

# 2022 YEAR IN REVIEW

## ATTENDANCE

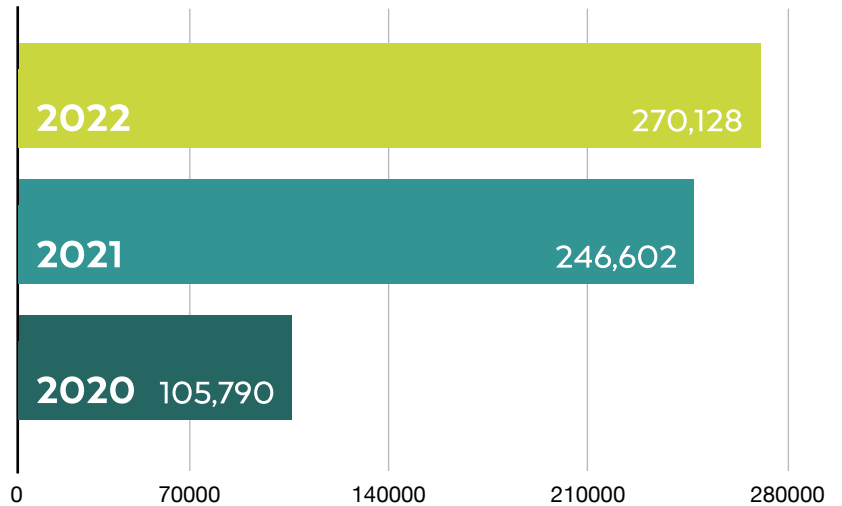


TOTAL 2022 ATTENDANCE:

**270,128**

visitors

↑ 9.5% increase from 2021



**140,948**

adults (18+)

**34,983**

seniors (65+)

**11,989**

children (under 5)

**32,347**

member  
visits

**33,397**

students

**5,672**

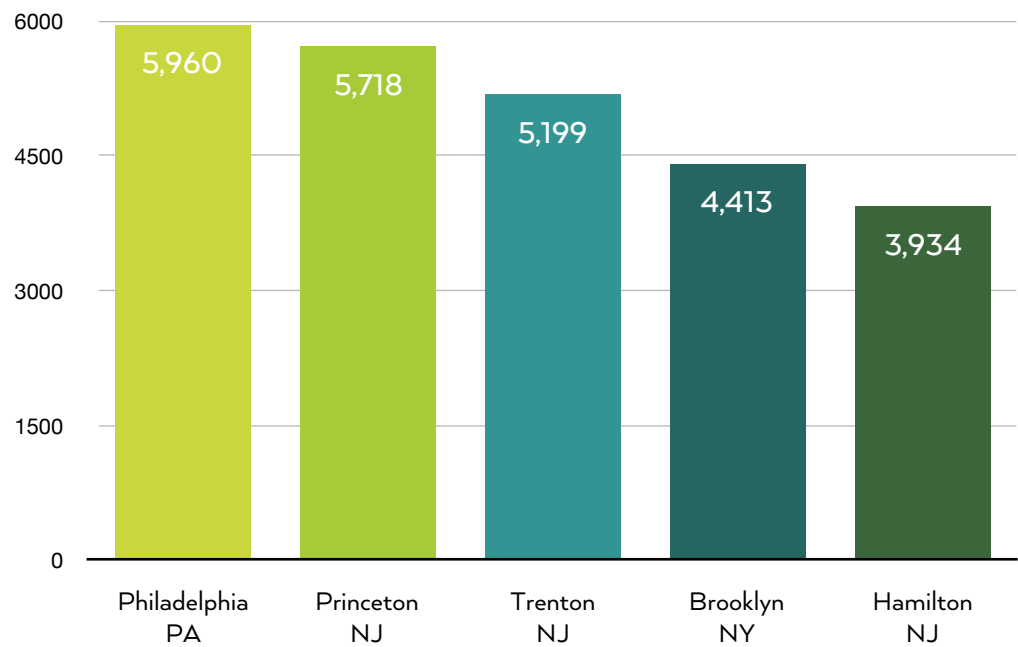
healthcare  
workers

**2,301**

military  
personnel

# VISITOR DEMOGRAPHICS

## TOP VISITOR CITIES



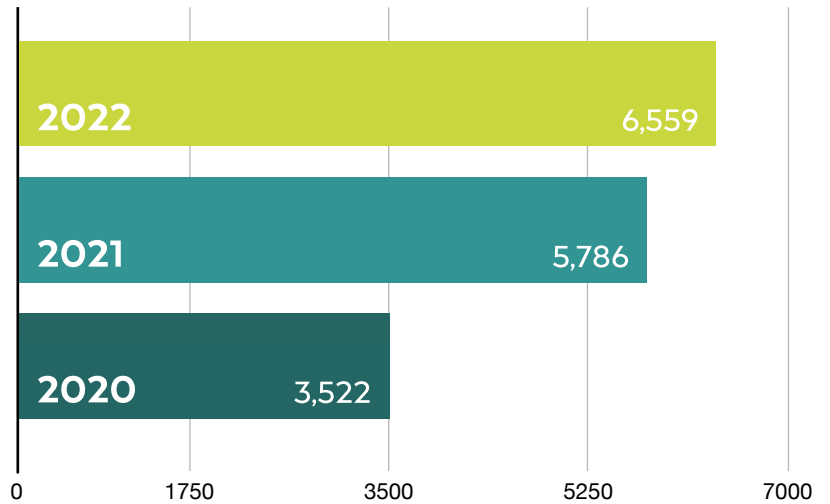
## VISITOR INFO

	AGE (OVER 40)	MARRIED	MARRIED WITH CHILDREN	ASIAN	BLACK	WHITE/OTHER	HISPANIC
General Audiences	70.7%	57.3%	60.5%	9.9%	2.8%	77.6%	9.7%
Members	90%	63.9%	53.6%	5.6%	2.4%	87.7%	4.3%

## Equity, Diversity and Inclusion Practice

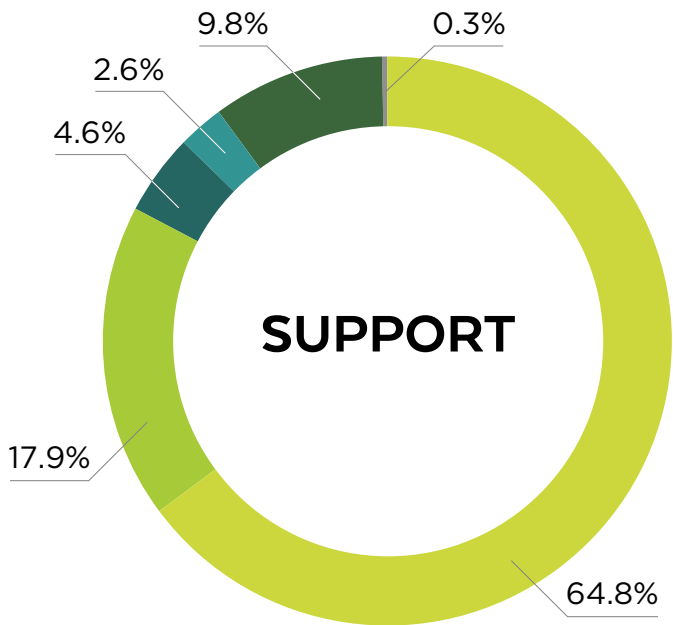
As we continue our journey of growing EDI (equity, diversity and inclusion) at Grounds For Sculpture, we celebrate our visitors who are a true reflection of the impact of this work. To that end, we are sharing our visitor demographics with a commitment to deepen our current relationships and grow new audiences to better reflect our surrounding communities.

# MEMBERSHIP

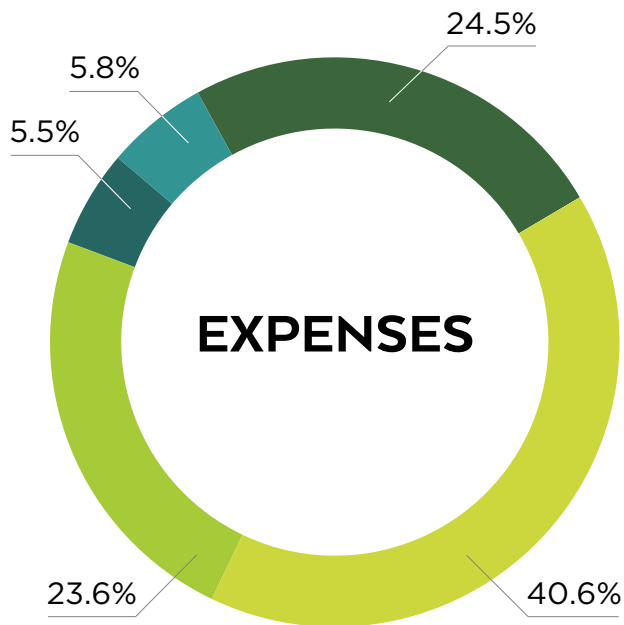


# FINANCIALS

\*unaudited financials



- Earned Revenue 64.8%
- Foundation and Government Support 17.9%
- Individual Donors 4.6%
- Corporate Donors 2.6%
- Membership 9.8%
- Fundraising Events 0.3%



- Operations, Facilities, Guest Services 40.6%
  - Exhibitions 23.6%
  - Educational Programming 5.5%
  - Horticulture 5.8%
  - Other\* 24.5%
- \*Marketing, Development, Event Rentals, Museum Shop

# ONLINE GROWTH

## SOCIAL MEDIA

**117,223** Facebook Followers  
**42,298** Instagram Followers



## EMAIL MARKETING

**208,112**  
Email Subscribers



## WEBSITE

**1,499,646**  
Website Visitors



# MEDIA SPOTLIGHT

### 1. "Taking the Museum Experience Outdoors"

*Night Forms: dreamloop*

Outlet	Date
The New York Times	4/27/22

[Click here for article](#)

### 2. "Insider's Guide to 19 Essential Museums Just Outside Philadelphia"

*New Jersey: Grounds For Sculpture*

Outlet	Date
Philadelphia Inquirer	1/19/22

[Click here for article](#)

### 3. "State of the Arts: September 2022"

*Roberto Lugo: The Village Potter*

Outlet	Date
NJ PBS/NJTV State of the Arts	9/2022

[Click here for article](#)

### 4. "Night Forms: dreamloop by Klip Collective transforms Grounds For Sculpture landscape"

Outlet	Date
6abc.com/WPVI-TV	1/9/22

[Click here for article](#)

### 5. "Go Ahead: Take a Selfie Inside Roberto Lugo's 20-Foot-Tall Vase"

Outlet	Date
Elle Décor	5/19/22

[Click here for article](#)

### 6. "This Artist-Led Organization is Supporting Ceramic Artists of Color"

*Fragile: Earth and Roberto Lugo: The Village Potter*

Outlet	Date
Artsy	12/28/22

[Click here for article](#)

### 7. "Grounds For Sculpture park is a hidden gem in NJ"\*

\*Also aired on television on 11/17/22 at 5:45 PM and 6:45 PM EST

Outlet	Date
WPIX/WPIX.com	11/17/22

[Click here for article](#)

### 8. "Light and sound nighttime installation at Grounds For Sculpture is like a trippy dream"

*Night Forms: dreamloop*

Outlet	Date
NJ.com and The Star-Ledger	2/26/22

[Click here for article](#)

# HIGHLIGHTS

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## GROUNDS FOR SCULPTURE TURNED 30

On June 6, 2022, Grounds For Sculpture turned 30 years old! Since our opening day on June 6, 1992, more than 3 million visitors have experienced GFS. What was once the abandoned, dilapidated site of the New Jersey State Fairgrounds is now a nonprofit 42-acre sculpture park, art museum, and flourishing arboretum. In 30 years, GFS has grown exponentially in attendance, staff size, reputation, and volume of programmatic activity, establishing momentum to assume a greater leadership role in our region as an essential community anchor and convener. GFS' success hinges largely on its character as a different kind of museum. Our late Founder, Artist Seward Johnson, envisioned a public space where the broadest cross section of our society is invited to relate to sculptural arts and manicured gardens in an emotional way and encouraged to overcome any natural, habitual, or learned resistance or fear of art, for an experience that elevates the soul and heals the spirit.

## SPOTLIGHT ON ARTISTS

In 2022, GFS's major exhibitions centered on BIPOC (Black, Ingenious, People of Color) artists with *Roberto Lugo: The Village Potter*, and *Fragile: Earth*, presented in partnership with The Color Network. Both exhibitions supported Grounds For Sculpture's curatorial strategy, which identifies our exhibition practice as a driver for community engagement, addressing issues relevant to inclusivity, access, and equity while continuing to support the mission. In *Fragile: Earth*, 16 artists of color reflected on social, environmental, and individual perceptions of fragility through the unique materiality of clay and ceramics.

After a three-month residency creating all work onsite at GFS, Roberto Lugo presented work that centered around key themes of equity, access, and social and racial justice. He pointed to the larger conversations happening now around monuments, questioning who is commemorated and what message that sends, while representing the stories of those whose struggles contributed to paving the way to opportunities for others.

GFS has acquired Lugo's monumental sculpture, *Put Yourself In the Picture*, which has delighted audiences and inspired many. Now, anyone visiting GFS in the future will be able to "put themselves into the picture," feeling as though they, too, are an important part of history, that their story is meant to be told.

## **EQUITY, DIVERSITY & INCLUSION (EDI) PROGRESS**

GFS was delighted to receive a multi-year capacity building grant from The Bunbury Fund at the Princeton Area Community Foundation which supports non-profit organizations making significant impact to strengthen their capacity to effectively advance their missions toward sustainable, organizational maturity. This grant supports GFS's work with Tangible Development LLC, a respected Equity Diversity and Inclusion consulting organization.

We are thrilled to continue our partnership with Tangible Development by entering Phase 2 of our collective efforts with GFS board, leadership, staff, and volunteers to activate EDI goals as outlined in our strategic plan. At the close of 2022 we finalized a plan for the upcoming year and are excited to do the work articulating our broader goals. This will help define the growth, process, and scope of work ahead of us.

In 2022 we created a suite of four advisory councils (Access, Community, Creative and Wellness) ensuring internal staff were in dialogue with external stakeholders. These councils allow for a steady rhythm of brainstorming, networking, and sound boarding which enriches our work at GFS while building connections between those in attendance. This is the beginning of a long journey, and we are excited to move the relationships forward.

## **ENDOWMENT CAMPAIGN: GOAL ACHIEVED**

In June, coinciding with our anniversary, GFS launched the public phase of the Grounds For Sculpture Endowment Fund campaign. We had an ambitious goal to raise \$5M by December 2022, which would then unlock a \$15M match from the Atlantic Foundation. We could not have achieved this goal without the support of our Board of Trustees, our donors, members, volunteers – everyone came together to sustain, maintain, and protect GFS for generations to come.

This is one of the most significant milestones in GFS history. While it will take 3-5 years for all \$5M of the campaign funds to be realized (many pledges are multi-year gifts), GFS is operating from a place of strength and security. An endowed institution enjoys the stability and autonomy to look beyond the present day, to weather periods of regional or national economic instability and to maintain a high level of vitality, creativity, and innovation. We have all witnessed firsthand the importance of stability, careful planning, and the ability to adapt over the last several years.

# HIGHLIGHTS *(cont.)*

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## CERAMICS MAKER SPACE OPENS

In our Museum Building within *Roberto Lugo: The Village Potter* exhibit, GFS created a ceramics maker space for visitors of all ages and abilities to drop in and have a clay experience. Clay, tools and prompts are set out for play, self-exploration, a moment of joy, and an opportunity to embrace one's own creativity.

The maker space is designed to promote community building. Clay by its nature is an accessible entry point for all, regardless of skill level, to engage in the hands-on act of creative making. Equitable access to our ceramics exhibitions was a core goal of all the participating artists and GFS. Through the generous funding of sponsors Bank of America, PSE&G, NRG, Homan and a private foundation, GFS welcomed over 12 different nonprofit groups throughout the year. These groups toured the exhibits and created work in the maker space led by a museum educator.

We've also acquired a large kiln and potters' wheels in a flexible studio space within the Museum Building, where we held classes, workshops, public programs, and teambuilding activities for many different groups. In 2023 you'll see us expand and build upon offerings.

## EQUITABLE ACCESS GROWS

With a focus on accessibility, GFS joined the Art-Reach ACCESS Program in 2022, a public initiative that empowers those individuals and families who come from a low-income household, or those with disabilities, to engage with arts and culture in the Greater Philadelphia region at a rate they can afford. In our first year, we gave out 2,607 free tickets via ACCESS.

GFS continued our partnership with 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 2022, 4,817 guests visited compared to 3,304 in 2021.

GFS also offered reduced admission to 5,672 front-line health care workers and 2,301 veterans/active military.

# HIGHLIGHTS (cont.)

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## GFS IS NOW AN ACCREDITED ARBORETUM

Grounds For Sculpture was awarded a Level 1 Accreditation by The ArbNet Arboretum Accreditation Program and The Morton Arboretum, for achieving particular standards of professional practices deemed important for arboreta and botanic gardens. The ArbNet Arboretum Accreditation Program is the only global initiative to officially recognize arboreta at various levels of development, capacity, and professionalism. Grounds For Sculpture is also now recognized as an accredited arboretum in the Morton Register of Arboreta, a database of the world's arboreta and gardens dedicated to woody plants. This recognition of our unique and diverse woody plant collection is an exciting step forward for horticulture at GFS.

## GRANTS FOR EDUCATION AND COMMUNITY ENGAGEMENT

New funding from The Provident Bank Foundation Community Grant provided arts education experiences at GFS throughout the school year to the 9th grade participants in The Father Center of New Jersey's Trenton based Healthy Relationships, Healthy Choices program, designed to train and develop the minds of high school boys to overcome obstacles that hinder success.

Thanks to a new generous grant from The Northfield Bank Foundation, GFS is able to fund field trips for fourth grade students in the 6 Title I schools within the Hamilton School District.

Support from the New Jersey Council on the Humanities enabled our Cultural Conversations Series. Cultural Conversations was a series of three dynamic conversations led by student-scholars of color in African American Studies and Women's, Gender and Sexuality Studies at The College of New Jersey supported by the New Jersey Council for the Humanities (NJCH), the National Endowment for the Humanities (NEH), and the American Rescue Plan Act. These talks featured a focused look at artworks in The Color Network's *Fragile: Earth* and *Roberto Lugo: The Village Potter* exhibitions, drawing upon themes explored through the students' immersive research engagement.

# HIGHLIGHTS (cont.)

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## NIGHT FORMS RETURNS FOR A SECOND YEAR

Building on the success of last year's exhibition, GFS presented a new version called *Night Forms: Infinite Wave* – a reimagined after-hours, multi-sensory light and sound experience designed to engage with our art and horticulture collections. In this second year of our partnership with Klip Collective, visitors enjoyed a revised route through the grounds as more than a dozen new installations punctuated the dark. GFS continued our commitment to equitable access via our corporate sponsorships which all included underwritten tickets. Between lead sponsor Bank of America, and sponsors Bloomberg Philanthropies, Capital Health, Chubb, Donna M. Murray - Compass Real Estate, Geoscape, NJM Insurance Group, NRG, Oliver Communications Group Inc., and PSE&G, over 950 complimentary tickets were distributed in partnership with 36 local nonprofits and agencies.

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## MAIN AND COMMUNITY EXHIBITIONS

### MAIN EXHIBITIONS

#### ***Night Forms: Infinite Wave***

November 25, 2022 – April 2, 2023

#### ***Roberto Lugo: The Village Potter***

May 22, 2022 – January 8, 2023

#### ***Fragile: Earth***

May 22, 2022 – January 8, 2023

#### ***Bruce Beasley: The Emotional Shape of Language***

January 17, 2022 – February 1, 2024

#### ***That's Worth Celebrating: The Life and Work of the Johnson Family***

May 7, 2017 – December 31, 2024

### COMMUNITY EXHIBITIONS

#### ***Process & Practice | Members' Musings***

December 2, 2022 – February 26, 2023