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# MUSKEGON MUSEUM OF ART

## PROGRAMS FOR MICHIGAN AND OTHER ARTISTS

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The Muskegon Museum of Art is proud of its historic ties with the living artists of this community and our region. Each year, we devote significant resources to creating opportunities for the artists of Michigan and the Midwest and beyond. Below are highlights and points of pride illustrating the ways in which we support local artists.

- We produce the **longest running competitive exhibition in our state** for Michigan artists, having just begun our 87<sup>th</sup> year. In the last 12 years, **7,500 artists have submitted** and over **1,900 artists** were accepted into the **Regional**, the majority of whom are from the greater Muskegon and West Michigan region. Most Michigan museums have stopped offering these types of exhibition opportunities because they are too labor-intensive and expensive. All submissions are on display to the public for a four-day period prior to jurying.
- We have distributed **\$55,757 in Merit Awards** for the *Regional* since 2003.
- In 2006, we initiated a very robust **Purchase Award** program for the *Regional*, encouraging our constituents to buy original art. Last year alone, we sold \$15,211 of art through Purchase Awards. **Since the Purchase Award program began, we have sold \$80,000 in regional art, paying commissions to artists of \$56,407.**
- Since 2003, we have also sold **an additional \$95,743 of works from the *Regional* to the public, with artists commissions totaling over \$67,000.**
- We developed the **Salon Thursday** program for our artist community, offering 3 Salons per year for last 10 years. These are major networking events open to *all* West Michigan artists, which are produced at a **direct cost of more than \$10,000 per year, and are typically not underwritten**.
- The **Post Card Salon** exhibition, an offshoot of the Salon Thursday program, is open to all artists, and attracts hundreds of artists and visitors. This year, **1,264 postcards** were exhibited. **Since Post Card Salon began, we have displayed 9,534 original works of art and generated \$47,640 in sales.**
- We developed *Fresh Art Live*, an auction for contemporary art. Year 1 was a benefit for the MMA; year 2, we paid commissions on all art sold. **Total sales of original local art for the two years: \$80,719**
- Since 2003, we have generated **\$360,438 in sales of original art by local, regional, and state artists plus consignment sales of \$260,578 by artists represented by our Gift Shop. TOTAL SALES: \$621,016.**
- We organize and host every year solo and group shows [7 this calendar year, four of which feature Michigan artists]. We average at least 2 exhibitions per year with regional and Michigan contemporary artists, in addition to the *Regional*. In addition, we have also organized multiple other exhibitions for living artists, reaching into the Midwest region, and nationally as well. **In the last 10 years, 39% of all of our temporary exhibitions have been dedicated to local, West Michigan, and Michigan artists.**
- Our **Showcase**, a monthly display featuring a solo contemporary artist, is another opportunity we use to feature emerging artists. Typically we feature 6 -8 artists per year.
- We offer **framing and presentation workshops** every spring in order to assist and enhance our regional artists' opportunities of getting accepted into the *Regional*.
- We serve on local initiatives that support the living artist community, creating opportunities like **Art in 8**, special exhibitions related to **AH Fest**, and **invitational exhibitions like the one this past fall saluting the 75<sup>th</sup> Anniversary of the West Shore Symphony which included over a dozen paid art commissions.**
- We also lead the **Downtown Art Committee**, the group responsible for *Muskegon, Together Rising* and *Avian Avatars*, and serve on the **Capture Muskegon Committee**, currently working on public murals.