



State of West Virginia

05/02/2022

ARPA-22-14

ARP Application - Cabell County

Status: Active**Date Created:** Apr 28, 2022**Applicant**

Timothy Adkins
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2033 McCoy Road
Huntington, WV 25701
Huntington, WV, West Virginia 25701
3045292701

Internal Section**Decision**

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Award Amount

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Additional Comments

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Certification

**PLEASE CERTIFY THAT YOU HAVE REVIEWED THE US
TREASURY GUIDELINES REGARDING THE ELIGIBLE
USES OF AMERICAN RESCUE PLAN STATE AND LOCAL
RECOVERY FUNDS**

Digital Signature

Timothy Wayne Adkins
04/21/2022

Click here for more information
(<https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-funds>)

Contact Information**Organization Name**

Huntington Museum of Art Inc.

Address

2033 McCoy Road

Website (if applicable)

www.hmoa.org

Phone Number

3045292701

Email Address

tadkins@hmoa.org

Project Summary

Please provide a narrative overview or summary of your proposal, including but not limited to the following:

1. Brief description of the proposal

Huntington Museum of Art is a gem in the crown of the Jewel City, providing outstanding art, education, and nature experiences for Huntington residents and visitors from the surrounding area and around the world. In our upcoming fiscal year, HMA will present a robust roster of art exhibits, deliver a series of educational outreach programs through our Museum Making Connections initiative, and embark on a three-year grant funded project to enhance our hiking trails. However, we currently face several challenges. During the pandemic, HMA lost four full-time positions, leaving us shorthanded and straining our remaining human resources. We lost revenue due to cancellation of several programs and events. We lost audiences due to temporary closures, travel limitations, and quarantine conditions. While we have weathered much of the storm created by the pandemic, the cancellation of the FY2022 Museum Ball due to staffing limitations and concerns around COVID-19 has created a gap in our operating funds for the upcoming fiscal year. HMA requests support from Cabell County Commission to strengthen our ongoing operations in FY2023 through ARP funds, which are designated to aid businesses and hard-hit industries such as ours and assist with economic recovery from the impacts of COVID-19.

2. Purpose and key anticipated outcomes

In FY2023, HMA will present four permanent exhibits and fourteen temporary exhibits. Several of these exhibits will highlight West Virginia artists, such as Stan Sporny, Sassa Wilkes, and Michael Sherwin. Our outstanding permanent collection will be featured in various exhibits highlighting comic art, clay art, photography, printmaking, and our cornerstone Daywood Collection which includes excellent examples of American Impressionism from the 19th and 20th centuries. Through our long-running Walter Gropius Master Artist Program, we will host an exhibit, lecture, and workshop featuring nationally acclaimed clay artist Donna Polseno. Our featured exhibit for the year will be *Vietnam: The Real War*, a travel-worthy presentation of photographs from the Associated Press curated by The Huntsville Museum of Art which explores one of the most significant historical events in American history. We are also currently planning a major Folk Art project for early FY2024 which will include three exhibits with related programming highlighting our extensive collection as well as local artists Minnie Adkins and Earl Gray.

HMA's Museum Making Connections (MMC) art education outreach initiative serves schools within 75 miles of HMA, impacting 15 counties in the surrounding area, and promotes life-long learning and engagement with the arts. MMC includes arts in medicine, after school, studio classes, summer camps, tours, youth intervention, community events, family-building, and STEAM-based learning programs. Nearly 60% of patrons served each year engage with HMA through the MMC initiative. MMC programs which engage students in the public school system, including all Cabell County first-through-fifth grade students, are designed as multi-disciplinary initiatives which meet College and Career Readiness standards (CCRs) and allow students to practice 21st Century Learning Skills. These efforts support local school systems by providing teachers with opportunities to engage students meaningfully while fulfilling curriculum requirements.

HMA includes the C. Fred Edwards Conservatory, the only tropical/subtropical conservatory in the state of West Virginia and home to over 250 species of plants and animals in our living collection. Over 40 acres of HMA's 52-acre property is retained in its natural woodland state with over a mile of well-marked and maintained nature trails which provide hiking opportunities for patrons of varying physical abilities. This includes the Teubert Foundation Sensory Trail, which is a fully accessible paved trail that allows patrons with mobility issues or visual impairments to explore and experience nature. During the pandemic, we actively promoted our Conservatory and Nature Trails as an ideal opportunity for stress relief, exercise, and engagement with nature to alleviate anxiety. We are currently embarking on a fully-funded project which will expand the Teubert Sensory Trail and enhance the existing nature trails through educational signage and various amenities.

Our ability to deliver on our mission during FY2023 relies entirely on financial support for our ongoing operations. We currently face staffing shortages in key operational areas, particularly our Security and Curatorial Departments, which are mission-critical for our day-to-day functioning and our ability to organize and present exhibits. The cost of basic utilities to maintain and operate our facility are significant. Marketing and promotion expenses which are necessary to engage and inform audiences about our programs are expensive and require significant efforts to execute. While we have strived to maintain the same level of service we have consistently provided to the community despite the pandemic, the potential shortfall we face in FY2023 may lead us to postpone critical hiring, eliminate free admissions on Tuesdays, shorten our extended evening hours on Tuesdays, place educational outreach programs on hiatus, cancel events and programming, or limit the marketing and promotion which draw tourists to our region. Support from the Commission will help ensure that we are able to execute our initiatives for FY2023 and continue to make manifest the motto that graced the cover of our 1948 prospectus: "To Enrich the Lives of All the People."

3. Individuals or communities served

Located in the Huntington-Ashland-Ironton Metro Area, Huntington Museum of Art serves a resident population of 360,603 citizens. Median age in the area is 41.3. Median household income in the area is \$44,315, approximately three-quarters the national median household income. 18.8% of the residents live below the poverty line (approximately 1.3 times the rate in the US overall) and 25.8% of children under 18 live below the poverty line (5.5% higher than the national average). 86.6% of the population have achieved a high school diploma, but attainment of a bachelor's degree or higher is approximately three-fifths the national average at only 19.4%. 21% of children under 18 years of age live in a household that has received SSI, Cash Public Assistance Income or Food Stamps/SNAP in the past 12 months. The unemployment rate for the metro area is 4.8%, slightly higher than the national average of 3.6%. The Huntington-Ironton area has been designated an Empowerment Zone due to high rates of poverty and emigration.

While HMA strives to present programming that appeals to the general public regardless of age, circumstance, or background, we also endeavor to reach underserved communities. An example of these efforts is our robust Clay Program, which not only includes camps for young adults and classes for all ages, but also provides specialized instruction to people with visual impairments through Cabell-Wayne Association of the Blind, young neuro-atypical adults from the Center for Supported Learning, first responders experiencing stress related to the opioid crisis, and participants in Cabell County Drug Court's 12-week long intervention and treatment program for non-violent offenders. Through the ArtWorks! program, the Clay Program has impacted dozens of at-risk young adults who, through no fault of their own, have been placed in social service facilities in the area. The Clay Program annually supports Empty Bowls, which raises funds for Facing Hunger FoodBank and is also a key element of the Walter Gropius Master Artist Program which provides workshops with nationally-acclaimed artists for working artists and students and instructors from regional universities.

4. How the COVID-19 pandemic has necessitated this request

As a non-profit which exists at the intersection of both the arts and tourism industries, HMA has experienced several negative economic impacts because of the pandemic. In-person attendance significantly dropped during the past two fiscal years, affecting admission revenue dramatically. The cancellation of classes, summer camps, and workshops and lower enrollment in classes after we returned to in-person delivery in fall of 2021 resulted in a significant loss of anticipated revenue. HMA incurred additional unexpected expenses related to the transition of our educational initiatives to online delivery, including video equipment purchases, contract labor costs, and program supply costs. While we exceeded our goals for our Open Door Membership Campaign (ODMC) during FY2020 and FY2021, we lost our most generous ODMC funder in October to COVID-19. This creates uncertainty regarding our ability to continue to meet the ODMC goal in coming years.

The most significant losses of income we have experienced during the pandemic resulted from the cancellation of the Museum Ball in both 2021 and 2022. Without the anticipated revenue from the FY2022 Museum Ball, HMA faces a shortfall in our FY2023 operating budget. Unfortunately, the cancellation of this event was unavoidable. We rely heavily on Mountain Health Network not only as sponsors for this event, but also to provide catering and service staff to make the gala possible. We also rely on ticket sales to individuals and local businesses for most of the income from this event. Despite several months of planning, the uncertainty regarding potential surges or variants made it clear that our ability to execute the event successfully and to secure ticket sales would likely lead to a loss of profit should we attempt to hold the event.

5. Amount of funding requested

86,664

6. Amount of any bids or cost estimates received to date, if applicable

0

7a. Amount of matching funds raised or committed by your organization

0

7b. Source of matching funds raised or committed by your organization

HMA enjoys a wide range of support from various organizations, foundations, businesses, government agencies, and individuals in the Huntington area. However, much of the financial support we receive is restricted to individual programs, events, or exhibits we deliver. Like most non-profits, HMA faces challenges raising operating funds to cover expenses related to the day-to-day operations of our institution. Our three primary sources of operation funding are the West Virginia Department of Arts, Culture and History Arts Partners grant, which distributes approximately \$70,000 in funding annually, our Open Door Membership Campaign, which raises approximately \$335,000 annually primarily through contributions from individuals, and the Museum Ball, our annual gala which raises \$86,664 annually based on prior year averages. The cancellation of the Museum Ball in FY2022 directly impacts our operating budget for FY2023. The amount of this request represents an average net profit generated by the last five Museum Balls as an estimate for potential revenue lost from the cancellation of the event and is what it would take to make us whole following the cancellation of the event.

8. How ARP funds, if awarded, will be used

If ARP funds are awarded, HMA will direct the funding to our operating budget. These funds will support all of the exhibits, programs, and events HMA executes during the coming fiscal year. It will contribute to meeting the salaries, wages, benefits, and payroll tax expenses for our employees, which are approximately \$1 million each year. It will help us maintain our basic utilities, such as electric, gas, water, sewage, and phone/communications, which are approximately \$140,000 each year. It will help us meet our marketing and promotions expenses, which average around \$35,000 per year. This short-term investment will help alleviate the impacts of the pandemic as we attempt to restore staffing to pre-pandemic levels, meet our day-to-day operational needs, and re-engage our local and national audiences.

9. How long it will take you to complete the project if awarded funding

12 months

Proposal Details**1. Please describe the problem or need which your project seeks to address**

For nearly 70 years, HMA has served the community as a center for arts, education, and nature. As a cultural amenity, we provide a resource for residents of the area and visitors to our region to discover, learn, and create. Despite our successful adaptation to the challenges created by the pandemic, HMA faces impending difficulties because of COVID-19. While we are committed to delivering on our mission, uncertainty created by the ever-shifting evolution of the pandemic requires us to continue to make difficult decisions regarding programming on a case-by-case basis in constant anticipation of the possibility of potential surges or new variants. Funding through this opportunity will alleviate some of the uncertainty we face regarding our operations in the upcoming fiscal year.

2. Please describe goals and expected outcomes of your proposal.

The primary goal of this proposal is to address the economic impacts of the COVID-19 pandemic on our operating budget for FY23 and stabilize our operations to ensure that our institution can continue to deliver outstanding art, education, and nature opportunities for our community and visitors to our area. Should funds be granted, HMA anticipates the creation of at least two full-time employment opportunities, the effective delivery of our various events, exhibits, and programs, the continued offering of Free Tuesdays with extended hours, and the expansion of our service population through local, regional, and national marketing and promotion.

3. Please provide your project timeline

FY2023 begins July 1, 2022 and will end June 30, 2023.

4. Please provide your project's total proposed budget.

The following represents the FY2022 operating budget for our organization. The FY2023 operating budget is still under development as we attempt to address the shortfall related to the impacts created by COVID-19.

ITEM	AMOUNT (\$)
REVENUE & SUPPORT	
Unrestricted Support	38,400
Fundraising Events-Net	119,850
Government Support	87,000
Fees/Tuition	42,975
Facilities Rentals	5,000
Trust/Investment Income	252,379
Endowment Income	506,085
Annual Giving	335,000
Current Project Support	127,390
Museum Shop	75,250
TOTAL REVENUE & SUPPORT	1,589,329
Temporarily Restricted Funds Recognized in Previous Years	134,945
TOTAL INCOME	\$1,724,274
EXPENSES	
Curatorial	57,132
Conservatory	29,888
Trails	4,800
Education	122,931

Library	8,822	
Public Relations	37,260	
Programming and Events	2,470	
Exhibitions	115,857	
Museum Shop	58,453	
Administration	72,308	
Facilities	137,027	
Security	18,600	
Development	29,318	
Wages & Benefits	1,001,408	
Capital Purchases & Improvements	28,000	
TOTAL EXPENSES	\$1,724,274	
INCOME IN EXCESS OF EXPENSES	\$0	

5. Please list any partners in this proposal, and the partner's role and your relationship with them.

HMA partners with and serves around 200 organizations each year based on pre-pandemic statistics. Our Curatorial Department regularly coordinates loans of art and travelling exhibits with universities, museums, private collections, touring companies, and other institutions to bring outstanding art to our area and raise the national profile of our organization and our region. Our Education Department supports dozens of schools in Cabell County and the 15 counties surrounding our facility in Ohio, West Virginia, and Kentucky. Through our Nature Program, we partner with Greater Huntington Parks and Recreation District, Great Kanawha Resource Conservation and Development, Marshall University, and several other community organizations to provide nature experiences for the area.

6. Please describe your plan for sustainability of the project or initiative after the grant award has been exhausted.

As the pandemic subsides, HMA has returned to delivery of several revenue-generating programs including classes and workshops. We will also be offering summer camps during FY2023, which we were unable to do for the past two years due to the pandemic. While attendance faltered slightly in classes and workshops during FY2022, we anticipate greater participation in FY2023 as patrons become more comfortable engaging in small-group events. We also anticipate the return of the Museum Ball in the spring of 2023, which will restore our operating funds to more normal levels moving forward.

Organization Information

1. Please provide your organization's mission statement.

Huntington Museum of Art (HMA) serves the public as a museum and cultural center and in the greater community acts as a presence and advocate for the areas of art, education, and nature. HMA's mission is furthered by its four commitments: to acquire and display objects of art, provide excellence in education and arts experiences, maintain a plant conservatory and nature trails, and expand its service population.

2. Describe the history of your organization, tell us about your current programs and activities

HMA opened to the public on November 9, 1952. In October 1970, HMA opened its newly expanded galleries and studio spaces designed by Bauhaus architect, Walter Gropius. HMA includes ten exhibition spaces, an interactive education gallery, an art reference library, a fully accessible auditorium, several outdoor sculpture installations, five studio workshops, four hiking trails, a sensory trail for the visually impaired, and the state's only tropical/subtropical conservatory. We preserve the largest and finest collection of art in the state, including over 16,000 objects.

HMA engages a diverse audience through exhibitions, educational opportunities, and outreach events. Accredited by the American Alliance of Museums, HMA is the largest art museum in the region between Pittsburgh, Cincinnati, and Richmond and is the only nationally accredited visual art museum of its size in the region. In an area where poverty and unemployment are high and educational attainment is low, our presence is especially important. We provide art and art education engagement to audiences who, without our presence, would not be able to access or afford comparable experiences.

HMA's robust Museum Making Connections (MMC) educational outreach initiative is the only visual arts education program of its size and scope in the area, providing free and low-cost art-making educational opportunities to children, teens, families, and area agencies. MMC supports state curriculum requirements, addresses 21st Century Learning Skills, and serves schools across 15 counties in WV, OH, and KY, many of which are Title 1 schools. MMC also promotes life-long learning and engages participants of all ages in art-making encounters. MMC programs include: After School, Arts in Medicine, Artworks!, Camps, Classes, Community Events, Portfolio, Saturday KidsArt, Tours, Tri-State Elementaries, and the Walter Gropius Master Artist Program.

3. Please describe three significant accomplishments of your organization.

Huntington Museum of Art received the West Virginia Association of Museum's 2021 Institution of the Year Award for our effective response to COVID-19. In its assessment of HMA, the WVAM highlighted the successful transition of our educational programs. We rapidly pivoted our Museum Making Connections (MMC) educational outreach programs to online and no-contact delivery. While we had often considered video delivery of certain programs prior to the pandemic, the situation forced us to learn quickly to meet the needs of our community.

Despite the pandemic, HMA successfully executed the NEA-funded project The Wide Reach of the Bauhaus during FY2021. This project included four exhibits highlighting the impact of the Bauhaus movement on rural areas of the country, including Huntington. A significant element of this project was the first Walter Gropius Master Program Symposium, which featured six contemporary clay artists from across the country working in the Bauhaus tradition of studio art. While this was originally planned as a hands-on, in-person workshop, the pandemic forced us to transition to video delivery of the symposium. This led to an unexpected benefit for our organization in terms of audience engagement. While we would have only been able to accommodate 30 participants in our physical workshop, the videos produced as part of the virtual symposium have been viewed over 483,000 times to date. Through digital delivery, we were able to provide instruction to a wider audience which continues to grow.

HMA also recently partnered with American Printing House for the Blind to present *InSights: Visionary Art by Artists who are Blind*, an exhibit of works curated over the past thirty years which highlights the work of artists who are blind or visually impaired. This was the first showing of this collection outside of Louisville, Kentucky. Programming for this exhibit included a gallery walk and lecture by Robert Guillen, Special Programs Coordinator at APH and curator of the Insights Art exhibition, a video presentation by Mr. Guillen, and a panel discussion on the importance of inclusion in the arts.

4. Please list your Owner(s), Board of Directors, senior staff members, or other key members of your organization:**BOARD OF TRUSTEES****ELECTED TRUSTEES**

Doris Andrews
 Janet Bailey, Secretary
 Christine Borders
 Jimelle Walker Bowen
 Maria Bronosky
 Shelia Brownfield, Vice President
 Liza Caldwell
 Frances Case
 Dr. Peter Chirico
 Deborah Cooley
 Tyson Compton
 Isabel Cross
 Shane Finster
 Alex Franklin
 Janet Smith Holbrook
 Taylor Hood
 Pat Januskiewicz
 Dr. Dolores Johnson
 Brandi Jacobs-Jones
 Janet Keating
 Leon Oxley, Treasurer
 David Pittenger
 Jacqueline Proctor
 Patricia Proctor, Immediate Past President
 Sara Pucke
 Brandy Roisman
 Thomas Scarr
 Susan Shields, President
 Dr. Stephanie Skolik
 Andrew J. Stovitz
 Gerald Sutphin
 Edward Tucker

James W. Turner
 Don Van Horn
 Dr. John Weber
 Anne Yon

EX-OFFICIO TRUSTEES (no term limits)

Brad Smith, President of Marshall University
 Ryan Saxe, Cabell County Schools
 Lauren McGill, The Herald-Dispatch

EMERITUS TRUSTEES

Carolyn Bagby
 Michael Cornfeld
 Gayle Cox
 Robert Y. Csernica
 Gaye Fearing
 Donna Hall
 R. Sterling Hall
 C. Donald Hatfield
 Dr. Maurice Mufson
 R. O. Robertson, Jr.
 Dr. Thomas F. Scott
 Ann Speer
 Joseph B. Touma, MD
 Joan Weisberg

HONORARY TRUSTEE

Mary Hodges

HMA STAFF

Geoffrey K. Fleming, Executive Director
 Timothy Adkins, Grant Writer
 Todd Adkins, Protection Services (Part-time)
 Dr. Mike Beck, Director of Conservatory
 Dustin Burgess, Facilities Director
 Sophia Celdran, Guest Services (Part-time)
 Kata Crizer, Guest Services (Part-time)
 Cynthia Dearborn, Director of Education
 Nat DeBruin, HMA Librarian (Part-time)
 John Farley, Senior Curator/Exhibition Designer
 John Gillispie, Director of Public Relations
 Josh Hamrick, Assistant Conservatory Director
 Kelli Harrah, Executive Assistant & Database Administrator
 Raine Klover, Director of Guest Services
 Kathleen Kneafsey, Visual Artist in Residence
 George Lanham, Museum Educator
 Landon Mitchell, Guest Services (Part-time)
 Ama Napier, Education Assistant (Part-time)
 Olivia Newhouse, Guest services (Part-time)
 Ashley Ross, Development & Events Coordinator
 John Spurlock, Registrar/Assistant Curator
 Matt Spurlock, Director of Finance
 Bill Tussey, Protection Services (Part-time)
 John Weber, Special Projects (Volunteer)
 Jennifer Wheeler, Director of Development
 Kathryn Willis, Facilities Assistant

5. Please list the staff involved with this project and describe their roles and responsibilities:

Geoffrey K. Fleming is the Executive Director of HMA. He attended Mary Washington College in Fredericksburg, Virginia, where he completed a bachelor's degree in Historic Preservation, with a focus on Architectural History and Museum Studies. While there he was the recipient of the J. Binford Walford Scholarship in Architecture. In 1997 Fleming was accepted into the

prestigious Arts Administration Program at The School of the Art Institute of Chicago. As part of his studies, he wrote an extensive thesis on the history and development of museum stores in the United States. In the past he has served with several regional committees and boards, including as President of the Long Island Museum Association (LIMA) and Chair of the NYS Documentary Heritage Program Committee for Long Island. Today he serves as a grant reviewer for the Kentucky Arts Council, as an accreditation reviewer for the American Alliance of Museums (AAM), and as an Emeritus Trustee of the Brecknock Hall Foundation. He is the author of roughly three dozen books and catalogs documenting the art and history of America, including *A Shared Aesthetic: Artists of Long Island's North Fork* and *Irving Ramsay Wiles, N.A. 1861-1948: Portraits and Pictures, 1899-1948*. He is the recipient of a 2017 Sansom Foundation grant to support the writing of a monograph on the Bay Shore, Long Island paintings of the noted American realist painter and Ashcan School founder, William J. Glackens (1870 – 1938). In his capacity as Executive Director, Fleming will oversee and manage all aspects of this project.

John Farley serves as Senior Curator of Huntington Museum of Art. A Huntington native, he attended Marshall University as a John Marshall Scholar and graduated magna cum laude with a BFA with an emphasis in painting in 2007. As Marshall University's gallery director from 2008-2014, he managed all aspects pertaining to the public exhibition of artworks in the Department of Art & Design's two university galleries (Birke Art Gallery and Gallery 842) as well as periodic installations of artwork in University offices and other public venues, both on and off-campus. His efforts to creatively connect campus to community earned him the 2010 Huntington Herald-Dispatch "Award for the Arts." He previously served as HMA's preparator and assistant curator, responsible for organizing, designing, building, and installing the museum's art exhibitions.

Cindy Dearborn, Director of Education, oversees all HMA educational programming. Prior to her work at the Museum, she was an Operations and Human Resources Manager. Dearborn holds a BFA from the New York State College of Ceramics at Alfred University focused in ceramics and glass. In 2010, Dearborn began working for HMA as the Museum & Schools Coordinator, where she managed the Volunteer Docent Corps of over 40 guides. During her tenure in this position, she oversaw HMA's Museum Making Connection: Tours program, developing curriculum-based school tours designed to meet state College and Career Readiness requirements, and cultivating the innovative 4th Tuesday Tour program for adults and families which has increased community engagement significantly since its inception. The MMC: Tours program received the Arts in Education Award from the Governor's Arts Awards in 2018. The program has also received national recognition from The National Docent Symposium Council, who invited representatives from HMA to present a panel about our STEAM-based tours at the National Docent Symposium in 2017. This panel was so successful that we were invited to present a panel on our Kid Lit tours and a special presentation on our highly successful 4th Tuesday Tours at the Symposium in 2019. Dearborn was promoted to Director of Education in 2018 and now supervises all HMA educational initiatives.

Dr. Mike Beck has been the Conservatory Director at the HMA since 2000. He is responsible for maintaining, developing, and interpreting our living plant and animal collection. Prior to his current position, he taught biology at colleges and secondary schools and served as the micropropagation laboratory manager for two orchid companies. His experience with orchids ranges from repotting plants to in vitro seed germination and cloning. His education includes an AA in Chemistry and a BA in Biology from Thomas More College, an MS in Botany from the University of Tennessee, Knoxville, and a PhD in Plant Physiology from Clemson University. His primary goal is to establish a strong nature-oriented program here at HMA. During his off hours Beck teaches smooth and Latin ballroom dancing as well as American and Argentine Tango.

John Gillispie has been the Public Relations Director at HMA since September 2002 after serving as HMA's Public Relations Coordinator since January 2000. He is responsible for promoting HMA's events, exhibits and education programs to the media via traditional methods and through social media. He oversees HMA's website and many HMA publications, including the award-winning Members' Magazine. Before working for HMA, Gillispie was a journalist for daily newspapers for more than 11 years, including The Herald-Dispatch. Gillispie graduated from Marshall University with a BA in Education, with specializations in Journalism and Biological Science. He is a member of the West Virginia and River Cities Chapters of the Public Relations Society of America and serves as the professional adviser to the Marshall University Chapter of the Public Relations Student Society of America. Gillispie was honored in 2014 to receive the West Virginia Governor's Arts Award for Distinguished Service to the Arts.

6. Please upload/attach the following financial documents, if applicable:

Cash flow statement for applicant's most recent fiscal year

 Balance Sheet and P&L June 2021.pdf
Uploaded by Timothy Adkins on Apr 28, 2022 at 11:00 am

Two years of audited financial statements



Audit Report Ending 6-30-20 and 6-30-19.pdf
 Uploaded by Timothy Adkins on Apr 28, 2022 at 11:01 am

Current operating budget

pdf HMA 2022 Operating Budget v2.pdf
 Uploaded by Timothy Adkins on Apr 28, 2022 at 11:01 am

If the applicant has not been audited, please include an unaudited balance sheet and income statement as prepared by the applicant

pdf BalanceSheet and P&L Feb 2022.pdf
 Uploaded by Timothy Adkins on Apr 28, 2022 at 11:01 am

7. List any federal, state, local or private grant awards or funding received in the last three years and the current status of those funds. If your organization has previously received funds from Cabell County, please list the amount, nature of the project(s) and current status of the funding and project(s).

GRANTING AUTHORITY AWARDED	STATUS		
FY19 Huntington Foundation (MMC Endowment)		\$33,000	
CLOSED			
FY19 WVCA Arts Partners (Gen Op)		\$80,424	
CLOSED			
FY19 WVDCH Cultural Facilities (Conservatory Modernization)		\$55,000	CLOSED
FY19 Cabell County Commission (Gen Op)		\$15,000	CLOSED
FY19 Macy's Exhibition (Charley Harper)		\$3,000	CLOSED
FY19 Macy's Hilltop		\$2,000	CLOSED
FY19 Anonymous Foundation (MMC Endowment)		\$15,000	CLOSED
FY19 Village of Barboursville		\$2,000	CLOSED
FY19 Dimick Foundation (Library)		\$1,000	CLOSED
FY19 Huntington Foundation (MMC Endowment)		\$100,000	
CLOSED			
FY19 NIP		\$2,500	CLOSED
FY19 Fairs & Festivals (Hilltop)		\$684	CLOSED
FY19 STEAM Power WV (WVDACH)		\$5,490	CLOSED
FY19 RBC Foundation-USA		\$4,000	CLOSED
FY19 Sansom Foundation (FY20 Daywood Sponsorship)		\$10,000	CLOSED
FY19 Richard C von Hess Foundation (20th Century Masters)		\$25,000	CLOSED
FY19 Anonymous Foundation (MMC Endowment/ODMC)		\$30,000	CLOSED
FY19 Great Kanawha RC&D (Trails)		\$2,500	CLOSED
FY19 Cabell Huntington Hospital (ODMC)		\$10,000	CLOSED
FY19 Appalachian Education Fund		\$300	CLOSED
FY19 Pilot Club of Huntington		\$1,000	CLOSED
FY19 BB&T (Ball Table)		\$2,950	CLOSED
FY19 Appalachian Education Fund (MMC)		\$300	CLOSED
CY19 Macy's Free Tuesdays		\$5,000	CLOSED
FY20 Huntington Foundation (MMC Endowment)		\$100,000	
CLOSED			
FY20 WVDACH Arts Partners (Gen Op)		\$69,832	CLOSED
FY20 Cabell County Commission (Gen Op)		\$15,000	CLOSED
FY19 Dimick Foundation (Library)		\$1,000	CLOSED
CY19 Macy's Free Tuesdays		\$5,000	CLOSED
FY20 Anonymous Foundation Spring Ask (MMC Endowment)		\$15,000	CLOSED
FY20 WVDACH Fairs & Festivals (Hilltop)		\$684	CLOSED
FY20 E. Rhodes and Leona B. Carpenter Foundation (The Forty-Seven Ronin)		\$2,500	CLOSED
FY20 Village of Barboursville (MMC)		\$2,000	CLOSED
FY20 Macy's Presents Hilltop: Books Only		\$2,000	CLOSED
FY20 RBC Foundation (MMC: After School)		\$5,000	CLOSED
FY20 WVDACH Training and Travel (National Docent Symposium)		\$200	CLOSED
FY21 NEA Art Works (Bauhaus Project)		\$65,000	CLOSED
FY21 Toyota Motor Manufacturing WV (MMC)		\$2,500	CLOSED
FY20 STEAM Power WV (MMC: TSE)		\$3,905	CLOSED
FY20 Anonymous Foundation (MMC/ODMC)		\$40,000	CLOSED
FY20 Great Kanawha RC&D (Trails)		\$3,500	CLOSED

FY20 Foundation for the Tri-State Community (Gallery Stools)	\$3,000	CLOSED		
FY20 Pilot Club of Huntington (After School)	\$1,000	CLOSED		
FY20 BB&T (Ball Table)	\$2,950	CLOSED		
CY20 Macy's Free Tuesdays	\$5,000	CLOSED		
FY20 WV Humanities Council CARES Act	\$10,000	CLOSED		
FY20 WVDACH CARES Act	\$20,590	CLOSED		
FY21 NEA CARES Act	\$50,000	CLOSED		
FY21 Pallottine Foundation of Huntington (MMC: AIM)	\$14,000	CLOSED		
FY21 Huntington Foundation (MMC Endowment)	\$100,000	CLOSED		
FY21 NEA Art Works (Bauhaus Project)	\$65,000	CLOSED		
FY21 WVDACH Arts Partners (Gen Op)	\$72,360	CLOSED		
FY21 WVDACH Cultural Facilities (Studios/Restrooms)	\$45,158	CLOSED		
FY21 WV Humanities Council CARES Act	\$10,000	CLOSED		
FY21 WVDACH CARES Act	\$20,590	CLOSED		
FY21 NEA CARES Act	\$50,000	CLOSED		
FY21 Pallottine Foundation of Huntington (Arts in Medicine)	\$14,000	CLOSED		
CY20 Macy's Free Tuesdays	\$5,000	CLOSED		
FY21 Anonymous Foundation Spring Ask (MMC Endowment)	\$15,000	CLOSED		
FY21 Village of Barboursville (MMC)	\$2,000	CLOSED		
FY21 WVDACH Fairs & Festivals (Hilltop)	\$684	CLOSED		
FY21 MAAF Regional Resilience Fund	\$40,000	CLOSED		
FY21 RBC Foundation (After School)	\$5,000	CLOSED		
FY22 Toyota MMWV (MMC)	\$2,000	CLOSED		
FY21 Anonymous Foundation (MMC/ODMC)	\$40,000	CLOSED		
FY21 American Fundraising Foundation (Golden Pear Award)	\$2,500	CLOSED		
FY21 WVDACH CARES Act Additional Funding	\$10,295	CLOSED		
WV Humanities Council (Huntington Sesquicentennial)	\$2,915	CLOSED		
FY22 Pallottine Foundation of Huntington (MMC)	\$18,080	CLOSED		
FY22 Anonymous Foundation Spring Ask (MMC Endowment)	\$15,000	CLOSED		
FY21 Appalachian Education Fund	\$300	CLOSED		
FY21 WV Humanities Council (Huntington Sesquicentennial)	\$2,915	CLOSED		
FY22 WVDACH Arts Partners (Gen Op)	\$72,360	OPEN		
FY22 WVDACH Fairs & Festivals (Hilltop)	\$684	CLOSED		
FY22 Anonymous Foundation Spring Ask (MMC)	\$15,000	OPEN		
FY22 Pallottine Foundation of Huntington (MMC AIM and ArtWorks!)	\$18,080	OPEN		
FY22 Carpenter Foundation (Burkart Japanese Prints)	\$15,000	OPEN		
FY22 Pilot Club (MMC)	\$1,000	OPEN		
FY22 Cabell County Commission (Gen Op)	\$10,000	OPEN		
FY22 IMLS Museums for America (Trails)	\$143,550	OPEN		
FY22 The James H. and Alice Teubert Charitable Trust (Sensory Trail Expansion Phase One)	\$15,000	OPEN		
FY22 Wing 2 Wing Foundation/Alys and Brad Smith (Trails Project)	\$145,000	OPEN		
FY22 Mountain Health (ODMC)	\$10,000	OPEN		
FY22 Mountain Health (Ball Sponsorship)	\$15,000	POSTPONED		
FY22 Mountain Health (SKA)	\$10,000	OPEN		
FY22 RBC Foundation (MMC: After School)	\$5,000	OPEN		
FY22 WVDACH American Rescue Plan	\$9,900	OPEN		
FY22 Anonymous Foundation Autumn Ask (ODMC/MMC)	\$40,000	OPEN		
FY22 WVDACH Marketing Support for Organizations	\$7,500	OPEN		
FY22 Huntington Foundation (MMC Endowment)	\$35,000	OPEN		

8. If you have made an application for funding for this project from other sources (city, state, private or non-profit organizations) please list the same here.

N/A

Impact of the COVID-19 Pandemic

1. Please explain the impact of the COVID-19 pandemic and how it relates to your request.

The world changed. Our mission remained the same. While the pandemic was an unprecedented historical event which indelibly altered the way we operate, HMA continues to stand stalwart as one of the cornerstones of the community. After being closed for several months due to the COVID-19 pandemic, HMA reopened to the public on July 7, 2020 with new protocols in place to protect our patrons and staff, many of which we continue to encourage. Despite our successful adaptation to the challenges created by the pandemic, HMA faces impending difficulties because of COVID-19. While we have returned to in-person tours, many school groups have opted to continue engaging with our online offerings, putting us in the position of maintaining both delivery methods. Our Arts in Medicine program continues to rely on no-contact, self-guided activities rather than in-person delivery. As we prepare to deliver in-person summer camps in the coming year, we recognize that participation may not be as high in previous years, which would lead to a potential loss of revenue for our institution.

One of the most significant impacts to both the community and to our operating funding was the cancellation of the FY2022 Museum Ball. The Museum Ball is the longest-running gala in the history of Huntington, West Virginia. We were able to partially mitigate the impact of the cancellation of the FY2021 Museum Ball through a raffle event and with assistance from CARES Act funding. Planning for the FY2022 Museum Ball was underway until we realized the potential staffing issues which might occur due to the pandemic. We rely heavily on our partnership with Mountain Health Network to plan, fund, and execute this gala. While we are currently working to recoup some of our financial losses from this cancellation using another raffle event, ticket sales are significantly lower this year than they were last year. We are currently facing a shortfall in operating funds heading into FY2023 due to the cancellation of this event due to the pandemic.

2. How will ARP funding, if awarded, aid in the recovery from the COVID-19 pandemic?

ARP funding will help HMA mitigate the shortfall in operating funds resulting from the cancellation of the FY22 Museum Ball due the COVID-19 pandemic. Operating funds are essential for our organization as we recover from the impacts of the pandemic, particularly as we attempt to address staffing issues and to adequately promote our initiatives. Despite the challenges we have faced over the past two years, HMA remains resilient in the face of adversity and continues to exhibit outstanding stewardship of the investments made in our institution. However, our success relies entirely on support from our community partners, including the individuals and organizations who support us through membership and sponsorship, the grant funders who support our programs and initiatives, and the federal, state, local, and city governments who contribute to our ongoing success. In the coming months, HMA looks forward to continuing to serve the community as a cultural institution, a tourist attraction, and an advocate for arts, education, and nature.


3. Are you requesting lost revenue due to COVID-19

Yes

If yes, please explain

HMA is requesting lost revenue due to COVID-19 as a result of the cancellation of the FY2022 Museum Ball.

Upload supporting documentation for revenue loss

 Museum Ball Net Income 2016-2020.pdf
Uploaded by Timothy Adkins on Apr 28, 2022 at 11:06 am

Supplementary Information


1. Please enter contact information (name, email, and phone) for at least one third-party reference.

Michael Chirico
304-634-7307
Michael.chirico15@gmail.com



2. Please include any supplementary information or documentation (such as letters of support, newspaper articles, etc) which you feel will be essential to the County's review.

 Letters of Support.pdf
Uploaded by Timothy Adkins on Apr 28, 2022 at 11:19 am

Attachments

 FY23 Annual Initiatives 4-26-22.pdf
Uploaded by Timothy Adkins on Apr 28, 2022 at 11:20 am





-  FY21 HMA Report Card 8-9-21.pdf
 Uploaded by Timothy Adkins on Apr 28, 2022 at 11:21 am
-  FY21 Economic-Tourism Impact Sheet 7-14-21.pdf
 Uploaded by Timothy Adkins on Apr 28, 2022 at 11:21 am

History

Date	Activity
Apr 21, 2022 at 11:06 am	Timothy Adkins started a draft of Record ARPA-22-14
Apr 28, 2022 at 11:20 am	Timothy Adkins added attachment FY23 Annual Initiatives 4-26-22.pdf to Record ARPA-22-14
Apr 28, 2022 at 11:21 am	Timothy Adkins added attachment FY21 HMA Report Card 8-9-21.pdf to Record ARPA-22-14
Apr 28, 2022 at 11:21 am	Timothy Adkins added attachment FY21 Economic-Tourism Impact Sheet 7-14-21.pdf to Record ARPA-22-14
Apr 28, 2022 at 11:23 am	Timothy Adkins submitted Record ARPA-22-14
Apr 28, 2022 at 11:23 am	changed the deadline to Apr 29, 2022 on approval step Application Review on Record ARPA-22-14

Timeline

Label	Status	Activated	Completed	Assignee	Due Date
 Request Letter of Acknowledgement	Issued	Apr 28, 2022 at 11:23 am	Apr 28, 2022 at 11:23 am	-	-
 Application Review	Active	Apr 28, 2022 at 11:23 am	-	-	04/28/2022