

THE WESTMORELAND MUSEUM of AMERICAN ART

Advancement Report
October 2020

Advancing Strategic Initiatives

Status of Feasibility Study:

At its January 28, 2020 meeting, the Board of Directors approved the recommendation of the Development Committee to conduct a feasibility study to determine donor interest in supporting a campaign to build the Museum's endowment funds, strengthen the Museum's permanent collection, and continue to expand our reach through audience engagement and diversification. In early March, the Museum contracted with the Carter consulting firm, developed a Case Summary, and scheduled the first interview. Only this one interview was conducted when the consulting contract was suspended at the onset of the COVID-19 pandemic.

Notes from Development Committee meeting September 2, 2020:

Following the re-opening of The Westmoreland on August 1, the Development Committee reconvened by Zoom meeting on September 2 to discuss restarting study efforts. Carter consultants Arthur Scully and Lizz Helmsen gave a presentation to the Committee updating members us what they were learning from other clients nation-wide about embarking on studies during this time. Key takeaways:

- Giving is still strong among wealthy individuals who are narrowing their giving to causes they care deeply about and to organizations that are financially stable, relevant and have strong leadership.
- Interviewees participating in other client studies are comfortable on Zoom and other virtual platforms, are taking the full 45 minutes with consultants, and are well-prepared and more engaged.
- Supporters are responding to communication, personal outreach, and transparency.
- Organizations that have continued to engage with their supporters are attracting gifts.
- Fewer and larger gifts are being made, with longer time to close gifts.

Arthur also advised that the Committee review the existing Case Summary and ask what remains relevant, what is less relevant, and what may need to be changed because of COVID. He also advised the Committee to review the list of interviewees compiled earlier in the year as an important part of a potential campaign will be to identify potential campaign leadership and board commitment.

Initial feedback about suggested revisions to the Case Summary included focusing more on art and the collection, bringing American Art to the public, the role museums play in healing and convening, and our commitment to excellence and leadership in free admission, and in our strong investment oversight. In agreement that information gathering from potential supporters is a necessary first step to assist the Board in deciding whether to launch a campaign, the Development Committee advised staff to move forward with Board approved study activities in October.

Government Relations

We continue to build and maintain relationships with our local and state officials and are monitoring the status of current state budget negotiations. The Westmoreland had just hosted a well-attended legislative breakfast at the Museum on March 12th days before the Governor's stay at home order. Attendees included PA State Representative Eric Nelson and his Chief of Staff Maria Beadling, Economic Development Coordinator Matt Mackowick from Congressman Guy Reschenthaler's office, District Administrator Dottie Staffen from Senator Kim Ward's office, Chief of Staff Eric Felack from PA Representative Bob Brooks' office, Field Representative Gina Jones from PA Senator Joe Pittman's office and Westmoreland County Commissioners Gina Cerilli, Doug Chew, and Sean Kertes. A follow up Zoom call was also held recently in August with Grace Nelson, Regional Representative for Senator Bob Casey.

Department of Community and Economic Development (DCED) – Supported by Representative Eric Nelson, CARES COVID funding of \$87,944 was awarded to cover a portion of earned revenue losses due to COVID.

(DCED) Marketing and Tourism Grant – feedback from our lobbyist Bob Taylor indicates that discretionary state marketing and tourism funds including funding that the Museum has historically received are not going to be considered by the Governor until November at the earliest. Anticipating much lower funding levels, The Westmoreland's FY '21 budget reflects \$100,000 down from \$250,000 received in FY '20. Ongoing engagement continues with Westmoreland state legislators including the Museum's district representatives Senator Kim Ward and Representative Eric Nelson.

DCED EITC (\$30,000 corporate contributions budgeted in FY '21) – Outreach to past corporate EITC contributors including Robindale and NexTier is underway. Application renewal including letters of support from area school districts due November 1.

PA Council on the Arts (PCA) – CARES COVID funding of \$1,930 was awarded. Annual operating funds are uncertain until after November and not budgeted for FY '21.

PA Council on the Arts - In August, The Westmoreland was notified that it had been selected as a PCA Pennsylvania Partners in the Arts regional partner to re-grant small PCA grants to art museums in Region 12 (Westmoreland, Bedford, Blair, Cambria, Fayette and Somerset Counties). The Westmoreland was awarded \$66,323 with \$36,000 allocated to be re-granted and \$30,323 for staffing costs and travel for Daria Jarani to administer the program.

Institute of Museum and Library Services (IMLS) – In August 2020, the Museum received a competitive federal grant of \$228,973 from the Museums Empowered program. This award will support consulting services to develop a series of professional development training sessions for museum staff, which will result in the implementation of a visitor-centered and culturally responsive interpretive planning process. IMLS CARES COVID funding was denied.

National Endowment for the Arts (NEA) – CARES COVID funding was denied. Submission for "Our Town" grant denied. Pending submission of \$75,000 for Stephen Towns exhibition in 2022.

National Endowment for the Humanities (NEH) – CARES COVID funding was denied. Partnering with Fallingwater to submit application in January cycle for Frank Lloyd Wright exhibition in 2022.

Foundation Relations

Outreach to foundation funders has been ongoing resulting in generous operating awards and special project funding including:

Richard King Mellon Foundation – Awarded \$100,000 in COVID funding in May followed by a \$500,000 operating grant. A special grant of \$100,000 was also awarded supporting the development of a Learning Management System (LMS) that is licensed to teachers and contains pre-visit and post-visit materials as well a virtual fieldtrip experience.

McCune Foundation – Following “Readiness Assessment” meetings with board and staff in the fall of 2019, the Museum received a grant of \$175,000 in July 2020 including \$125,000 for public programs and \$50,000 for one year of Program staffing support. The Westmoreland will have its request of \$2.5M including endowment for the Audience Development and Visitor Engagement Fund when the “Sunset” grant is previewed at the Foundation’s May 2021 Board meeting with final consideration pending for September 2021. Up to 25% of a Sunset grant can be expendable to take into consideration the transition period before proceeds from a newly established endowment fund could be withdrawn.

Allegheny Foundation – A request for \$250,000 is pending for general operating support for FY’21.

McKenna Foundation – Increased operating award received in December 2019 from \$500,000 (\$100,000 annually) to \$575,000 (\$115,000 annually) over 5 years. 2nd pledge payment anticipated in December.

Eden Hall Foundation – Awarded grant of \$150,000 in support of staffing costs.

Hillman Foundation –The Westmoreland is in the 8th year of a 10-year \$1M pledge for Exhibition support. In July, a special COVID-related operating grant of \$50,000 was awarded.

Laurel Foundation – Pending request for \$35,000 to support the *Permanent Collection – Out of the Vault* exhibition including Curatorial and Collections staffing.

Heinz Endowments – Grant requests for Stephen Towns exhibition denied through *Advancing and Investing in Black Artists* grant programs. With final \$50,000 pledge payment in 2019 for Transition Fund, Program Officer Janet Sarbaugh referred the Museum to submit a request to the newly formed Arts, Equity, Reimagined Fund. The fund is supported by a collaboration of 15 Pittsburgh foundations and an anonymous private donor. The Museum is submitting a request in November to support the Artists-in-Residency program.

Fisher Fund at The Pittsburgh Foundation – Awarded \$50,000 including \$35,000 for Artists-in Residency program and \$15,000 for a paid internship program.

The Pittsburgh Foundation – Awarded \$25,000 COVID grant in May.

Community Foundation of Westmoreland County/Greensburg Fund – Request denied for outdoor patio tent system and additional outdoor tables and chairs to accommodate outdoor programming.

Art Bridges Foundation - Awarded \$10,000 grant for African American Art in the 20th Century public programs and an additional \$40,000 award allocated for \$20,000 for Art Camps and Saturday Studios and \$20,000 for COVID-related PPE and janitorial services.

Foundation Relations - (continued)

Terra Foundation – Awarded \$10,000 COVID grant in support of American Art Museums. Submitting Letter of Intent in November for consideration of grant for Permanent Collection Installation initiative.

Arts, Equity, & Education Fund – Awarded \$10,000 COVID grant. Pending request for \$10,000 to support Stephen Towns exhibition catalog.

Clapp Charitable Trust – Awarded \$10,000 for Education programs.

Grable Foundation – Second pledge payment of \$35,000 for Education programs expected in December.

PNC Charitable Trusts – Pending request for \$15,000 for family activity booklets.

Membership

Westmoreland Society (\$500 and above) – The Westmoreland Society Dinner is scheduled for Friday December 4th and will be held virtually. Plans are underway for voting and safe home delivery of a champagne gift box. Special collection previews by appointment with The Richard M. Scaife Director/CEO Anne Kraybill, Chief Curator Barbara Jones, and Director of Collections and Exhibition Management Doug Evans will be scheduled for members at the \$1,000 and higher levels. In addition to the Save the Date announcement in the current Perspectives newsletter, paper invitations are scheduled to be mailed at the end of October.

Membership – renewals are steady and the Advancement Team is closely monitoring September and October retention rates. Ongoing personal outreach continues through telephone and email to remind members at all levels of their importance to the Museum and that their support makes free admission and access to everyone possible.

Annual Appeal

Annual appeal requests will be sent at Thanksgiving and coordinated with online and social media messaging throughout December. During conversations earlier in the spring, many Board members expressed that they would be considering their annual giving at year-end.

Corporate

Sponsorships – With Big Art Party cancelled, outreach to companies has focused on EITC contributions supporting Education and requests to sponsor free admission. Company relationships exist with Robindale, UPMC, NexTier, Strassburger McKenna Gutnick & Gefsky, Excela, FirstEnergy, Eat'n Park, and First Commonwealth Bank, and Peoples Gas recently acquired by Aqua America.