

STL ARTS CHAMBER OF COMMERCE ANNUAL REPORT 2020





EXECUTIVE DIRECTOR'S STATEMENT

2020 was...

Covid, exhausting, challenging, isolating, stressful and so much more and less at the same time. It was not really a good year to launch new endeavors.

Yet, the St. Louis Arts Chamber persevered. One program was delayed, one was created and another was online. We were able to build an organizational foundation at the same time we continued our mission to create opportunities for artists and focus the region as an arts destination.

2020 was...

SANDY BROOKS EDD PPT PCS AFC

ANNUAL REPORT 2020

Delayed: Silent Skies Exhibition



With \$7,500 in donations from the Zoo and private individuals, the Arts Chamber was able to bring the 650-piece mural by 167 signature members of the Artists for Conservation to St. Louis. While Covid delayed the St. Louis Arts Chamber's collaboration with the St Louis Zoo, NPS at the Gateway Arch and the Missouri Botanical Gardens to highlight the Silent Skies exhibition by Artists for Conservation, it did not stop other programming around the arts and conservation theme allowing us to build partnerships and still support artists in a very difficult year.

With 50 partners working to educate audiences about nature in April and May, the Arts Chamber actively participated in online educational opportunities with HEC TV and Earth Day St. Louis. Though the project was later cancelled due to stay at home orders, the Arts Chamber partnered with the NPS, Gateway Foundation, Metro Link and the City of St. Louis to develop May as Transportation Month. Due to our support for birds with the Silent Skies Exhibition, the Arts Chamber also partnered with Audubon Society and International Dark Skies Society-Missouri to create the foundation for Lights Out for Birds program here in St. Louis. Organizations from Ameren to Zoo, Arch to Metropolitan Square, the Science Center and UsBank to turn out the lights interfering in migration from April to mid-May.

Created: #Mask Up STL!



Supporting artists and a clear public health message and with a \$5,000 grant from Community Foundation, the Arts Chamber created the #Mask Up STL campaign which connected 35 municipalities and 125 sculptures with custom made masks to send a continuous three-month message to Mask Up! Our partnerships ranged from the eight artists who created masks of the City of St. Louis logo with 222 volunteer hours to create and install masks ranging from 3 inches to 15 feet throughout the region to the City and Clayton Fire Departments who helped install the sculptures to owners of the sculptures as varied as the St. Louis Cardinals and St. Louis Blues to Community Foundation, City Garden, St. Louis Children's Hospital and private owners. One masked sculpture was even featured on the St. Louis Cardinals spring media promotions. The project received coverage from the West Artists Magazine. We received extensive positive press and invitations from our partners to continue working together.

Online: Holiday Arts Expo



The inaugural Holiday Arts Expo was held online due to the lockdowns. The expo hosted 30+ artists, received more than 12,000 online views, and provided more than 65 hours of virtual arts programming over the Thanksgiving Holiday weekend.

The Arts Chamber was able to receive \$60,000 in Paycheck Protection Funds, \$6,500 in SBA EIDL loan and \$10,000 in SBR funds from St. Louis County to hire a full-time staff member and part time contractor for the last half of the year. This support provided a foundation for not only the #Mask Up STL and Holiday Expo programs but also for the organization itself. Our Board expanded from 3 to 10 members providing many additional perspectives to our mission. 2020 was. Now unto 2021!