

Director's Report to the Board of Trustees
January 2017
Judith H. O'Toole, The Richard M. Scaife Director/CEO

#1 Party of the Year!

Our Big Art Party, held to celebrate our first birthday in the new building, was named the #1 party of the year by the Tribune Review, the same title held by our Grand Re-opening party in October of 2015. Don't miss it next year for another great fundraiser (this year's raised over \$60,000). Save the date for October 21, 2017—Big Art Party #2!

Bridging the Gap

The Bridge Project will be installed on the Main Street bridge areas on Thursday & Friday, January 26 & 27. This is a project we have been working on with artist Janet Zweig of NYC with funding from the National Endowment for the Arts, the Community Foundation of Westmoreland County and other funders. It is a partnership with the City of Greensburg as a public art project. More details about Janet's design can be found on our web-site. We will plan an event in warmer weather to celebrate the project.

Westmoreland Society

This year's dinner will be held on Saturday May 6. An invitation will be in the mail by mid-April.

Seton Hill University Course Offering:

Senior Team members of The Westmoreland will be team teaching a Museum Studies Seminar for upper classmen at Seton Hill University this spring semester. This course will introduce students to the study of museology using The Westmoreland as a case study. Finance, Development, Marketing, Curatorial, Education and Leadership will all be areas they will study to encourage participation by majors in a diversity of fields. The final project will be to present an imaginary art museum of their own construction based on a component of our collection with all the collective information and projects they have experienced during the semester. We hope this might become an annual offering.

Two upcoming exhibitions are scheduled for the Winter/spring season:

Celebrating the Worker in America (opens January 17)

An exhibition highlighting the working men and women of America will feature works on paper from the Permanent Collection focusing on the breadth of work that helped to grow our nation. A slideshow of additional works from the collection will be shown on the monitor in the gallery.

When Modern Was Contemporary: Selections from the Roy R. Neuberger Collection (February 25 – May 21, 2017) Cantilever Gallery

Opening Reception: Saturday, March 4th

This pivotal exhibition is drawn from the collection of financier Roy R. Neuberger (1903-2010). One of America's most important collectors, he assembled a groundbreaking collection of American modern art including Alexander Calder, Stuart Davis, Willem de Kooning, Marsden Hartley, Jacob Lawrence, Georgia O'Keeffe, Jackson Pollock, among numerous others. The exhibition was curated by Tracy Fitzpatrick and is organized and circulated by the American Federation of Arts, New York, NY and the Neuberger Museum of Art, Purchase, NY.

Attendance:

Total first year attendance in new building (Grand Reopening on 10/24/15 -10/23/16) was 27,536. This represents a 27% increase over our historic average attendance of roughly 21,600/year (rounded average for 12-year period prior to start of renovation and expansion project).

We saw a 30% increase in attendance for this quarter compared to last quarter. A large increase in school tours and the Big Art Party attendance are the main factors contributing to this increase. Additionally, due to the holiday shopping season, we saw an increase in the number of people coming to the Museum specifically to visit the Museum Shop (260 this quarter compared to 59 last quarter).

Please see the Development Report attached.