



Friends of the Hendersonville Arts Council



General Information

Contact Information

Nonprofit	Friends of the Hendersonville Arts Council
Address	1017 Antebellum Circle Hendersonville, TN 37075 0000
Phone	(615) 506-3650
Web Site	Web Site
Facebook	Facebook
Twitter	Twitter
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At A Glance

Year of Incorporation	2015
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Monthaven Arts and Cultural Center

Mission & Impact

Statements

Mission

Our mission is to collect, preserve and interpret local and regional art and present special exhibits of regional, national and international importance. History, heritage, arts, education, and community will remain an ever-present commitment to the Monthaven Arts and Cultural Center.

Background

Established in 2015, The Friends of the Hendersonville Arts Council was created as a 501c3 fundraising extension of the Hendersonville Arts Council (HAC), a 42-year-old organization supported by the city of Hendersonville, which has established itself as the area's primary arts and cultural organization. In Summer 2017 the Executive Board of the HAC voted to restructure and rebrand the organization, expanding its programming and staff, and renaming it the Monthaven Arts and Cultural Center (MACC). The organization is currently in the process of amending documents that will consolidate the HAC with the 501c3 arm of the organization, which will now be known as Monthaven Arts and Cultural Center, or "the MACC".

Monthaven Arts and Cultural Center is the only organization of its kind in Sumner County that provides museum-quality local and national art exhibitions, arts education classes and cultural experiences specifically for local residents as well as the surrounding Nashville/ Davidson County community. Our organization serves our community's youth, adults, and seniors with a variety of specialized weekly classes throughout the year focusing on the creation of art, as well as exhibiting work that recognizes our region's rich artistic talents. Rising artists are given opportunities to grow in skill and reputation while being mentored by quality arts instructors. A host of nationally recognized, award-winning artists and their works are introduced to the community through free to the public exhibition openings, master classes and other offerings.

Built circa 1850's, Monthaven (also known as the LB Fite Residence) is an historic Greek Revival style mansion listed on the National Historic Register as well as the Tennessee Civil War and Ring of Fire Trails. The story of our region's heritage is tied to this land and this historic home, tracing back to an era even before Tennessee was officially a state.

The long-term vision for the MACC includes its continuing transformation into an exemplary jewel-box museum, exhibition space and cultural hub that draws national and international visitors to our community and cultivates the lives of Middle Tennessee area residents. A new and ambitious long-range plan is being crafted, including the historic restoration of Monthaven's interior, as well as a multi-phase campus expansion that will include an arts education building, performing arts center, outdoor amphitheater, bee sanctuary and butterfly atrium, and a military veteran artist museum. The campus will also include multiple walking trails, botanical and sculptural gardens, and breathtaking water features.

Impact

Accomplishments Jan-Dec 2017:

- 1 – Internal and online organizational rebranding campaign: from Hendersonville Arts Council to Monthaven Arts and Cultural Center (logo, letterhead, website, email system, internal documents)
- 2 –Staff transitions include the hiring of new Executive Director and Director of Education, as well as major staff expansion (Grant Director, Director of Communications)
- 3 –Expansion and diversification of strategic new Board membership that better represents the surrounding community, as well as recruitment of new 10+ member volunteer auxiliary board (Women of Monthaven)
- 4 –Significant programming expansion in 2017 from (4) to (8) weekly Arts After School programs (September-May); Creation of new weekly Arts for Home Schoolers program; and (7) fully booked Summer Youth Art Camps served over 100 students. All after-school youth programs have a consistently booked enrollment and some have a waiting list. Weekly after school enrollment is over 100 students.
- 5–First phase of Monthaven mansion historic renovation completed, which includes repainting of the first floor entry foyer and gallery rooms, lighting improvements, new outdoor signage
- 6–Introduction of MACC yearly Membership program (Summer 2017), first-year enrollment of more than 50 individual, families, philanthropists and corporate patrons
- 7–Phenomenal success of (4) Patrons Dinner fundraiser events have resulted in 800+% increase in donation support from 2016 to 2017.
- 8–Hosted a RECORD (10) major solo and collective visual art exhibitions in 2017, featuring the work of 38 local, regional and internationally recognized professional artists, as well as 100 student artists enrolled in 11 Sumner County Middle and High Schools, and more than 40 university students enrolled at Volunteer State Community College and Watkins College of Art. A series of three free master classes were offered by visiting 15-year-old artist prodigy Autumn de Forest to over 50 youth. Other 2017 offerings included a weekly watercolor class for seniors, a contemporary dance troupe performance, fall music festival, as well as fashion-themed and holiday events. Partnerships with local schools and arts organizations were cultivated through a variety of community outreach projects.
- 9– Monthaven received more significant publicity in 2017 than ever before in the history of the HAC, including a front-page Tennesseean article, several articles in the Nashville Arts Magazine, a Talk of the Town feature broadcast, and Channel 5 news broadcast.

2018 Goals :

This year will provide many new museum-quality exhibitions featuring regionally and internationally recognized artists. We anticipate continued success in educational programming and community outreach, as well as additional anticipated opportunities for local and regional publicity. The Patrons Dinner fundraisers will also continue to expand and reach new audiences and supporters in the coming year.

New goals for Jan-Dec 2018:

- 1 –Combine the governmental and the 501c3 branches of the organization, restructuring financials to reflect full organizational activities under 501c3.
- 2–Create and implement volunteer Docents and Junior Docents Programs
- 3–Hire a Membership Liason to aid in management and recruitment of new yearly MACC members
- 4 –Continue renovation on Monthaven interior- Phase 2 begins January 2018
- 5–Continue building fundraising campaigns and local/corporate grant-making efforts to exponentially build general operating, staffing goals, programming support, and capital improvements
- 6–Host and promote First Annual Hendersonville Honey Festival, June 2018

Needs

Needs for Jan-Dec 2018:

- 1– Specialized consultation to guide the process of combining governmental and 501c3 branches of the organization, as well as restructuring financials to reflect full organizational activities under single 501c3 entity, which may require name change. (volunteer advisory services, up to \$5K)
- 2– Major expansion and diversification of general operating, staffing, program support, and sponsorship funding from local, state, corporate and private donor sources. (\$200-300K)
- 3– Consultation related to the design and implementation of a Capital Campaign for the acquisition of land and other expansion-related goals. (volunteer advisory services, up to \$20K)
- 4 –Building materials, specialized labor, and funding to continue historic renovation of Monthaven's interior, including creation of historical archive room. (material donations, volunteer services and/or up to \$100K)
- 5– Strategic partnerships with local nonprofits and businesses to expand community outreach programming, sponsorship and fundraising support, specialized volunteerism (i.e. docent program) and membership campaign efforts. This includes recruitment of additional board and auxiliary board members who can connect the organization to various local and corporate resources. (volunteer services)

Other ways to donate, support, or volunteer

Monthaven's website outlines several ways in which community members, local funders, volunteers and philanthropists can support us in serving our community through the arts. Online memberships are available at a variety of levels including: Individual, Dual, Family, Senior, or Teacher/ State Employee, as well as Patron, Sustaining, Curators Circle, or Founders Society. Inquiries about Volunteer programs, Business and Corporate Support, and Estate Planning Opportunities can be made on the website or by contacting our membership support staff at (615) 822-0789. Volunteer opportunities and internships are offered for adults and students of all ages, and in-kind contributions are accepted for a variety of needs.

In addition to online giving, we accept credit and debit card donations in person, by phone, or email invoicing.

Alternatively, checks can be mailed to :

Monthaven Arts and Cultural Center
1017 Antebellum Circle
Hendersonville, TN 37075

Service Categories

Primary Organization Category

Arts,Culture & Humanities / Arts & Culture

Secondary Organization Category

Arts,Culture & Humanities / Art Museums

Tertiary Organization Category

Arts,Culture & Humanities / Arts Education

Areas of Service

Areas Served

TN - Sumner

TN - Davidson

Monthaven Arts and Cultural Center is located in Sumner County at the gateway of Hendersonville, TN, less than a mile east of Davidson County. Monthaven serves both Sumner and Davidson counties as well as the Middle Tennessee region.

Board Chair Statement

The passion with which I became a board member of the Arts Council and Friends is still, at the core, that of an artist. However, that passion quickly took on another dimension as it became apparent that the Arts Council might be a hidden cultural gem in our community. It was happenstance three years ago when I took a painting class there and first learned of the council's existence. If I had lived here many years, unaware of its existence, how many others might not know of the great resource it is for our community. This quickly led me to believe there may be many others in our community like me.

When I became Chair last year there were many changes in progress. The profile of the board was evolving as seats were vacated and, more importantly, we interviewed and hired a new Executive Director who brought in new energy and exciting ideas. With our newly formed board, he was able to develop and acquire 501c3 status for the organization, first time since the inception of the council forty years ago. He is sorely underpaid for his professional acumen, maturity, limited staff, and the additional hours he puts into the organization.

Board governance is a strong part of my responsibility as Chair. Last July, before assuming my new role on the Board, I attended a seminar at The Center for Nonprofit Management on Developing a Dynamic Board. As a result, I funded a consultant to conduct a day long strategic planning session with all the members on our Board. Recently we included a small training and script for board members to make calls and ask for membership. We have established ourselves as a working board and are challenged to increase membership, contributions, sponsorships and grants. As most charitable groups, money is tough to raise but paramount to our success. The grant you provide will help us sustain a very dynamic Executive Director, grow the organization, reach our short and long term goals and provide a greater service to our community.

CEO Statement

We believe that everyone benefits from the Arts and we strive to make them accessible to everyone. We achieve this by offering gallery exhibits, affordable creative classes, workshops, camps, concerts, and special events to the entire community. Our organization is diverse, our standards are high and our offerings are produced exclusively by the most educated and experienced individuals from our community.

Programs

Programs

Art Exhibitions

Description	Monthaven Arts and Cultural Center provides a rotating calendar of museum-quality exhibitions of local, regional and international art to the local community, hosting guest artists through a variety of exhibition openings, artist talks, and other offerings and establishing itself as a leading venue for year-round arts and cultural experiences in Middle Tennessee.
Budget	40,000
Category	Arts, Culture & Humanities, General/Other Curatorial Work & Exhibitions
Population Served	Adults, Aging, Elderly, Senior Citizens, Children and Youth (0 - 19 years)
Short Term Success	Monthaven Arts and Cultural Center hosted a record number of 11 solo and collective visual art exhibitions throughout 2017, featuring the work of 39 local, regional, and internationally recognized professional artists, such as Ted Jones, Nancy Lee Andrews, Paul Harmon, Chris Navarro, Autumn de Forest, Anne Goetze and Mary Ferris Kelley. Collaborative partnerships with both the Park West Foundation and the Booth Western Art Museum as well as local and regional corporate sponsors contributed to the successful slate of museum-caliber exhibitions. 2017 exhibitions also featured the work of 110 student artists enrolled in 11 Sumner County Middle and High Schools and more than 40 university students enrolled at Volunteer State Community College and Watkins College of Art, Design, and Film.
Long term Success	Monthaven continues to build upon previous successes as well as newly acquired cultural partnerships and incoming staff leadership to attract museum-quality art exhibitions and establish itself as a leading venue for arts and cultural experiences in Middle Tennessee.

Cultural events and performances

Description	A variety of musical, theatrical, dance and fashion performances are hosted by Monthaven throughout the calendar year.
Budget	20,000
Category	Arts, Culture & Humanities, General/Other Performing Arts
Population Served	Adults, Aging, Elderly, Senior Citizens, Families
Short Term Success	In 2017, Monthaven hosted several public cultural events including a performance by the renowned contemporary dance troupe New Dialect, the "Starry Starry Night" Fall music festival (featuring Sean of the South along with (5) additional music groups) , a sold-out "Ageless Style" fashion runway show event, as well as eight fundraising events benefiting Monthaven and other local non-profits in our community. The first annual Hendersonville Honey Festival is planned to take place on the grounds in June 2018.

Arts After School

Description	A series of (9) weekly After-School art programs provide a variety of general and specialized art classes for grades 1-9, once per week for nine months each year. Classes are offered at Monthaven 5 days per week.
Budget	40,000
Category	Arts, Culture & Humanities, General/Other General Arts Education
Population Served	K-12 (5-19 years), ,

Summer Camps for Youth

Description	A series of (7) week-long summer intensive Art and Film Camps for children, adolescents, and teenagers. Average summer enrollment is 100+ participants.
Budget	20,000
Category	Arts, Culture & Humanities, General/Other General Arts Education
Population Served	K-12 (5-19 years), ,

Community-based outreach programs and creation projects

Description	Monthaven partners with schools, organizations and institutions in the local community to provide high-quality art-making experiences to youth and adults.
Budget	20,000
Category	Arts, Culture & Humanities, General/Other Public Art Programs
Population Served	K-12 (5-19 years), Families, Adults
Short Term Success	2017 community outreach activities include a 15-week arts after school intensive program offered free of charge to students at Gene Brown Elementary. Participants explored the history and art of urban planning, reflected on their current neighborhoods, and then envisioned and created art that illustrated their dreams for future cities around the world. In Summer 2017, Monthaven partnered with VSA Tennessee, the state organization on arts and disability (now called Borderless Arts Tennessee) to recruit local youth participants to create mosaics that would become part of a public art installation in Hendersonville's Memorial Park. Monthaven also partnered in several free community events such as the Earth Day festival at Hendersonville City Hall and the craft-making station at the Holiday Open House hosted by Citizens Bank.

CEO Comments

Challenges :

1- Funding for Marketing/promotion.

Addressed by partnering with TN Achieves / TN Promise to accept graduating Seniors community service with us. Additionally partnered with the City of Hendersonville to provide a place for community service workers to work off their traffic violations. Most students and traffic offenders were previously unfamiliar with what we do but have returned on their own to volunteer, have become donors, and even board members.

2- School participation.

Addressed by meeting with school principals and county board members.

3-Staffing.

Addressed by acquiring interns from local colleges.

Opportunities:

1-To provide previously unaffordable opportunities to the underserved community.

2-To provide more teaching opportunities for instructors of the Arts.

3-To steer the community to become successful business owners, inventors, and entrepreneurs as a direct result from exposure to art and music (arts exposure as it relates to career success was proven from a 2013 Michigan State University study).

From the Vice President:

A major challenge to our organization and its programs is the growth of the area served. In the 40 years of Hendersonville Arts Council's existence the population for zip code 37075 has increased from approximately 5000 to 60000. The new influx of young families to the area has brought a renewed interest and opportunity to provide exciting classes for all age groups served. There is an abundance of qualified instructors and they are constantly being vetted and added to our roster of exceptional leaders. Large businesses who partner with our efforts will enable growth and additional opportunities for exciting new classes as well as offering diverse concerts and workshops at little or no charge to members of the community.

Governance

Board Chair

Board Chair	John Pitcher
Company Affiliation	Arts media business owner
Term	Apr 2015 to Apr 2018
Email	john@artsnash.com

Board Members

Name	Affiliation	Status
Erica Brister	Business Executive/ CEO, US Pest	Voting
Bill Clifford	Graphic Designer	Voting
Barry Ellis	Office Manager	Voting
Dr. Madeline Ellis	Physician	Voting
Dr Lois Jordan	Former Metro City Council Rep, Educator, Philanthropist	Voting
Secretary Kathy C. Lehman	Choral Director, Retired	Voting
Jennifer Perry	Bank Manager, US Bank	Voting
Julie Pieper-Hemmings	Advertising/ Marketing Executive	Voting
Vice Chair Lynda Shaw	Business Owner	Voting
Elaine Snyder	Human Resources Director, Retired	Voting
Becky Taylor	Artist, retired	Voting
Schuyler Travis Esq.	Attorney	Voting
Treasurer Charles A. Young CPA	CPA/Business Owner	Voting

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	13
Hispanic/Latino	0
Native American/American Indian	0
Other	0 Disabled: 1

Board Demographics - Gender

Male	5
Female	9
Unspecified	0

Governance

Board Term Lengths	3
Board Term Limits	0
Board Meeting Attendance %	90%
Written Board Selection Criteria?	Under Development
Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	100%
Constituency Includes Client Representation	Yes
Number of Full Board Meetings Annually	6

Standing Committees

Board Governance

Education

Executive

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

CEO Comments

Challenges:

1-Board is comprised of volunteers.

Addressed with the formation of committees who can meet at leisure outside of board meetings.

2-Available time of volunteer board members.

Addressed by courting retirees.

3-Fundraising.

Addressed by delegating specific events to multiple board members.

Opportunities:

1-Leadership development.

2-Expansion of organizational network.

3-Community engagement in the Arts.

Management

Executive Director/CEO

Executive Director	Mrs. Cheryl A Strichik
Term Start	Oct 2017
Email	cheryl@themacctn.com

Staff

Full Time Staff	1
Part Time Staff	3
Volunteers	80
Contractors	10
Retention Rate	0%

Plans & Policies

Does the organization have a documented Fundraising Plan?

Under Development

Does the organization have an approved Strategic Plan?

Yes

Number of years Strategic Plan Considers

5

When was Strategic Plan adopted?

Jan 2015

In case of a change in leadership, is a Management Succession plan in place?

Yes

Does the organization have a Policies and Procedures Plan?

Yes

Does the organization have a Nondiscrimination Policy?

Yes

Does the organization have a Whistle Blower Policy?

No

Does the organization have a Document Destruction Policy?

No

Affiliations

<u>Affiliation</u>	<u>Year</u>
Hendersonville Chamber of Commerce	2017

Awards

Awards

Award/Recognition	Organization	Year
Governor's Award in Arts Leadership nomination	Tennessee Arts Commission	2017

Senior Staff

Kay Kennedy

Title Education Director

Experience/Biography

Susan Prado

Title Grants Director

Experience/Biography

Kathleen Warren

Title Director of Communications

Experience/Biography

CEO Comments

Challenges:

Sufficiently funding our executive director, professional conferences, leadership development courses, travel, and his requested permanent staffing needs (assistant, development, bookkeeping, and marketing).

This is being addressed with the production of more fundraisers and board committee development.

Financials

Fiscal Year

Fiscal Year Start	July 01 2017
Fiscal Year End	June 30 2018
Projected Revenue	\$91,798.00
Projected Expenses	\$96,051.00
Endowment Value	\$0.00
Endowment Spending Policy	N/A
Endowment Spending Percentage (if selected)	0%

Detailed Financials

Revenue and Expenses

Fiscal Year	2017	2016	2015
Total Revenue	\$35,143	\$0	\$0
Total Expenses	\$10,699	\$0	\$0

Revenue Sources

Fiscal Year	2017	2016	2015
Foundation and Corporation Contributions	\$0	\$0	\$0
Government Contributions	\$0	\$0	\$0
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	\$3,543	\$0	\$0
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$0	\$0	\$0
Investment Income, Net of Losses	\$0	\$0	\$0
Membership Dues	\$0	\$0	\$0
Special Events	\$0	\$0	\$0
Revenue In-Kind	\$0	\$0	\$0
Other	\$0	\$0	\$0

Expense Allocation

Fiscal Year	2017	2016	2015
Program Expense	\$6,378	\$0	\$0
Administration Expense	\$4,321	\$0	\$0
Fundraising Expense	\$0	\$0	\$0
Payments to Affiliates	--	\$0	\$0
Total Revenue/Total Expenses	3.28	--	--
Program Expense/Total Expenses	60%	--	--
Fundraising Expense/Contributed Revenue	0%	--	--

Assets and Liabilities

Fiscal Year	2017	2016	2015
Total Assets	\$24,444	\$0	\$0
Current Assets	\$20,727	\$0	\$0
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Total Net Assets	\$24,444	\$0	\$0

Short Term Solvency

Fiscal Year	2017	2016	2015
Current Ratio: Current Assets/Current Liabilities	--	--	--

Long Term Solvency

Fiscal Year	2017	2016	2015
Long-Term Liabilities/Total Assets	0%	--	--

Top Funding Sources

Fiscal Year	2017	2016	2015
Top Funding Source & Dollar Amount	Contributions, Gifts, and Grants \$35,143	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

Capital Campaign

Is the organization currently conducting a Capital Campaign for an endowment or the purchase of a major asset? No

Campaign Purpose

Phase One will allow the acquisition of several parcels of land surrounding the mansion, contributing to ongoing preservation and restoration efforts. Phase Two would build a dedicated arts education facility and develop a multi-purpose green space.

Capital Campaign Goal \$350,000.00

Campaign Start and End Dates Mar 2018 to Mar 2020

Capital Campaign Anticipated in Next 5 Years? Yes

State Charitable Solicitations Permit

TN Charitable Solicitations Registration Yes - Expires Dec 2018

Organization Comments

Challenges/ Opportunities:

1 - The dual organization classification (government entity + 501c3 nonprofit) is difficult to manage and explain to potential funders without undue effort or confusion.

-As the organization grows, it needs to be streamlined into one single entity so that it can be more effective and financially able to accomplish future goals. 2018 is the year for this transition to take place.

2 - Space is limited for youth arts classes in the upper floor, and not designed for the specialized needs of the classroom. Exhibition openings and evening events in the first floor gallery spaces often intersect with students attending after-school classes.

-We are addressing this challenge by acquiring land to build an arts education facility specifically designed for the growing needs of our community, allowing us to expand programming goals. The second floor can then be utilized as supporting gallery/ museum space for our increasing audience to engage with arts exhibitions, performances and other events.

2 - Much progress was achieved in 2017 to upgrade and restore the beauty and function of Monthaven, but many rooms remain in disrepair and require much-needed restoration, which includes aesthetic repairs to plaster walls and ceilings, wood floor restoration, lighting and electrical needs, and more.

- Significant fundraising in 2017 has provided some funds for second floor renovations (which will begin in Jan 2018) and additional fundraising is planned for 2018.

3 - There is no dedicated area to host an adequate retail space in which local artwork, merchandise, and yearly memberships could be sold, benefiting the general operations of Monthaven as well as providing revenue to local artists.

- We are addressing this challenge in 2018 by planning to convert the currently held office space into a retail space, and relocating staff offices to another part of the building.

4 - Staff employment limitations. We seek to expand the hours and pay of part-time staff as well as employing new staff to support the growing programming needs of the organization.

- Our board of directors are addressing this challenge by developing new committees, our women's auxiliary board is volunteering for many staffing needs, and more fundraising is being planned in 2018.

Assets :

1 - Exquisite historic venue, growing reputation

2 - Large network of professional licensed teachers with college degrees (makes our classes the most respected in Sumner County)

3 - Newly hired Executive Director is a local business owner and well connected in Nashville and Sumner County.

GivingMatters.com Financial Comments

In 2015-2016, this organization filed a 990-N form with the IRS, which does not provide specific financial information. Most small tax-exempt organizations whose annual gross receipts are normally \$50,000 or less (\$25,000 for tax years ending after December 31, 2007 and before December 31, 2010) are required to electronically submit Form 990-N, also known as the e-Postcard, unless they choose to file a complete Form 990 or Form 990-EZ instead.

In 2017, financials were provided by the 990EZ. Foundation or corporate grants may be included in Individual Contributions sum, as these amounts are not separated in the 990EZ.

Comments provided by Nicole Rose 12/29/2017.

