

JUNE 23, 2020

ANNUAL MEETING & REPORT

TAM

**CONNIE
WILLIS**

**BOARD
PRESIDENT**

**BOARD
BUSINESS**

TAM



**JOHN
BARLINE**



**LILIANE
HAUB**



**RITA
HERRERA IRVIN**



**CLARA
LADD**



**NEEL
PARIKH**



**GARY
SEVERSON**



**JANINE
TERRANO**

**TRUSTEES
COMPLETING
THEIR TERMS**

TAM



**MATT
BERGMAN**



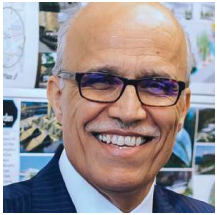
**KURT
CARLSON**



**JAIME
HARMAN**



**GEORG
HAUB**



**ALI
MODARRES**



**MARGIE
O'BRIEN**

**NEW
TRUSTEES**

TAM



**CONNIE
WILLIS**
PRESIDENT



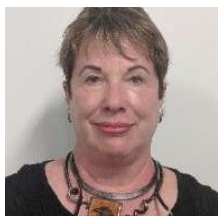
**TINA
ORR-CAHALL**
TREASURER



**JEFF
WILLIAMS**
VICE PRESIDENT



**LISA
QUIGG**
SECRETARY



**PAMELA
TRANSUE**
SECOND
VICE PRESIDENT



**BILL
DRISCOLL**
PAST PRESIDENT

**BOARD
OFFICERS**

TAM



**ISIAAH
CRAWFORD**



**ANNE
KILCUP**



**MICHAEL
MARTINEZ**



**BETH
PERROW**



**SHAUN
PETERSON**



**MOLLY
REGIMBAL**

**TRUSTEES
REELECTED FOR
A SECOND TERM**

TAM

**DAVID F.
SETFORD**

**EXECUTIVE
DIRECTOR**

**MUSEUM
BUSINESS**

TAM



**YEAR IN
REVIEW**

TAM



GALA

TAM



BART AT TAM

TAM



BART AT TAM

TAM



MONET, RENOIR, DEGAS, AND THEIR CIRCLE

TAM



YEAR IN REVIEW

TAM

**JONATHAN
SMITH**

**DIRECTOR OF
FINANCE**

**FINANCIAL
BUSINESS**

TAM

**FINANCIAL
SUSTAINABILITY**

TAM

**25% OF TAM'S
ANNUAL BUDGET**

**CONTRIBUTIONS
THIS YEAR**

ENDOWMENTS

TAM

**ESTABLISHED
3 YEARS AGO**

**\$75,000 OF
ADDITIONS**

**CAPITAL
RESERVE FUND**

TAM

**REPAYMENT OF
\$1 MILLION TOWARD
OUTSTANDING DEBT**

**REDUCTION
OF 11.5%**

**MUSEUM DEBT
OBLIGATIONS**

TAM

**ASSESSMENT
PROJECTIONS
EXECUTION
FLEXIBILITY**

**COVID-19
BUDGETARY
RESPONSE**

TAM

**MARY
BRICKLE**

**ASSOCIATE DIRECTOR
OF DEVELOPMENT**

DEVELOPMENT

TAM



MARY BRICKLE

ASSOCIATE DIRECTOR OF DEVELOPMENT
(JULY 2017)

ERIC PANNELL

MEMBERSHIP & DATABASE OFFICER
(MARCH 2019)

NAJAI SMITH

EVENTS & SPONSORSHIPS MANAGER
(APRIL 2019)

DAMARA JACOBS-MORRIS

GRANTS & DEVELOPMENT
COMMUNICATIONS MANAGER
(JULY 2019)

SARAH JANE HOPPE

DEVELOPMENT SERVICES MANAGER
(SEPT. 2019)

TEAM

TAM



**MEMBERSHIP HIT
A MULTI-YEAR HIGH
WATER MARK OF**

2,300!

**MEMBERSHIP, OPENING
EVENTS, PROGRAMS**

**OUR OPENING CELEBRATIONS FOR OUR
BANNER EXHIBITIONS CONTINUE TO BE
FANTASTIC COMMUNITY CELEBRATIONS,
AS WELL AS OUR NEW WINTER
CELEBRATION EVENT THIS YEAR!**

- BART AT TAM OPENING, JULY 2019 - 160 ATTENDEES
- FRENCH IMPRESSIONISM AND THE NORTHWEST OPENING, SEPT 2019 - 385 ATTENDEES
- WINTER CELEBRATION ON SPECIAL THIRD THURSDAY, DECEMBER 2019 - 480 ATTENDEES
- FORGOTTEN STORIES OPENING, FEBRUARY 2020 - 205 ATTENDEES

**WE'VE ALSO GROWN OUR UNIQUE AND
EXCLUSIVE MEMBERS ONLY PROGRAMS
THIS YEAR, INCLUDING:**

- STAR WARS AT TAM: COLIN CANTWELL, DEC. 2019
- SIP AND PAINT: FRENCH IMPRESSIONIST - VALERIE COLLYMORE, DEC. 2019
- LECTURE FROM LOCAL ART HISTORIAN, ROGER VAN OOSTEN, MARCH 2020

TAM



TAM DIRECTORS CIRCLE

TRIP TO PALM SPRINGS,
CALIFORNIA

TAM GALA 2019

WAS A FISCAL SUCCESS WITH GROSS PROFITS
OVER \$340,000 AND OUR HIGHEST GROSSING
SINGLE AUCTION ITEM ON RECORD!

MAJOR DONOR CULTIVATION AND GRANT OPPORTUNITIES

TAM

BAMFORD FOUNDATION

MULTI-YEAR GENERAL
OPERATIONS GRANT FOR
\$45,000 IN DIRECT SUPPORT
OF ELO (EXTENDED LEARNING
OPPORTUNITY) PROGRAMMING
AND FREE ACCESS
OPPORTUNITIES



NATIONAL ENDOWMENT FOR THE ARTS (NEA)

MULTI-YEAR FUNDING IN THE
AMOUNT OF \$15,000. THIS
PRESTIGIOUS AWARD WAS IN
SUPPORT OF EXPANDING THE
MUSEUM'S DIA DE LOS MUERTOS
FREE COMMUNITY FESTIVAL.

GRADUATE TACOMA

ONE TIME, UNRESTRICTED \$40,0000
AWARD FOR THE EDUCATION
& COMMUNITY ENGAGEMENT
DEPARTMENT TO LEAD DEIA
(DIVERSITY, EQUITY, INCLUSION, AND
ACCESS) WORK, AND PARTICIPATE IN A
COMMUNITY WIDE LEARNING COHORT



TACOMA CREATES

TAM'S APPLICATION WAS
SUCCESSFULLY AWARDED
FUNDING IN THE AMOUNT OF
\$95,000. ALONG WITH TWO
OTHER LOCAL GRANTEEES, TAM
RECEIVED THE HIGHEST MARKS
AND HIGHEST AWARD

MAJOR FOUNDATION FUNDING HIGHLIGHTS

TAM



PIVOTING DURING THE COVID-19 SHUTDOWN: FINDING FUNDRAISING SUCCESS BY HIGHLIGHTING ONLINE CONTENT

- TACOMA ART MUSEUM'S FIRST EVER VIRTUAL SPRING LUNCHEON WAS A RESOUNDING SUCCESS, WITH MEMORABLE WORDS FROM OUR STAFF, BOARD, AND GUEST COMMUNITY SPEAKER, MANNY SANTIAGO, EXECUTIVE DIRECTOR OF THE WA STATE LGBTQ COMMISSION. THE EVENT SUCCESSFULLY RAISED NEARLY DOUBLE OUR 2019 SPRING EVENT!
- SINCE TAM SHUT DOWN WE'VE RAISED **OVER \$240,000** AS A DIRECT RESULT OF YOUR GENEROSITY. IN CONJUNCTION WITH OUR INITIAL QUARTERLY AWARD FROM TACOMA CREATES, OUR COMMUNITY HAS RAISED MORE THAN **\$335,000** SINCE MARCH, IN DIRECT SUPPORT OF CONNECTING PEOPLE THROUGH ART, EVEN DURING A GLOBAL PANDEMIC! **THANK YOU.**

COVID-19 CLOSURE

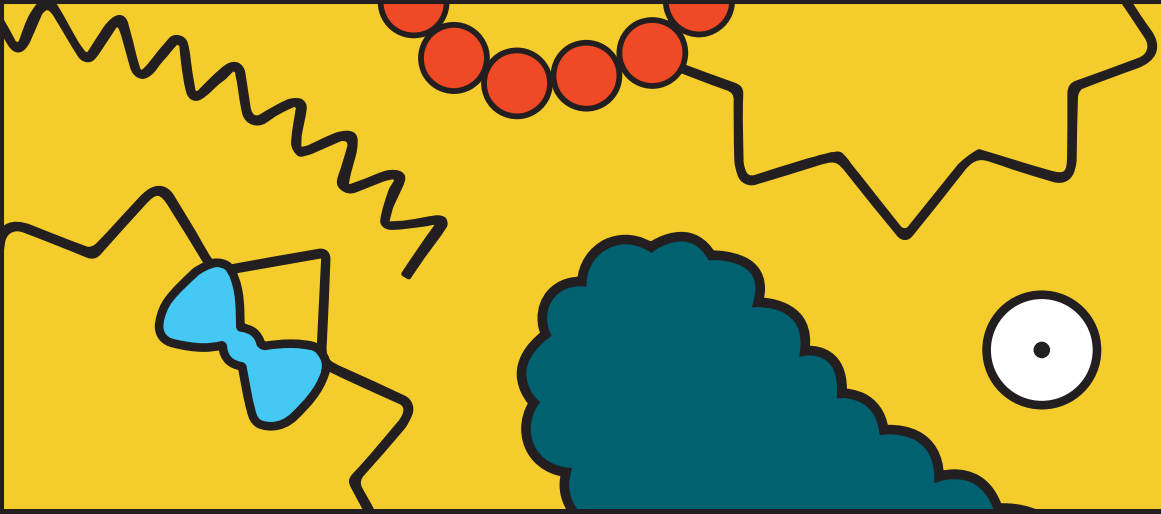
TAM

**HILLARY
RYAN**

**DIRECTOR OF
MARKETING AND
COMMUNICATIONS**

MARKETING

TAM



| | | | |
|------------------------------|--|------------------------------------|---|
| BART at TAM | ANIMATING AMERICA'S FAVORITE FAMILY | EXHIBITION OPENS: July 20, 2019 | |
| | | TACOMA ART MUSEUM | 1701 Pacific Avenue Tacoma, WA 98402 TacomaArtMuseum.org 253.272.4258 |



TACOMA
ART
MUSEUM

BART
at **TAM**

Animating America's
Favorite Family

ON
VIEW
NOW!

BART AT TAM: ANIMATING AMERICA'S FAVORITE FAMILY

JULY 20 - DECEMBER 31, 2019

EXHIBITION

TAM



EXHIBITION

TAM



Tacoma Art Museum

...

Published by Hootsuite [?] · June 7 at 10:45 AM · 🌐

In honor of National Doughnut Day, we are giving away 2 tickets to the opening of "Bart at TAM: Animating America's Favorite Family"!

To enter the drawing, just comment below and tag a friend who should know about this upcoming exhibition 🙌🍩

Per Facebook rules, we must mention this is in no way sponsored, administered, or associated with Facebook, Inc. By entering, entrants confirm they are 13+ years of age, release Instagram of responsibility, and agree to Facebook's term of use. The winner will be announced on June 11 at 11am PST.

Happy National Doughnut Day!

ENTER TODAY TO WIN
TICKETS TO THE OPENING OF
"BART AT TAM: ANIMATING
AMERICA'S FAVORITE FAMILY"
ON THURSDAY, JULY 18



EXHIBITION

TAM

**"DON'T
THINK BART
IS ART? AU
CONTRAIRE,
WE SAY. OR
RATHER AYE
CARAMBA."**

**TACOMA NEWS
TRIBUNE OP-ED**

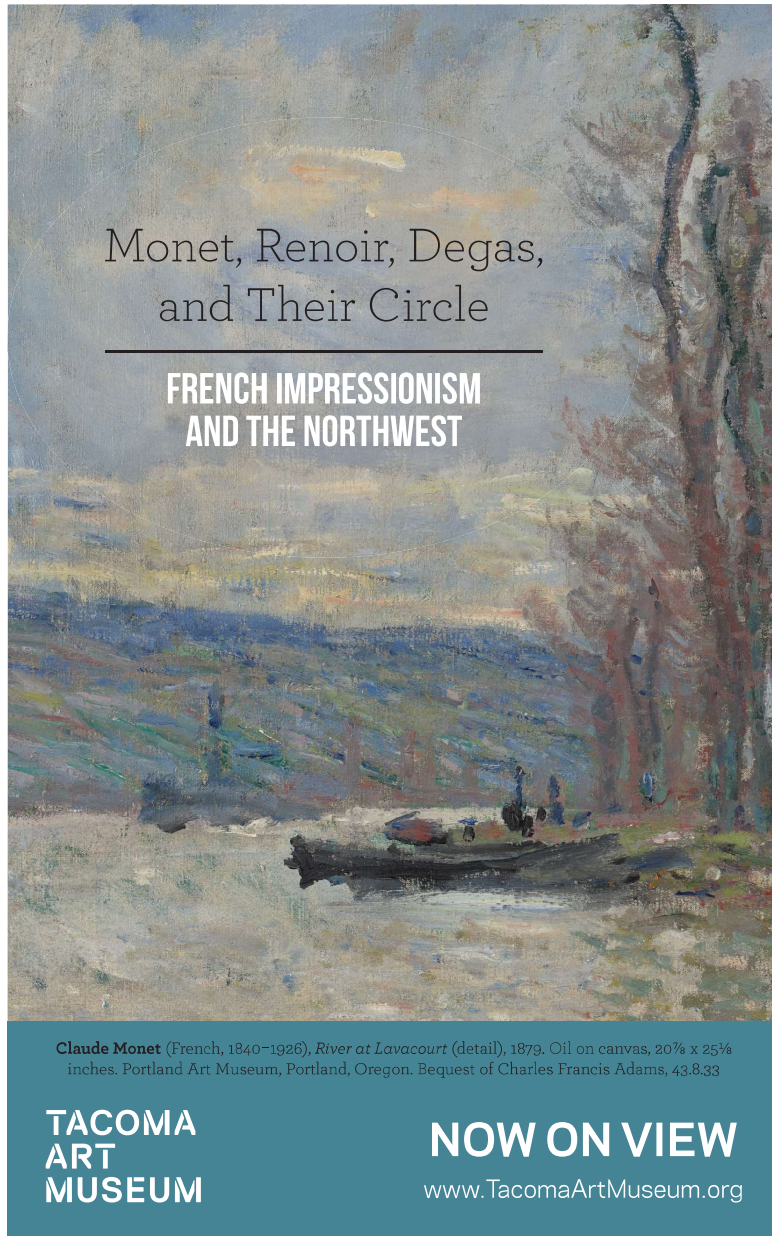
**"iAY, CARUMBA!
TACOMA
ART MUSEUM
EXAMINES
THE ART
OF 'THE
SIMPSONS'"**

**SEATTLE
TIMES**

**51 MILLION MEDIA IMPRESSIONS AND
AT LEAST \$81,000 OF EARNED MEDIA VALUE.**

MEDIA COVERAGE

TAM



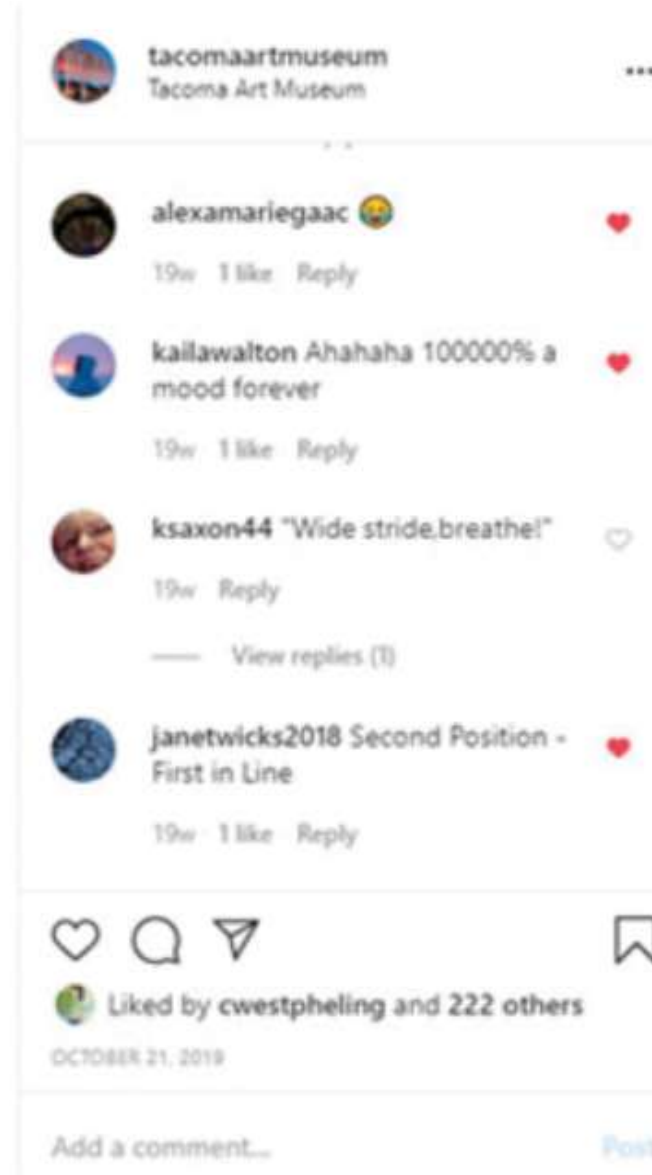
MONET, RENOIR, DEGAS, AND THEIR CIRCLE: FRENCH IMPRESSIONISM AND THE NORTHWEST

SEPTEMBER 28, 2019 - JANUARY 19, 2020

EXHIBITION

TAM

When you've done exactly one chore
and now you're ready for a break



EXHIBITION

TAM

KING 5 EVENING MAGAZINE

SHOW HOSTED FROM EXHIBITION

**"IMPRESSIONIST GEMS FROM PACIFIC
NORTHWEST COLLECTIONS BROUGHT
TOGETHER AT TACOMA ART MUSEUM"**

ARTFIXDAILY

**"TACOMA ART MUSEUM PUTS SPOTLIGHT
ON IMPRESSIONISM ART SUPERSTARS
HERE, ABROAD"** NEWS TRIBUNE

**"19 BEST THINGS TO DO IN SEATTLE IN
SEPTEMBER 2019"** SEATTLE MAGAZINE ONLINE

13,980,171 MEDIA IMPRESSIONS

MEDIA COVERAGE

TAM

CLOSED

UNTIL FURTHER NOTICE

TAM

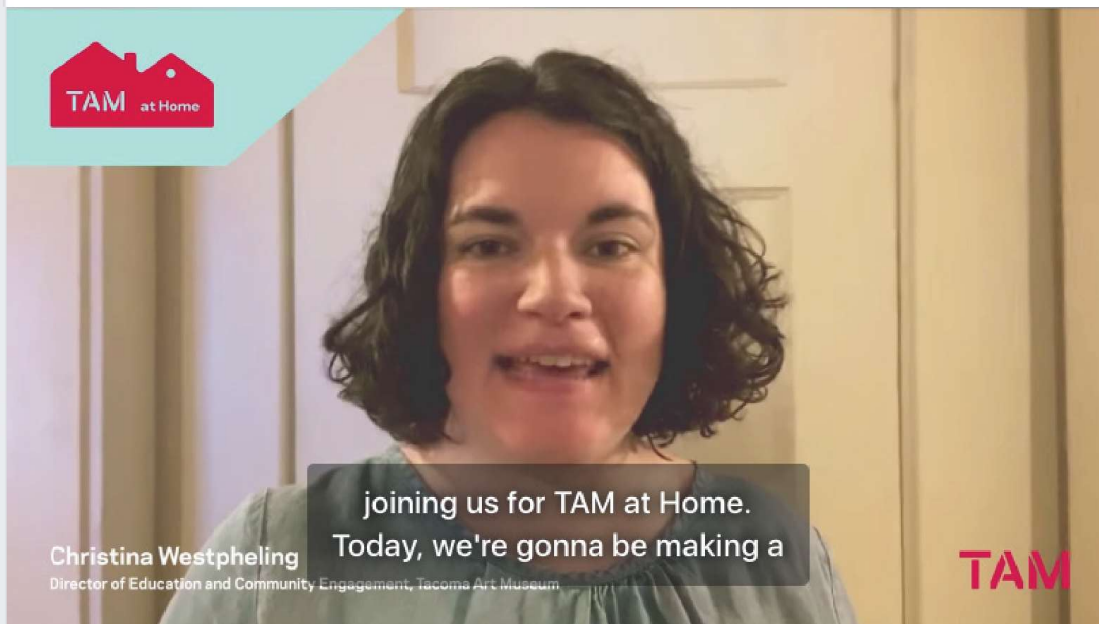


Tacoma Art Museum

April 24 · 🌐

Continue the [#EarthDay](#) celebration and make your own landscape collage! Be inspired by Maynard Dixon's "A Desert Valley" or create your ideal nature scene, all with things you have around the house.

We want to see what you create! Don't forget to tag the museum or use [#InspiredByTAM](#) when sharing.



Christina Westpheling

Director of Education and Community Engagement, Tacoma Art Museum

TAM

233 Views

MUSEUM CLOSURE

TAM

SOCIAL MEDIA GROWTH

32%
INSTAGRAM
18%
TWITTER

WEBSITE GROWTH

2000%
TO
4000%

MEDIA COVERAGE

**KING 5 TV, KNKX-FM, SEATTLE
TIMES, TACOMA NEWS TRIBUNE,
SEATTLE MAGAZINE**

GROWTH

TAM

WEBSITE

25%

INCREASE IN
NEW USERS

22%

INCREASE IN
SESSIONS

JULY 2019-
MAY 2020

SOCIAL ACROSS PLATFORMS

99%

INCREASE IN AUDIENCE SIZE

78%

INCREASE IN MESSAGES SENT

132%

INCREASE IN MESSAGES
RECEIVED FROM AUDIENCES

TAM ONLINE GROWTH

TAM

MARGARET BULLOCK

INTERIM CHIEF CURATOR
CURATOR OF
COLLECTIONS AND
SPECIAL EXHIBITIONS

EXHIBITION HIGHLIGHTS

TAM

162

FY20 NEW
ACQUISITIONS

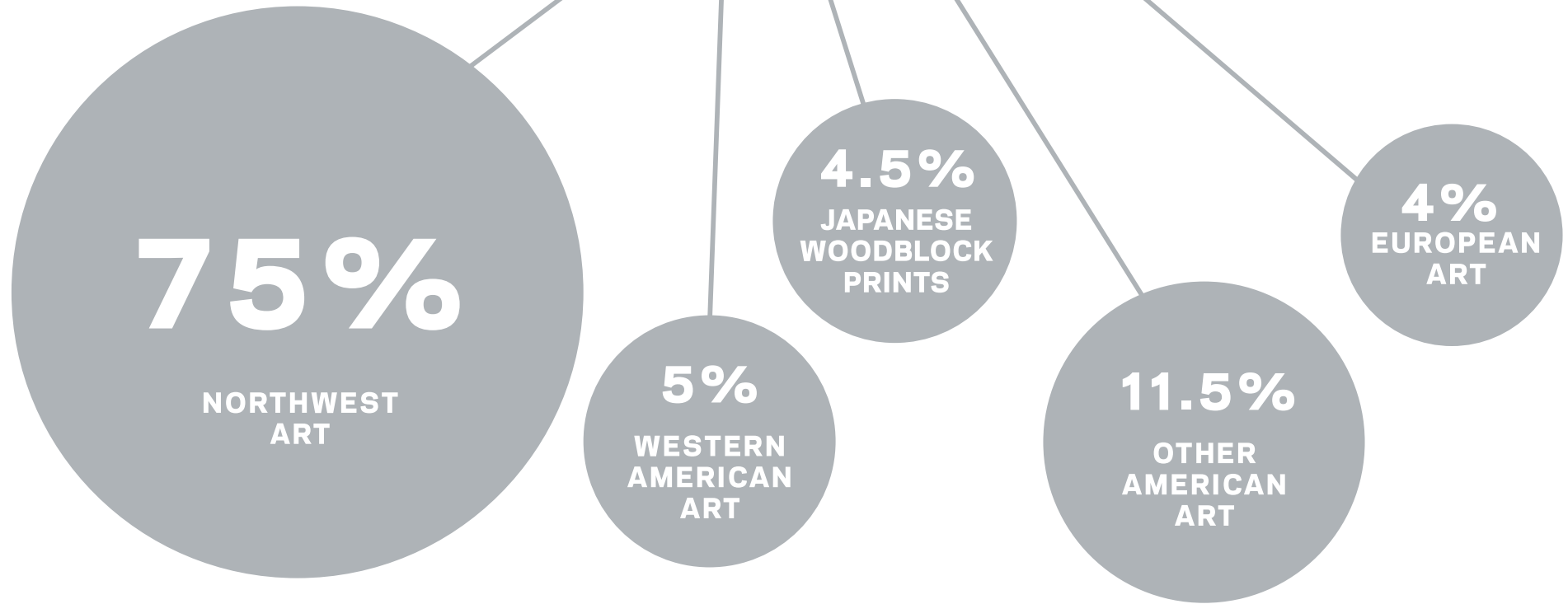
WORKS IN OUR
COLLECTION

5,188

451 IN EXHIBITION

7 OUTGOING
LOANS

8.7% ON VIEW
IN FY20



**COLLECTION
METRICS FY 2020**

TAM



BART AT TAM: ANIMATING AMERICA'S FAVORITE FAMILY

JULY 20 - DECEMBER 31, 2019



MONET, RENOIR, DEGAS, AND THEIR CIRCLE: FRENCH IMPRESSIONISM AND THE NORTHWEST

SEPTEMBER 28, 2019 - JANUARY 19, 2020

PAST EXHIBITIONS

TAM



THE NATURALIST & THE TRICKSTER: AUDUBON/RYAN!

OPENED FEBRUARY 1, 2020



FORGOTTEN STORIES: NORTHWEST PUBLIC ART OF THE 1930S

OPENED FEBRUARY 22, 2020

CURRENT EXHIBITIONS

TAM



NEW DEAL ART IN THE NORTHWEST THE WPA AND BEYOND

MARGARET BULLOCK



warhol
AND THE **west**

BOOTH WESTERN ART MUSEUM • NATIONAL COWBOY & WESTERN HERITAGE MUSEUM • TACOMA ART MUSEUM

CATALOGUES

TAM

CHRISTINA WESTPHELING

DIRECTOR OF
EDUCATION AND
COMMUNITY ENGAGEMENT

EDUCATION
&
COMMUNITY

TAM



INTERPRETATION

TAM



MUSEUM
EDUCATORS &
TEACHING ARTISTS

10



\$6000

BUS FUNDS
AWARDED

5,729

YOUTH
SERVED

**STUDENT
& YOUTH PROGRAMS**

TAM



ART
CLASSES
AT ESSENTIAL
WORKERS
EMERGENCY
DAY CAMPS

2X

MORE SCHOOLS
THAN LAST
YEAR

12
ELEMENTARY
SCHOOLS

2,332
STUDENTS

SKETCH CLUB

TAM



6,000+
PEOPLE IN
ATTENDANCE

NEIGHBORHOOD NIGHTS

TAM



7,400
PEOPLE IN
ATTENDANCE

COMMUNITY FESTIVALS

TAM

MATTHEW DAUGHERTY

DIRECTOR OF
BUILDING OPERATIONS

BUILDING
OPERATIONS
UPDATES

TAM

**COMPLETION OF
LATHAM CASE IN LOBBY**

**COMPLETION OF
HOOD STREET ENTRANCE**

IMPROVED PEDESTRIAN ACCESS

IMPROVED TRUCK ACCESS

IMPROVED LANDSCAPING & SIGNAGE

**ROOF REPLACEMENT
OF 2003 ERA ROOF**

**RICHLITE CLADDING
REATTACHMENT**



**FACILITIES AND
CAPITAL PROJECTS**

TAM

INFORMATION TECHNOLOGY

ON PREMISE TECHNOLOGIES WERE MIGRATED TO THE MICROSOFT 365 PROGRAM IN LATE JANUARY

THIS HAS HELPED STAFF STAY IN TOUCH WHEN WE QUICKLY PIVOTED TO REMOTE WORK IN MARCH WHEN THE PANDEMIC BROKE OUT

SECURITY AND VISITOR SERVICES

BOTH VISITOR SERVICES AND SECURITY STAFF ARE TRAINING AND PREPARING NEW OPERATIONAL STRATEGIES TO HELP KEEP STAFF AND VISITORS SAFE WHEN OUR DOORS REOPEN

OTHER DEPARTMENT UPDATES

TAM

TAM LEADERSHIP MADE THE DIFFICULT DECISION TO SHUT DOWN THE MUSEUM TO BOTH STAFF AND THE PUBLIC IN MARCH

SINCE THAT TIME, OPERATIONS STAFF HAVE CONTINUED THEIR WORK BOTH IN THE BUILDING AND REMOTELY, ENSURING SAFETY OF THE FACILITY, STAFF, AND OUR COLLECTIONS

WE ARE CURRENTLY IN THE PROCESS OF UPDATING OUR PROCESSES AND PROCEDURES IN ADVANCE OF A STAFF RETURN IN THE COMING WEEKS, AND REOPENING TO THE PUBLIC ONCE WE'VE ENTERED INTO PHASE 3



**MAINTAIN 6FT
DISTANCE**



**FACE
COVERINGS
REQUIRED**



**WASH HANDS
FREQUENTLY**

**COVID-19
RESPONSE**

TAM

**DAVID F.
SETFORD**

**EXECUTIVE
DIRECTOR**

**UPCOMING
EVENTS**

TAM