

The Contemporary Austin



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**Ernest and Sarah Butler
Executive Director and CEO**

- Arrived in Austin September 2020
- 20+ years non-profit arts experience

Mission

We **invite you** to discover contemporary art in settings that provoke **thought and joy**. Our programs join art with place in pursuit of a **deeper experience, a bigger conversation, and a closer community**.

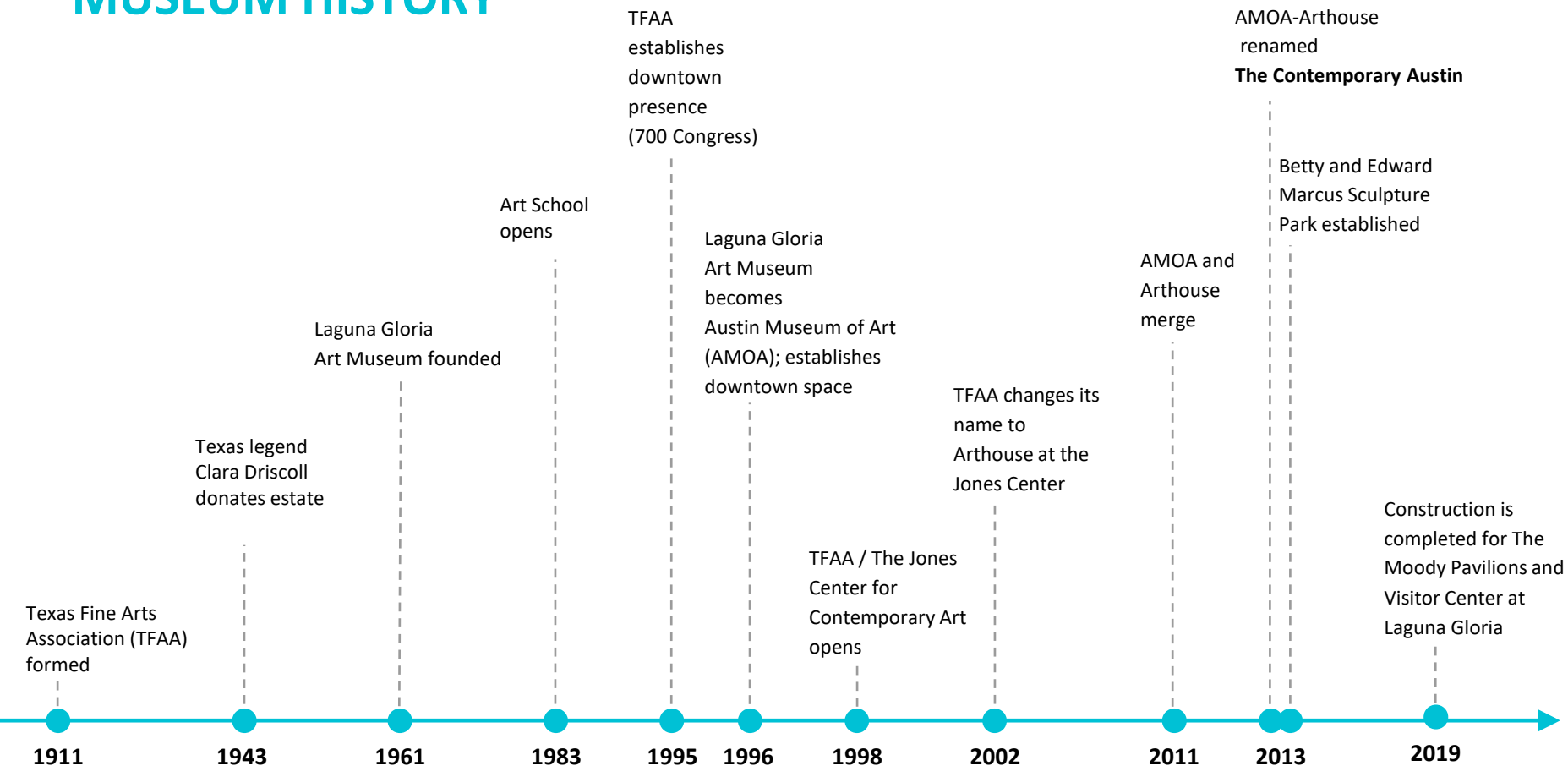
Vision

We believe in the **capacity of art to transform lives**. We dream of a future where more eyes, ears, hearts and minds are opened by contemporary art in all of its forms.

Values

- Extending the welcome
- Socially mindful
- Always caring
- Staying curious
- Making progress
- Being here
- Trying new things

MUSEUM HISTORY



JONES CENTER

- 15,630 sq ft
- Gallery space with outdoor mural, rooftop space and sculpture in the heart of downtown Austin
- Dynamic schedule of exhibitions with related public programming



LAGUNA GLORIA

- 14 acres on Lake Austin
- Art-in-nature sculpture park
- Community art school
- Historic villa & property



The Contemporary

AT A GLANCE

- **\$10.3M** operating budget
- **80** staff members,
across **13** departments
- **29** trustees
- **70** artist instructors



PROGRAMS



EXHIBITIONS



SCULPTURE
PARK



FAMILY
PROGRAMS



ART SCHOOL



PUBLIC
PROGRAMS



K-12 SCHOOL
PROGRAMS

OUR IMPACT: 2023

4,000+

people served
through family and
community programs



4,250+

people served
through more than
50 public programs



6,700+

people attended
art-making classes
over

31K

times

≈89,609

people visited
the Jones Center
and Laguna Gloria



31

K–12 tours given to over

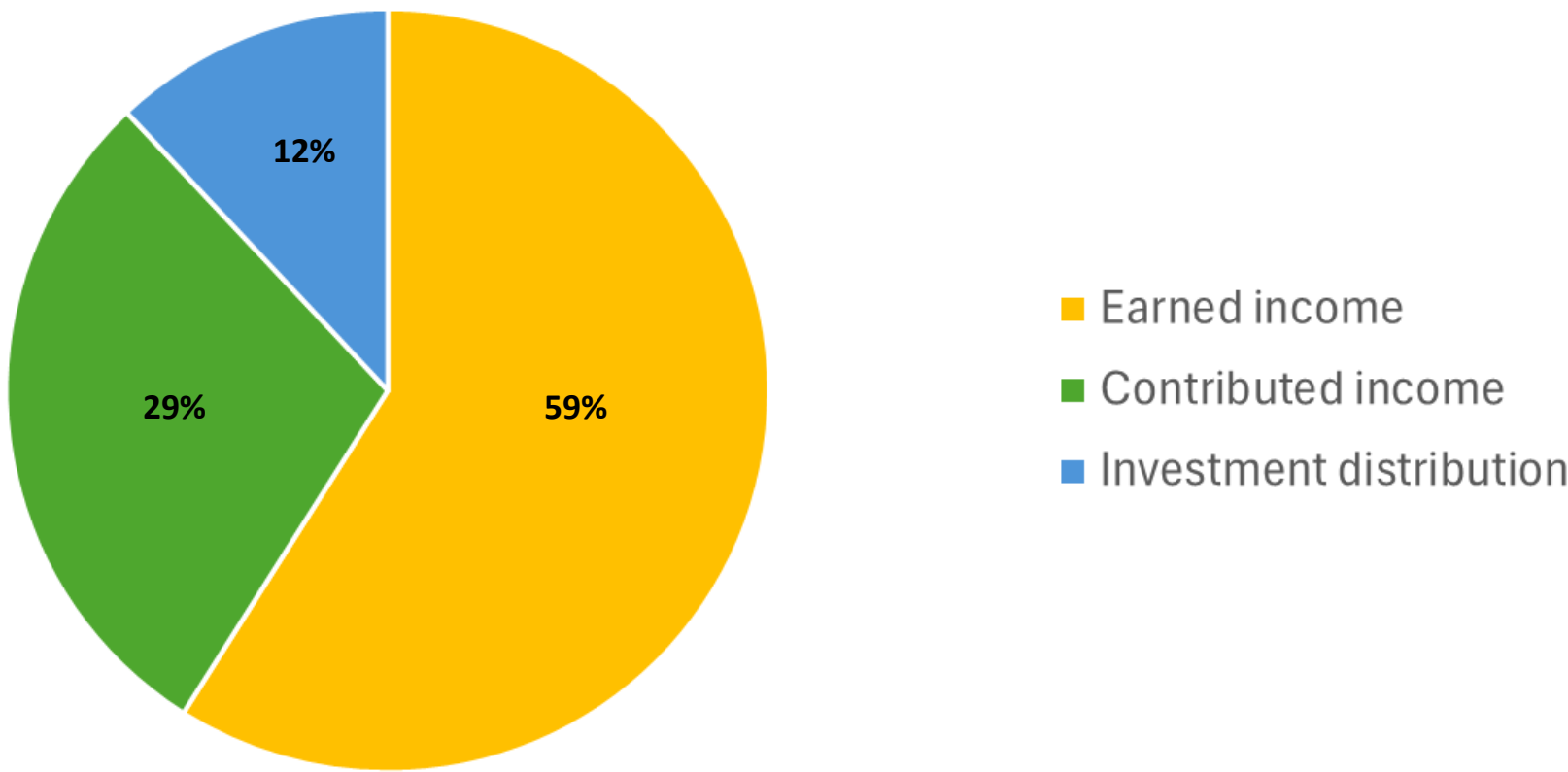
1,000 students

from

22 schools



INCOME by % (based on 2023)



SIGNATURE EVENTS

Art Dinner

Oct 25, 2024

- Annual event -- in its 11th year
- Raised \$1.4M in 2023
- Draws on eclectic group of guests, including the museum's Trustees, business and thought leaders, art collectors, and internationally-renowned artists



SIGNATURE EVENTS

The Very 'Rary

Nov 3, 2024

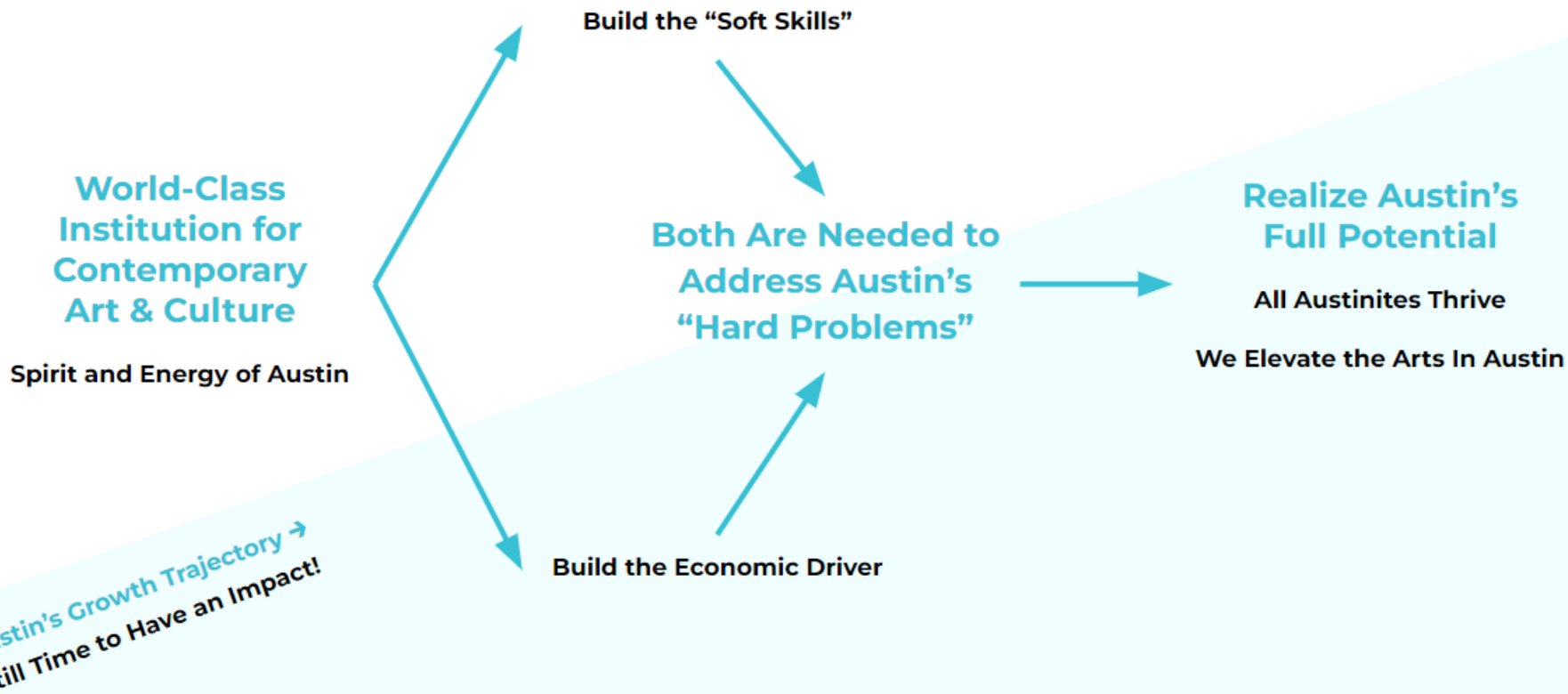
- Annual afternoon of art and amazement
- > 1,100 tickets sold in 2023
- Benefits our award-winning K–12 education programs that serve more than 20,000 visitors each year



MAKING THE CASE

- Economic / Civic
- Human / Social Emotional

MAKING THE CASE



MAKING THE CASE

BUILD THE “ECONOMIC DRIVER”



City	Austin	Dallas	San Diego	San Antonio	Philly	Phoenix	Houston	Chicago	Los Angeles	NYC
City Population (M)	1+	1.3	1.4	1.5	1.6	1.6	2.3	2.7	3.8	8.3
Revenue Generated (M)	\$637	\$1,015	\$969	N/A	\$1,930	\$915	\$2,159	\$3,196	\$12,906	\$17,979
Relative to Austin		1.6×	1.5×	N/A	3×	1.4×	3.4×	5×	20.2×	28.2×

Austin: Pop. 2M, by 2024–25

... 4M, by 2040

All appropriate dollar volume measures including total sales, value of shipments, revenue, receipts, or business done at any time during the census year, whether or not payment was received during the census year, by domestic establishments (excluding foreign subsidiaries) within the scope of the economic census. Data includes Performing Arts, Spectator Sports, and Related Industries (NAICS 711) and Museums, Historical Sites, and Similar Institutions (NAICS 712) from the 2017 EC1700BASIC Economic Survey. Population data sourced from the U.S. Census Bureau, Population Division, Vintage 2022 Population Estimates (May 2023).

MAKING THE CASE

SHAPING AUSTINITES INTO THE HUMANS WE NEED

- 81% of the population says the arts are a “positive experience in a troubled world”
- 69% of the population believe the arts “lift me up beyond everyday experiences”
- and 73% feel the arts give them “pure pleasure to experience and participate in.”

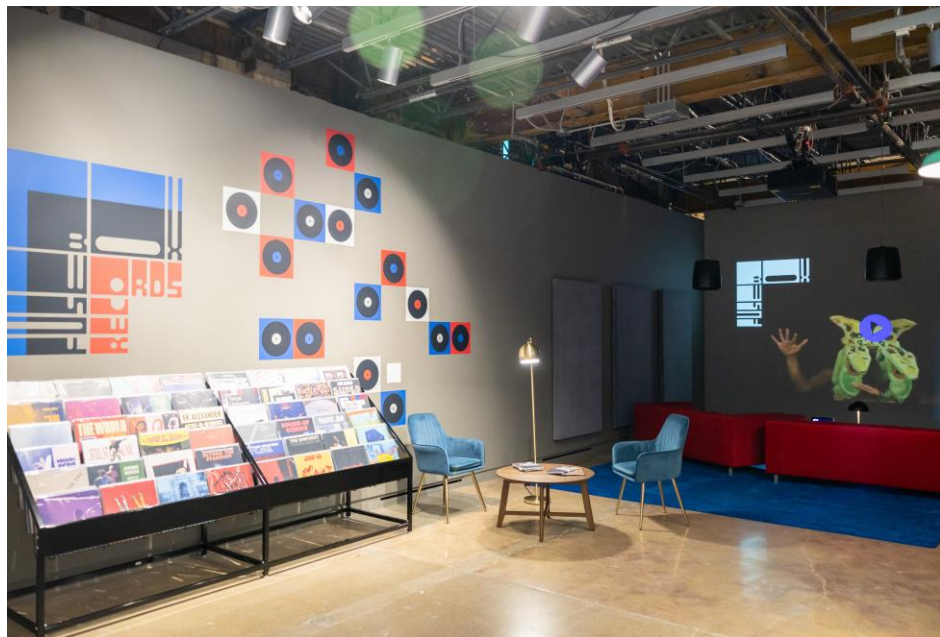
WHAT'S ON

Lubaina Himid: Make Do and Mend



HOST Fusebox

Apr 11 – Jul 21, 2024,
Jones Center



WHAT'S ON

Man Who Fell to Earth | Manik Raj Nakra



Guadalupe Maravilla: Mariposa Relámpago

April 4 – November 3, 2024 | Laguna Gloria



PROGRAMS & EVENTS

February 29 - March 1 | Exhibition Opening **Lubaina Himid**: Make Do and Mend

March 28-29 | Supporter trip to Houston [Menil and more]

April 4 - 6 | **Guadalupe Maravilla** Opening celebration and sound ceremonies

April 11 | Exhibition Opening HOST: **Fusebox** @ 20

May 1 - 3 | Supporter trip to NYC [Frieze; Whitney Biennial]

September 5 - 6 | New exhibition **Carl Cheng**
HOST: **Katarina Janeckova Walshe**

September 24 - 29 | Supporter trip to Venice [Biennale]

October 25 | Art Dinner

November 3 | Very 'Rary

STRATEGIC PLAN: 2024 - 2029

If we want to realize Austin's full potential—as a city and as a community—then we need a bold institution for contemporary art and culture that embodies the best of Austin, a place of big ideas and endless possibilities.

If the plan is fully resourced and realized, The Contemporary Austin will be a model for the cultural sector of Austin and beyond – A two-site entity, presenting contemporary art in dynamic and engaging ways via exhibitions, site specific projects in nature, a robust center for artists and community members to gather, learn and create; and a place Austinites and visitors alike look to for the latest evolutions in contemporary art & culture.

OUTCOMES OF THE STRATEGIC PLAN

Implement a **New Program Structure**, one that embraces an even richer, more expansive definition of contemporary culture.

1

Reimagine the **Driscoll Villa** as a “central hub” of Laguna Gloria, engaging artists and visitors as both a programming space and a hospitality space.

2

Unite the diversity of buildings at Laguna Gloria into a new, multipurpose **Dynamic Program Center** to better serve artists, visitors, students and faculty, and staff and Trustees alike.

3

Diversify and expand the **Sculpture Park**, to more deeply engage artists with expansive practices, attract new and returning visitors, and position TCA as a leader in public art for Austin.

4

Ensure the hospitality and programming spaces of the **Jones Center** match the high quality of its exhibition spaces, thereby ensuring visitors, artists, and staff have longer, more impactful experiences.

5

Strengthen TCA's **Communications & Marketing** ability, including visitor awareness and engagement and visitor experience, which ideally also keeps them coming back.

6

Invest in short- and longer-term **infrastructure** needed to ensure safe, accessible, and barrier-free experiences both onsite and online.

7

Grow TCA's **philanthropic base**, close the annual **deficit**, and prepare to succeed with a **campaign** to resource the **Strategic Plan**.

8

THANK YOU!