janet Steinke  
Kaaren Stoner  
Jerry M Stuart  
Cheryl Summey  
Anna-Catherine Super  
Carol Taylor  
Norretta Taylor

David Clay  
Nancy Thomason  
Mieko & Jim Thomson  
Pamela Tiffany  
Lisa Townsend  
Nancy Truluck  
Regina Tunney  
Dr. Steve Wall  
Jennifer Welch

Haidee Wilson  
Pamela Winn  
Fritzie Wise  
Tim Wise  
Sarah Workman  
Gail Wright  
Donald Yeomans

## BUSINESSES & ORGANIZATIONS

Asheville Alumnae Chapter of Sigma Alpha Iota (SAI)  
Best Western and Days Inn  
Blue Mountain Chiropractic  
Boojum  
Bosu's Wine & Gourmet Retailer  
Carolina Breathing Solutions  
Destination Magazine  
Down South Café  
Drake Software  
First United Methodist Waynesville  
Folkmoot  
Haywood Community College  
Hilltop Tractor, Grading & Landscaping

Lowes  
Maggie Valley Wellness Center  
Marked Tree Winery, LLC  
Mast General Store  
Old Time Jam  
Lift Your Spirits  
Publix  
Sheppard Insurance Group  
Showgirl Press  
Smoky Mountain Dog Bakery  
Smoky Mountain News  
Stanberry Insurance - Waynesville  
Starbucks of Waynesville  
Sweet Onion

The Mountaineer  
The Print Haus, Inc.  
Town of Clyde  
TUK IT LLC  
Twigs & Leaves  
Up Love Bridal  
Ward Plumbing, Heating, & Air  
WNC Social Media Buzz  
WNCW 88.7  
Isothermal Community College  
WPTL Radio Station  
The Yellow House

## FOUNDATIONS

The Cruso Endowment  
Enterprise Holdings Foundation  
Fitzgerald Family Foundation

John C Harmon Family Foundation  
Wayne C. Henderson Foundation  
Ken & Debbie Wilson Foundation, Inc.

The Woods Family Charitable Trust

## GRANTORS

North Carolina Arts Council  
National Endowment for the Arts  
Haywood County TDA

Blue Ridge Pride Partner Community Fund  
Town of Waynesville



Photo by Lauren A. Medford

## Support Our Work

### WAYS TO GIVE

- Join the Haywood Handmade family - give at a level that works for you!
- Make a Five Year Pledge for the Love the Arts Main Street Campaign, and keep us on Main Street.
- Legacy Giving - Bequests are a way for you to make a large, meaningful gift.
- Workplace Giving - Many companies offer matching funds, which doubles your contribution!
- Volunteer, attend our events and programs, and visit the gallery!

### CONTACT US

HaywoodArts.org ♦ Info@HaywoodArts.org ♦ 828.452.0593 ♦

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