

# THE WESTMORELAND MUSEUM of AMERICAN ART

Advancement Report  
January 2021

## 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 \$13.3 million 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.

With Board support, the consulting contract resumed in October, and Carter conducted 23 interviews in October and November 2020 with individuals selected by WMAA leadership with guidance from Carter. These individuals represent Board members, donors, institutional funders and key staff.

At the December 18 Development Committee meeting, Carter presented its report including findings, observations and recommendations for The Westmoreland as the museum proceeds with fundraising planning. A key recommendation was that pre-campaign activities in the first half of 2021 need to take place in preparation of any campaign launch. These activities include developing a budget, schedule of activities, determining advancement staffing needs to support Board and CEO individual cultivation efforts, and updating internal policies and procedures including an updated Gift Acceptance Policy, Campaign Counting Policy and a template for Gift Agreements.

The Development Committee was in agreement that more time is needed to fully assess the individual prospect pool and to develop and implement individual cultivation strategies as campaign leadership and individual lead gifts will need to be identified for this campaign. With the Museum's positive image recognized among interviewees, the signs are encouraging that individuals can be engaged during this exciting time when The Westmoreland is emerging as a leader in the community post-COVID under Anne's leadership. The Development Committee also discussed considering outside Communications counsel to promote success stories starting the receipt of the recent bequest when the timing is appropriate.

Carter will present its report again to the full Board at the January 26 meeting.

## Government Relations

November Election: Senator Kim Ward won reelection in the 39<sup>th</sup> District and was elected PA Senate Majority Leader and Representative Eric Nelson won reelection in the 57<sup>th</sup> District. Representative Mike Reese (Westmoreland 59<sup>th</sup> District) suddenly passed away on January 2. His election as Majority Caucus Chairman is vacant and a special election will be held on May 18 to fill his seat. Representative Joe Petrarca (Westmoreland, Indiana, Armstrong 55<sup>th</sup> District) was defeated by challenger Jason Silvis. Congressman Guy Reschenthaler won reelection in the 14<sup>th</sup> District.

## Government Relations – (continued)

Department of Community and Economic Development (DCED) CARES – 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 (\$100,000 budgeted in FY '21) – Supported by lobbying efforts and ongoing engagement with Senator Kim Ward and Representative Eric Nelson, the Museum received an invitation to submit a \$300,000 grant. Invited submissions the last two years were \$250,000; this year's request is a surprising outcome of the budget negotiations.

DCED EITC (\$30,000 corporate contributions budgeted in FY '21) – Corporate contributions and pledges totaling \$45,000 received from Robindale, NexTier, and Swank Construction Company. Application renewal including letters of support from area school districts submitted in January.

PA Council on the Arts (PCA) – CARES COVID funding of \$1,930 was awarded. Budget negotiations resulted in an additional operating allocation of \$13,000 with \$5,238 in October and \$7,762 in January. Given earlier uncertainty, funds from PCA were not budgeted for FY '21. The Museum was notified that going forward, its operating allocation will remain at this lower level (previous allocations were \$18,000) as agency funds will be distributed more equitably to BIPOC and rural arts organizations, and not based on larger organizations receiving larger allocations.

PA Council on the Arts (PPA) – 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. Grants were awarded in late December.

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 is supporting consulting services to develop a series of professional development training sessions for museum staff, resulting 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. Award announcements expected in April.

National Endowment for the Humanities (NEH) – CARES COVID funding was denied. Partnered with Fallingwater to submit application on January 6 for Frank Lloyd Wright exhibition in 2022. Award announcement expected in August.

## Foundations

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. Outreach is beginning to set up 2021 operating request.

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. Outreach is beginning to determine next steps for May review.

Allegheny Foundation – A grant award of \$250,000 was received in December 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. 2<sup>nd</sup> pledge payment anticipated in June.

Eden Hall Foundation – A stock gift of \$160,515 was received in November to cover COVID-19 staffing costs.

Hillman Foundation –The Westmoreland received its 9<sup>th</sup> payment in December as part of a 10-year \$1M pledge for Exhibition support. December 2021 is the last payment and outreach is underway to discuss future funding. In July, a special COVID-related operating grant of \$50,000 was awarded.

Laurel Foundation –Request denied for \$35,000 to support the *Permanent Collection – Out of the Vault* exhibition.

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 planned to submit a request in November to support the Artists-in-Residency program but the funding program was rebooted with new deadlines in March and May.

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 – Permission was received to use Revitalizing Westmoreland grant for Spring Avenue Park renovation in Greensburg.

#### Foundations - (continued)

Art Bridges Foundation - Awarded \$13,000 grant for the COVES (Collaboration for Ongoing Visitor Experience Studies) Evaluation project. The Westmoreland is part of a museum consortium collecting information from visitors and receiving assistance, training and reporting support.

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

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

Roy A. Hunt Foundation – \$5,000 pledge received for general operating support. Payment is expected in February.

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

PNC Charitable Trusts – Awarded \$15,000 for family activity booklets in November.

#### Membership

Westmoreland Society (\$500 and above) – The Westmoreland Society Dinner was held virtually on Friday December 4<sup>th</sup>. Through a special virtual voting platform set up for the evening, 38 members participated and chose their favorite work of art resulting in the selection of Leroy Lamis, *Construction #227*, 1975. The purchase of the \$35,000 sculpture was made possible through Westmoreland Society membership dues and additional contributions to the Museum's art acquisition fund.

Membership – Annual renewals were strong at year-end with a 90% retention rate. A majority of members are renewing reflecting a strong loyalty to museum programming during COVID and commitment to free admission. Renewals are trending to meet membership goals for FY '21.

#### Annual Appeal

Annual appeal requests were sent at Thanksgiving with coordinated online and social media messaging throughout the weeks that followed in December. Gift receipts are above budgeted goals and will be totaled when all gifts are accounted for at the end of January. Annual year-end gifts of note included an increase of \$20,000 from the Livingston L. Biddle & Elizabeth Collin Biddle Charitable Foundation, and \$10,000 from the R.K. Family Foundation on behalf of

Armour Mellon. Additionally, the Museum received contributions of \$10,000 from the Hurtt Foundation and Nat Hwilc Foundation.

### Corporate

Sponsorships – FirstEnergy gave \$2,000 in support of Winter Lights. Ongoing cultivation includes outreach to UPMC, Strassburger McKenna Gutnick & Gefsky, Excelsior, Eat'n Park, First Commonwealth Bank, and Peoples Gas recently acquired by Aqua America.