

2020 ANNUAL REPORT

ENRICHING LIVES THROUGH ART AND CRAFT

MESSAGE FROM THE PRESIDENT OF THE BOARD

2020 was a year of challenge, concern, and stress but it was also a year of learning and growing.

We began 2020 on a high. A celebration of our 75th year as a school of arts and crafts was planned. We finished the strongest enrollment and fundraising year ever and completed a \$33,800,000 comprehensive campaign. A new executive director took the helm. 2020 promised to be our best year ever but...in February, we began to hear of a new virus, Covid-19.

By mid-March 2020, we were cancelling workshops and events. At that time, we did not know that the school would be closed to all but staff for more than a year. Our year of celebration was postponed and ultimately, we would find new successes to celebrate.

We were not idle. 2020 benchmarks and successes:

- Board of Governors made the decision to keep every staff member employed at full salary
 and benefits and find meaningful work for those whose work is place-based. This meant that
 kitchen, housekeeping, and facilities staff supported the efforts of programming and institutional
 advancement. I appreciate their commitment and willingness to work wherever needed.
- Tackled a major list of deferred maintenance, studio upgrades, and building and infrastructure rehabilitation.
- Completed a \$1,700,000 renovation of Emma Harper Turner Building, the main studio and office building.
- August 2020, due to health issues, the new executive director resigned and the Board began the search for a new executive director. In the absence of an executive director, a team made up of senior management and the Board President managed the school.
- In the wake of school closings, Virtual ArtReach, a new arts education outreach program, provided art kits, equipment, and video/online instruction to 1,100 school students in Central Appalachia. The program is so successful that it has become a permanent element in the suite of ArtReach programs.
- Because our community of artists and supporters believe in the value of Arrowmont, we were able to end the year in good financial condition without having to invade the reserve fund. Thank you.

The Arrowmont community is resilient and committed to Arrowmont's mission of "enriching lives through art and craft." You are a member of this exceptional community. On behalf of the Board of Governors, the staff, instructors, and students, thank you.

Dr. Steven Gottlieb, President Arrowmont Board of Governors

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MISSION

ENRICHING LIVES THROUGH ART AND CRAFT

Arrowment School of Arts and Crafts enriches lives by developing aesthetic appreciation and fostering self-expression with hands-on experiences in a variety of media, classes, conferences, and seminars. On the leading edge of arts education, Arrowment utilizes contemporary and fine arts techniques to build upon a foundation of traditional arts and crafts.

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2020 CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

DECEMBER 31, 2020

ASSETS

CURRENT ASSETS	
CASH	\$7,401,525
PROMISES TO GIVE FOR OPERATIONS	77,234
INVENTORY	62,621
PREPAID EXPENSES	32,761
RESTRICTED CASH	2,167,405
ASSETS WHOSE USE IS LIMITED	171,414
MARKETABLE SECURITIES	28,643,218
BENEFICIAL INTEREST IN ASSETS HELD BY OTHERS	221,832
OTHER RECEIVABLES	_
TOTAL CURRENT ASSETS	38,778,010

PROPERTY AND EQUIPMENT

LAND	1,599,125
BUILDINGS	12,597,341
EQUIPMENT	1,037,240
FURNITURE AND FIXTURES	373,761
VEHICLES	171,202
LEASEHOLD IMPROVEMENTS	703,674
	16,482,343
LESS: ACCUMULATED DEPRECIATION	5,861,106
TOTAL PROPERTY AND EQUIPMENT	10,621,237
PROMISES TO GIVE FOR OPERATIONS, NET OF CURRENT PORTION	173,950
INVESTMENT IN REAL ESTATE PARTNERSHIP	85,000
TOTAL ASSETS	\$49,658,197

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$273,845
DEFERRED REVENUE	194,361
CURRENT MATURITIES OF LONG-TERM DEBT - NOTE K	186,577
TOTAL CURRENT LIABILITIES	654,783
LONG TERM LIABILITIES	
LONG-TERM DEBT, NET OF CURRENT MATURITIES - NOTE K	149,823
TOTAL LONG-TERM LIABILITIES	149,823
COMMITMENTS AND CONTINGENCIES - NOTE L	

NET ASSETS

WITHOUT DONOR RESTRICTIONS	22,210,253
WITH DONOR RESTRICTIONS	26,643,338
TOTAL NET ASSETS	48,853,591
TOTAL LIABILITIES AND NET ASSETS	\$49,658,197

2020 CONSOLIDATED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

DECEMBER 31, 2020

REVENUE AND SUPPORT

STUDENT TUITION AND FEES	\$39,828
CONTRIBUTIONS AND GRANTS	15,144,061
HOUSING AND BOARD	49,603
BOOKSTORE, NET OF COST OF SALES OF \$9,458	13,916
INVESTMENT GAIN, NET	4,538,059
NET GAIN ON BENEFICIAL INTEREST IN ASSETS HELD BY OTHERS	27,200
OTHER INCOME	1,159,204
TOTAL REVENUE AND SUPPORT	\$20,971,871

EXPENSES

PROGRAM SERVICES:	
INSTRUCTIONAL	1,198,006
DINING HALL AND HOUSING	671,733
GALLERY AND LIBRARY	97,247
TOTAL PROGRAM SERVICES	1,966,986
SUPPORT SERVICES:	
ADMINISTRATION	625,836
FUNDRAISING AND PUBLIC RELATIONS	616,669
MAINTENANCE AND OTHER OPERATING	241,012
TOTAL SUPPORT SERVICES	1,483,517
TOTAL EXPENSES	3,450,503
EXCESS OF REVENUE, SUPPORT AND NET ASSE RELEASED OVER EXPENSES	TS 17,521,368
NET ASSETS, BEGINNING OF THE YEAR	31,332,223

CONSOLIDATED STATEMENTS OF FUNCTIONAL EXPENSES

SALARIES AND BENEFITS	\$1,665,842
PROFESSIONAL SERVICES	349,441
SUPPLIES	43,568
RENT	22,348
REPAIRS AND MAINTENANCE	140,653
UTILITIES	115,123
ADVERTISING	44,443
DEPRECIATION AND AMORTIZATION	556,314
OTHER	512,771

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2020 HIGHLIGHTS

At the start of 2020, Arrowmont was busier than ever. New staff were hired.
Campus improvements were underway.
A community celebration to honor
Arrowmont's 75th anniversary as a school of arts and crafts was about to take place.

Moving Mountains — the Campaign for Arrowmont's Future was completed in January 2020. Seventy-two pledge payments were made, totaling \$1,611,789. Arrowmont received the matching grant of \$10,000,000 from Windgate Foundation to establish the Arrowmont Operating Fund as part of the endowment. Moving Mountains raised a total of approximately \$34,700,000 in cash, bequests, planned giving and pledges.

IN MARCH, EVERYTHING CHANGED.

When workshops and events were cancelled, Arrowmont had to find new and effective ways to meet the needs of our community. We theorized that if we were having difficulty staying relevant, our arts and crafts community members might be in the same situation so we made the decision to feature Arrowmont community members on our website. We developed a range of programs featuring our staff and community members:

 Arrowmont Connections — a series of individual artist profiles with links to artists' websites, recognition they had received, and updates to the profiles as available. In 2020, 242 individual artist profiles were added.

- Arrowmont Craft Conversations —
 a series of artists interviews launched
 in early summer. Fourteen videos
 featuring important craft artists from
 around the US debuted in 2020.
- Arrowmont Roundtable Discussions —
 two webinar series that feature
 instructors, "Arrowmont Instructor
 Roundtables" and staff, "Arrowmont
 Staff Roundtables" discussing trends
 and events. Ten Roundtables were
 published in 2020.

"THANKS FOR THIS GREAT CONVO!"

— PHOEBE KUO, ARROWMONT INSTRUCTOR

EVENTS

Three major events were updated to take place safely during the pandemic:

- The 10th Annual Mountain Strong
 Golf Tournament, held September 26,
 2020 was a completely outdoor event.
- Meet The Artists: An "Out of the Box" Celebration of Art and Artists brought artwork and food to participants and sponsors with an online auction November 5–14, 2020 and virtual reception to announce auction winners via Zoom on November 10, 2020.

All three events raised a record amount.

ART REACH

Virtual ArtReach on the Road was

developed in July 2020 as a result of the pandemic. K-12 safety accommodations and field trip prohibitions meant that inperson programming was not possible. A new program was designed — Virtual ArtReach on the Road — providing craft workshops students experience remotely in their classrooms or at home. The program includes video instruction, handouts, and individual craft kits. Craft kits for each student were delivered to 14 participating schools. Kids got to keep all the materials and equipment in their kits, making it possible to continue their new skill at home. Craft workshops were offered in:

- wet felting
- embroidery
- air-dry clay
- weaving
- watercolor/collage

1,100 workshop kits were delivered to five elementary schools in Campbell County, Tennessee and nine schools serving 2nd – 12th graders in Sevier County, Tennessee.

"STUDENTS REALLY LIT UP WHEN THEY
FOUND OUT THAT THEY WOULD GET TO
BRING THE SURPLUS CLAY HOME! MANY
CHILDREN HAVE GONE OUT OF THEIR WAY
TO TELL ME HOW MUCH THEY ENJOYED
WORKING WITH THE MATERIALS AT HOME
AND TEACHING SIBLINGS."
— APRIL VINCENT, ART TEACHER,

GREENBRIER COUNTY, WEST VIRGINIA

RENOVATIONS

With campus closed to students and visitors, extensive renovations and updates were completed:

- Emma Harper Turner building roof replaced
- Donor rock and plaque honoring the 2013–2014 Campaign to Purchase the Campus donors placed in front of Emma Harper Turner Building
- Dimensional lettering added above entryway to the Windgate Center for Wood
- New building sign for Bill May Hall
- New monument honoring dormitories lost in the 2016 wildfires placed at Bill May Hall
- Plaques commemorating the Marian Reid Wild Floor and Jean Wirths Scott Floor hung in Bill May Hall
- Plaque honoring Garrett Reece
 Barnett hung in the Windgate Center for Wood
- Covid Health and Safety Signs placed throughout campus and building entry points
- Office spaces updated to accommodate social distancing and health guidelines
- Energy efficient windows installed in Emma Harper Turner Building, Stuart Cottage, Pollard Cottage, Ruth Barrett Smith Staff House
- Roadway expansion and new accessibility ramp to Red Barn Dormitory
- Ceiling fans and LED lighting updated in Red Barn Dormitory, Stuart Cottage, Teachers Cottage
- · LED lighting updated in all dormitories

- New floors in the Ruth Barrett Smith
 Staff House Dining Hall and historic
 floors refinished and recovered in Staff
 House Dormitory
- Upgraded A/V systems in all Studios (smart T.V.s, overhead cameras, sneeze guards in demonstration areas)
- Updated storage, painting, deep cleaning in all Studios
- New exhaust system installed in Metals and Glass Studios
- Bathroom renovations in the West Complex and Emma Harper Turner Building — new ceiling tiles, paint, flooring, stall configuration
- Drywall added to Sandra J.
 Blain Galleries
- Arrowmont History exhibit replaced
 Gift Gallery
- Lounge renovations replaced seating and tables, new paint, entertainment system, games and storage
- Lounge Entryway mural by Ashton Ludden, completed October 2020
- New artwork from the permanent collection hung in all campus buildings
- Herb and vegetable gardens planted by Staff House Dining Hall, Pollard Cottage

























ARROWMONT BY THE NUMBERS

COMMUNITY CLASS WORKSHOPS OFFERED 25

ARTREACH STUDENTS

900 STUDENTS IN 14 CAMPBELL COUNTY AND SEVIER COUNTY SCHOOLS

ARTREACH CRAFT KITS	1,100
GARRETT REECE BARNETT SCHOLARSHIP FOR COMMUNITY CLASSES GRANTED TO A STUDENT	\$90
CHILDREN'S SCHOLARSHIPS GRANTED (\$1,000 EACH)	10
PENTACULUM SCHOLARSHIPS GRANTED	\$2,265
AIR SCHOLARSHIPS GRANTED	\$750
ARROWMONT CONNECTIONS PROFILES	242
ARROWMONT CRAFT CONVERSATION VIDEOS	14
POTTERS FAVORITE POTS VIDEOS	
ARROWMONT ROUNDTABLE VIDEOS	5 10

"I LOVE THIS PLACE SO MUCH I CAN'T EVEN DESCRIBE IT! THE STAFF, THE STUDIOS, THE CREATIVE ENVIRONMENT ARE INCREDIBLE! THIS IS MY HAPPY PLACE."

— STUDENT, SUZI MELLY

ARTISTS-IN-RESIDENCE (2019 - 2020)

ERIC CANNIZZARO
MAGGIE CONNOLLY
LUKE HULING
JOLYNN SANTIAGO
ALEX YOUNGER

TRADITIONAL APPALACHIAN CRAFT & CULTURE FELLOWS

GERI FORKNER	FALL 2019
JOHN POLLY	SPRING 2020
AISHA BROWN	FALL 2020
OI WHbh	

MARY WELCH THOMPSON SPRING 2021

2020 VOLUNTEERS SINCE

MARY ELLAN ALLEN	2020
ROBERT BATEY	2011
VERNON BOWEN	2015
TAMMY BULMAN	2000
KIMBERLY CLARK	2019
DANA COHEN	2011
HARRY FORD	2017
FRANCES FOX-SHAMBAUGH	1983
ELAINE FRONCZEK	2010
STAN FRONCZEK	2010
BILL KEY	2017
SHELLY KRAVIG	2014
MARK KRAVIG	2018
SUSAN KUNZE	2010
JOHN POLLY	2019
SANDY PITTARD	2015
LYNN STRAKA	2014
BRIAN STRAKA	2017
KELLY SULLIVAN	2015
KENTON TEMPLE	2019
PAT K. THOMAS	2000
DEBBIE TROUTMAN	2014
VICTORIA C. WALKER	2015































































ARROWMONT STAFF

HEATHER ASHWORTH CYNTHIA BELLACOME TERI BILBREY VICKIE BRADSHAW REBECCA BUGLIO SAM CHUMLEY JULIA CLINTON FRAN DAY NICK DEFORD **BRITTANY DIES** KELSEY DILLOW MICHAEL FRANCE CHANTELLE GILLIAM BILL GRIFFITH TIMOTHY HARSTVEDT PATSY HENRY **GRACE HERBERT KELLY HIDER** TAMMY LOY **CHRISTIAN OGLE** VICKIE OWNBY CELESTE RUDD JIM SCARSELLA ERNIE SHULTZ ALICIA SISSON **DEBORAH SOSOWER** JESSICA SOUTHERLAND LOGAN SZYMANOWSKI KATHERINE WAGNER JEFF WEBB JARED WILLIAMS

2020 DONORS

OUR SINCERE APPRECIATION TO OUR DONORS WHOSE SUPPORT MAKES THE WORK AT ARROWMONT POSSIBLE. FOLLOWING IS A LIST OF THE DEDICATED AND GENEROUS INDIVIDUALS, FOUNDATIONS, CORPORATIONS AND ORGANIZATIONS THAT SUPPORTED ARROWMONT. WE HAVE MADE EVERY ATTEMPT TO LIST EVERY DONOR ACCURATELY. IF YOU FIND AN ERROR OR HAVE QUESTIONS, PLEASE CALL US. AND AGAIN, THANK YOU.

SUSTAINING DONORS

Windgate Foundation Nashville Alumnae Club of Pi Beta Phi Fraternity for Women Margaret A. Cargill Philanthropies Tennessee Arts Commission City of Gatlinburg, Tennessee Sevier County, Tennessee

2020 ANNUAL GIVING

FOUNDATIONS, CORPORATE SUPPORTERS AND **NON-PROFITS**

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Hickory Hill Foundation

Inn at Christmas Place

IBM International Foundation

Janice Kincaid Clifford Family

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Cincinnati Foundation **TAO Enterprises** Tennessee Arts Commission Tennessee Wood Flooring The Boyd Foundation The Degrafft Family Foundation The Trust Company

United Way of Central New Mexico, Nancy VanDevender Fund Victoria C. Walker Foundation at Raymond James Charitable **Endowment Fund** Warren Family Charitable Fund Windgate Charitable Foundation

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IN HONOR OF ...

East Tennessee Foundation, in honor of Fran Day and Margit Worsham Craft Emergency Relief Fund, Inc., in honor of Bill May

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Moving Mountains Comprehensive Capital Campaign was completed in January of 2020. The campaign raised a total of approximately \$34,700,000 in cash, bequests, planned giving, and pledges. Thank you to everyone who contributed to the campaign.

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