COVES Art Bridges is a system allowing Art Bridges partners to learn directly from visitors about their museum experience. This approach helps institutions better understand their visitors and facilitates collaboration. Discussions about results are encouraged to enhance visitor engagement.

Art Bridges provided not just the loaned painting but also $9,800 to support the exhibition’s educational programs. In response to the pandemic, Art Bridges’ Bridge Ahead Initiative provided grants of up to $20,000 to participating museums to support digital programming. The guidelines provided by COVES Art Bridges help museums systematically collect information from visitors and receive financial assistance, training, and reporting.

For questions related to Art Bridges evaluation, please contact Kate Meador at Kate.Meador@crystalbridges.org.
**Why COVES Art Bridges?**

COVES Art Bridges is a system allowing Art Bridges partners to learn directly from visitors and receive financial assistance, training, and reporting support.

### BENEFICIAL PARTNERSHIPS

- **MODERNISTS**
- **STANDARDIZED METHODS**
- **USING A TESTED APPROACH**
- **Cohesive Standardized**
- **Collaboration for Ongoing**

Each partner institution will systematically collect information from visitors and receive financial assistance, training, and reporting support. Participating museums will learn directly from visitors about their museum experience.

### TRAINEE SUPPORT & METHODS

- **Discussion about results**
- **Training and**
- **Ongoing support**

Partner institutions will facilitate collaboration through standardized methods and using a tested approach. This allows them to better understand their visitors and support data collection staff capacity and tablets.

### FUNDING INSTITUTIONS

- **Robert & Mimi Goodling**
- **William & Melissa Gallagher**
- **Dennis & Barbara Felty**
- **Philanthropic Fund of the Jewish Community Foundation**
- **Jeff & Caitlin Copus**
- **Andy & Audry Carter**
- **Mark Bradshaw**
- **Patrick Bair & Beryl Kuhr**
- **Auchincloss Family Fund of TFEC**
- **Jamie & Kathy Alton**
- **Carla Almeida**
- **Eric & Amy Huck**
- **Carla Almeida**

### FOUNDATIONS

- **The Fund For Public Education**
- **The Alexander Boyd & Jane Starke Foundation**
- **McCormick Family Foundation**
- **Wells Fargo Bank, N.A.**
- **The Fund For Education**

### ARTISTS

- **The swift actions of SAM's Board of Directors prevented the pandemic from becoming a financial catastrophe. With amazing customer service from Mid Penn Bank, SAM received $195,900 in federal COVID relief assistance, which enabled the Museum to maintain its full-time staff throughout the year. Kudos and thanks to them!**

COVID taught us to **embrace flexibility.** We offered Pay-What-You-Wish admission for as many days as we were closed. Staff conducted interactive virtual tours with school classes using a camera phone jury-rigged to a cart. We offered socially distanced concerts in the Lehr Gallery, and they sold out. Our first virtual gala, hosted by Alicia Richards of ABC27, raised more than $30,000 for SAM's programs.

The swift actions of SAM's Board of Directors prevented the pandemic from becoming a financial catastrophe. With amazing customer service from Mid Penn Bank, **SAM received $195,900 in federal COVID relief assistance,** which enabled the Museum to maintain its full-time staff throughout the year. Kudos and thanks to them!

Sadly, COVID claimed the life of **board member Mark Van Blargan.** Mark had enormous gifts, certainly in his work life as a key part of the management team at McNees Wallace & Nurick. Beyond that, Mark was always willing to share his many talents with those of us in the nonprofit sector. His contributions to SAM as a board member were numerous and colorful, as was his life.

We are **immensely grateful** to the individuals, businesses, and foundations that continued to support the Museum and the arts during a year like no other. The Museum is blessed to have such a stalwart band of art lovers in our corner.

We hope to **see you soon at SAM at The Marty**! That's a perspective we can't wait to see.
MODERNISTS LEADS TO BENEFICIAL PARTNERSHIPS

SAM's own exhibition on Modernism was a perfect fit for a year of changing perspectives. *The Modernists: Witnesses to the 20th Century,* curated by our staff, featured 36 works from private and museum collections across the United States. These works illustrated how artists in the early to mid-20th century rejected the realism favored by their predecessors and experimented with new subjects, techniques, and media in a move toward abstraction.

Modernists provided the basis for new digital programming during its run, which was twice the usual length thanks to COVID. Programs included in-person and online art and history discussions, a poetry workshop, a documentary screening, and concerts.

Among the works included in *The Modernists* was a never-before-exhibited 1912 oil on canvas by Albert Bloch entitled *Duell (Duel).* Its loan from Art Bridges—a foundation created by arts patron Alice Walton (the daughter of Walmart's founder)—opened the door to multiple rays of hope in a challenging year.

Art Bridges provided not just the loaned painting but also $9,800 to support the exhibition's educational programming. In response to the pandemic, Art Bridges' Bridge Ahead Initiative provided grants of up to $20,000 for partner art museums to help create digital or print assets to engage communities while they were closed. SAM received the full amount, which helped fund our new digital resources.

SAM was the first museum in the nation to partner with the Crystal Bridges Museum of American Art in its Collaboration for Ongoing Visitor Evaluation Studies (COVES) Art Bridges program. The program provides a system that will allow us to learn directly from visitors about their museum experience. Participating museums systematically collect information from visitors and receive financial assistance, training, and reporting support. Our COVES partnership will enable SAM to bring visitor experience to the forefront of future decision making.
The year's events disrupted touring exhibition schedules nationwide. Some shows stayed at SAM longer. Others were postponed to the future. Having no collection of our own to display, the Museum borrows every piece in every exhibition.

LEHR GALLERY (FORMERLY THE MAIN GALLERY)

Many Visions, Many Versions: Art from Indigenous Communities in India – Contemporary works from four major indigenous artistic traditions
Sponsored by Harrisburg University of Science and Technology

Creating Joy – SAM’s annual juried exhibition presented 34 artists’ creations inspired by music, complete with an online soundtrack.
  Juror: Melissa Feldman  |  Sponsored by Highmark and ABC27

The Modernists: Witnesses to the 20th Century
Sponsored by UPMC

DESOTO FAMILY VAULT

Picturing the Body by Millersville University students
Country Charm by Sanh Brian Tran

S. WILSON AND GRACE M. POLLOCK EDUCATION CENTER GALLERY

Explore: Found Objects

Separate and Unequaled: Celebrating the 100th Anniversary of the Negro League
Sponsored by Carmen and Tonia Finestra

Once a Future Kingdom – Mixed media work by Anthony Cervino

LOBBY GALLERY

FLASHPOINTS: Material / Intent / Fused – Works incorporating encaustics (pigmented hot wax) by Kristy Deetz, Reni Gower, Jane Nodine, and Daniella Woolf

Historic Memory – Paintings by Joerg Dressler and Shawn Huckins

Sun + Light – Artist Charles Edward Williams’ own personal encounters, past and present, juxtaposed with the Civil Rights movement of the 1960s
Sponsored by Harrisburg University of Science & Technology and J. Randall and Barbara Grespin

Charlie Edward Williams, American Dream, 2017, oil and gesso on watercolor.
On loan courtesy of the Reginald M. Browne collection.

Barbara and Clyde McGeary
Beverlee and Bill Lehr

2020 EXHIBITIONS

INCOME
(UNRESTRICTED)

TOTAL: $606,082

EXPENSES
TOTAL: $755,349

STAFF

2019–2020 FINANCIALS
BASED ON AUDITED FINANCIAL STATEMENTS

INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>BASED ON AUDITED FINANCIAL STATEMENTS</td>
<td>$509,048</td>
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<tr>
<td>CONTRIBUTIONS</td>
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<td>SPECIAL EVENTS</td>
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<td>EXHIBITS AND EDUCATION</td>
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<tr>
<td>EXECUTIVE DIRECTOR</td>
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</table>

DEPRECIATION | $38,910 |
INTEREST/BANK CHARGES | $41,414 |
TOTAL EXPENSES | $755,349 |
HONORING OUR VISIONARIES

While presenting many challenges, COVID-times have also provided time for reflection—perhaps a silver lining when so many aspects of our lives have been altered. In that pause to reflect, I have contemplated how fortunate we are at Susquehanna Art Museum at The Marty and Tom Philips Family Art Center to have a treasure trove of visionary leaders who have helped form us. Through their continued passion for this organization, their guidance, their wisdom, and their devoted support, they have helped us weather the difficult times. They see this Museum as a harbinger of great things to come while appreciating what we have accomplished and cheering us on along the way.

Clyde McGeary and Bill Lehr are the individuals I have been thinking about most. They are both luminaries in Harrisburg’s visual arts scene, although their contributions could not be more different.

Clyde McGeary was one of several art educators who envisioned and created Susquehanna Art Museum at its beginning. Clyde’s role as the head of the Arts Education facet within the Commonwealth’s Department of Education empowered him to lead several other art educators to lay the groundwork for an art museum that had education at its core. There was nothing like it in the Commonwealth’s capital city. Now as a board member emeritus, Clyde’s wisdom and vision continue to spark the Museum with exciting educational goals and aspirations.

Bill Lehr is a philanthropist who is every non-profit’s dream donor. He gives because he cares deeply and believes that the arts are an imperative for a civilized society’s health and welfare. There can be no greater vision than this for any organization’s success. Bill has quietly and effectively served as a leader in corporate America, and the residents of Central Pennsylvania are incredibly fortunate that Bill has given of his time, many talents, and personal resources to make a world-class art museum here a reality. Bill’s tenure as SAM’s board president (2016–2019) set us on the path to success and sustainability.

As thanks for a major gift from Bill and his wife, Beverlee, in 2020, the Museum renamed our main exhibition area the Beverlee and Bill Lehr Gallery.

—Alice Anne Schwab
THE PIVOT TO DIGITAL

During 2020, the Museum transitioned as many programs as possible to the digital realm. We wanted people to still be able to see and experience art! Staff created our first virtual tours and ramped up our social media feeds by participating in the international #MuseumFromHome initiative. We designed Digital Field Trips for individuals, families, or teachers looking for self-led, accessible art content that addresses core curriculum goals. The virtual trips include Honoring the Susquehannok, 100th Anniversary of Negro Leagues Baseball, and Indigenous Communities of India. These resources remain available on our website, as do videos of programs presented onsite during the year.

Schools closed just as our VanGo! Museum on Wheels was about to depart for schools throughout the region. VanGo! was poised for another banner year. To enable people to still experience its Surreal System exhibit, which explores surrealism and science, staff made its content accessible online by creating a VanGo! Virtual Tour and Surreal System Story. Inspired by early 8-bit videogame graphics, the story contains animated versions of artworks and concepts in the exhibition. The combined efforts succeeded in growing SAM's online audience.
INCOME (UNRESTRICTED) TOTAL: $606,082

2019–2020 FINANCIALS
BASED ON AUDITED FINANCIAL STATEMENTS FOR JULY 1, 2019–JUNE 30, 2020

CONTRIBUTIONS | $213,636
GRANTS | $41,981
SPECIAL EVENTS | $20,851
MEMBERSHIP | $36,800
ADMISSIONS, GIFT SHOP | $21,129
PROGRAMS | $14,729
VENUE RENTALS, MISCELLANEOUS | $18,695
NET ASSETS RELEASED FROM RESTRICTIONS | $238,261
NOTE: The $195,900 SAM received in federal COVID relief assistance is not included above. It will appear in our 2020–2021 financials.

EXPENSES TOTAL: $755,349

SALARIES, BENEFITS, PROFESSIONAL FEES | $302,402
EXHIBITS AND EDUCATION | $90,711
FACILITIES | $81,608
TECHNOLOGY | $38,910
ADVERTISING | $10,401
INTEREST/BANK CHARGES | $41,414
DEPRECIATION | $189,903

BOARD OF DIRECTORS 2020–2021
Jennifer Holman Zaborney, President
Nicole Conway, Vice President
Ellen Siddons, Secretary
Patricia Smith, Treasurer
James Smeltzer, Asst. Treasurer

Susan Anthony
Irene C. Baird, D.Ed.
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Rick McConville
Lawrence M. Means
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Trey Overholt
Charles Palmer
Tom Philips
Kim S. Phipps
Terrie Rouse-Rosario

Marion C. Alexander, Director Emerita
Clyde McGeary, Director Emeritus
Eric Papenfuse, Honorary Director

STAFF
Alice Anne Schwab, Executive Director
Lauren Nye, Director of Exhibitions
Tina Sell, Director of Education
Ross Tyger, Director of VanGol, Events and Gift Shop Manager
Mark A. Bradshaw, Weekend Visitor Services Manager
Liliana Wara-Goss, Weekend Visitor Services Manager
Why COVES Art Bridges?

COVES Art Bridges is a system allowing Art Bridges partners to learn directly from visitors about their museum experience. Participating museums contract the Art Bridges evaluation team at Crystal Bridges for data collection and dashboard reporting, and a stipend to support staff capacity and often struggle with how to get started. Art Bridges include?

- Discussion about results

USING A TESTED APPROACH

BETTER UNDERSTAND THEIR VISITORS

So that…

Our COVES partnership will enable SAM to bring visitor experience to the forefront of future decision making.

COVES Art Bridges

Collaboration for Ongoing Visitor Evaluation Studies (COVES) Art Bridges program

SAM was the first museum to participate in the COVES Art Bridges program and is grateful for the collaboration.

Every museum strives to provide an excellent experience, but the museum field has struggled to understand its audiences. Art Bridges will help SAM to understand its visitors and how to collect evaluation data.

Who their visitors are

What they do during the visit

What they think of the museum

How you can help us improve the visitor experience

What they say about their experience

How much data is needed and when

COVES Art Bridges data and how to collect evaluation data

Participating museums will receive a data dashboard to view and filter their data and a guidance and tools to track how much data is needed and when.

Rigorously tested and back-end preparation required

What it costs

Art Bridges funds all costs related to establishing and supporting this system at your museum.

What does it cost?

- Interactive data dashboard
- Stipend to support staff capacity
- Training and reporting support

TEAM

Kate Meador | Kate.Meador@crystalbridges.org

INDIVIDUALS

Lisa Acir & Mary Raine Acir
Randy & Ginny Aires
Bill & Marion C. Alexander
Marion C. Alexander Fund for SAM, a fund of TFEC
Salvatore & Linda Alfano
Bill & Jane Allis
Carla Almeida
Jamie & Kathy Alton
Rob & Sherry Andersen
Susan Anthony
Dorothea and Raphael Aronson
In and Out Fund of TFEC
Auchincloss Family Fund of TFEC
Patrick Bair & Beryl Kuhr
Irene Baird, Ed.D.
Beverly Beshore
Karen D. Best
Lawrence Beyer & Cordell Affeldt
Mark Bradshaw
Leslie Braun
Rich & Janetta Brenner
David Bronstein, D.O.
Tim Bunner & Jonathon Vipond III
Lenore Caldwell
Paul Cannon & Michael Hertrich
Dave & Yvonne Carmicheal
Andy & Audrey Carter
Jenny & Sally Casey
Michael & Susan Cathcart
Brandon & Nicole Conway
Jeff & Caitlin Copus
James Cowden & Keith Edwards
Jonathan & Betsy Cranmer
James Crum & Dorothy Hamilton
Kevin & Jo-Ann Curtis
Steven Dailey
William & Mary Lou* Dallam
Anne S. Davis
Dan Deibler & Elizabeth Johnson
Fred & Melanie DePalma
Carole DeSoto
Carl Dickson & Pam Cummings
Pam Duignan
Tita Eberly
Steven S. & Kristen L. Etter
Philanthropic Fund of the Jewish Community Foundation of Central PA
Dennis & Barbara Felty
Carmen & Tonia Finestra
Rodney Firestone
David G. Forney
Donald & Christine A. Forsythe
William & Melissa Gallagher
John & Patty Geils
Bobbie Glass
Robert & Mimi Goodling
Damien & Cynthia Graeff
Lois Lehman Grass
Henry & Patricia Greenawald
Mike Greenwald
Randy & Barbara Grespin
George & Brigid Grode
Alan & Julia Hair
Margaret Hathaway
George & Joan Hellmann
Jen Hirt
Mark Holman
Christy Hoover
Eric & Amy Huck
Nicholas Hughes
Anand Jagannath & Wendy Schaenen
Catherine Johnson
George & Tina Kaldes
Marilyn Kauffman
Rodney Kautz
Janet Kelley
Renae Kluk Kiehl
Kurt & Ann Knaus
Jack Krill & Hannah Leavitt
Peter & Diane LaBella
Holly Leggett
David & Gwen Lehman
Ken & Karen Lehman
Beaverlee & Bill Lehr
Bill and Beaverlee Lehr Fund #1 of TFEC
Bill and Beaverlee Lehr Fund #3 of TFEC
Bill Lehr Fund for Arts and Education of TFEC
Tom Leonard & Janet Day
Rex Lord
Stephen MacDonald & Mary Warner
Chris & Diane Markley
Patti Matchett
Amos Matsick
Catherine McCormick
Clyde & Barbara McGearry
Kathleen & Glenn McKenzie
Scott & Michelle McKeown
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Nancy Mendes
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Kristen Olewine Milke
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Doug & Nadine Neidich
Dorothy Nye
Frank Nye & Ronda Palmer
Sheldon Parker
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Meredith & Tim Poole
Theodore & Catherine Prescott
Henry & Charley Ann Rhoads
Jeffrey & Susan Roof
Bill & Sue Rothman
Debra & Seward Ryan
Ira & Joanne Sackman
Donna and David Schankweiler
Charitable Fund of TFEC
Carl & Marie Schleicher
Thomas Schmidt & Donna Fisher
Alice Anne Schwab & Bob Garrett
Kristin Scofield
Jack & Carol Scott
Liane Sekhar
Marjorie Sherman
Ellen M. Siddons
Conrad & Gail Siegel
John & Cindy Sisto
David Skerpon & Chris Baldridge
James & Jill Smeltzer
Brad Smith & Ann Shover
Pat & Gary Smith
Alyce and Morton Spector
Philanthropic Fund #1 of TFEC
Stipend to support staff capacity

BUSINESSES & ORGANIZATIONS

Capital Blue Cross
Department of Community and Economic Development, Commonwealth of Pennsylvania Faulkner Subaru
GreenWorks Development, LLC
Harrsiburg University of Science and Technology
Highmark, Inc.
Impact Harrisburg
Masland & Barrick
Messiah University
Mid Penn Bank
Pennsylvania Council on the Arts
PNC
The Harrisburg Chapter of the Links, Inc.
UPMC
Warden Asphalt Company

FOUNDATIONS

Art Bridges, Inc.
Ida W. Browning Trust,
Wells Fargo Bank, N.A.
Anne M. & Philip H. Glatfelter, III
Family Foundation
Josiah W. and Bessie H. Kline
Foundation, Inc.
Dorothy B. and S. Lawrence
Koplovitz Foundation
Donna & Patrick Martin
Foundation
McKernon Family Foundation
McInroy-Sheffer People Trust
The Alexander Boyd & Jane
Starke Boyd Foundation
The Foundation For Enhancing
Communities (TFEC)
Patricia L. Murray Fund
The Foundation For Public Education
The Joseph T. & Helen M.
Simpson Foundation
The Minnity Family Foundation
The Thorp Family Charitable Trust
TJA Manawale’a Fund

Donations listed were received January 1–December 31, 2020.

Please notify us of any errors at ASchwab@SusquehannaArtMuseum.org or 717-233-8668 x2006 so we may correct our records.

Annual Report design by: