

The logo for the Zanesville Museum of Art, featuring a solid blue square with the text "ZANESVILLE MUSEUM of ART" in white, sans-serif font.

ZANESVILLE
MUSEUM of ART


A photograph of the Zanesville Museum of Art building. The building features a prominent, large, triangular glass facade that reflects the sky and surrounding trees. The structure is modern, with a mix of glass, metal, and stone. In the foreground, there are several large, cylindrical planters with green trees and purple flowers. A curved, grey stone wall is visible on the right side of the building.

ANNUAL REPORT

2021-2022

The logo for the Zanesville Museum of Art, featuring a solid blue square with the text "ZANESVILLE MUSEUM of ART" in white, sans-serif font. The word "of" is smaller and positioned between "MUSEUM" and "ART".

ZANESVILLE
MUSEUM of ART

A background photograph showing several people from behind, looking towards large windows that offer a view of green trees. One woman in the foreground is wearing a black top, another is in a blue and white striped top, and a third is in a blue patterned top. The scene appears to be an indoor event or reception.

“ We were very pleased to find
this wonderful museum! ”

-Ellen B., Tripadvisor, November 3, 2021



Our Focus

Focus Areas

Inventory

- ✓ Conclude 3-D phase
- ✓ Conclude 2-D
- ✓ Rebuild collection storage

Education

- ✓ Draft new "Program Plan"
- ✓ Relaunch onsite programs
- ✗ Meet revenue goals

Building

- ✓ Finish roof replacement
- ✓ Complete security install
- ✓ Secure maintenance contracts



Focus Areas

Exhibitions

- ✓ Rebuild three-year plan
 - ✗ Onsite Ohio Annual
 - ✓ Revise Collection Policy
-


Collections

- ✓ Conduct art donor visits
 - ✓ Launch online database
 - ✓ Object data management
-

Human Resources

- ✓ Salary readjustments
- ✓ Wage and Salary Report
- ✓ Relaunch volunteer program





Financials



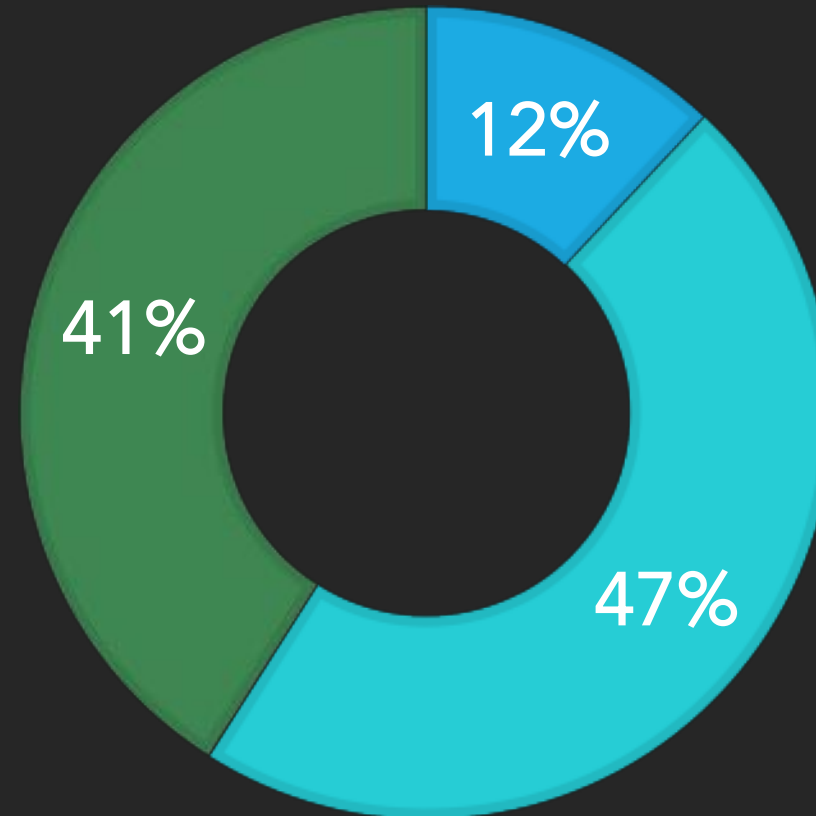
Operational Expenses

■ Program

■ Administrative

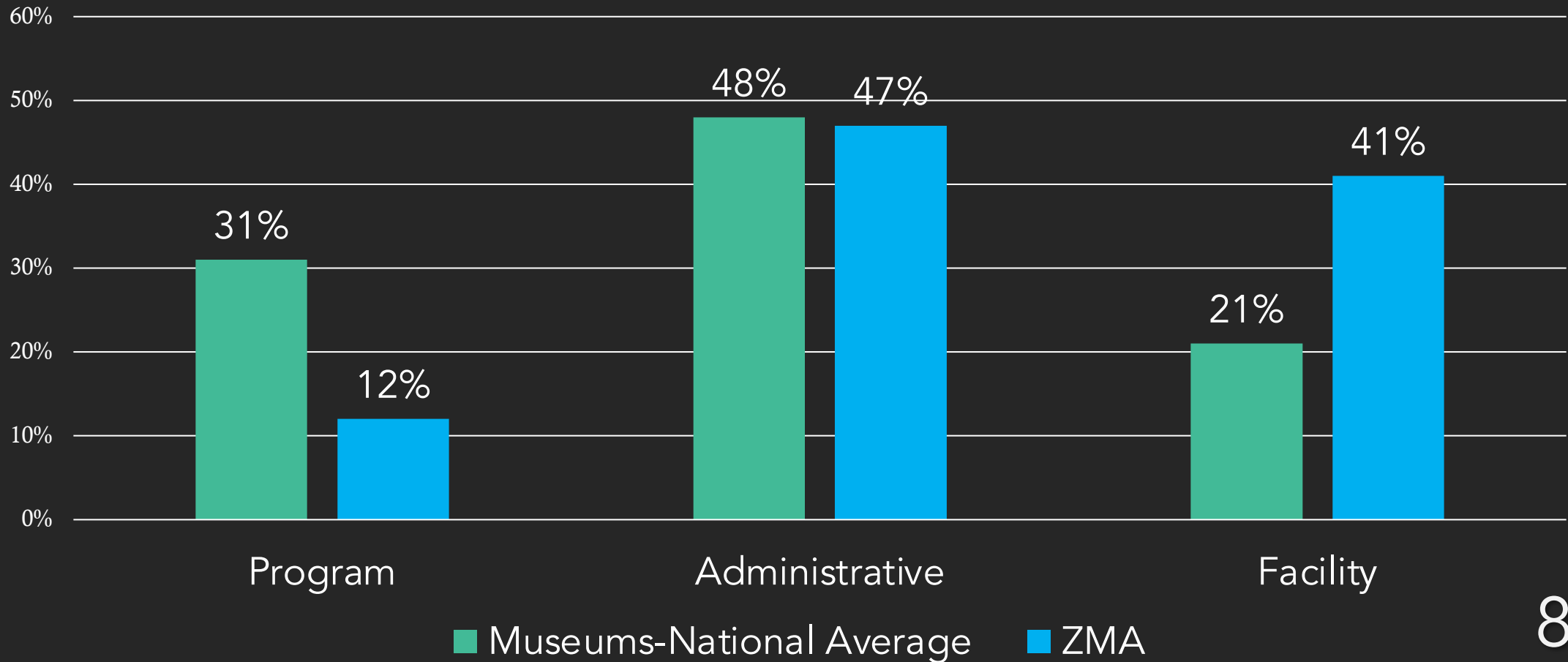
■ Facility

\$715,997



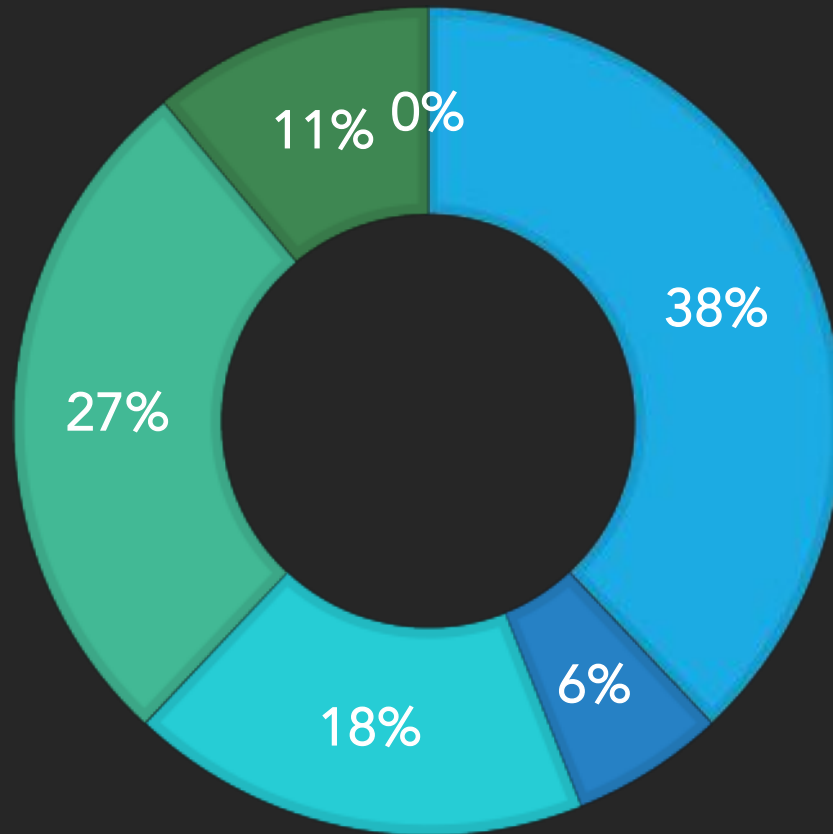
Operational Expenses

How We Compare



Operational Revenue

■ Trusts ■ Interest ■ Donations ■ Grants ■ Earned ■ City and County

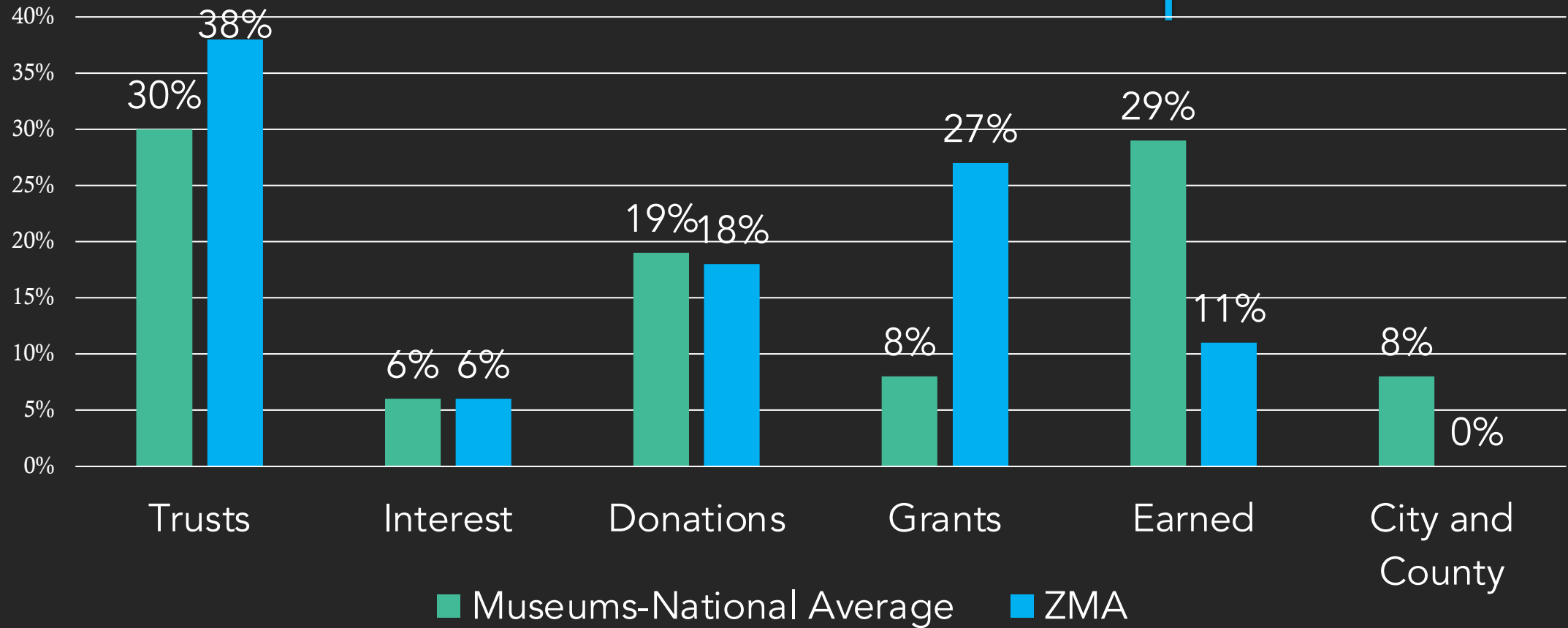


\$773,004



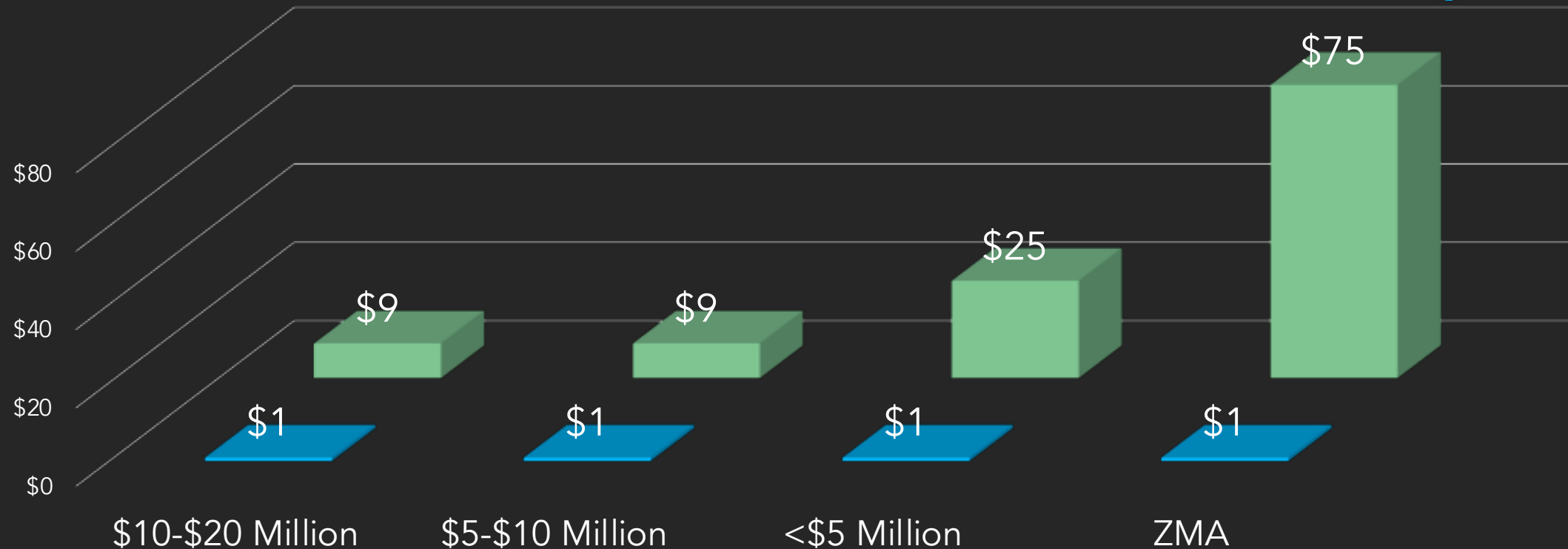
Operational Revenue

How We Compare



Revenue and Expenses Per Visitor

How We Compare



■ Revenue per visitor

■ Expense per visitor

Attendance



7,694
Total Visitors



3,282
Onsite



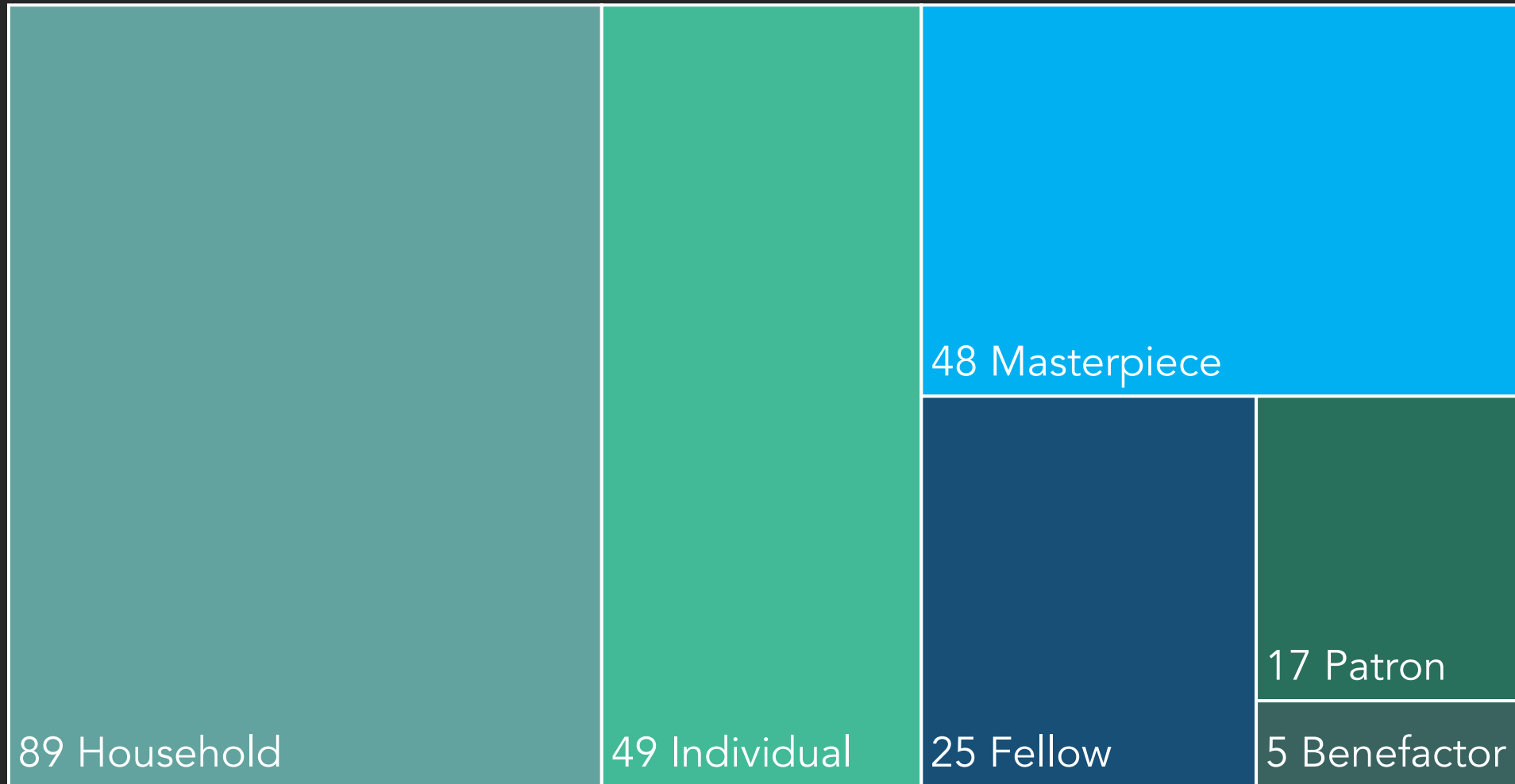
4,412
Virtual

Membership at the ZMA

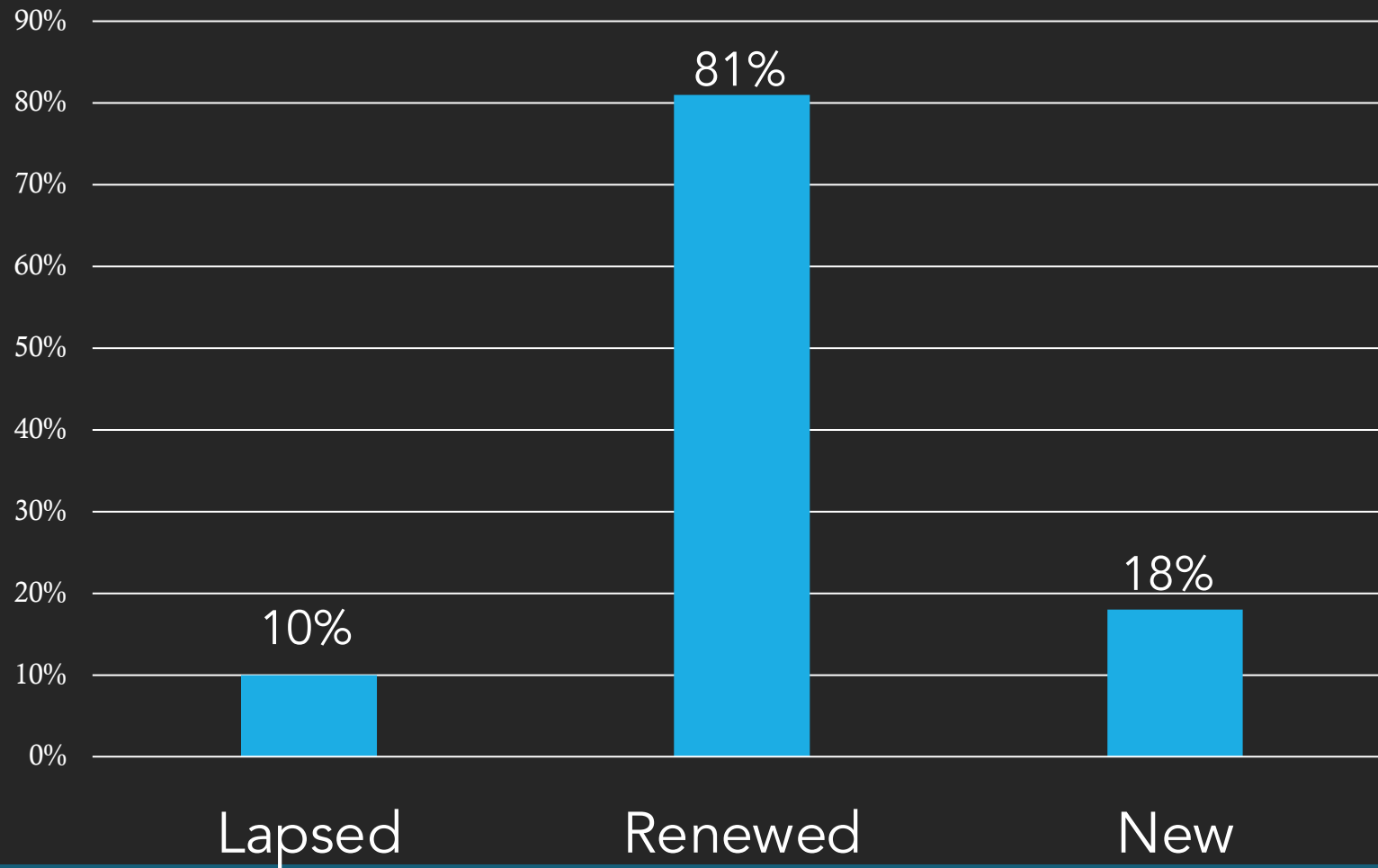


Membership at the ZMA

233 Members



Membership at the ZMA



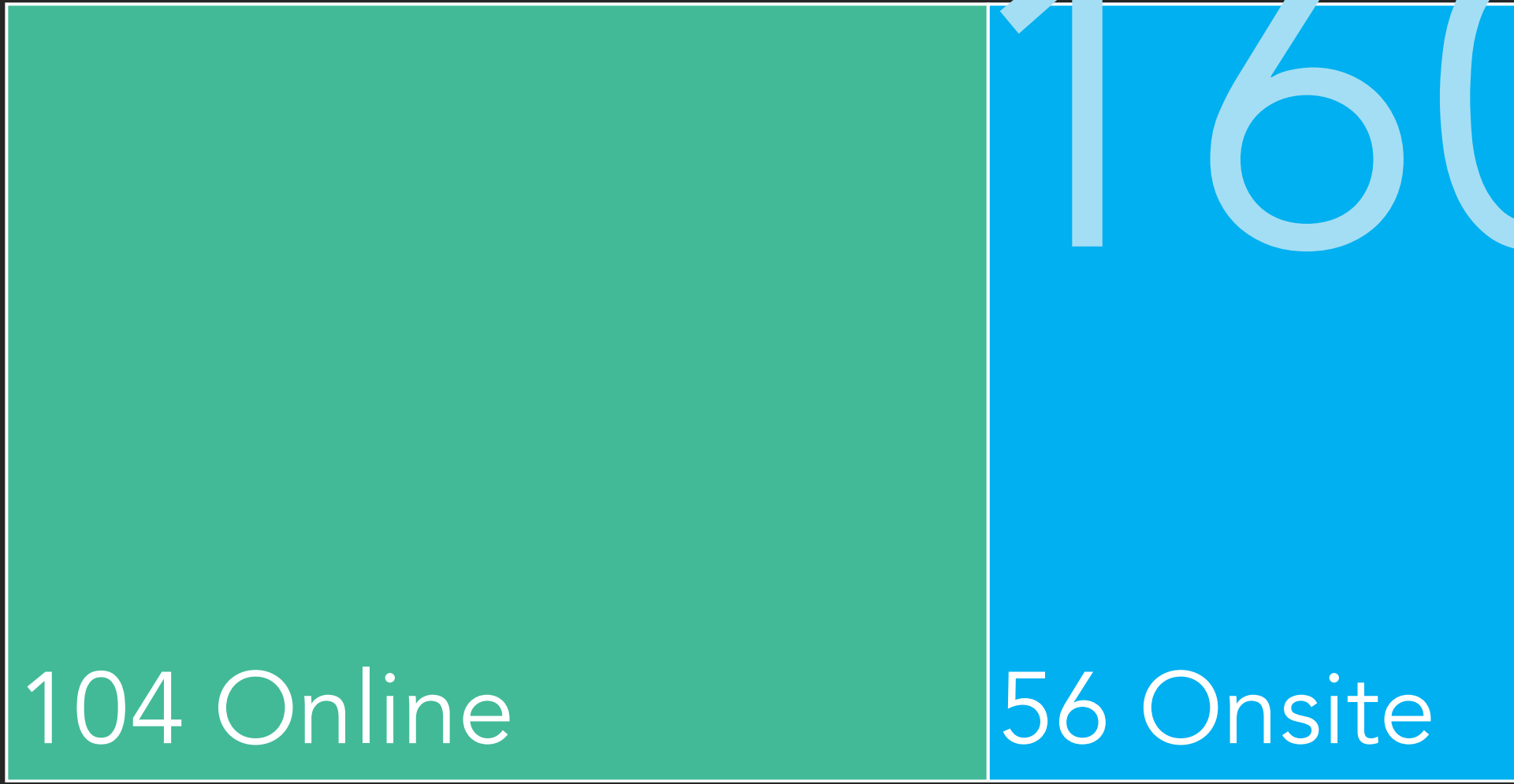


Education

Kids @ the ZMA

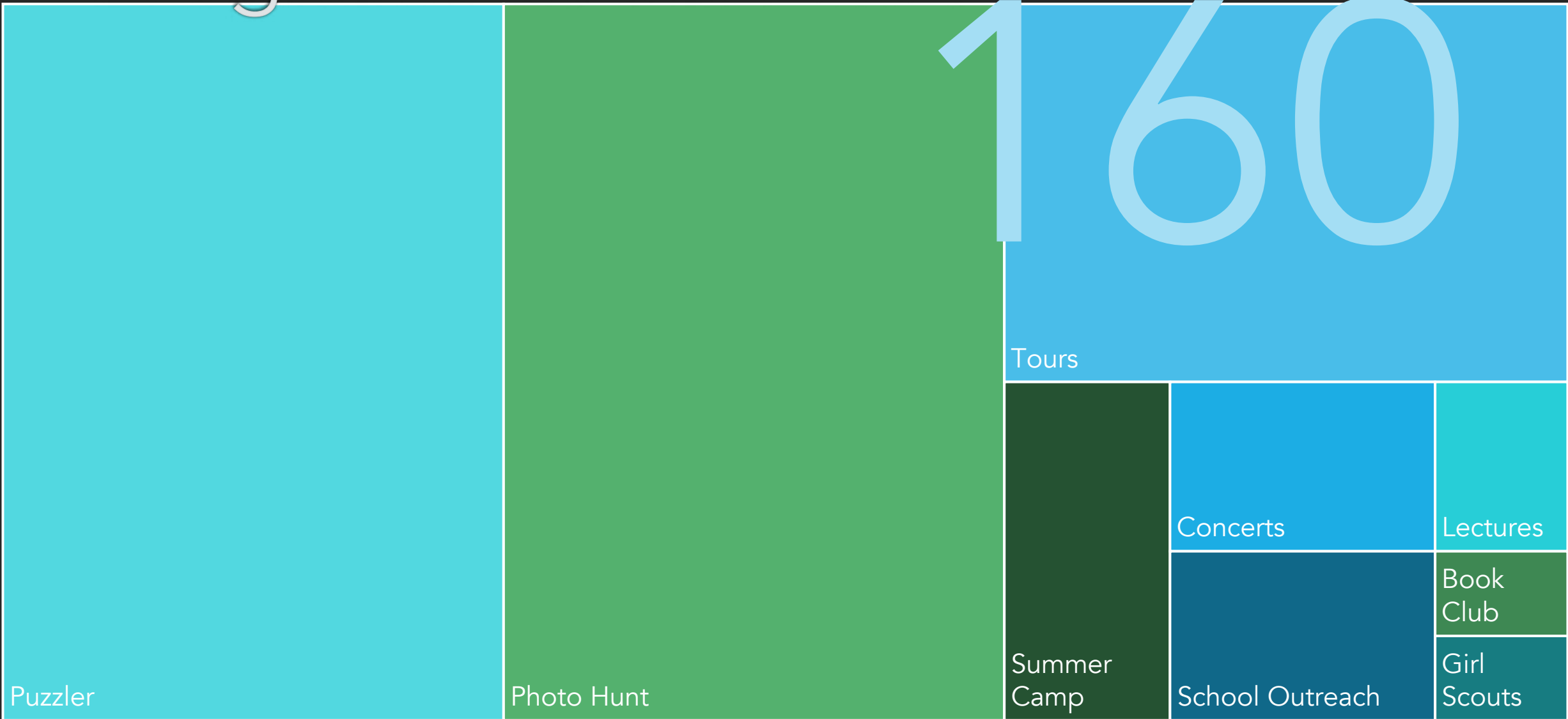


Programs at the ZMA



Programs at the ZMA

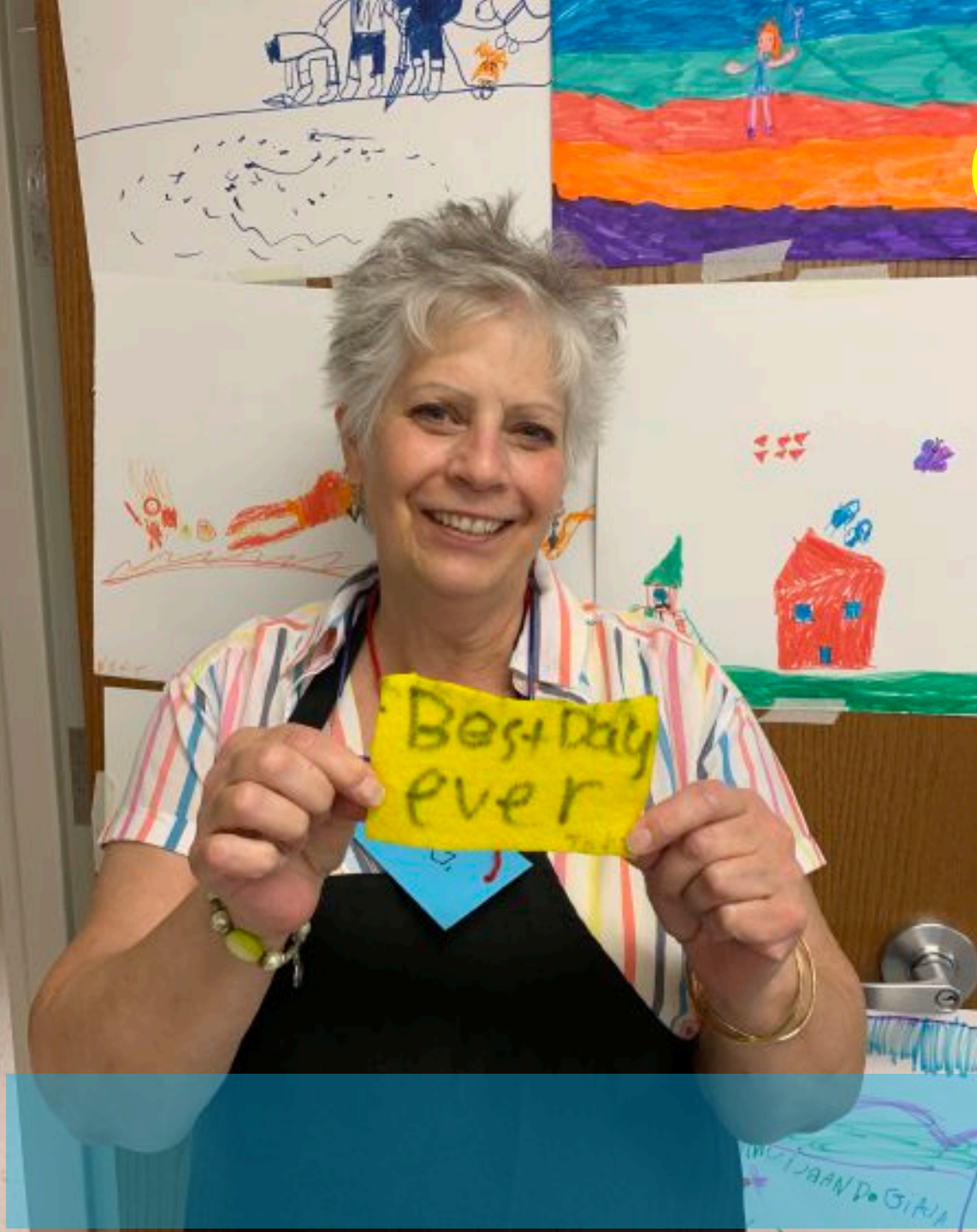
160



 PROGRAMS
Online Anytime



Virtual
4,339



Onsite Guests

1,214

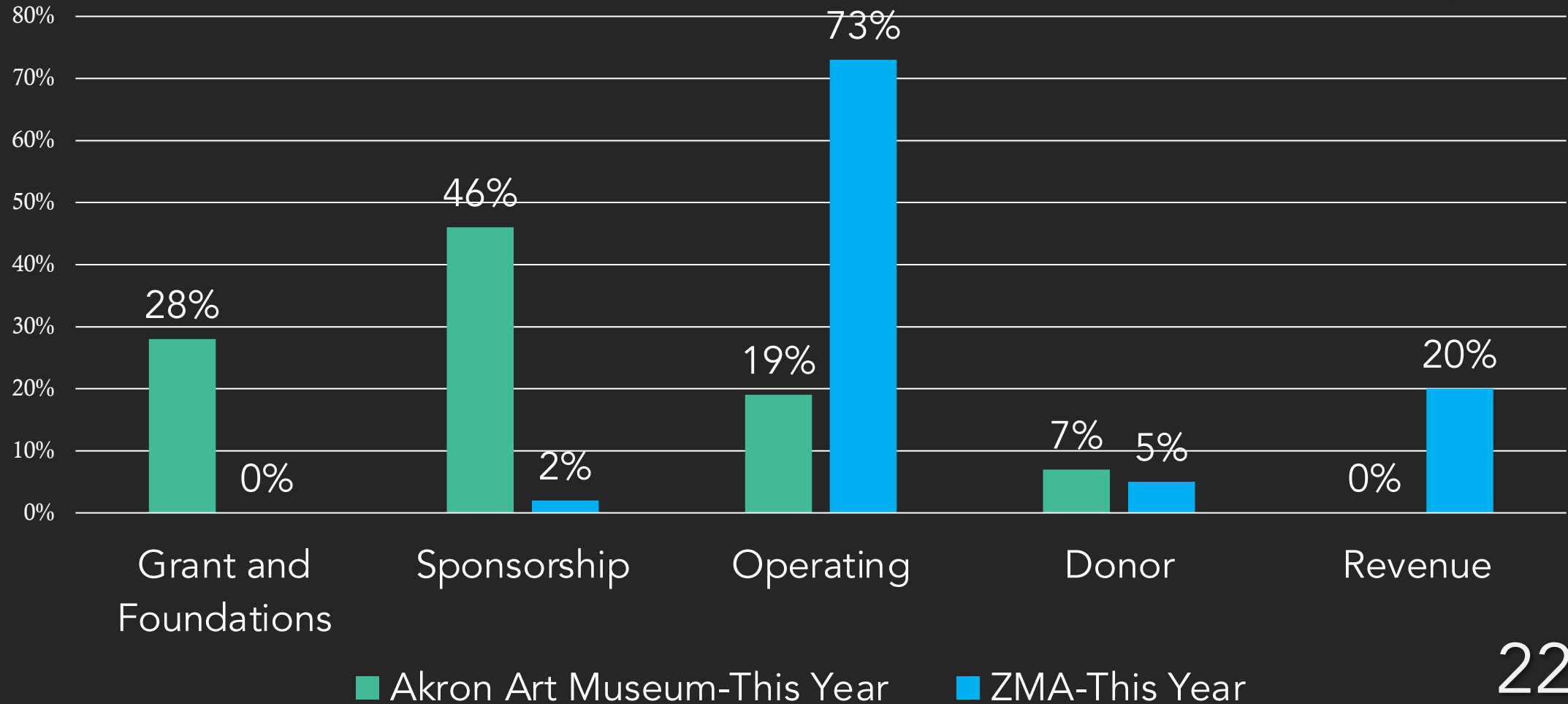
72%

of museum visitors come to
participate in programs

Education @ the ZMA

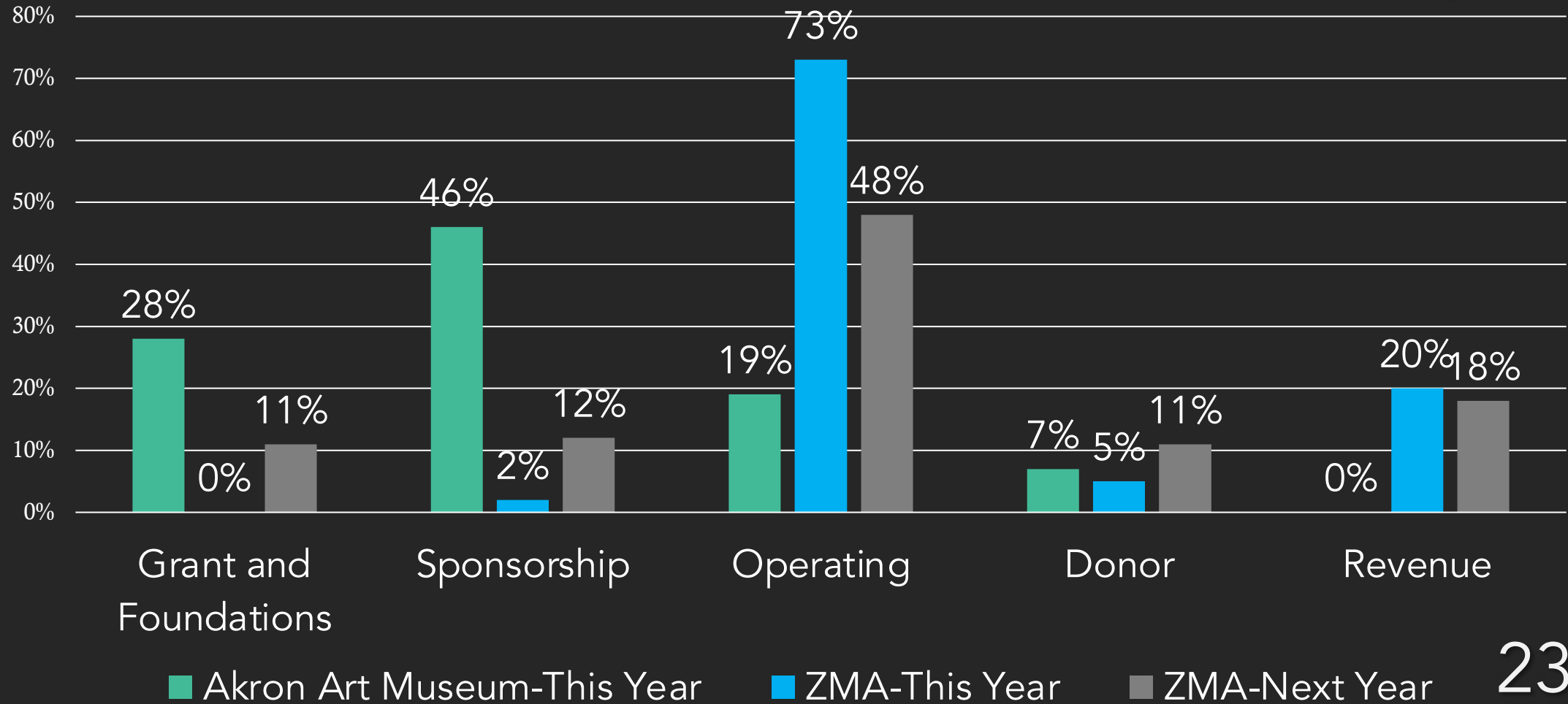
How Programs are Funded

How We Compare



How Programs are Funded

How We Compare





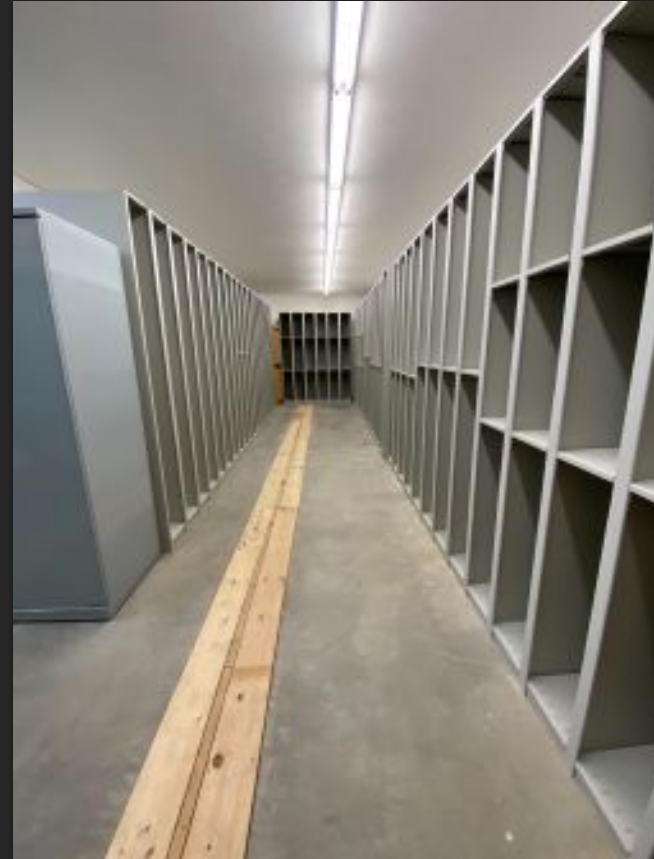
“One of my
favorite places!”

-Instagram, hongyinartist, August 12, 2021



Collections

Collection Storage

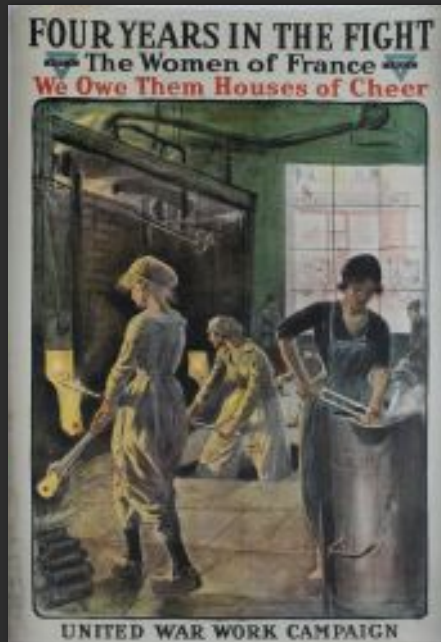






Conservation

Conservation





Loans



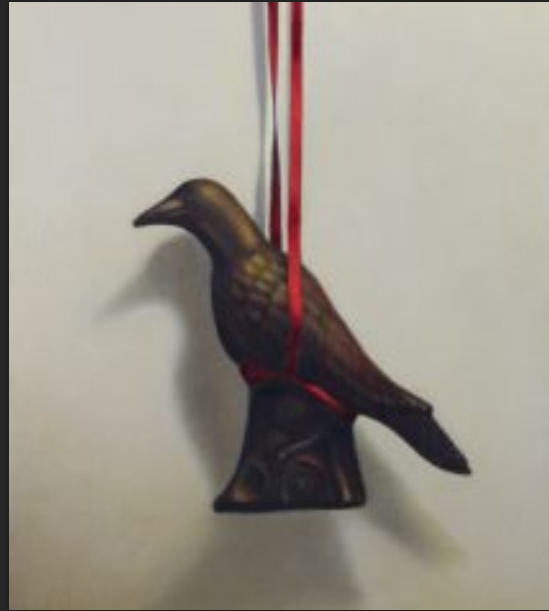
Lucioni @
Shelburne Museum





Acquisitions

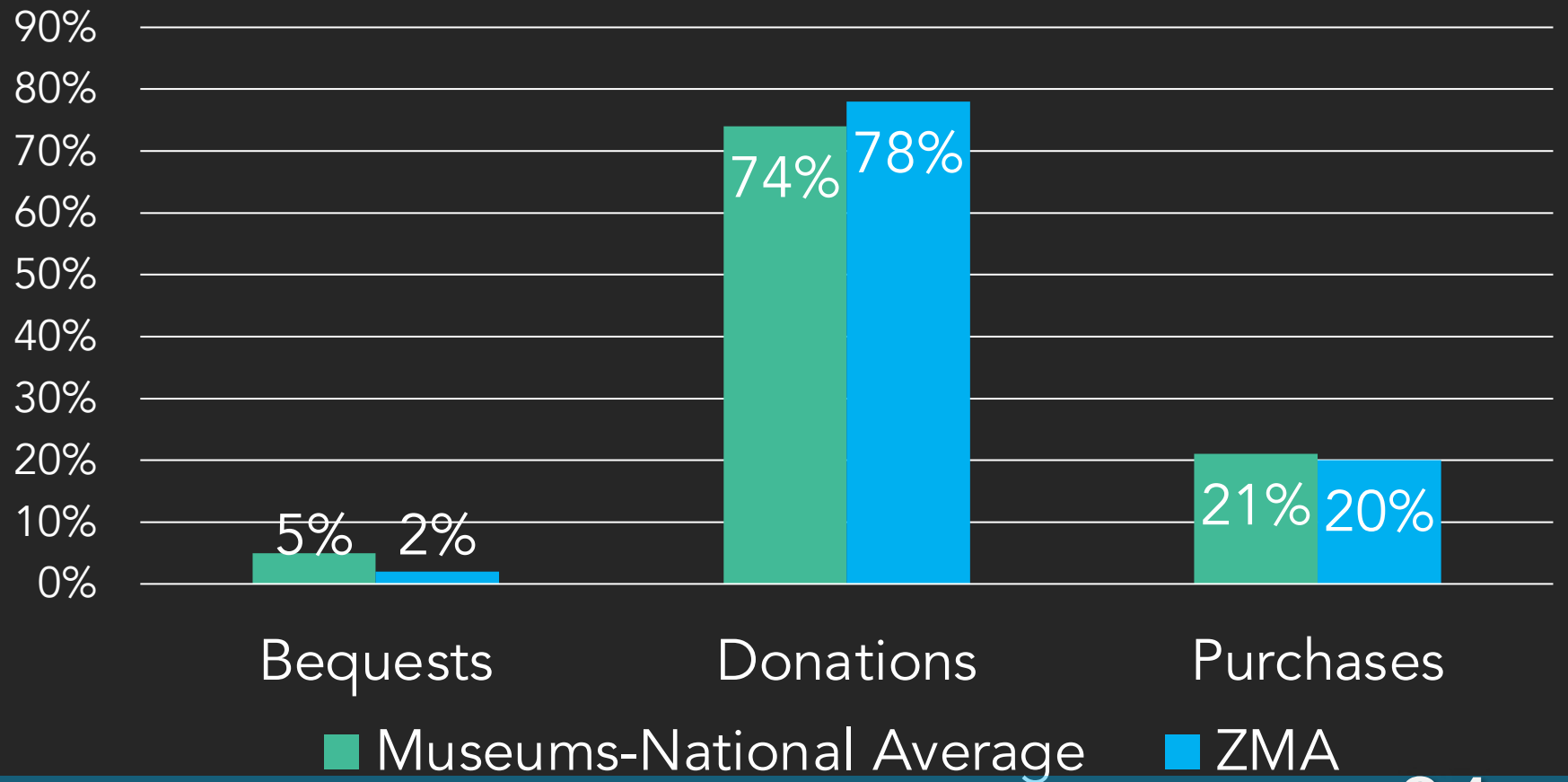
Acquisitions





Sources of Collections Growth

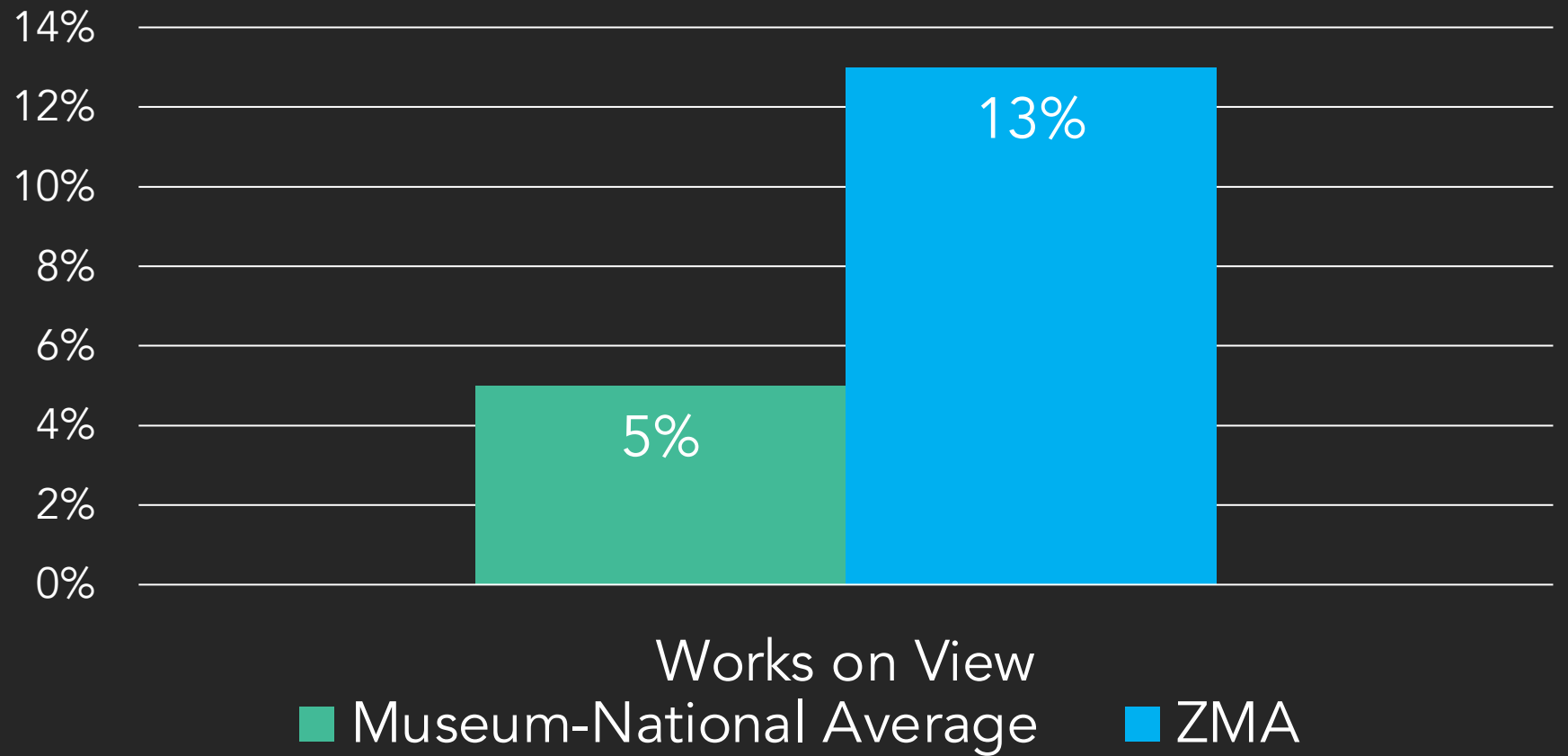
How We Compare





Works on View

How We Compare





Exhibitions

The Mark and Kim
Moyer Collection



VIEW the
EXHIBITION



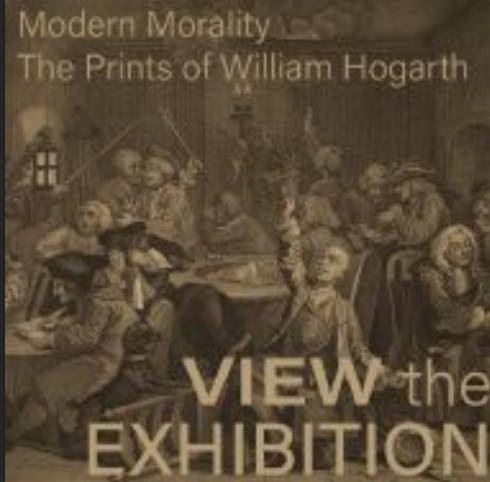
A Luminous Medium

VIEW the
EXHIBITION



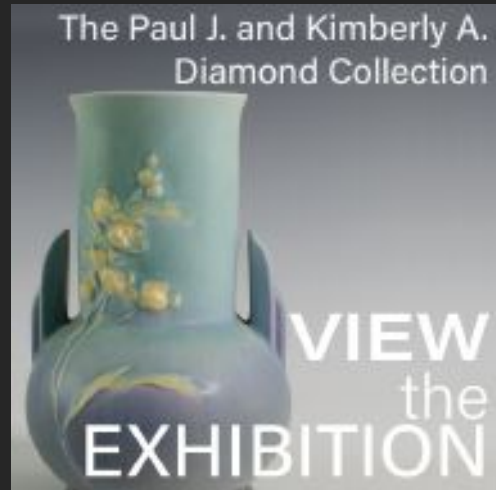
THE 76th OHIO ANNUAL

VIEW the
EXHIBITION



Modern Morality
The Prints of William Hogarth

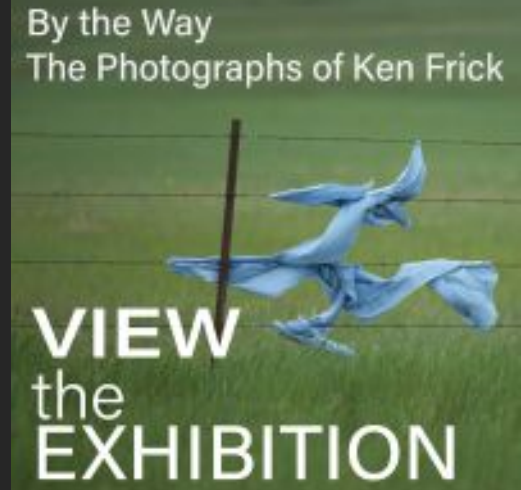
VIEW the
EXHIBITION



The Paul J. and Kimberly A.
Diamond Collection

VIEW the
EXHIBITION

7
exhibitions



By the Way
The Photographs of Ken Frick

VIEW the
EXHIBITION

ZMA

76th Ohio ANNUAL exhibition



Best in Show: Hapa-Gwon Waight



Janice Ballas Excellence in Fiber...



Best in Ceramics Award: Worm G...



Best in Painting Award: Saint Ma...



Best in Glass Award: Flora Orbis (...)



Best in Jewelry and Functional M...



Best in Photography Award: Gen...



Best in Sculpture Award: A Set of...



Best in Print, Drawing, and Collag...



Blue Orbs of Joy Celebrate-Jeani...



What is Wild in us Still-Gabrielle ...



After Midnight-Gary Beeber



Luxury No. 2-Lalcee Blackwell



Trellis 3-Michele BonDurant



Last Aristocracy-Adam Brouillette



up 6%

REVENUE
\$12,176

507 Applications, up 6%

76TH OHIO
ANNUAL



Looking
Ahead

Focus Areas

Education

- Launch new Program Plan
- Begin paid intern program
- Draft additional teacher resources
- Meet revenue goals
- Relaunch K-12 exhibition

Location Strategy

- Plan for ZMA's future
- Begin Feasibility Study

Building

- Finish EIFS repairs, repaint
- Replace HVAC
- Annual maintenance contracts



Focus Areas

Membership

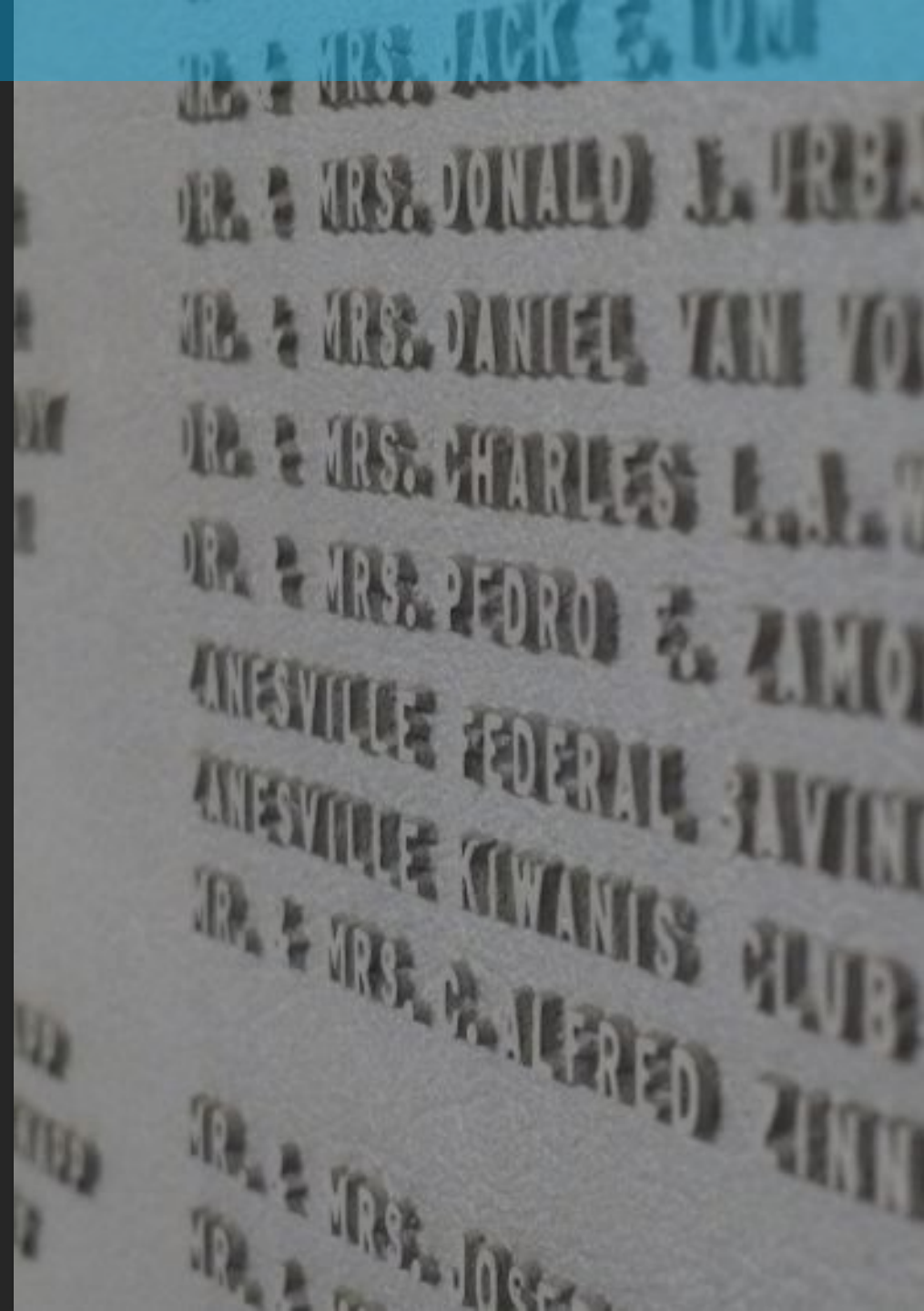
- Increase membership base
- Launch digital membership
- Meet revenue goals

Museum Store

- Add consignors
- Meet revenue goals
- Address staffing and launch POS?

Policies

- Strategic Plan
- Emergency Plan
- [After these are ratified...](#)
- Discuss AAM Accreditation



Focus Areas

Exhibitions

- Relaunch onsite exhibitions
- Assess rotation schedule

Collections

- Conduct art donor visits
- Improve collections
- Ratify Collection Plan

Human Resources

- Address staffing needs
- Increase volunteer staff
- Assess volunteer programs
- Begin development training



A dark, textured ceramic vase with intricate relief carvings. The vase has a bulbous body and a short neck. The carvings are highly detailed, showing a central figure, possibly a woman, surrounded by floral and leaf-like patterns. The overall appearance is that of a piece of art pottery. The background is a plain, light-colored wall.

American Art Pottery

Focus Areas

American Art Pottery

A Nationally Recognized Regional Museum
Specializing in American Art Pottery

-
- Collection Plan
 - Deaccession and Refine
 - Cultivate art donors
-
- Plan storage
 - Plan gallery (Permanent or Interim?)
 - Begin to think about an interpretive plan



Meet the Staff



ZMA



Laine Snyder
Executive Director



Kathryne Applegate
Collections Coordinator



Misty Johnson
Education Coordinator



Dan Pitcock
Marketing and Finance Coordinator



Fred Orr
Facility Technician



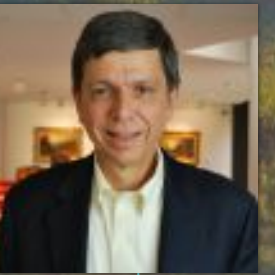
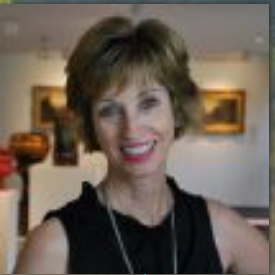
Sotiria Bailey
Office Manager



ZMA

Meet the Board

Executive Committee and Life Members



Kristy Szemetylo
President

Tom Selock
Treasurer

Don Wietmarschen
Life Board Member

Carl Minning
Life Board Member

Melanie Klotzbach
Vice President

Pat Nash
Secretary

Alice Graham
Life Board Member

Fred Grant, III
Life Board Member



Susan Stubbins



Danielle Knox



Diedra Corbett-Ihlenfield



Hong Yin



Ray Ramos



Jody Ballas



John Matesich



Eleanor Bailey
Beaux Arts Club Representative

ZANESVILLE
MUSEUM of ART

Thank you

