

Michigan Legacy Art Park 2018 Cultural Data Profile

PRINT

Organization Info

Organization Type:	501(c)3 nonprofit organization	Fiscal Year End:	9/30/2018
Federal EIN:	38-3172005	Months in Survey:	12
Exemption Date:	1995		

Discipline

NTEE Classification:	A80 Historical Organizations	NISP Discipline:	Visual Arts
NISP Specialty:	Sculpture	NISP Institution Type:	Parks and Recreation

Survey Providers

Affiliations:

Organization Location

Org zip code: 49683

Total Expenses

Total expenses under \$50,000: No

Program Activity

Activities: Guided tours; Exhibits; Consulting or fee-for-service work; Providing rehearsal, meeting, office or other space; Arts education; Commissioning works; Field trips; Providing residencies; Festivals, fairs, parades or community events; Performances

Financial Information Part 1

Audit for 2018:	No	Restricted Contributed Revenue:	Yes
Restricted Earned Revenue:	No		

Financial Information Part 2

Non-operating Revenues in 2018:	No	Non-operating Expenses in 2018:	No
Endowment or Reserve Fund:	Yes		

Membership & Subscriptions

Membership Program:	Yes	Subscriptions to Events/Performances:	No
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Subscriptions to
Media:

Revenue: Earned Revenue - Operating

	Unrestricted	Restricted	Total 2018	Total 2017
Food and Concessions Revenue				
Gift Shop and Merchandise Sales	\$79.00		\$79.00	\$614.00
Parking Fees				
Advertising Revenue				
Sponsorship Revenue	\$48,650.00		\$48,650.00	\$47,001.00
Membership Revenue	\$10,350.00		\$10,350.00	\$5,425.00
Single Ticket Sales	\$5,193.00		\$5,193.00	\$5,190.00
Group Ticket Sales				
Touring Fees				
Royalties, Rights, and Reproductions				
Admissions	\$5,069.00		\$5,069.00	\$5,448.00
Guided or Group Tour Revenue	\$2,941.00		\$2,941.00	\$1,788.00
Gallery Sales				
Space Rentals	\$3,000.00		\$3,000.00	\$3,700.00
Contracted Services				\$4,000.00
Application Fees				
Tuition and Registration Fees	\$635.00		\$635.00	\$730.00
Other Program Revenue	\$7.00		\$7.00	
Other Program Revenue Description				
Other Non-Program Revenue				
Total	\$75,924.00	\$0.00	\$75,924.00	\$73,896.00

Revenue: Investment Revenue - Operating

	Unrestricted	Restricted	Total 2018	Total 2017
Investment Revenue - Operating	\$18.00		\$18.00	\$17.00
Total	\$18.00	\$0.00	\$18.00	\$17.00

Revenue: Contributed Revenue - Operating*

	Unrestricted	Restricted	Total 2018	Total 2017
Trustee/Board Contributions	\$7,150.00		\$7,150.00	\$2,095.00
Individual Contributions	\$16,300.00	\$250.00	\$16,550.00	\$47,651.00
Corporate Contributions	\$28,333.00		\$28,333.00	\$23,597.00
Foundation Contributions	\$47,475.00		\$47,475.00	\$34,625.00
City Government Contributions				
County Government Contributions				
State Government Contributions	\$23,850.00		\$23,850.00	\$21,950.00
Federal Government Contributions				
Tribal Contributions				
Total Government Contributions	\$23,850.00		\$23,850.00	\$21,950.00
In-Kind Contributions				
Other Contributions	\$8,968.00		\$8,968.00	\$33,489.00
Other Contributions Description				
Net Assets Released from Restriction				
Total Contributed Revenue - Operating	\$132,076.00	\$250.00	\$132,326.00	\$163,407.00

2018

Is any of your contributed revenue from special events? (Required) Yes

Are you in the middle of a capital campaign? (Required) No

Revenue: -- Special Events

2018

Description of Special Events	Golf Classic Fundraiser Summer Sounds Concert Series Legacy Gala Fundraiser			
	Unrestricted	Restricted	Total 2018	Total 2017
Special Events Contributed Revenue - Gross	\$87,215.00		\$87,215.00	\$87,013.00
Special Events Contributed Revenue - Net	\$52,678.00		\$52,678.00	\$51,630.00
	Individuals Est.	CorporationsEst.	Other Est.	Total 2018
Contributors, Underwriters, and Sponsors				0

2018

Contributed Revenue Lines Containing Special Events Revenue

Revenue: Summary

	Unrestricted	Restricted	Total 2018	Total 2017
Contributed Revenue	\$132,076.00	\$250.00	\$132,326.00	\$163,407.00
Earned Revenue	\$75,924.00		\$75,924.00	\$73,896.00
Investment Revenue	\$18.00		\$18.00	\$17.00

Total Operating Revenue	\$208,018.00	\$250.00	\$208,268.00	\$237,320.00
	Unrestricted	Restricted	Total 2018	Total 2017
Prior Period Adjustments				
	Unrestricted	Restricted	Total 2018	Total 2017
Total Revenue	\$208,018.00	\$250.00	\$208,268.00	\$237,320.00

Expenses: Personnel Expenses*

	Program	Fundraising	General and Administrative	Total 2018	Total 2017
Employee Salaries	\$128,449.00			\$128,449.00	\$101,952.00
Payroll Taxes and Fringe Benefits	\$14,845.00			\$14,845.00	\$12,431.00
Independent Contractors	\$22,965.00			\$22,965.00	\$11,213.00
Professional Fees			\$18,662.00	\$18,662.00	\$16,236.00
Total	\$166,259.00	\$0.00		\$18,662.00	\$184,921.00

2018

Were any of the personnel expenses entered above paid to artists? (Required) No

Expenses: Non-Personnel Expenses

	Program	Fundraising	General and Administrative	Total 2018	Total 2017
Advertising and Promotion	\$1,744.00	\$315.00		\$2,059.00	\$10,915.00
Conferences and Meetings		\$26,683.00	\$1,811.00	\$28,494.00	\$30,930.00
Dues and Subscriptions	\$5,686.00			\$5,686.00	\$2,388.00
Grants Awarded	\$2,214.00			\$2,214.00	\$765.00

Insurance			\$4,609.00	\$4,609.00	\$8,651.00
Occupancy Costs			\$14,520.00	\$14,520.00	\$12,392.00
Office and Administration	\$3,559.00		\$72.00	\$3,631.00	\$5,183.00
Printing, Postage, and Shipping		\$6,444.00	\$7,104.00	\$13,548.00	\$2,692.00
Travel			\$1,779.00	\$1,779.00	\$926.00
Royalties, Rights, and Reproductions					
Exhibition Costs	\$120.00			\$120.00	\$167.00
Collections Management	\$2,906.00			\$2,906.00	\$1,235.00
Production and Event Costs	\$30.00	\$1,992.00		\$2,022.00	\$1,679.00
Interest Expense					
Depreciation					\$15,208.00
Other Operating Expenses					\$450.00
Total	\$16,259.00	\$35,434.00	\$29,895.00	\$81,588.00	\$93,581.00
	Direct Financial Support to Organizations	Direct Financial Support to Individual Artists	Total 2018	Total 2017	
Grants Awarded Details				\$765.00	

Expenses: -- Marketing Expense Details*

	2018	2017
Total Marketing Expense (Required)	16368	21656
Would you like to enter details about marketing expenses?	No, skip marketing expense details	
	Est.	Total 2018
Direct Mail Recipients	1629	1629

Email Recipients	1769	Est.	1769
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Expenses: Summary

	Program	Fundraising	General and Administrative	Total 2018	Total 2017
Total Personnel Expenses	\$166,259.00		\$18,662.00	\$184,921.00	\$141,832.00
Total Non-Personnel Expenses	\$16,259.00	\$35,434.00	\$29,895.00	\$81,588.00	\$93,581.00
Total Operating Expenses	\$182,518.00	\$35,434.00	\$48,557.00	\$266,509.00	\$235,413.00

	Program	Fundraising	General and Administrative	Total 2018	Total 2017
Total Expenses	\$182,518.00	\$35,434.00	\$48,557.00	\$266,509.00	\$235,413.00

Change in Net Assets: Summary

	Unrestricted	Restricted	Total 2018	Total 2017
Total Operating Revenue	\$208,018.00	\$250.00	\$208,268.00	\$237,320.00
Total Operating Expenses	\$266,509.00		\$266,509.00	\$235,413.00
Operating Change in Net Assets	-\$58,491.00	\$250.00	-\$58,241.00	\$1,907.00

	Unrestricted	Restricted	Total 2018	Total 2017
Total Change in Net Assets	-\$58,491.00	\$250.00	-\$58,241.00	\$1,907.00

Balance Sheet: Assets, Liabilities, & Net Assets

	2018	2017
Cash and Cash Equivalents	139506	151019
Accounts Receivable	100	222

Grants and Pledges Receivable - Current	21140	500
Prepaid Expenses	583	792
Investments - Current		
Other Current Assets	952	952
Other Current Assets Description		
Total Current Assets	162281	153485
Grants and Pledges Receivable - Non-Current		
Investments - Non-Current		
Fixed Assets - Net	313383	314361
Other Non-Current Assets	380810	372838
Other Non-Current Assets Description		
Total Non-Current Assets	694193	687199
Total Assets	856474	840684
	2018	2017
Accounts Payable	8171	2246
Accrued Expenses		
Deferred Revenue		
Loans - Current		
Other Current Liabilities	6674	
Other Current Liabilities Description		
Total Current Liabilities	14845	2246
Loans - Non-Current		

Other Non-Current Liabilities

Total Non-Current Liabilities				
Total Liabilities	14845		2246	
	Unrestricted	Restricted	Total 2018	Total 2017
Net Assets	\$313,383.00	\$388,783.00	\$702,166.00	
	2018		2017	
Total Assets	856474		840684	
Total Liabilities	14845		2246	
Total Net Assets	841629		838438	

Balance Sheet: -- Endowment and Reserve Funds

Fund Types	2018	2017
Original Endowment Corpus		
Notes		
Original Endowment Corpus, 2018		
term_corpus was 0. perm_corpus was 0.		
Amount Withdrawn		
Notes		
Amount Withdrawn , 2018		
term_draw was 0. perm_draw was 0.		
	2018	2017
Maximum Annual Withdrawal Percentage		
Notes		

Maximum Annual Withdrawal Percentage , 2018

term_maximum_draw_percentage_allowed was 0. perm_maximum_draw_percentage_allowed was 0.

People and Places: Workforce (Staff, Board and Volunteers)

	Number of People	Est.	Total 2018
Full-Time Permanent Employees	2		

Notes

Full-Time Permanent Employees, 2018

Executive Director Communications and Special Projects Manager

	Number of People	Est.	Hours Worked Per Year	Est.	Calculated FTE	Total 2018
Full-Time Seasonal Employees						
Part-Time Permanent Employees	2		960	Est.	0.48	
Part-Time Seasonal Employees						
Independent Contractors	14					
Interns and Apprentices						
	Number of People	Est.			Total 2018	
Full-Time Volunteers	30	Est.				

	Number of People	Est.	Hours Contributed Per Year	Est.	Calculated FTE	Total 2018
Part-Time Volunteers	15	Est.	200		0.1	
Board Members						

People and Places: Contributors

	Contributors	Est.	Total 2018
Trustee/Board Contributors	11	Est.	11
Individual Contributors	56	Est.	56
Corporate Contributors	137	Est.	137
Foundation Contributors	6	Est.	6
City Government Contributors			0
County Government Contributors			0
State Government Contributors	3	Est.	3
Federal Government Contributors			0
Tribal Contributors			0
Total Government Contributors	3		3

People and Places: Membership

	Paid	Est.	Free	Est.	Total 2018
Organizational Members					0
Individual Members					0
Other Memberships	20	Est.		Est.	20

	New	Est.	Returned	Est.	Lapsed	Est.	Total 2018
Organizational Member Status							0
Individual Member Status							0
Other Member Status	20	Est.	20	Est.			40
		High		Est.	Low		Est.
Standard Price Range - Organizational Membership							
Standard Price Range - Individual Membership							
Standard Price Range - Other Memberships		\$50.00		Est.	\$1.00		

People and Places: Workspace*

2018

Workspace Name	Michigan Legacy Art Park
Address (required)	12500 Crystal Mountain Drive
City (required)	Thompsonville
State (required)	MI
Zip Code (required)	49683
Workspace Status	Donated in-kind
Workspace Type	Both
ADA Compliant?	No
Total Gross Square Footage	120
	120

2018

Workspace 2 Name

Address Line 1

City

State

Zip Code

Workspace Status

Workspace Type

ADA Compliant?

Total Gross Square Footage

0

2018

Workspace 3 Name

Address Line 1

City

State

Zip Code

Workspace Status

Workspace Type

ADA Compliant?

Total Gross Square Footage

0

2018

Workspace 4 Name

Address Line 1

City

State

Zip Code

Workspace Status

Workspace Type

ADA Compliant?

Total Gross Square Footage

0

2018

Workspace 5 Name

Address Line 1

City

State

Zip Code

Workspace Status

Workspace Type

ADA Compliant?

Total Gross Square Footage

0

People and Places: Social Media and Web

	Unique Fans/Followers	Est.	Total 2018
Facebook	1869		1869
Twitter	38		38

YouTube	19	19
Instagram	403	403
Tumblr		0
Pinterest		0
Google+		0
Vimeo		0
Flickr		0
Other Social Media		0
		Est. Total 2018
Website Page Views	49827	49827
Website Sessions/Visits	19451	19451
Website Unique Visitors	13987	13987

Program Activity: Classes/Workshops

2018

Classes/ Workshops Narrative	Michigan Legacy Art Park provides extensive community and school education programs including Special Guided Tours, Field Trip Tours, Artist in the Classroom Experiences and Interpretive Workshops and Art Projects for visitors of all ages.				
	Types of Classes	Est.	Total Class Sessions/Meetings	Est.	
One-time Classes/Workshops	5	Est.	32	Est.	
Class Series/Courses					
	Paid	Est.	Free	Est.	Total 2018
Registrants		Est.	2113		2113

High

Est.

Low

Est.

Class Fee

Series Fee/Tuition

Program Activity: Commissioning Works

2018

Commissioned Works

Michigan Legacy Art Park

Narrative

commissioned several significant artist-led projects in 2018. Robert Sestok An exhibit of five works by Detroit artist Robert Sestok was installed at the Art Park entrance gallery in June 2018. Sestok is one of several artists who came to prominence as part of the Cass Corridor movement, considered by many as the only major 20th century art movement to emerge from Detroit. A 2017 Kresge Visual Arts Fellow, Robert's work is held in numerous collections, and he has exhibited at the Detroit Institute of Arts, Museum of Contemporary Art (Chicago), Cranbrook Museum of Art, and Marianne Boesky Gallery (New York City), among others. Over three decades of his work can also be seen on display at City Sculpture Park, a public art space he opened in 2015. Chris Olszewski Artist and educator Chris Olszewski led programs in the Art Park in May 2018 as part of an experiential art project. Olszewski, a Foundation Studies professor at Savannah College of Art and Design and active member of the Chippewas of Mnjikaning First Nation, is currently completing the sixth installment of his "Vision Quest" project, an ongoing investigation into cultural identity and the ever-changing landscape. He tours the country in a 1998 Cadillac DeVille, which serves as an avatar for themes of American luxury, Detroit industry, and personal identity. Michigan Legacy Art Park will be one stop along Olszewski's journey, where, in addition to these drop-in programs, he will spend four days working with area students as part of his week-long residency at the Art Park. Using provided supplies, the artist invited attendees to decorate the vinyl vehicle "skin" he's created. "At the beginning of the trek the vehicle skin will be a blank canvas, and each mark, sticker, dent and repair will be a testament to the rich cultural dialog of the journey." Olszewski says this project, "is the convergence of years of dedicated research into multicultural identity and the positioning of Native American artists in a contemporary context." When his journey is complete, the vinyl car cover served as the foundation for the artist's visual exploration and used in gallery and museum exhibitions. Bob Holdeman Artist and Michigan Architect Bob Holdeman's installation of "A Dream of Home" continued in planning and

production phases throughout the Fall of 2018. An abstract expression of the historic I-House, an architectural style that was predominant throughout the rural areas of Illinois, Indiana, and Iowa – hence its name. Traditionally the I-House has side facing gables one room deep, a minimum of two rooms width and two full stories high, often with Greek Revival or Italianate embellishments. This interpretation by architect/artist Bob Holdeman honors the legacy of past settlements in Michigan while encouraging discussion of the historical significance of architecture in our culture. It represents our roots and suggests the “homeplace” and safety of unchanging memories. Look around as you drive through the countryside and you will often still see the shadows of I-Houses along the roads and villages you pass through. The piece is also a memorial to Art Park Founder, David Barr, who felt strongly about the inclusion of architecture in Michigan’s story, and to the artist’s son John, who lived out his life in an I-House - his dream of home.

Michelle Schulte Michelle Schulte, Director for the Inter-Tribal Council of Michigan, Inc., visited the Art Park in October 2018 to work with Sarah Christensen, Director of Indian Education Programs for the Suttons Bay Schools, and bring 15 of her students to create “Shadow Stone Circle.”

Participants heard stories from Schulte about the indigenous history of Medicine Wheels and then using a variety of art medium and natural items, participants retold their part of the Medicine Wheel in an interpretive hands-on piece they added to the circle. The Medicine Wheel and the stories it can tell are a Native American teaching tool that can sometimes be represented by stone circles. For the Anishinaabe people, indigenous to the Great Lakes area, the Medicine Wheel carries ancient wisdom still relevant in today’s society. The final piece represented both ancient cultural symbols with modern Anishinaabe art and embodied Anishinaabe migration history, and the story of Seven Grandfathers. With the contribution the children-artists made, they were reminded of who we are now and how we express our identity today.

Program Activity: Consulting/Fee-for-Service Work

2018

Consulting Services
Narrative

2018

Clients

High Est. Low Est.

Fee Range

Program Activity: Exhibits*

2018

Exhibits Narrative Michigan Legacy Art Park is an outdoor sculpture experience featuring over 50 works of art, each visualizing a story about Michigan's history, culture or environments.

High Est. Low Est.

Standard Admission Price Range \$5.00 \$3.00

2018

Suggested Donation Amount 5

	Paid Admissions	Est.	Free Admissions	Est.	Suggested Donation	Est.	Total 2018
Admissions	300	Est.	15000	Est.	5		15305

Est. Total 2018

Permanent Exhibits 1 1

Temporary Exhibits			1				1
Traveling Exhibits			1				1
	World	Est.	National	Est.	Local/Regional	Est.	Total 2018
Premieres - Exhibits						1	1
What type of collection does your organization own? (Required)	Objects						
					Est.		Total 2018
Objects/Works in Collection			42				42
Objects/Works Exhibited			50				50

Program Activity: Fairs/Festivals/Parades

2018

Fairs/Festivals/Parades Narrative	"Fairies & Forts" is an annual free community event for families featuring live music, storytelling, art projects and group hikes.						
					Est.		Total 2018
Fairs/Festivals/Parades Organized			1				1
Event Location(s)	Outdoor						
	Paid	Est.	Free	Est.	Suggested Donation	Est.	Total 2018
Attendees			75	Est.	5		80

Program Activity: Field Trips

2018

Field Trip Description Michigan Legacy Art Park Field Trips bring history to life through guided tours, environmental art projects, and stewardship assignments. Conducted in the Spring and Fall, students expand their understanding of classroom subjects while teachers make curricular connections to studies in state history, natural flora and fauna, and creativity and art.

	Distinct	Est.	Total	Est.	
Field Trips	3		24		
	Paid	Est.	Free	Est.	Total 2018
Participants	329	Est.	988	Est.	1317
	High	Est.	Low	Est.	
Price Per Person	\$5.00		\$3.00		

Program Activity: Guided Tours

2018

Guided Tours Narrative Michigan Legacy Art Park provides monthly guided tours as well as special seasonal-themed tours such as Fall Colors, Winter Showshoe and Bird-Watching. In addition we offer private guided tours and special golf-cart tours for visitors with mobility challenges.

	Types of Tours	Est.	Total Tours	Est.	
Guided Tours	4		22	Est.	
	Paid	Est.	Free	Est.	Total 2018
Participants	78		248		326
	High	Est.	Low	Est.	

Price Range

\$5.00

\$3.00

Program Activity: Lectures

2018

Lectures Narrative

Distinct Lectures	Est.	Total Lectures	Est.
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Lectures

Paid	Est.	Free	Est.	Total 2018
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Lecture Attendees

0

Program Activity: Performances*

2018

Performance Description "Summer Sounds" is a concert-series taking place each summer in our outdoor amphitheater featuring musical performances in all genres by artists from all over Michigan. 2018 marked the 24th season for this event.

Productions	Est.	Total Performances (Required)	Est.
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Performances

7

7

World	Est.	National	Est.	Local/Regional	Est.	Total 2018
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Premieres

2

Est.

2

Sold	Est.	Free	Est.	Capacity	Est.	Total 2018
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Tickets

685

Est.

102

Est.

840

Est.

	High	Est.	Low	Est.
Single Adult Ticket Price Range	\$10.00		\$5.00	

Program Activity: Private Lessons

2018

Private Lessons Narrative	Michigan Legacy Art Park does not provide private lessons at this time.
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	Est.	Total 2018
Lessons Offered		0

	Paid	Est.	Free	Est.	Total 2018
Students					0

	High	Est.	Low	Est.
Fee Range				

Program Activity: Programs in Schools

2018

Programs in Schools Narrative	Michigan Legacy Art Park Director of Education Patricia Innis, along with visiting artists, conducts special workshops and events called "Artist in the Classroom" throughout the year. These events include pre or post field trip planning and education, artistic creations, lectures and history or outdoor events.
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	Est.	Total 2018
Programs in Schools	5	5
Time in Schools	20	20

Schools Served	3		3
Artists in Schools	3		3
Children Served in School	350	Est.	350

Program Activity: Provide Space*

2018

Space Rental Narrative	Our Michigan Legacy Art Park outdoor amphitheater is available to rent for weddings and private events.			
Rental Time Period (Required)	Hour			
	High	Est.	Low	Est.
Hourly Fee	\$1,250.00		\$500.00	
	Available	Est.	Rented	Est.
Hourly Rental	20	Est.	6	Est.
			Total 2018	
Square Footage	1000			

Program Activity: Residencies

2018

Residencies Narrative	The Michigan Legacy Art Park Artist in Residence program is an opportunity to create a public work in collaboration with the community. The residency is designed for youth and adults to see inside the creative process of a professional artist and to learn about how ideas and inspirations can manifest into tangible form.		
	Est.	Total 2018	

Residency Applicants	15	Est.	15
Residencies Awarded	1		1

Program Activity: Program Activity Summary

	Paid	Free	Total 2018
Tickets and Admissions	990	15102	16092
Educational Event Attendees	407	3349	3756
Other Event Attendees	5	75	80
Total In-Person Attendees	1402	18526	19928

	Children	Est.	Seniors	Est.	Adults	Est.	Total 2018
Age Groups	7247	Est.	6220	Est.	6461	Est.	19928

2018

Percent from outside local community	30
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	Distinct Events	Event Occurrences
Total Programs and Events	22	85

Program Activity: Constituencies Served

From where do you draw your primary audience/constituency?	Statewide
How do you primarily engage with your audience/constituency?	In person/face-to-face
Which term best describes the local community you serve?	Rural

Does your organization primarily serve a particular ethnic group?	No
Does your organization primarily serve a specific gender?	No
Does your organization primarily serve a specific age group?	No
Are there other distinct groups that you define as primary constituencies?	No

Review and Complete: Complete Survey

	Unrestricted	Restricted	Total 2018	Total 2017
Total Revenue	\$208,018.00	\$250.00	\$208,268.00	\$237,320.00
Total Expenses	\$266,509.00		\$266,509.00	\$235,413.00
Total Change in Net Assets	-\$58,491.00	\$250.00	-\$58,241.00	\$1,907.00

2018	
Total Assets	856474
Total Liabilities	14845
2018	
Unrestricted net assets	313383

	Total		Total 2018	Total 2017
	Paid	Free		
Tickets and Admissions	990	15102	16092	16715
Educational Event Attendees	407	3349	3756	1086
Other Event Attendees	5	75	80	695
Total	1402	18526	19928	18496