



ABAE 2023 ANNUAL REPORT

ABAE FOUNDING PARTNERS



ARTS & BUSINESS ALLIANCE OF EUGENE

REFLECTING ON 2023

This year taught me the value of curiosity—there’s always more to discover. I’ve had the privilege to learn this lesson firsthand through the Arts & Economic Prosperity study, a journey that broadened my horizons in unexpected ways.

While Eugene has participated in this nationwide study twice before, this marked my first time at the helm of data collection. Guided by the ethos of equity, Americans for the Arts (AFTA) encouraged cities to expand their networks beyond familiar confines, ensuring that every facet of the community was represented in this research. This approach reinforced inclusivity and exposed areas where we needed to deepen connections.

As I learned more about our community, my affection only deepened for the astounding wealth of artistry and culture we are blessed with in Eugene. From attending an entrancing marimba concert at Cozmic Pizza to engaging in the Oregon Asian Celebration and collecting surveys at the Hult Center, this study significantly expanded the ABAE’s network and knowledge of our community. Yet, we view this as just the beginning—a glimpse of the potential ahead. Being an arts service organization means uplifting the entire arts community. This year of outreach has illuminated the joy of building relationships with new faces and ignited curiosity about those who might not yet be part of the conversation.

At the ABAE, we take pride in advocating for our one-of-a-kind arts scene. The ABAE firmly believes that arts & culture are an economic imperative and integral to Eugene’s identity and well-being. My fervent hope is that our entire community leverages the power of the Arts & Economic Prosperity study as a tool for advocacy and a catalyst for increased investment in our local arts. A vibrant arts community alive with music, dance, and community art centers and more means more people coming together to share experiences and ideas, connecting with each other, and understanding each other in new ways. I can think of no better investment.

As we look forward to what lies ahead, I encourage us all to leverage the insights from this study to champion the arts and pave the way for a more vibrant, interconnected, and culturally enriched community. I’m honored to be part of this journey with you, and I remain inspired by the transformative potential of the arts.

With gratitude,
Kelly Johnson, *Executive Director*

2023 awards

Arts & Business Partnership Award: **The Turell Group & The Hult Center for the Performing Arts**

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

Dave Hauser Business of the Year Award: **Obie Companies**

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: **Darcy DuRuz**

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: **#instaballet**

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

2023 board of directors

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values

- Bringing people together.
- Leading with curiosity.
- Finding the win-win-win solutions.
- Thinking artistically, operating strategically.

mission

Enriching Eugene through strong arts and business partnerships.

contact

1401 Willamette St.
Eugene OR 97401

541-242-2364

ArtsBusinessAlliance.org

connect



HIGHLIGHTS

Arts & culture are the lifeblood of a flourishing community. At the Arts & Business Alliance of Eugene, we build bridges and connection points into Eugene's vibrant arts & culture ecosystem. Since 2008, our programs have been thoughtfully crafted and refined to align with our ever-evolving community need. We think collaboration is a cornerstone—we understand that partnering only amplifies the impact we can have. Looking back at 2023, we're humbled by the partnerships fostered with countless artists, organizations, and businesses, that propelled our mission forward. The ABAE extends heartfelt gratitude to all who joined us on this journey.

fostering community connection

This April, the Farmers Market Pavilion morphed into a vibrant wellspring of creativity during our dynamic Arts After Hours event. We warmly welcomed 264 attendees, 20 exhibitors, and mesmerizing performances, weaving an unforgettable evening. We were delighted to spotlight our local arts & culture organizations, allowing the community to connect face-to-face. Every interaction, no matter how brief, offered an opportunity for attendees to engage and gain insight into our remarkable arts community. This year, we also embarked on reimagining our Spring BRAVA. Shifting the event to the evening and into a theatrical setting heightened our ability to infuse the event with more live performances, including those by #instaballet and Madison McFerrin. This strategic transition also afforded us more time for meaningful connections and conversations, with networking moments before and after the event. We can't wait to continue this new tradition next spring.

fueling community creativity

The ABAE is dedicated to enhancing the community's creative skill set. Our Creative Academy Video Library now encompasses five invaluable learning experiences designed to nurture individual creativity. The online video library provides individuals with the opportunity to continue nurturing their creative journey, enabling them to revisit their favorite lessons or explore new ones. Each video was complemented by in-person events hosted at the Gordon Hotel's art bar. Whether embarking on a scavenger hunt with J.C. Geiger, stretching alongside Denise Thomas, crafting unique ornaments with Mitra Gruwell, or participating in assemblage with Mija Matriz, each in-person event provided a thrilling chance to connect with local artists.

guiding pathways of discovery

Navigating the path to partnership can be challenging. That's why we created the annual Arts Guide—a compass connecting you to Eugene's distinctive arts, culture, and creativity. Each year, the Arts Guide expands significantly. The 2023 edition showcased a remarkable 163 unique listings (98 arts groups, collectives, businesses, and 65 individual artists, musicians, and dancers). This growth is a testament to the ever-evolving nature of our arts community. Recognizing the importance of our local academic institutions, we crafted a tailored Guide to Arts on Campus for both Lane Community College and the University of Oregon. The Arts Guide is a gateway to discovery, bridging you to your new favorite Eugene artist or captivating art experience.

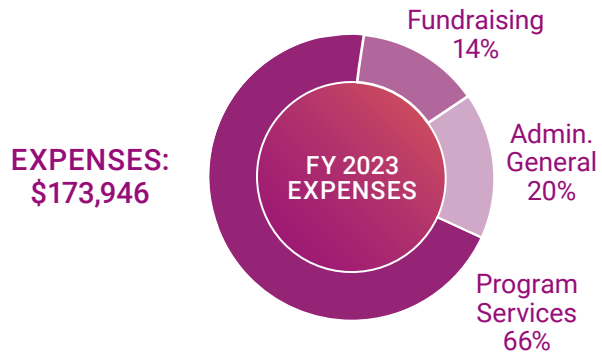
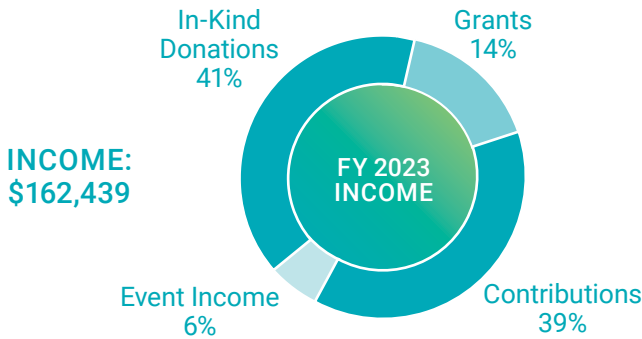
telling the story

A central focus of this year has the collection of data for the Arts & Economic Prosperity study—a comprehensive nationwide study measuring the arts' profound economic impact. Created by Americans for the Arts, this pivotal project has helped us deepen our knowledge of our arts community and enriched our relationships. Over 12 months, we collected 975 surveys from community members attending arts events and received 84 comprehensive surveys from local arts organizations. We were committed to ensuring a thorough assessment of the arts landscape; therefore, we attended over 60 distinct events hosted by 45 different organizations. In this journey, we didn't walk alone; our remarkable partners, including Lane Arts Council and the City of Eugene, contributed significantly, helping to yield a robust and diverse dataset that authentically represents our community. The insights from this study are a rich resource that various groups within our community can use to advocate for the support of the arts. You're invited to delve into the results at artsbusinessalliance.org/economic-impact.



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 2022-2023 fiscal year (July 1 – June 30). Our slight deficit is due to our continued learning about new patterns for events and programs post-COVID. We have made significant adjustments to address this. Meanwhile, our balance sheet remains strong.



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

