



2021 YEAR IN REVIEW

ATTENDANCE

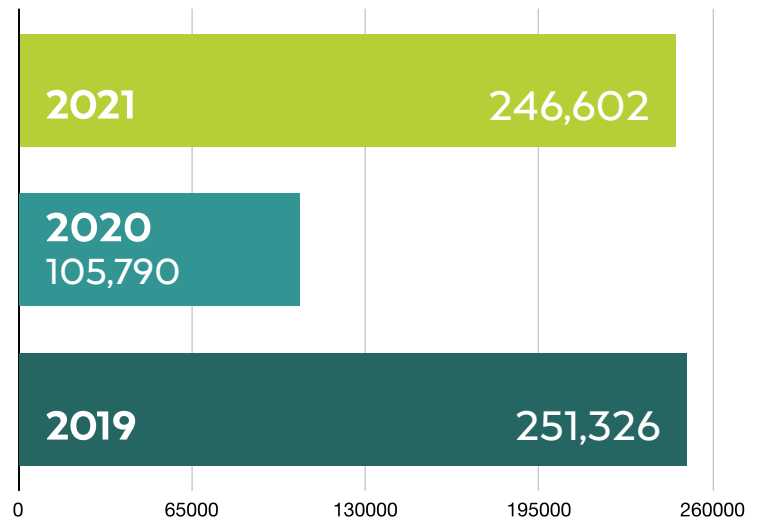


TOTAL 2021 ATTENDANCE:

246,602

visitors

↑ 133% increase from 2020



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

125,377

adults (18+)

29,200

seniors (65+)

12,571

children (under 5)

32,616

member
visits

30,908

students

5,701

healthcare
workers

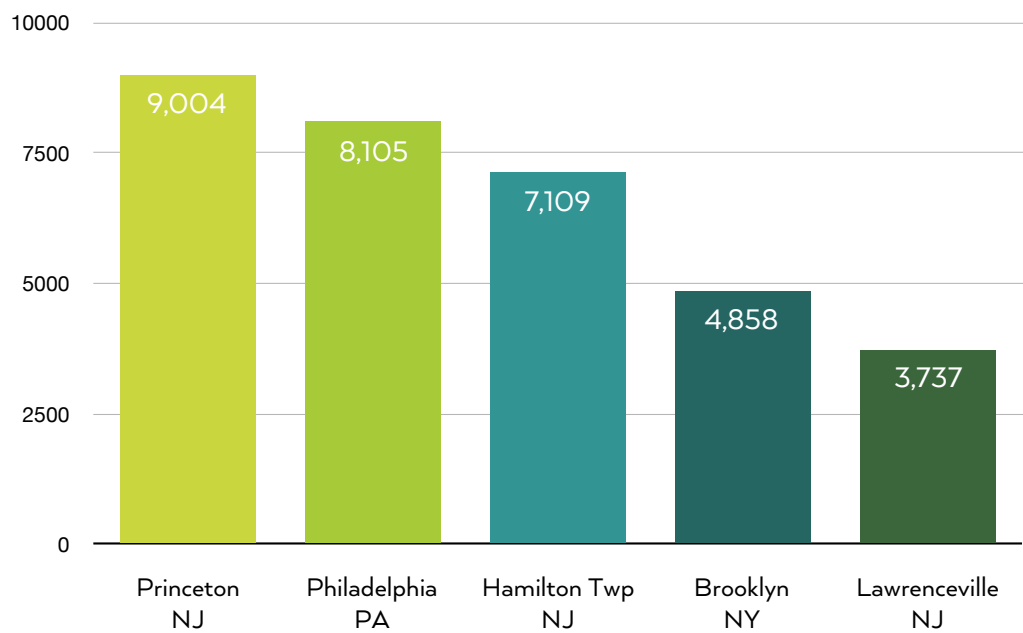
1,702

military
personnel



VISITOR DEMOGRAPHICS

TOP VISITOR CITIES



VISITOR INFO

	AGE (OVER 40)	MARRIED	MARRIED WITH CHILDREN	ASIAN	BLACK	CAUCASION	HISPANIC
General Audiences	74%	60%	56%	10%	2.3%	79%	8.6%
Members	92%	62%	50%	5.5%	2.5%	88%	5%

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, tickets 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.

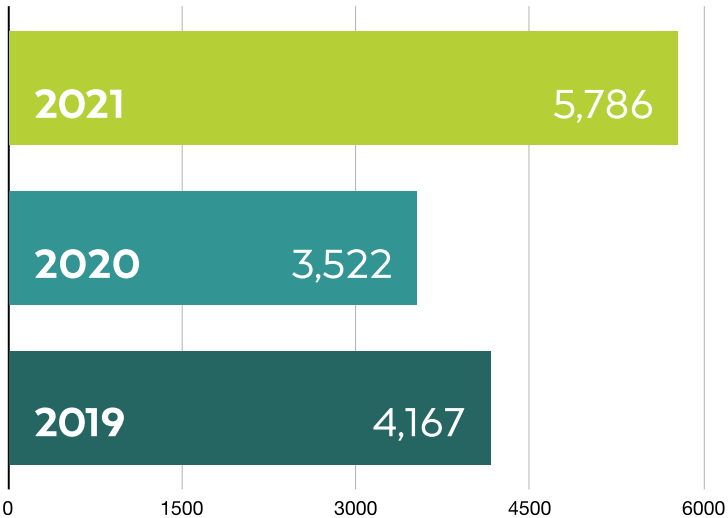
MEMBERSHIP



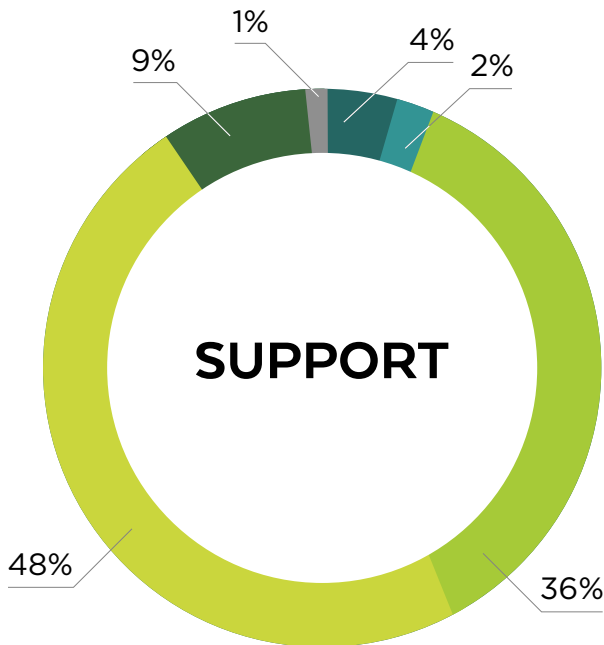
TOTAL MEMBERSHIPS:

5,786

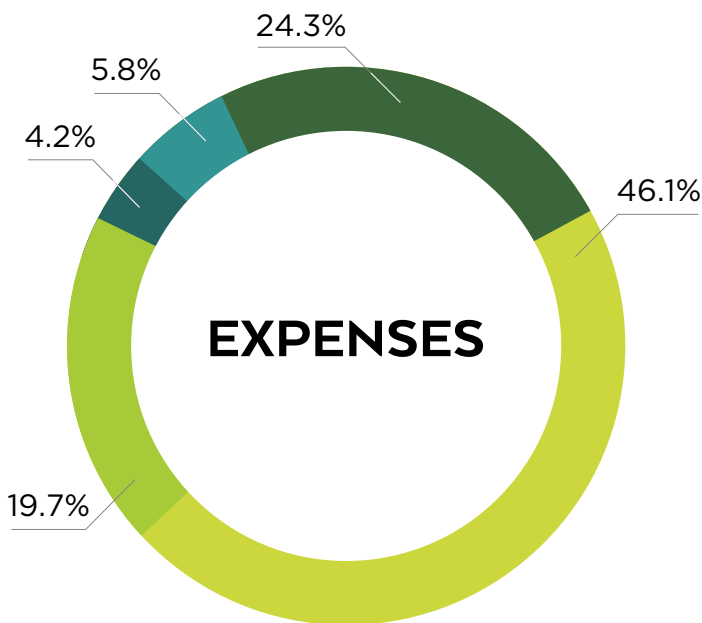
↑ 64% increase from 2020



FINANCIALS



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



- 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

107,785 Facebook Followers
34,121 Instagram Followers



EMAIL MARKETING

178,724 Email Subscribers



WEBSITE

1,410,206 Website Visitors



MEDIA SPOTLIGHT

1. "Museum Shows with Stories to Tell"

Hamilton, N.J./"Bruce Beasley: Sixty Year Retrospective 1960-2020"

Outlet	Date
The New York Times	5/21/21

[Click here for article](#)

2. "Bruce Beasley's 60-Year Retrospective on Display at Grounds For Sculpture"

Outlet	Date
Interior Design	6/23/21

[Click here for article](#)

3. "The Best Art Day Trips You Can Take from Berlin, London and New York"

"Bruce Beasley: Sixty Year Retrospective 1960-2020"

Outlet	Date
The Art Newspaper	7/2/21

[Click here for article](#)

4. "Klip Collective Presents: *Night Forms: dreamloop*"

Outlet	Date
Broad Street Review	11/24/21

[Click here for article](#)

5. "New Must-See Exhibit at Grounds for Sculpture Lights Up the Night"

Outlet	Date
New Jersey Family	11/30/21

[Click here for article](#)

6. "*Night Forms*: Klip Collective at Grounds For..."

Outlet	Date
NJ PBS/NJTV <i>State of the Arts</i>	12/19/21

[Click here for article](#)

7. "52 Things You Must Do in New Jersey"

"1. Delight on the Grounds"

Outlet	Date
New Jersey Monthly	12/20/21

[Click here for article](#)

HIGHLIGHTS

NIGHT FORMS: DREAMLOOP BY KLIP COLLECTIVE

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.

HIGHLIGHTS *(cont.)*

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