



ABAE 2022 ANNUAL REPORT

ABAE FOUNDING PARTNERS



ARTS & BUSINESS ALLIANCE OF EUGENE

REFLECTING ON 2022

This year, it felt like our community was slowly dipping a toe into the water to test the temperature. Some were ready to dive back in, others waded in slowly.

As an organization, we felt this duality as well. We were beyond excited to bring back in-person events designed to help us reconnect with the people and the arts we loved. At the same time, we recognized that as our community re-emerged, we were forever altered in many ways. As the needs of our community have changed, our programming also needs to evolve.

One of the highlights of my year was working collaboratively with several partners to bring a new series, our Creative Academy video library, to life. The project is a free resource of quick, creativity-boosting videos led by local artists. We built this program in collaboration with Delene & Co. and The Gordon Hotel. With each partner bringing ideas and assets to the table, we accomplished something we could never have done on our own, demonstrating the power in partnership.

The arts offer a great lens for how to look at the next chapter of the ABAE. The very essence of the artistic process is built on curiosity, improvisation, and trying things out. With a curious spirit, the ABAE is excited to explore how Eugene's arts & business sectors can work together to build a bright and inclusive future for Eugene.

With gratitude,
Kelly Johnson, Executive Director

2022 awards

Arts & Business Partnership Award: **The Wheel Apizza Pub and OSLP Arts & Culture Program**

Recognizes innovative arts-business partnerships that positively impact the community, serve as a model for others, and affect significant mutual benefits for all parties involved.

Dave Hauser Business of the Year Award: **JLN Design**

Recognizes a local business that has demonstrated consistent and significant support of the creation and presentation of art in our community.

Eugene Arts & Letters Award: **Stanley Coleman, Director**

Recognizes an individual who has significantly contributed to the enrichment of Eugene's cultural life through their work as a visual, performing, or literary artist.

Fentress Endowment Award: **Salseros Dance Company**

Recognizes a local arts organization for exceptional work and achievement in the arts.

values

Bringing people together.

We want to introduce you to your next unexpected partner.

Leading with curiosity.

We explore all possible ways for the local arts & business sector to work together.

Finding the win-win-win solutions.

We inspire high-impact arts & business partnerships that uplift the community.

Thinking artistically, operating strategically.

Our organization is made stronger by blending creativity & strategy.

2022 board of directors

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Brittany Quick-Warner
Eugene Area Chamber of Commerce

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Marketing Consultant

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Viking Textile Maker Hub

Colette Ramirez
City of Eugene

Jon Texter
Essex General Construction

Laura Vandenberg
University of Oregon

John Weber
Jordan Schnitzer Museum of Art

mission

Enriching Eugene through strong arts and business partnerships.

contact

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connect



HIGHLIGHTS

The Arts & Business Alliance of Eugene believes the arts are essential to a thriving community. Since 2008, we've been sparking connections between the arts & business sectors to solve their respective challenges, ultimately helping both sides to thrive and Eugene to prosper. In 2022, we were honored to work with many artists, organizations, and businesses to move our mission forward. The ABAE is grateful to everyone who helped us:

bring people together

This year, we were able to help people reconnect with each other. We brought back in-person events designed to build cross-sector relationships. Our Fall BRAVA featured keynote speaker Meg Bostrom, who helped remind us how the arts allow us to tap into our humanity and bring communities alive. The audience was treated to a performance by Michael Moloi featuring Joshua Caraco. In April, we held Arts After Hours in the Market District. Arts After Hours allowed attendees to explore all things creative in an atmosphere alive with engaging entertainment, delicious food, and drink. This event was the perfect blend of arts & businesses, featuring 25 arts groups and artists and over a dozen local companies.

encourage creative exchange

In June, we launched our Creative Academy video library. This free resource is intended to help business people connect with their creativity. Local artists lead these quick creativity-boosting videos that are fun and accessible for everyone. Studies show 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. With the business landscape becoming evermore dynamic and complex, a new range of skills is needed to be successful. The Creative Academy video library helps business owners and local employees build these required skills for the modern workplace, from flexibility and adaptability to communication and collaboration, and to creativity and innovation.

inspire & celebrate partnerships

We aim to provide the community with local, real-life examples of how arts & business partner and the benefits that result. The 2022 Arts Guide served as a resource to help people find local arts groups and artists; it featured 74 arts groups and 65 local artists. This year we improved the Guide's digital presence on our website, making it easier to use. Our monthly newsletter highlighted 72 community events, 12 creative programs, and 12 new ways to think about arts & business integration. We strive to ensure that artists and the arts play a central role in our community. Recognizing the people and organizations who create and support art in all forms is one way we highlight the importance and vitality of the arts.

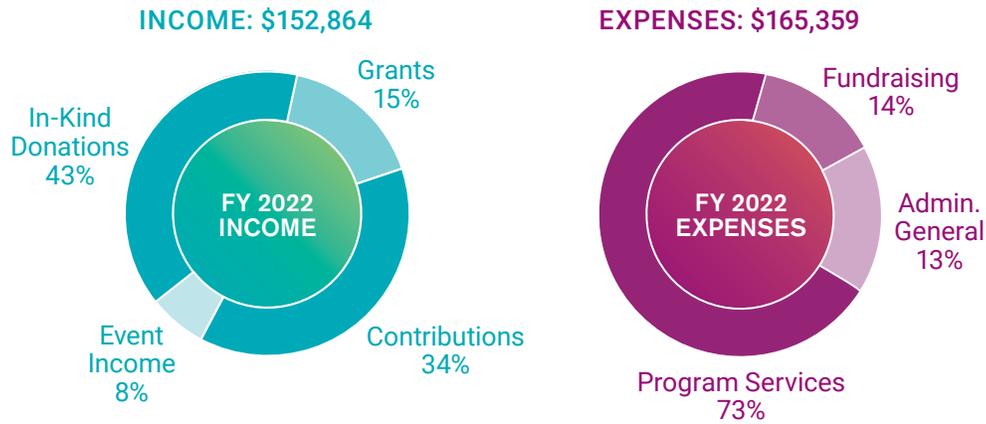
tell the story

We want to help the community see the complete picture of how a vibrant arts and culture sector can benefit Eugene. To help tell that story, the ABAE participates in a national arts research study called Arts & Economic Prosperity (AEP). This study demonstrates that when we invest our dollars in the arts, we are not doing so at the expense of economic development. Rather, we are investing in an industry that strengthens our local economy. Economic impact studies like the AEP help expand the conversation about the role of arts in our community. The data collection began in May 2022 and will go through April 2023. We can't wait to share the result with you next year.



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 2021-2022 fiscal year (July 1 – June 30).



SUPPORT

Partnerships are the backbone of the ABAE. Thank you to our donors, sponsors, board members, and volunteers who make our work possible.

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FOUNDATIONS

