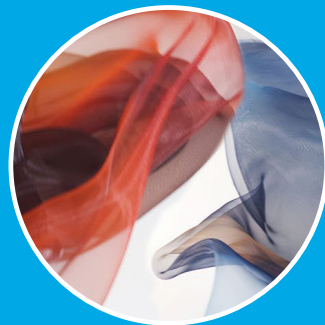




Annual Report
2023



[Click here for ArtPop's 2023 Mission Overview](#)



VISION AND SUSTAINABILITY 2024



Cities Program:

- Deliver full Cities Program for 20 artists (19 adults, 1 student) in CLT securing \$8MM+ of in-kind media within 14 counties.
- Deliver Artists University programming and support artists through related events, programming, etc.
- Continue to seek out an underwriting sponsor for Cities Program

Inspiration Projects:

- Generate \$235,000 in revenue (\$100,000 to ArtPop, net of artist payments) for local artists by sourcing and coordinating Inspiration Project opportunities.
- Pilot a new model for Community-Based Inspiration Projects where funding is raised for projects with public benefit. Complete 2 prototype projects in 2024 - one in City of Charlotte, one in outlying community (e.g. Gaston, Cornelius) in the greater region.
- Further refine brand/messaging of Inspiration Projects division. Develop Term Sheet for client and specifications sheet.

External Communications & Reporting:

- Publish Annual Report 2023 during Q1.
- Form a Strategic Communications Working Group.
- Establish a 2024 PR/Comms Plan, focusing on a discrete number of opportunities where we are seeking to gain exposure (e.g. 2025 Cities Launch, Fashion Event, Notable Inspiration Projects).

Upcycled Fashion Show and 11th Annual Fundraising Event:

- Plan and execute our fourth Upcycled Fashion Show, increasing total event revenues to at least \$126,500.
- Secure larger venue.
- Refine sponsorship & auction tactics.

Other Events:

- Plan and execute a slate of events to raise awareness of ArtPop and our artists throughout the year (e.g. 2 Artist Markets Cin Center for the Arts & Carolina Farm Trust, etc.).
- Improve the fundraising yield and the PR value of our successful events.

Fundraising: Raise \$600K in revenues. Key targets by revenue category:

- Inspiration Projects (\$235K)
- Grants (\$75K)
- Events (\$127K)
- Business Partnerships (\$33K)
- Individual Donors (\$118K)

Balance Sheet: Maintain minimum unrestricted cash on-hand of ~\$300K to cover 6 months operating expenses.

Funding Mix: Limit exposure to any single funding source to no greater than 40% of total revenues (e.g. Individual, Grants, Corporate Partnerships, Inspiration Projects).

Board Member Recruitment:

- Continue to recruit and successfully onboard high quality Board members to avoid gaps as terms roll or changes come up.
- Increase existing board member participation in new member recruitment. Utilize outside committee volunteers as a key pipeline for future board members.

Board Committees:

- Develop and adopt committee goals, and a regular schedule of 2024 meetings.
- Incorporate non-board member volunteers on select committees.

Staffing & Policies:

- Continue to assess staffing needs (e.g. 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 & Reporting:

- Institute mid-year budget reforecast.
- Adhere to financial controls established in 2023
- Establish those income and expense categories necessary to support our reporting needs.
- Explore the possibility of an internally-driven "review" of select 2024 activity as a readiness measure for a future audit.

Technology:

- Evaluate a more formal project management platform to support Inspiration Projects.

ARTPOP DONORS 2023

CITIES PROGRAM PARTNERS

- LendingTree Foundation \$125k
- Le Meridien Charlotte
- FOARE \$5k
- Associated Posters
- Little Diversified Architectural Consultants
- Northwood Office
- AC Hotel Ballantyne
- AC Hotel Center City
- Women's Impact Fund Grant \$33k
- Arts & Science Council \$13.5k

MEDIA PARTNERS

(donated billboard/ad space)

- Adams Outdoor Advertising
- Awedience Media
- Charlotte Center City Partners
- Lamar Advertising
- Red Truck Media
- SignStream
- Liquid Outdoor
- CEN Media Group
- Charlotte Airport Displays
- Kegerreis
- Kenjoh Outdoor
- Signs R Us
- OUTFRONT Media
- Smartify Media
- Carolinas Ad Truck
- Birkdale Village
- Panorama Holdings/AC Ballantyne Hotel

INSPIRATION PROJECTS PARTNERS

- LendingTree Foundation
- Blue Cross Blue Shield
- Lowes
- Lowes Foundation
- DKMS
- Truist
- Harris Teeter
- Procter & Gamble
- Northwood Ravin
- SPAN
- Northwood Office
- True Wines
- Progressive AE/Servis First Bank
- AvidXchange
- The Relatives
- Next Stage
- Northlake Mall
- Bank of America

INDIVIDUAL DONORS

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

2023 Funds raised	\$583,763
2023 Operational costs	\$534,213
2023 Paid local artists through Inspiration Projects	\$161,142

BOARD OF DIRECTORS AND STAFF

BOARD OF DIRECTORS

Will Teichman - Chair

Carrie McCament - Co-Chair

Kate Zawacki - Treasurer & Chair of Strategy Committee

Kev Harris - Secretary

Marty Viser - Chair of Events Committee

Doug Broome (term ends May 2024)

Kim Marks - Chair of Development Committee

Doris Barahona

Alice Cookson

Thank You to everyone who volunteers, contracts for
and with the ArtPop mission.

Art by Arthur Rogers

STAFF

Wendy Hickey, Founder/Executive Director

Brooke Gibbons, Director of Impact and Sustainability - Cities Program

Dylan Bannister, Director of Inspiration Projects

Vanessa Ross, Social Media and Marketing Coordinator

