



2019 ANNUAL REPORT



FOUNDING PARTNERS:



MESSAGE



In June, I celebrated my first anniversary as executive director of the Arts and Business Alliance of Eugene. My time with the ABAE has been filled with discovery, growth and opportunity. This year my overall focus was to connect with the community in order to learn what the ABAE was doing well, and where we had the opportunity to grow. Working with a committed board of directors and collaborative community partners, we accomplished some impressive things.

We launched the first annual ABAE Arts Guide to help increase awareness, participation, and investment in Eugene's arts and culture sector. The Arts Guide features 26 local arts groups with a brief description of each organization's work, along with opportunities for engagement such as board openings, sponsorships and volunteer needs. We were lucky to have the Eugene Area Chamber of Commerce, one of our founding partners, collaborate on this project. The Arts Guide was printed in EACC's quarterly business magazine, *Open for Business*, which is mailed to more than 3,000 business professionals in our community.

This year we also increased our network of arts-appreciating business leaders and individuals. We had record attendance at nearly all of our events and programs, where we highlight how connecting with Eugene's multimillion-dollar art sector helps ensure a thriving and healthy community.

One of my favorite moments of the year is from the fall BRAVA breakfast, when keynote speaker Stephanie Pruitt led the audience in collectively writing a poem about our community. The poem, simply titled *Eugene*, showcases all of the sights, sounds, smells, and activities that make our city so special.

In closing, I would like to express my deepest gratitude for the faithful support of our donors, partners, board members and volunteers. The success and continued growth of the ABAE would not be possible without you, and the mutually respectful relationships we have forged together. I am looking forward to finding new ways that the ABAE can bring arts and business together, building our organization's legacy and responding to community needs.

With Gratitude,
Kelly Johnson, *Executive Director*

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ArtsBusinessAlliance.org



HIGHLIGHTS

In 2019, our organization deepened relationships; we received generous community support and we brought together the arts and business sectors to make our community a more vibrant and dynamic place to live. This year the ABAE...



MADE CONNECTIONS

Our BRAVA Breakfast brings members of Eugene's arts and business communities together to find inspiration and make new connections. Nearly 400 community members attend our BRAVA Breakfasts in 2019. Memorable moments from this year's BRAVA Breakfast included the entire crowd dancing and singing with the University of Oregon Gospel Choir and hearing the thoughtful insights of keynote speaker Stephanie Pruitt.



ENCOURAGED EXPLORATION

We welcomed 300 guests to our reimagined Arts After Hours. This year we introduced a variety of interactive experiences such as creating animated videos, playing musical instruments, and exploring virtual reality. Our goal with these activities was to help people connect with the arts in new ways, and hopefully leave the event excited to share their experiences.



CELEBRATED EXCELLENCE

This year Alito Alessi received the Eugene Arts and Letters Award, which honors individuals who have made an exceptional contribution to the arts community. The Jordan Schnitzer Museum of Art accepted the Fentress Endowment Award, acknowledging a local arts organization for its outstanding work. The Art and Business Partnership Award went to the Oregon Bach Festival and Bigfoot Beverages for their noteworthy and lasting work together. The Dave Hauser Business Parton of the Year was awarded to Drawn Brands in recognition of its unique and consistent support of arts groups in the community.



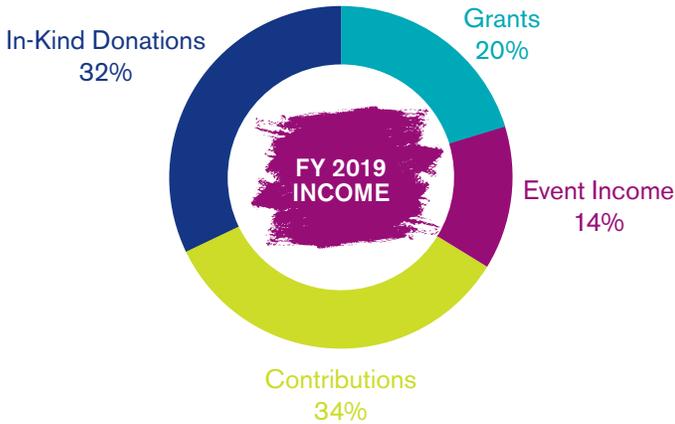
SPARKED CREATIVITY

We also held 6 Creative Academy seminars. Nearly 100 people attended these seminars, which explored the connection between creativity and business innovation. Research shows that business innovation happens when professionals (even those in roles that are not traditionally defined as creative) understand the creative process and take the time to embrace it. Workshops explored topics ranging from workplace culture to self-care.

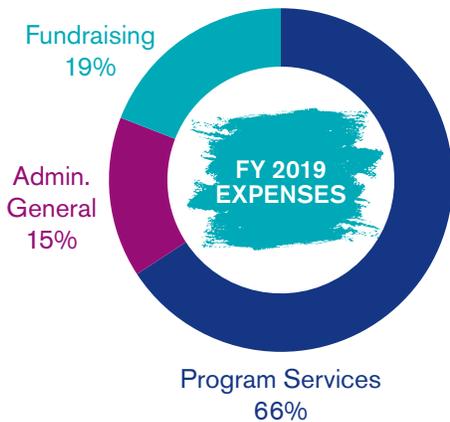
FINANCIALS

Financial reports give us the opportunity to report to you – the people who support us and make our work possible. The charts below detail the 2018-2019 fiscal year (July 1 – June 30).

INCOME - \$153,103



EXPENSES: \$145,483



SUPPORT

Partnerships are the backbone of the ABAE. Thank you donors, sponsors, board members and volunteers who empower us to promote the importance of business and arts partnerships in our community.

CATALYST CLUB
PATRON LEVEL



SUMMITBANK



TURELL GROUP

PARTNER LEVEL



TiarasNJewels
Jane Scheidecker's studio



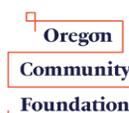
EVENT SPONSORS



FOUNDATIONS



THE HAUGLAND
FAMILY FOUNDATION



ABAE MISSION

Enriching our community through strong arts and business partnerships.

