ATTENDANCE

TOTAL 2021 ATTENDANCE:

245,937 visitors

↑ 132% increase from 2020

2021 Capacity: Jan-June: 35% | July-Nov: 70% | Dec: 100%
VISITOR DEMOGRAPHICS

TOP VISITOR CITIES

VISITOR INFO

<table>
<thead>
<tr>
<th></th>
<th>AGE (OVER 40)</th>
<th>MARRIED</th>
<th>MARRIED WITH CHILDREN</th>
<th>ASIAN</th>
<th>BLACK</th>
<th>CAUCASION</th>
<th>HISPANIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Audiences</td>
<td>74%</td>
<td>60%</td>
<td>56%</td>
<td>10%</td>
<td>2.3%</td>
<td>79%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Members</td>
<td>92%</td>
<td>62%</td>
<td>50%</td>
<td>5.5%</td>
<td>2.5%</td>
<td>88%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Equity, Diversity and Inclusion Practice

In 2021 Grounds For Sculpture (GFS) worked with Tangible Development, a well-respected EDI (equity, diversity, and inclusion) consultancy organization, who engaged our staff, volunteers, members, ticket holders, funders and artists in a 360 assessment of experiences at GFS. At the same time key staff members, along with board and volunteers, participated in a leadership training and a separate 5-month capacity building training to expand individual understanding of key tenants within EDI work. This work is an outcome of our 2017 strategic plan where GFS Board worked with staff to articulate and commit to the values and goals of reverence, social impact, responsiveness, inclusion, and diversity. This work will inform and enrich our collective work as we move forward.
MEMBERSHIP

TOTAL MEMBERSHIPS:

5,786

↑ 64% increase from 2020

FINANCIALS

SUPPORT

Earned Revenue 48%
Foundation and Government Support 36%
Individual Donors 4%
Corporate Donors 2%
Membership 9%
Fundraising Events 1%

EXPENSES

Operations, Facilities, Guest Services 46.1%
Exhibitions 19.7%
Educational Programming 4.2%
Horticulture 5.8%
Other* 24.3%

*Marketing, Development, Event Rentals, Museum Shop
## Online Growth

### Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>107,785</td>
</tr>
<tr>
<td>Instagram</td>
<td>34,121</td>
</tr>
</tbody>
</table>

### Email Marketing

<table>
<thead>
<tr>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>178,724</td>
</tr>
</tbody>
</table>

### Website

<table>
<thead>
<tr>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,410,206</td>
</tr>
</tbody>
</table>

## Media Spotlight

1. “Museum Shows with Stories to Tell”
   Hamilton, N.J./“Bruce Beasley: Sixty Year Retrospective 1960-2020”

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New York Times</td>
<td>5/21/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://www.nytimes.com/2021/05/21/arts/museum-listings.html)

2. “Bruce Beasley’s 60-Year Retrospective on Display at Grounds For Sculpture”

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Design</td>
<td>6/23/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://Interiordesign.net/projects/bruce-beasley-s-60-year-retrospective-on-display-at-grounds-for-sculpture/)

   “Bruce Beasley: Sixty Year Retrospective 1960-2020”

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Art Newspaper</td>
<td>7/2/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://www.theartnewspaper.com/2021/07/02/the-best-art-day-trips-you-can-take-from-berlin-london-and-new-york)


<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Street Review</td>
<td>11/24/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://www.broadstreetreview.com/previews/klip-collective-presents-night-forms-dreamloop)

5. “New Must–See Exhibit at Grounds for Sculpture Lights Up the Night”

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jersey Family</td>
<td>11/30/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://www.njfamily.com/new-must-see-exhibit-at-grounds-for-sculpture-lights-up-the-night/)

6. “Night Forms: Klip Collective at Grounds For...”

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NJ PBS/NJTV State of the Arts</td>
<td>12/19/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://www.stateoftheartsnj.com/video/klip-collective-at-grounds-for-sculpture/)

7. “52 Things You Must Do in New Jersey”
   “1. Delight on the Grounds”

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jersey Monthly</td>
<td>12/20/21</td>
</tr>
</tbody>
</table>

   [Click here for article](https://njmonthly.com/articles/jersey-living/52-things-you-must-do-in-new-jersey/)
In 2021, Grounds For Sculpture was proud to present Night Forms: dreamloop by Klip Collective, the first Installation of a two-year commission series. Night Forms is a unique synthesis of video projection, light and sound through more than a dozen site-specific works, including an illuminated tree-lined path. This after-hours, multi-sensory exhibition opened on November 26, 2021. As of March 1st, Night Forms has welcomed 33,182 visitors.

**NIGHT FORMS | SUPPORTERS**

GFS has built equitable access into our corporate sponsorship packages. Over 750 Community Guest Tickets underwritten by lead sponsor Bank of America and additional supporters Bloomberg Philanthropies, Capital Health System, Geoscape, NJM Insurance Group, and NRG were distributed in partnership with 22 local nonprofit organizations for family and group visits to achieve our common goals. The process has strengthened, expanded, and created GFS relationships with a robust list of partners.

**NEW JERSEY STATE COUNCIL FOR THE ARTS | FUNDING**

The State Council was a committed supporter of GFS, with a $6,128.00 FY21 COVID Critical Needs award, a General Operating Support grant award one-time increase of $39,493, was awarded GFS a historic level of annual support $149,946, and awarded another $504K Coronavirus Relief Fund award. We are honored that the State Council has recognized Grounds For Sculpture as a key resource for recovery and rebuilding within our community and our region. Grounds For Sculpture has been a crucial source of healing and connection throughout the pandemic, and is now even more poised to amplify this mission-driven work.

**EQUITABLE ACCESS**

In 2021, GFS offered reduced admission to 3352 front-line health care workers and 1,404 veterans/active military. We joined the Families First Discovery Pass initiative, which offers families and individuals enrolled in state assistance programs with free or highly discounted admission to arts and history organizations, venues, and programs. GFS offers up to 6 free general admission tickets through the program, and in 2021, 3,304 guests visited.
REMEMBERING SEWARD JOHNSON EVENT
On June 5-6, 2021, Grounds For Sculpture and The Seward Johnson Atelier planned a memorial weekend to celebrate and honor Seward Johnson’s extraordinary life and gifts to the community. Highlights of the weekend included live music, poetry readings, dance performances, a drum circle, artist meet and greets, and much more.

WELLNESS CONVENING
GFS is a remarkable resource for recovery, healing, and rebuilding within our region. Tapping into the restorative power of art in nature, the park has become a pivotal destination for mental and physical wellness during a time of collective isolation. We have grown our wellness offerings over the past decade and are committed to expanding and innovating in this space with new practitioners and partners. GFS hosted a community Wellness Convening in September where over 50 community leaders, partners, and stakeholders gathered to brainstorm how we might evolve our wellness offerings and distinct resources to best serve the needs of our community. A follow-up session with stakeholders took place in December to report on the next steps, including an application to the Institute of Museum and Library Science for a federal grant to support our Wellness Initiatives, and a Wellness Advisory Council will be formed in 2022 to help amplify this work.

KATHLEEN GREENE AND MARISSA REIBSTEIN JOIN THE GFS TEAM
Grounds For Sculpture appointed Kathleen Greene to the newly created position of Chief Audience Officer (CAO) and Marissa Reibstein to Chief Development Officer (CDO), strengthening its senior leadership team as the nonprofit builds on its mission to facilitate meaningful and accessible encounters with art and nature; support the work of leading contemporary sculptors; and serve as a vital hub for diverse communities within the tri-state region and beyond.

ANTIQUES ROADSHOW
In October 2021, Grounds For Sculpture hosted PBS while they filmed three new episodes of Antiques Roadshow from the grounds. As of March 1st, the air dates for the three episodes are April 11, April 25 and May 2, 2022, 8PM EST.
HIGHLIGHTS (cont.)

MAIN AND COMMUNITY EXHIBITIONS

MAIN EXHIBITIONS

Night Forms: dreamloop by Klip Collective
November 26, 2021 – April 3, 2022

Bruce Beasley: Sixty Year Retrospective, 1960-2020
May 3, 2020 – January 9, 2022

Rebirth: Kang Muxiang
June 1, 2019 – August 9, 2021

Enlargement of Harp of David #1
May 5, 2019 – Present

That’s Worth Celebrating: The Life and Work of the Johnson Family
May 7, 2017 – December 31, 2022

COMMUNITY EXHIBITIONS

Comments on the Contemporary Members’ | Musings 2020
December 1, 2020 – February 28, 2021

Along The Way | Capital Health Image Exhibition
April 23, 2021 – September 17, 2021

What’s In The Garden
August 12, 2021 – November 30, 2021

The more things change, the more they stay the same | Members’ Musings 2021
December 3, 2021 – January 30, 2022