

**FISCAL YEAR – OCTOBER 1, 2021 - SEPTEMBER 30, 2022
ANNUAL REPORT - POCONO ARTS COUNCIL**



Now in its 47th year, Pocono Arts Council continues to serve the artists, residents, and visitors to the Pocono region. Founded in 1975, Pocono Arts Council's **vision** is to ensure the arts remain a vibrant cornerstone of community life throughout the Pocono region. Our **mission** is to foster and support the arts through connection, education, and advocacy. Read on to discover the highlights of the many programs, services, and events that occurred during this past fiscal year.

The new year began with plans to move our operations to 727 Main Street in downtown Stroudsburg; the staff and leadership of the council recognized the value of having street-level presence in the downtown along with adequate and more appropriate space for art exhibitions and activities. The move was a positive one and increased foot-traffic and exposure resulting in new members, new opportunities, and renewed energy from both the staff and members. We thank the Monroe County Commissioners for extending us the former office space at 701 Main Street for the better part of two years.

EXHIBITIONS/GALLERIES (386 pieces/209 artists)

Pocono Arts Council Exhibitions – From Oct. 2021-Sep. 2022, Pocono Arts Council hosted 9 in house exhibitions. Several shows were judged for prizes by an artist or industry professional from outside the immediate area. Approximately \$175 in prizes are awarded, and we aim to find corporate sponsors to cover these exhibition expenses. John McAllister, local artist, and instructor, serves as our gallery curator, masterfully hanging each show.

During the 2021-22 fiscal year, the Pocono Arts Council hosted nine (9) monthly exhibitions in the Gallery at 701 Main St., followed in February with shows in the Gallery at 727 Main St.

- December 2021 – Pocono Postcard Challenge
- February 2022 – Annual Student Exhibition K-12
- March 2022 – Photography
- April 2022 – Under 40
- May 2022 – Annual Members' Exhibition
- June 2022 – Roots
- July 2022 – Figurative Art/Human Form
- August 2022 – Words
- September 2022 – Music Motif

The Annual Student Exhibition for area K-12 students took place in the gallery at 727 Main Street. Seventy-nine pieces of art were exhibited with an enthusiastic crowd on-hand to celebrate our up-and-coming artists. Best of Show winner was Ana Antzoulis for her piece entitled "Whale, Whale, Whale, What Do We Have Here?" Ana was a student at Evergreen Community School. The Annual **Members' Exhibition** was held in May, featuring 75 pieces in the annual exhibition. The best of show winner was John McAllister for his piece entitled "Masquerade." Prizes in every category were awarded by judges Tom Shillea, Santa Bannon,

and Michelle Christopher. For further exposure, the winning entries were moved to the Middle Smithfield Township library gallery.

Myra Kyle Galleries – Two rental galleries were established in early 2022 in honor of Myra Kyle, one of the arts council’s benefactors. The galleries were quickly rented each month by artists looking to showcase their work (for members and non-members). The Myra galleries were open to the public during First Saturday Arts Walks and during gallery hours. The following artists and collectors were featured during 2022:

In Myra I: Kitu Kizuri Gallery-Contemporary African Art; Thomas Ando-Lost in America; Elizabeth Tilley-Nesting=Creating; Jill Swersie-For the Love of Cars; Sean Turrell-Generations; Clavertis Miller-Shona Art.

In Myra II: Jim Chesnick-Color Blind; Donna Kalleser-Works in Oil; Alice Prall-Pressed Flowers; Jessica Delfino-Signs of the Times; Thomas Ando-Heavy Metal; Suzanne Werfelmann-Vibrance.

Public Galleries – During 2021-22, Pocono Arts Council partnered with local businesses and organizations to host public galleries throughout the Pocono region. These community galleries provide member artists the opportunity to showcase their work throughout the year. Exhibitions typically run for two months. The following businesses and organizations hosted public galleries this year: **The Eastern Monroe Public Library, Stroudsburg; The Window at 610 Main Street, Stroudsburg; Middle Smithfield Township Community and Cultural Center, East Stroudsburg; The Office of State Rep. Rosemary Brown; The Office of State Sen. Mario Scavello; Pocono Eye Associates, East Stroudsburg; The Yetter Family Art Gallery/Pocono Cinema & Cultural Center, East Stroudsburg.** The newest additions to our public gallery programs are **Eye Associates of Monroe in Stroudsburg and The Pocono Mountain Public Library in Tannersville.** The following group exhibitions were also held in public galleries this year: The winning artwork from the Members’ Exhibition was exhibited at the Middle Smithfield Township Community and Cultural Center in May; and the Main Street window featured artwork from our Pocono Arts Hall of Fame, followed by an exhibition curated by our student intern of long-time members who are now residents in area care facilities. If members are interested in exhibiting or other businesses are interested in becoming a “public gallery,” contact the office.

Special Gallery Exhibitions – On November 6, 2021, Laurinda Faye presented her “Victory in the Pacific” exhibition at the **Pocono Cinema and Cultural Center.** As a bonus, Laurinda hosted the Social Studies department from the East Stroudsburg South high school for an interactive lecture based on the exhibition. In April 2022, the arts council coordinated an exhibition around the theme, “Environment, Nature & Wildlife,” at the **Brodhead Creek Heritage Center, 1539 Cherry Lane, East Stroudsburg.** Lastly, on May 3, 2022, a Community Night student art exhibition and contest was held in partnership with the **Children’s Roundtable of Monroe County at the annual Community Night event at NCC-Monroe in Tannersville.** The winning artwork is on display in the courthouse and county administration building for the balance of the year.

Pop-up Shop at Olde Engine Works – Expanding on the Pocono Arts Council’s traditional “Holiday Store,” fine artists and craftsmen returned to the Olde Engine Works Marketplace, 62 N. 3rd St., Stroudsburg for six months from October 2021-March 2022. The shop featured fine art and fine crafts by our member artists.

MERGER WITH POCONO MOUNTAIN ARTS COUNCIL

In April 2022, the Board of Directors of Pocono Mountain Arts Council (PMAC) and Pocono Arts Council came to an agreement to merge the two nonprofit organizations effective July 1, 2022. It’s an honor to have

the opportunity to support new members from PMAC and increase the reach of Pocono Arts Council community.

WORKSHOPS

On March 23, the Pocono Arts Council hosted a Gourd Marbling workshop with member **Claudia Hill** at 727 Main Street. On Tuesday evenings, the arts council has provided member **Lois Silver** with rental space in the Gallery at 727 for "Gentle Yoga in the Gallery" on Tuesday evenings

With the merger of the Pocono Arts Council with the Pocono Mountain Arts Council, the arts council continued the workshops series on second Mondays from 6:30-8pm at The Mountain Center, 354 Memorial Blvd., Tobyhanna.

July 11 - Pottery with Lenni Gritz

August 8 – Fabric Journal Covers with Pamela Eden Dulaff

September 12 - Oil Painting with Catherine Laskaris (Part 1)

October 10 – Oil Painting with Catherine Laskaris (Part 2)

These in person workshops will resume in the spring of 2023. There are virtual offerings during the winter months.

SPECIAL PROGRAMMING/THEATER ARTS

In early 2022, Pocono Arts Council initiated a second round of the theatrical production project, "**Every Brilliant Thing**," a suicide awareness and prevention play. The arts council obtained two grants in support of this project from the **Monroe County Bar Foundation** and from **PA Council on the Arts/Arts In Education** to hire Michael Doherty as an artist-in-residence in the East Stroudsburg School district for the fall of 2022. Expenses associated with the project included: paying actor/stage managers, purchase of rights to produce, venue rentals, etc. Grant funding was secured during FY 2021-2022 and the project commenced in November of 2022.

SCHOLARSHIPS

Suzanne Anderson Scholarship for Visual & Performing Arts Students – We did not award scholarships in 2022 due to lack of applications. These \$500 scholarships are given annually through a bequest of the late Suzanne Anderson, to one Visual and one Performing Arts high school senior with who intend to further their education in the arts.

FUNDRAISERS & EVENTS

October 2021 -- Fall for the Arts 2021 – Due to low ticket sales, our Fall for the Arts 2021 event at Stroudsmoor Country Inn was cancelled. We did, however, host an Online Auction on the 32Auctions.com platform. Traditionally, this annual event in the arts council's biggest fundraiser of the year. Many thanks to Michele Buzzelli-Kratzer and Julie Golin for coordinating the online auction.

April 2022 -- Mac & Cheese Bake-Off. This annual fundraiser, coordinated with Britton Detrick at The Renegade Winery in Stroudsburg returned in April of 2022 and continues to be a community favorite, enabling the arts council to raise needed funds.

August 2022 - 36th Annual Pocono State Craft Festival was held Aug. 27-28, 2022. The show returned with a full roster of craftspeople this year, and we welcomed approximately 2158 guests through the gate over the two-day event. Festival proceeds exceeded the previous two shows. Special thanks to **Joni Oye, Paul & Amanda Reiche**, and **Helen & Al Weichman** from the Pocono Chapter of the PA Guild of Craftsmen, and to the staff and volunteers at **Quiet Valley Living Historical Farm** and the **Pocono Family YMCA** for their assistance with the show.

September 2022 -- 18th Annual Festival of Wood returned in 2022 during National Public Lands Day on September 25. Due to changes in leadership at the Forest Service, the festival was on hiatus for two years. Grant funding for this event was secured through the **U.S. Forest Service** and through a grant from the **Pike County Community Foundation**.

Downtown Stroudsburg Activities – Pocono Arts Council volunteers and board members provide assistance for many downtown Stroudsburg events, including Winterfest, First Saturday Art Walks, and Spooky Stroudsburg.

MEMBERSHIP

Membership is one of the most important income streams and is a budget sustainer at the Pocono Arts Council. A Membership Drive took place in June 2022. Overall, membership in the Pocono Arts Council stands at 397 active members. Membership funds help pay the overhead to keep the arts council in operation and is an affordable way to support the arts in our Poconos region. We encourage all members to invite their friends and family to join. The website and e-newsletter alone are worth the small membership fee, and there are discounts to all members on exhibition entry fees. If you are a current member, please pay attention to the e-mail renewals you receive. We need your financial support to keep our doors open. In 2015, we began a sustaining membership program where you may contribute a specified amount each month. Several members take advantage of this program, and it is very helpful to us. Be sure to follow the Pocono Arts Council on Facebook, Instagram, and Twitter and please share arts-related events with your family and friends. It's easy to join or renew your membership online at poconarts.org/join.

COMMUNITY-BUILDING COLLABORATIONS

In February 2022, the board of directors adopted a new Mission and Vision Statement. In part, the new vision is to “ensure that the arts remain a vital cornerstone of community life throughout the Pocono region.” We are so fortunate to have partnered with the following businesses and organizations without whom the fine cultural programming that Pocono Arts Council provides would not be possible:

Brodhead Creek Heritage Association
The Cooperage, Honesdale
East Stroudsburg University
Go Collaborative of Stroudsburg
Lockwood Properties
Middle Smithfield Township

Monroe County Historical Association
Monroe County Children’s Roundtable
NCC-Monroe Campus
National Association of Mental Illness
Olde Engine Works Marketplace
Pocono Cinema & Cultural Center

Pocono Mountain Visitor's Bureau
Quiet Valley Living Historical Farm
Rebel Stages/School of Visual & Performing Arts
Shawnee Mountain Ski Area
Stroud Region Open Space and Recreation
Commission

Stroudsburg High School
The Mountain Center
Visit Downtown Stroudsburg
Wallenpaupack High School

GOVERNMENT SUPPORT

PA Council on the Arts -- During FY 2021-22, Pocono Arts Council received level support through the PA Council on the Arts, totaling \$26,000. The Pocono Arts Council's board approved that a portion of this grant would be allocated as "micro-grants" for municipal art projects in our community.

Applications were accepted for a one-time micro-grant in the amount of \$500 that was made available to Monroe County artists, arts organizations, and municipalities. Six grants were distributed locally with funds made available by the PA Council on the Arts. The following individuals and organizations received a grant: Pocono Bluegrass & Folk Society, Bloom Play space, Alex M. Smith, Pocono Chapter-PA Guild of Craftsmen, School of Visual and Performing Arts, and The Every Brilliant Thing Project.

Local Municipalities -- Pocono Arts Council continued to receive funds from several local municipalities and from the Monroe County Commissioners (\$20,000) through the hotel tax grant. Thank you to Paradise Township and Smithfield Township for direct financial support. These local entities regularly support the council with a yearly donation.

Citizens for the Arts -- One of the best ways to keep up to date with what is going on in Harrisburg is to join Citizens for the Arts. This state-wide advocacy group monitors arts support, and by joining Citizens and monitoring their emails & website, you will have the most up-to-date means for arts advocacy. Pocono Arts Council is an active member and participates regularly with calls for action.

FINANCES & CORPORATE SUPPORT

Corporate Support -- Pocono Arts Council must continue to increase its efforts to gain revenue through corporate donations, sponsorships, and community grants. Due to the cancellation of fundraisers and events that typically result in corporate support, corporate support lagged during 2021-22. Oftentimes, corporate support monies can be used to cover office overhead. Businesses may support Pocono Arts Council in several ways: through various membership levels, sponsorships of our Exhibitions and Events, or community foundation grants.

Legacy Gifts -- the Pocono Arts Council was a benefactor of a legacy gift made by Myra Kyle. If you would like to remember the Pocono Arts Council in your estate planning, please contact director@poconoarts.org.

MARKETING & OUTREACH

Website -- Thanks to Darice Pauselius, our new Director of Operations, the council has a newly-designed interactive website at PoconoArts.org. We encourage members and friends to interact with the website to explore arts opportunities and events.

E-newsletter – Our “Artifacts” e-newsletter is emailed to a growing distribution list (4350 contacts) around the first Tuesday of every month.

Social Media – Pocono Arts Council maintains a social media presence throughout the year on Facebook (3119 followers) and Instagram (1,516 followers) an increase of 13% from 2021. Please make sure to follow what is going on!

OFFICE STAFF

In April of 2022, Pocono Arts welcomed **Darice Pauselius** to the staff. Darice has been a long-time member and supporter of the arts council, and she was also the web designer for the new Pocono Arts Council website. Darice serves as our Director of Operations. **John McAllister** continues to serve as our gallery curator for exhibitions (and this year, John proved his mettle as a parking manager at Quiet Valley during the craft fest in August). We also welcomed three East Stroudsburg University interns over the course of the last fiscal year: Maria Ostrowski, Emily Brier, and our current intern, Amber Doherty who will be completing her internship in December 2022. At the start of the calendar year, we hired **Jessica Delfino** as our social media and marketing coordinator who with us for five months prior to maternity leave-Jessica resigned in May. At the beginning of the new fiscal year, we welcomed a new part-time, temporary employee to serve as our administrative assistant, **Samantha Crissinger**. We said farewell to **Tassy Gilbert**, Community Engagement Coordinator, and to **Judy Moeller**, Bookkeeper. Pocono Arts Council appreciates the dedicated support of our staff and dedicated board members and volunteers, past and present.

STRATEGIC PLANNING/SUCCESSION PLANNING

Our last board retreat was held January 23, 2022. In February, our Board of Directors adopted a new vision statement that is forward-looking and fresh. The board will meet again mid-winter to assess the progress and fine-tune the plan for 2023.

Pocono Arts Council Strategic Plan 2022-2025

The Pocono Arts Council Board of Directors, staff, and select community members worked together to create a Strategic Plan for 2022 to 2025. We have created our vision statement and mission statement and established the following goals to accomplish over the next three years.

Vision & Mission

Pocono Arts Council’s vision is to ensure the arts remain a vibrant cornerstone of community life throughout the Pocono region.

Pocono Arts Council’s mission is to foster and support the arts through connection, education, and advocacy.

Goals

Goal 1: Financial Sustainability

Goal 2: Programming / Partnerships

Goal 3: Build a Team of Staff, Board Members, Committees, and Volunteers

Goal 4: Marketing and Promotion

Goal 5: Foster an Inclusive and Equitable Arts Community

Conclusion

Over the next three years, the Pocono Arts Council board, staff, members, community partners, and stakeholders will work to accomplish the goals laid out in this strategic plan. The Pocono Arts Council will communicate the importance of arts and culture in our communities, advocate for more resources, provide connections to arts programming, and innovate to ensure the sustainability of the organization.

2021-2022 Board of Directors

- **Robert M. Moses, Interim President**
- **Julie Smith Golin, Treasurer**
- **Brooke Langan, Ph.D., Secretary**
- Barbara Fredericks
- Brandon G. Hanks
- Malia Kasperkevic
- Sarah Lamade
- Jay Paulukonis
- Mary Ann Paulukonis
- Anne Seagraves
- Sean Turrell

ENDNOTE FROM THE DIRECTOR

My sincerest appreciation extends to all serving board members, and especially to outgoing board members Sean Turrell, Anne Seagraves, Jay Paulukonis, and Mary Ann Paulukonis. I personally want to thank everyone for their support and service over the past five years. We have not closed our doors, programming has increased, we have merged with Pocono Mountain Arts Council, and we are poised to position ourselves for the future. As we enter the fifth year under my leadership, I'm reflecting on the words "look at what art can do." It's been an eye-opening and rewarding five years. Thank you for joining me on the journey. As we know, the arts touch all our lives at many levels. It is my hope that this community will continue to join together with the council and its leadership to ensure that the arts are the cornerstone of our vibrant community well into the future.

Susan Randall, Executive Director, director@poconoarts.org

2021-2022 Corporate, Individual and Government Sponsors

We thank our sponsors and donors for their generous support throughout the year:

Diamond (\$5000+)

Estate of Suzanne Anderson
Estate of Myra Kyle
Monroe County Commissioners
PA Council on the Arts

Platinum/Arts Sustainer (\$2500+)

Stone, Boylan & Assoc. Inc.*
Stroudsmoor Country Inn*

Gold/Arts Patron (\$1000+)

Julie & Mark Golin
Greater Pike Community Foundation
The Lester G. Abeloff Foundation
Lamar Advertising*
Robert M. Moses

Silver/Arts Supporter (\$500+)

Barbara & Bill Cramer
Neversink Media Pocono 96.7*
PA Guild of Craftsmen - Pocono Chapter
Dr. Margaret Ball
Barth Rubin
William Stockbridge

Bronze (\$350+)

Cramer, Swetz, McManus & Jordan
Roy Hubbard
Raymond Miller
Pocono Mountains Visitors Bureau*
Lynn Price - Ray Price Motors

Arts Sponsor (\$250+)

AMD Leasing-Henning Enterprise

Copper (\$200+)

Linda Forte
Barbara & Nick Fredericks
Holly Gravel & Sherwood Samet
Barbara Lantz
Edward Liona
Sue Lyons
NEPA Credit Union
Sherwood Samet
IMO Norbert Scanlon
Caren Shapiro
Shawnee Mountain Ski Area
Robert Williams

Friend of the Arts (\$120+)

Eastern Monroe Public Library
Mary & Jim Evanisko
Laura & David Goss
Sharon Laverdure
Kathleen Mullins Shoudt
George Shortess
Jennifer Shukaitis
Leslie Underhill
Marques Williams

Municipal Sponsors

Delaware Water Gap Borough
Hamilton Township
Paradise Township
Smithfield Township

* In-kind sponsorship/partnership

2021-2022 Pocono Arts Council Budget (Oct 1-Sep 30)

Income		Budget		Actual Income
Pop Up Shop	\$	-	\$	3,976.31
Suzanne Anderson Schol	\$	1,000.00	\$	-
Administrative Income	\$	100.00	\$	2,585.03
Gallery Income (In house)	\$	2,500.00	\$	4,639.81
Corporate Memberships	\$	1,000.00	\$	-
Festival Income *	\$	29,000.00	\$	32,116.00
Gallery Income (Public)	\$	4,500.00	\$	1,291.20
Grants*	\$	54,600.00	\$	51,693.37
Members' Show	\$	2,500.00	\$	2,076.18
Adv/Mkt Income (Biz C Ads)	\$	1,200.00	\$	125.00
Student Show	\$	1,200.00	\$	1,445.00
Memberships	\$	8,000.00	\$	10,851.25
Events & Fundraising M&C	\$	2,000.00	\$	2,551.50
Public Cont. (Annual Appeal)	\$	6,000.00	\$	3,935.00
Spec Events (EBThing)	\$	5,000.00	\$	2,216.00
Fall for the Arts Income*	\$	12,500.00	\$	8,686.00
Classes/Workshops	\$	1,000.00	\$	815.00
Interest Income	\$	20.00	\$	14.27
Total Income	\$	132,120.00	\$	129,016.92

Expenses		Budget		Actual Expenses
Suzanne Anderson Schol	\$	1,000.00	\$	-
Popup Shop	\$	-	\$	2,064.83
PCA Microgrants	\$	5,000.00	\$	4,000.00
Administration Payroll/Office	\$	80,000.00	\$	87,277.06
Gallery (in house)	\$	3,000.00	\$	2,730.31
Building Expense	\$	10,600.00	\$	18,224.23
Festival Expense	\$	11,000.00	\$	28,672.20
Galleries (Public)	\$	3,000.00	\$	96.12
Student Show	\$	800.00	\$	991.17
Marketing/Advertising (PAC)	\$	1,000.00	\$	5,974.78
Members' Show	\$	2,000.00	\$	1,925.00
Membership	\$	250.00	\$	42.70
Events & Fundraising (M&C)	\$	800.00	\$	207.30
Annual Appeal	\$	500.00	\$	169.33
Fall for the Arts	\$	5,000.00	\$	564.06
Special Events-EBT	\$	5,000.00	\$	7,850.04
Classes/Workshops	\$	2,170.00	\$	710.00
Total Expense	\$	131,120.00	\$	161,499.13

NOTES:

\$7,624 in unbudgeted rent

\$7,500 grant received in Oct 2022 for EBT/FOW - will fall in next fiscal year

\$1,170 refund from Dramatist Play Service received in Nov. 2022 - will fall in next fiscal year

Double expense payout to PSCF - \$7,657 (2021) & \$8,066.42 (2022)

TOTAL = \$23,951.23

Proposed Budget 2022-2023:
10/1/22-9/30/23

2022-23 Budget

INCOME

Grants	\$57,500.00	
Festivals (PSCF-FOW-AOM-Holiday)	\$40,100.00	
Fall for the Arts Fundraiser	\$15,850.00	
Sponsorships	\$0.00	Note: \$10,550 allocated under specific programs
Gallery In-house	\$10,350.00	
Membership	\$9,000.00	
Annual Appeal/Public Cont (End-year)	\$5,000.00	
Special Events/Programs (EBT)	\$9,350.00	
Administrative (Rentals)	\$4,100.00	
Fundraisers & Events (M&C)	\$4,000.00	
Members' Show (May)	\$1,500.00	
Student Show (Feb)	\$1,400.00	
Workshops/Classes	\$1,000.00	
Galleries Public	\$900.00	

TOTAL INCOME \$160,050.00

EXPENSE

Administrative (Office/Salary)	\$104,135.00	Payroll \$80,000 (57% of expenses)
Festivals (PSCF-FOW-AOM-Holiday)	\$27,850.00	
Building Expenses (Rent/Utilities)	\$21,081.00	
Gallery In-house	\$9,151.00	
Special Events/Programs (EBT)	\$6,154.00	
Community Microgrants (Giveback)	\$5,000.00	
Fall for the Arts Fundraiser	\$5,525.00	
Marketing (PAC)	\$2,565.00	
Members' Show (May)	\$1,400.00	
Student Show (Feb)	\$985.00	
Workshops/Classes	\$2,400.00	
Fundraisers & Events (M&C)	\$545.00	
Galleries Public	\$517.00	
Membership	--	
Annual Appeal/Public Cont (End-year)	\$200.00	
Suzanne Anderson Scholarship	\$1,000.00	

TOTAL EXPENSE \$188,508.00

NET (\$28,458.00)

FROM Morgan Stanley Acct for Bldg Exp	\$25,000.00
FROM PMAC Acct for Workshops	\$2,400.00
FROM Suzanne Anderson Acct	\$1,000.00
	(\$58.00)