

April 17, 2024

Cape Cod Museum of Art Annual Meeting

January 1, 2023 - December 31, 2023



CAPE COD
MUSEUM OF



AGENDA

- **Introductions**
- **2023 Highlights**
- **2023 Financials**
- **2024 Initiatives**
- **Q & A**



Our Mission

The Cape Cod Museum of Art's mission is to excite and inspire the imagination of all, using exhibitions, education, and transformative cultural experiences.

We share and steward our outstanding collection, loaned works, and deep connection to the Cape's creative culture and heritage, now and will for generations to come.



HONORARY TRUSTEES

* deceased

Murry Beer *
Charlotte Benner *
Doreen Bilezikian
Arch Bower *
Rosemary Cancian *
Terry Cogan
Jack Connors
Joel Crowell
Robert Cuda*
Alfred C. D'Alessandro *
Jean Hilliard

Robert Douglas Hunter*
Christopher Hyland
Priscilla Laubenstein *
Emily Levine *
Thomas Lucey *
Roger Ludwig *
Stephania McClennen
Henry R. Martin *
Ann O'Connell *
Suzanne M. Packer
Susan Priem
Barbara Rockefeller

Hrant Russian
Kathleen Sidwell
Jacquelyn Signore *
Janet Spence *
Joseph Henry Stagg III *
John E. Taft *
Robert Temkin *
Dominic, C. Varisco *
Charles W, Vaughan *
Louise B. Vaughan *
Margaret Whittlesey *

Board of Trustees



Deborah J. Steiger, President



Maureen Callahan,
Vice-President



Kathleen Fowler, Clerk



William Lord, Treasurer



Pat Stark Feinstein



Sharon Hamilton



Donna Hebert



Susan Chandler



Robert Portrie



Kim Rumberger



Mary-Ann Agresti



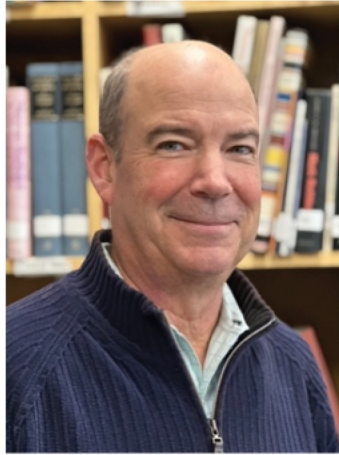
Bobbi Moritz



CCMoA Staff



Benton Jones
Director of Art



Michael Rabideau
Director of Operations



Joyce Grommer
Sr. Marketing Manager



Erica Strzepek
Education & Program Mgr.



Kathleen Burns
Marketing Manager



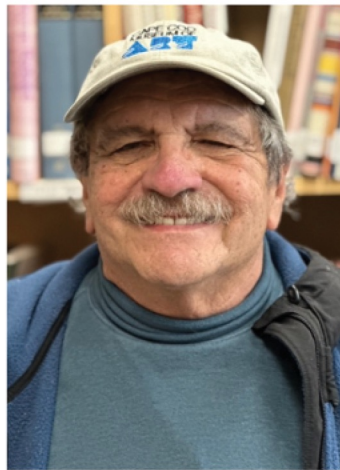
Susan Ostrander
Membership & Front Desk Coord.



Jana Jones
Registrar



Kira Nassar
Events Coordinator



Nils Soderberg
Facility Manager



Miriam Voros
Museum Shop Manager



Michael Giaquinto
Museum Shop Staff
(& CCMoA Art Instructor)

A photograph of a garden pond. In the foreground, there are several bright yellow daylilies. The pond is filled with green lily pads. A small waterfall flows into the pond from a black sculpture of a dinosaur. The background is a green lawn with some rocks and a black sculpture of a dinosaur.

Highlights

from an

Incredible Year!

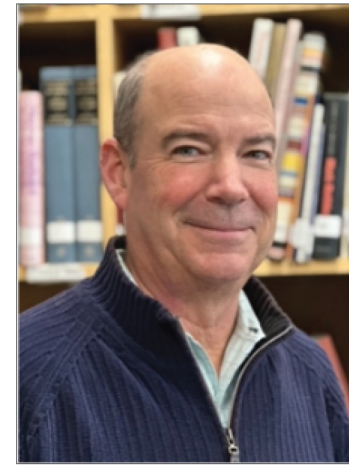
CAPE COD
MUSEUM OF
ART

2023 HIGHLIGHTS & FINANCIALS

presenters:

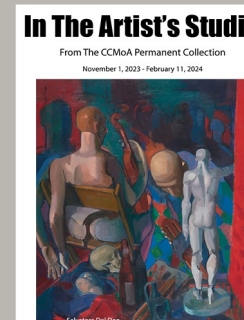
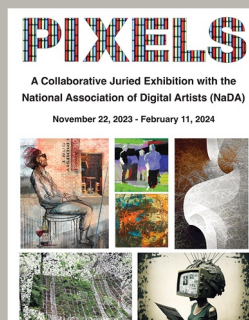
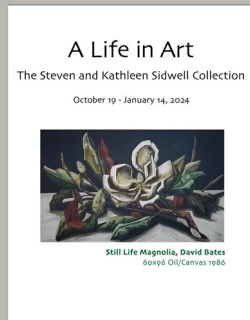
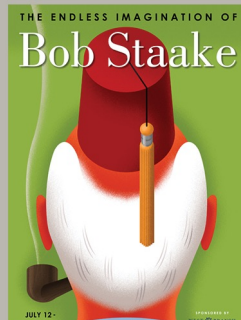
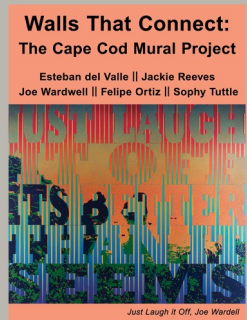
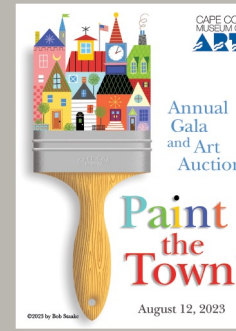
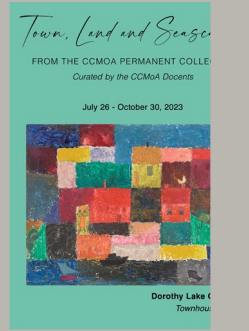
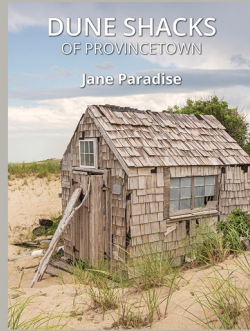
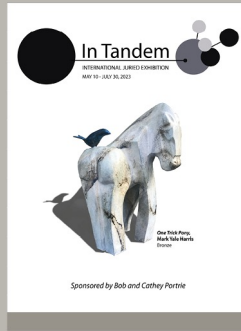
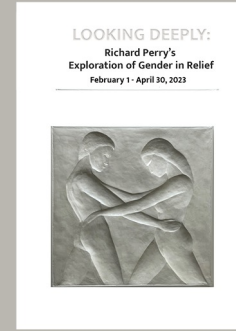
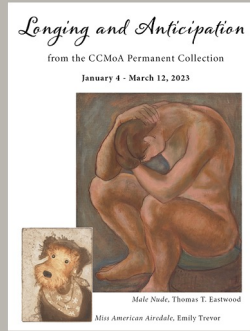
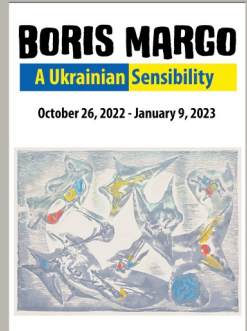


Benton Jones
Director of Art



Michael Rabideau
Director of Operations

Exhibitions



Exhibitions

18

Receptions

14

Permanent Collection

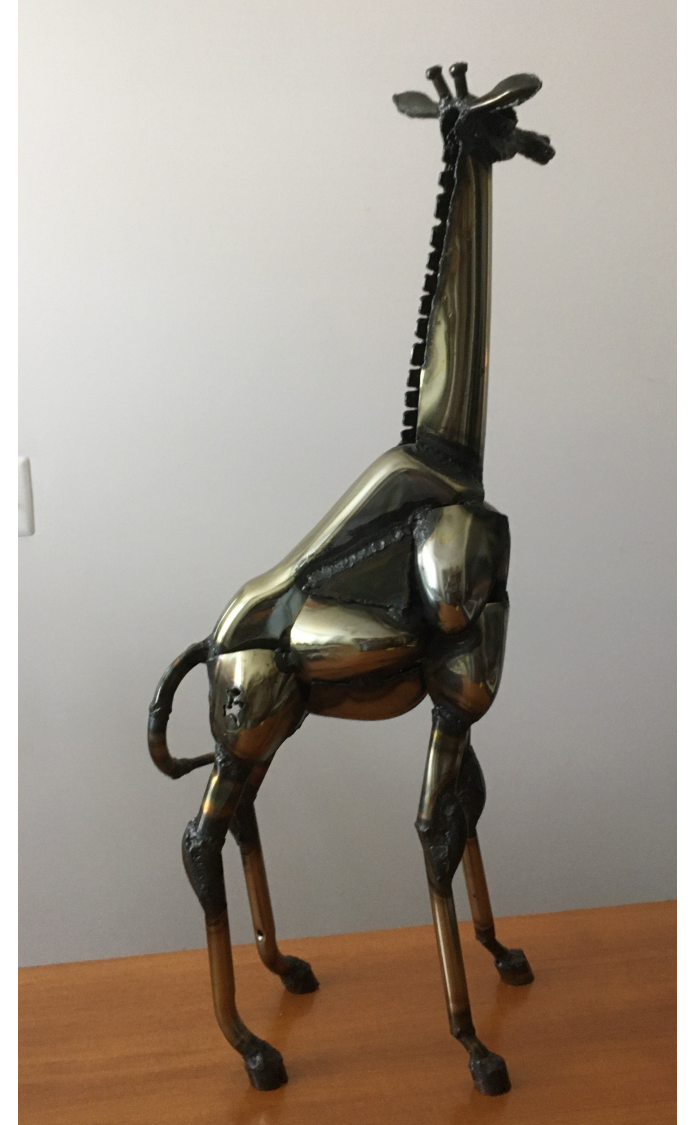
- **New Accessions to the Permanent Collection**
- **Permanent Collection Stewardship Committee**
on track in 2024 to become a Standing Committee
- **Rewrote the Collection Management Policy**
- **Online Digitized Collection Released**

Image: **John (Jack) Kearney** (American, 1924-2014)

Giraffe, n.d.

Welded chrome steel assemblage

Gift of Andrew Kowalczyk, 2023.14.2



Expanded Education Programming

Classes 131

Increase: 20%

Students 2,011

Increase: 40%

Revenue \$123,922

Increase: 32%



Increased Brand Awareness

through paid advertising campaign "Always New"

PRINT • DIGITAL • RADIO

Always NEW
exhibitions art classes concerts
pottery studio museum shop



CAPE COD MUSEUM OF ART
OPEN YEAR ROUND
60 Hope Lane, Dennis
(Off Route 6A)
508-385-4477
Visit ccmoa.org for current offerings

Always NEW
exhibitions art classes concerts museum shop

THE ENDLESS IMAGINATION OF
Bob Staake

EXHIBITIONS
The Endless Imagination of Bob Staake, a retrospective, Last day to see this exhibition is Sunday, October 15th!
Refined Figures: The Sculpture of Gwen Marcus through November 19
Walls That Connect: The Cape Cod Mural Project through November 12
Town, Land and Seascapes from the Permanent Collection through October 30

Purchase tickets in advance at www.CCMoA.org

OKTOBERFEST
at the Cape Cod Museum of Art
October 14, 2023 • 3p -7pm

CAPE COD MUSEUM OF ART
60 Hope Lane (just off Route 6A)
Dennis Village, MA
(508) 385-4477 • CCMoA.org
OPEN YEAR ROUND

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CAPE COD MUSEUM OF ART



Exhibitions SUMMER AND FALL 2023
Dune Shacks of Provincetown, Jane Paradise May 3–July 29
The Endless Imagination of Bob Staake July 12–October 15
Walls That Connect: The Cape Cod Mural Project
Outside Installation: Summer & Fall 2023
Inside Exhibition: August 16–November 12

OPEN YEAR ROUND
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BEST OF THE CAPE & ISLANDS 2023

CAPE COD MUSEUM OF ART

OPEN YEAR ROUND
60 Hope Lane, Dennis (Off Route 6A) 508-385-4477
Visit ccmoa.org for current offerings

Increased Brand Awareness

Additional Marketing Strategies:

WEEKLY NEWSLETTER

- Reaches over **7,000 active contacts** (18% growth)
- **Open Rate averages over 50%** reaching upward to 79% (**Industry bench-mark open rate 26%**)
- **Click Through Rate averages 5% or higher** (**Industry bench-mark click-through 3% or less**)

SOCIAL MEDIA

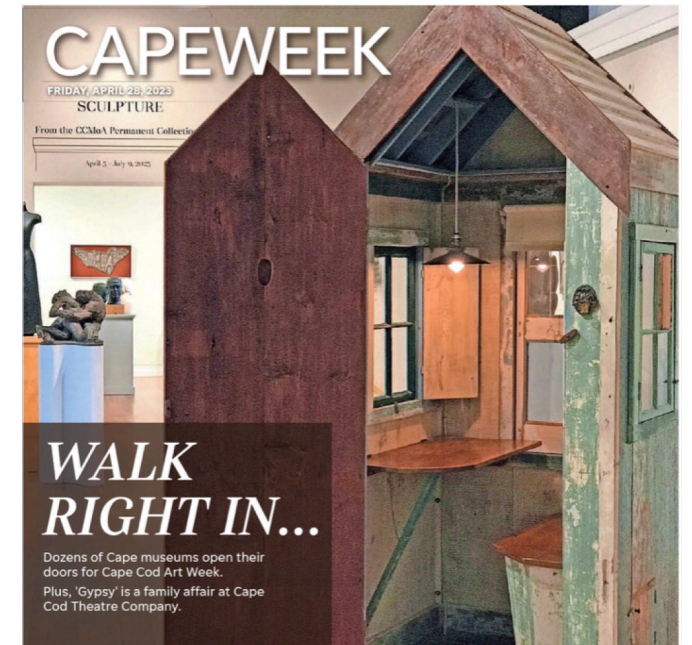
- **Facebook** - over **7500** followers
- **Instagram** - over **3500** followers (**20% growth from 2022 to 2023**)

PUBLICITY

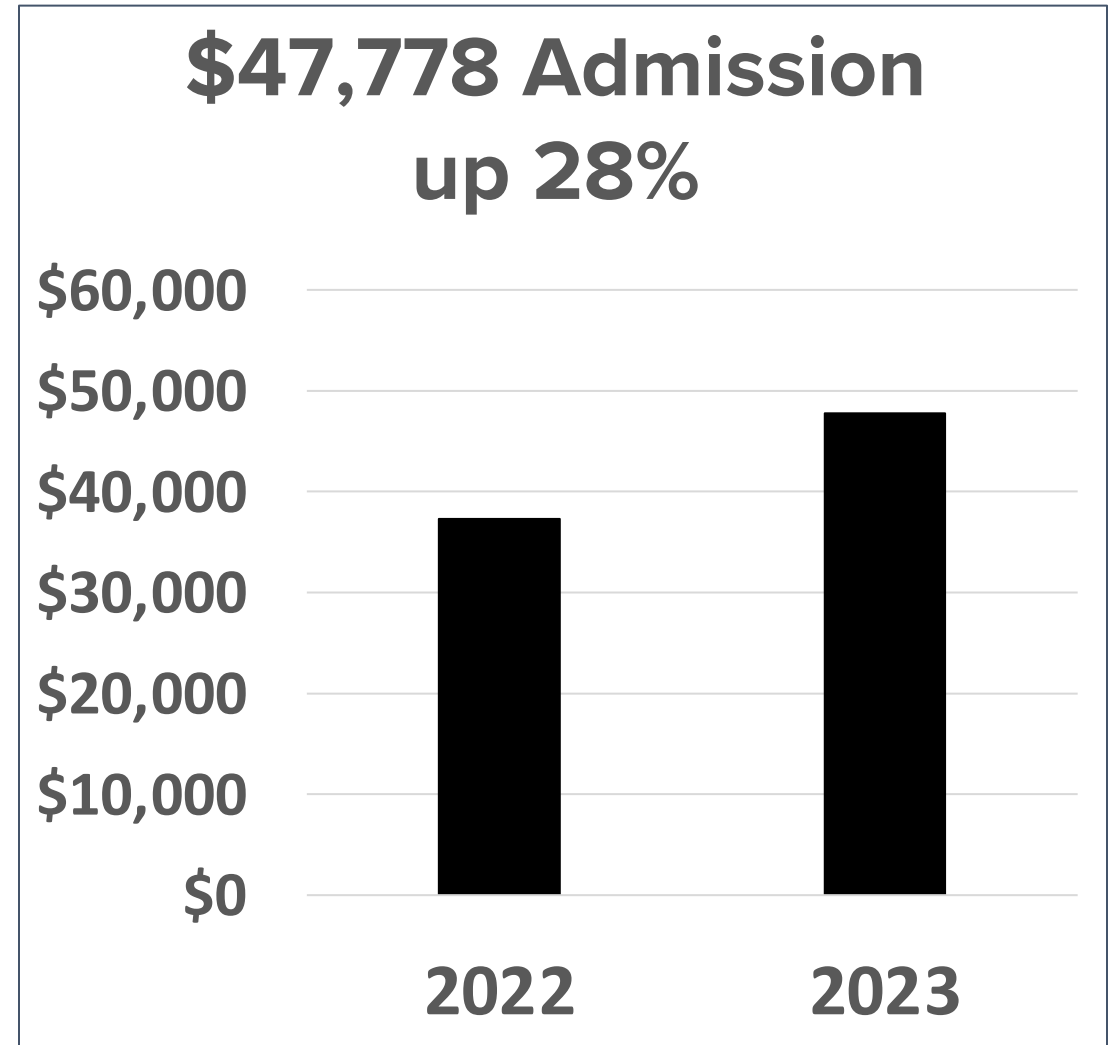
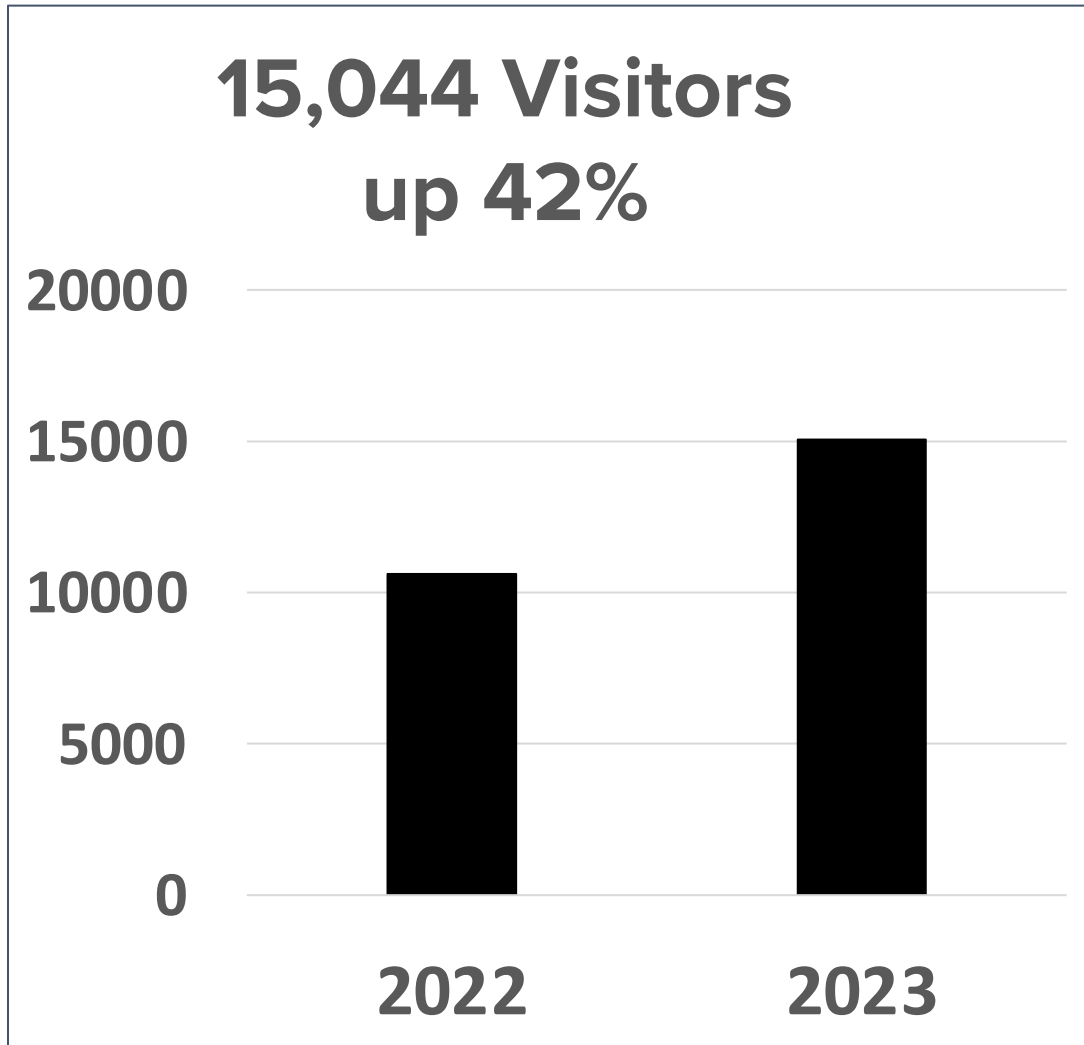
- **3 CapeWeek Covers; 12 feature articles;**
numerous press releases printed with images

WEBSITE

- **52,800 unique visitors** in 2023 (**28% growth YOY**)
- CCMoA.org is the up-to-date resource for what's happening at the Museum.

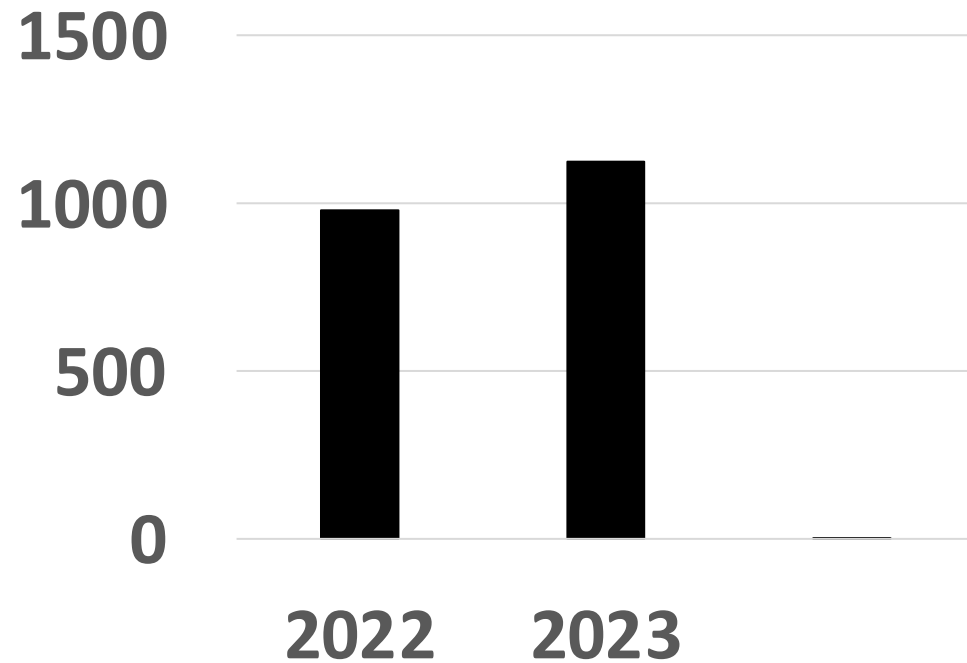


Museum Attendance & Admission

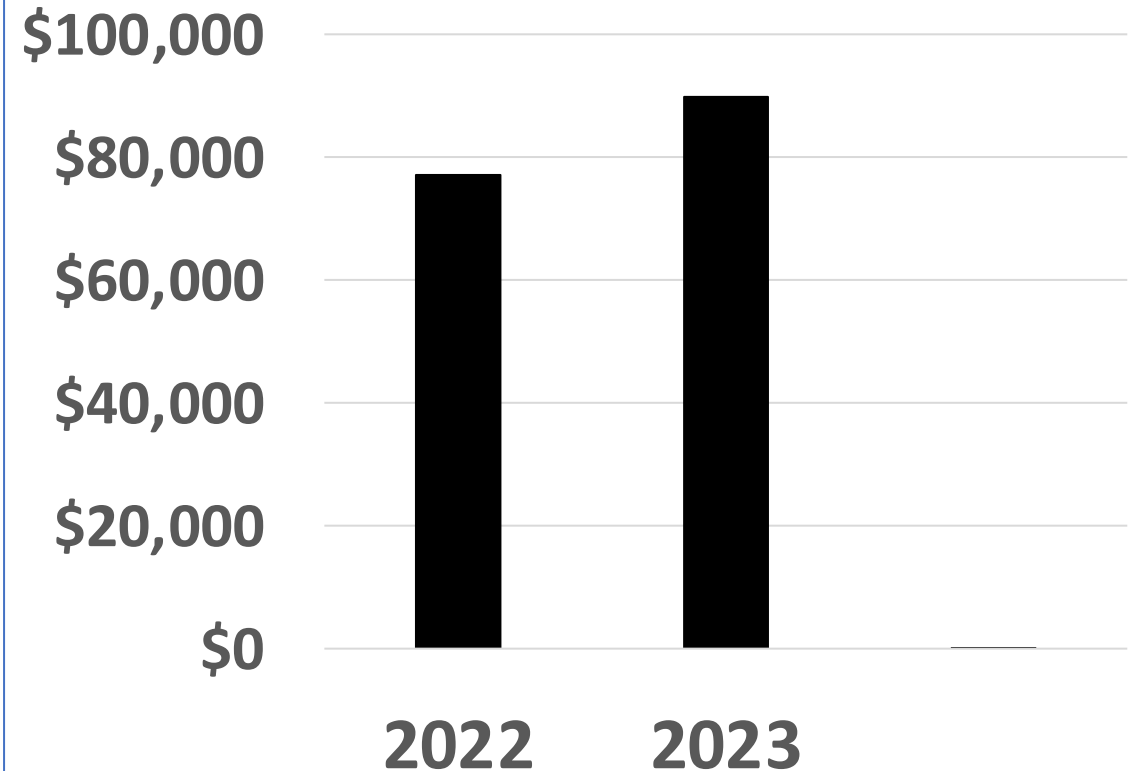


Museum Membership

1,124 Memberships
15% increase



\$89,825 Membership
Revenue 16% increase



Fundraising Events in 2023

- **Mangia al Museo**
Net Income: \$22,958
- **Auction & Gala**
Net Income: \$104,533
- **Oktoberfest**
Net Income: \$8,719
- **Music & More Concerts**
Winter & Summer 2023
Net Income: \$12,960



Sponsors & Grantors

Anonymous

Arts Foundation of Cape Cod

Bennet Gallery

Cape Associates

Cape Cod Foundation Arts & Humanities
Outreach Fund

Cape Code Potters

Joseph Carr

Cooperative Bank of Cape Cod

Dennis Arts Council

Guaranteed Fresh Produce

Ray & Donna Hebert

Highland Street Foundation

Barbara Hoos

Kiley Foundation

Lighthouse Keeper's Pantry

Mass Cultural Council

Mid Cape Arts Council

Mid Cape Home Centers

OpenCape

Jane Paradise

Bob & Cathey Portrie

Rockland Trust

Volunteers

Volunteers: 143

Volunteer Hours: 5,150

Archives

Art Installers

Committees

Concerts

Docents

Front Desk

Gardens

Museum Educators

Museum Shop

Receptions

Special Events

Summer Education

Trustees



*We Love Our
Volunteers!*



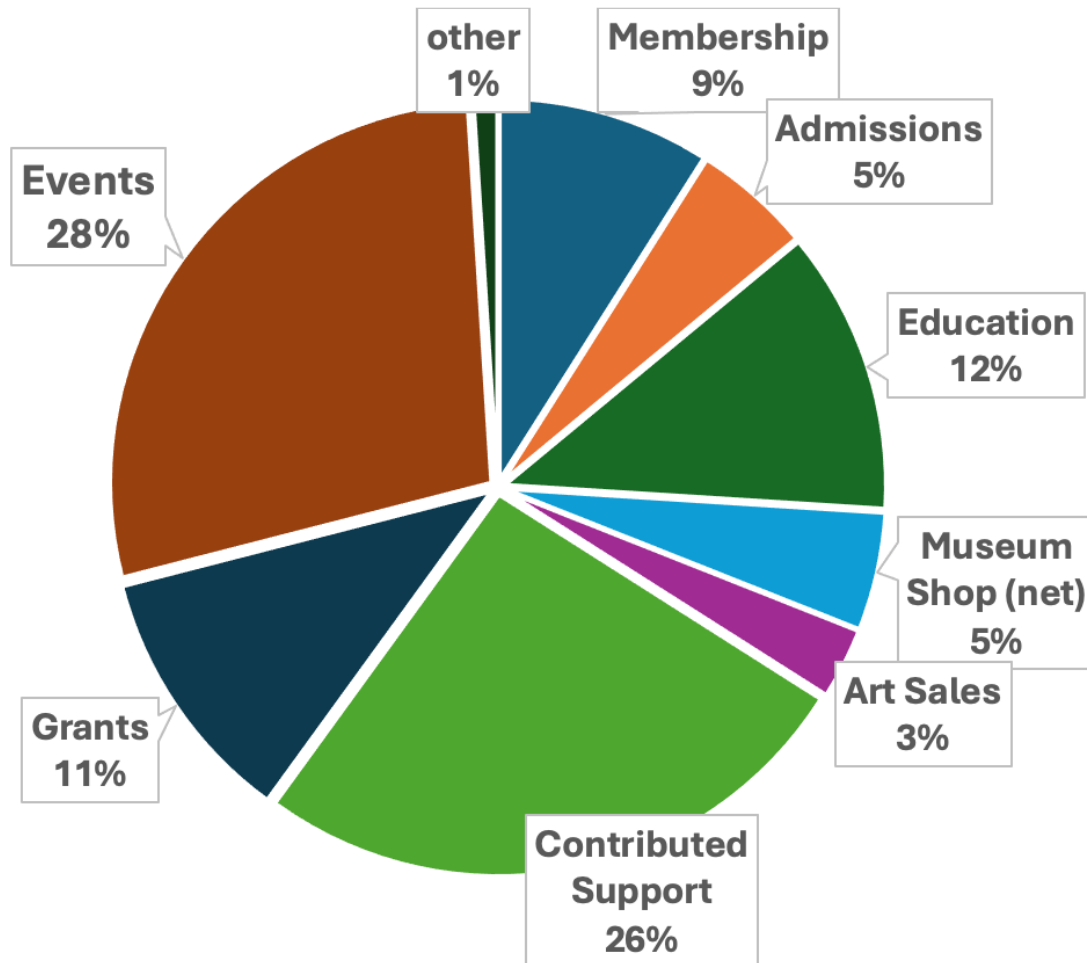
Museum Shop and Collectors Corridor

- Sales: **\$141,200**
- Artists/Artisans: **165**
- Artists Consignment Payments: **\$74,250**

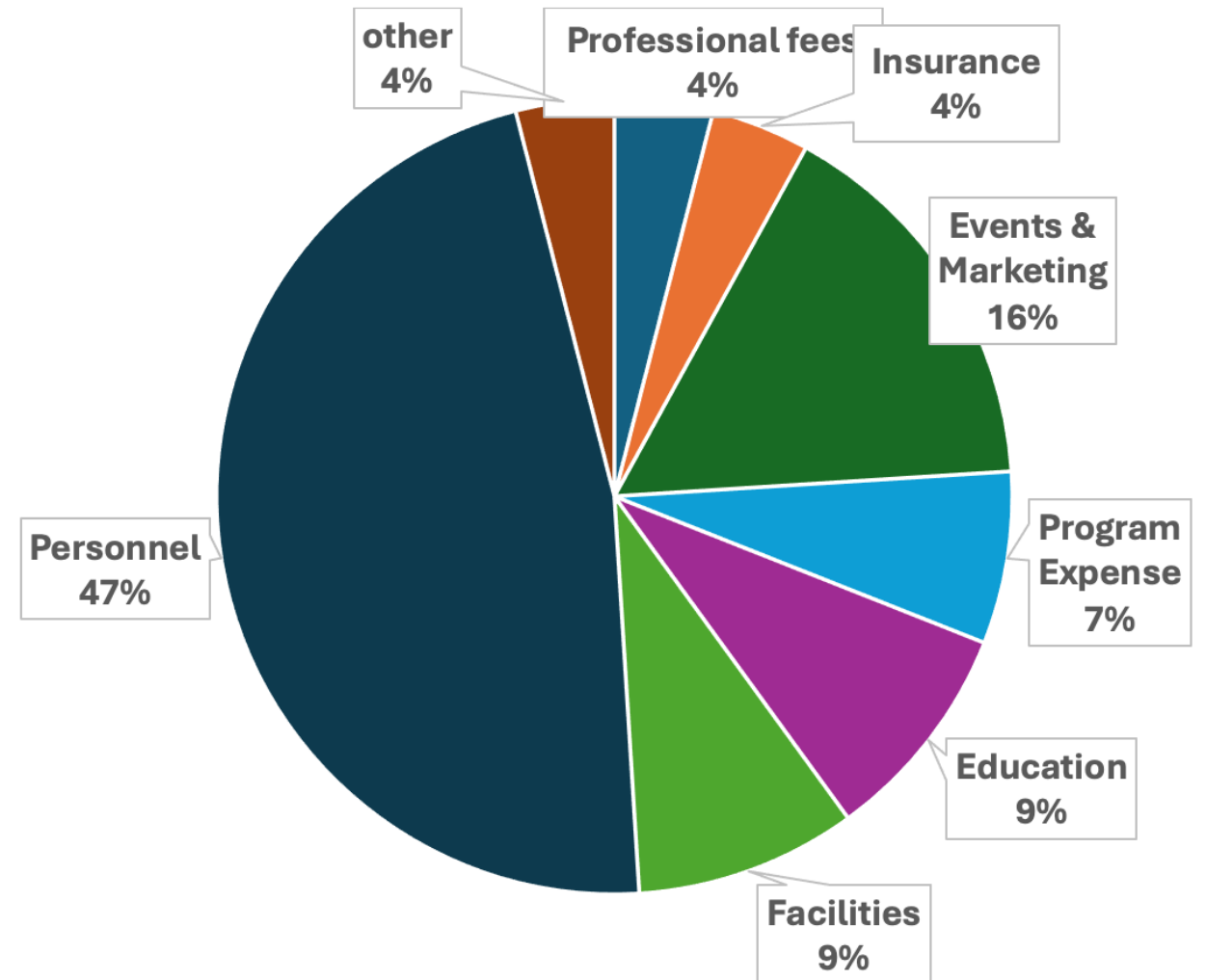


2023 Financials

Operating Income \$1,011,595



Expenses \$ 893,165



Financial Report

2022 vs. 2023

FINANCIAL POSITION	2022	2023
Cash & Unrestricted Funds	2,292,184	2,356,852
Cash Temp Restricted	197,505	234,019
Endowment Funds	217,617	240,016
Build/Equipment (net after depreciation)	792,808	1,027,058
Other	6,863	6,864
Total Assets	\$3,506,976	\$3,864,809

Preview 2024: Initiatives

- Build on 2023 success strategies
 - Continue Advertising & Branding
 - Education as a Gateway to Membership, Exhibition connection
 - Continue Exhibition Excellence
 - Continue to Grow Membership – enhance benefits
- Promote the accessibility of the Digitized Permanent Collection
- Increase Development capability - hire a second Marketing Manager to focus on development
- Expand Community Outreach



Survey 2024 Coming Soon!

New Exhibitions!

DEPARTURES

International Juried Exhibition

April 18 - July 14

Opening Reception & Gallery Talk

Thursday, April 25, 4pm - 6:30pm

DEP ART URES

CCOSI

Cape Cod Open Sculpture Invitational (Outside)

April 14 - November 16

Opening Reception & Walking Tour

Saturday, June 1, 2pm - 4pm



Road Trip!

Save The Date:

CAPE COD MUSEUM OF ART'S
ANNUAL GALA & ART AUCTION
Saturday, August 3, 2024



Barbara Braham

SAVE THE DATE!

Saturday, August 3

A photograph of the Cape Cod Museum of Art building, a two-story structure with grey shingle siding and white trim. The building features a central entrance with a portico supported by white columns and a small cupola on the roof. To the right is a long, single-story wing with a series of large windows. The building is set on a green lawn under a clear blue sky.

Please stay with us
for a short Q & A!

CAPE COD MUSEUM OF ART

THANK YOU FOR ATTENDING!