



2019-2020 was unlike any recent year in TCA's history; narrative reporting will therefore differ and may be read with that in mind.



MISSION

TCA draws on its history as a dynamic leader for arts collaboration and partnership. Originally established by a group of working artists in 1953 and situated in the heart of Taos, the TCA serves and engages Northern New Mexico communities. With a 275-seat theater and two galleries, the TCA curates culturally relevant films, art exhibitions, and live performances as well as provides local, regional and internationally renowned artists, thinkers and performers the space to inspire creativity and foster a thriving love for the arts.

STRATEGIC PLANNING

TCA kept in its view the work we did in our Strategic Planning in summer 2019 including strategic drivers to guide the institution: Relevant Arts Programming, Community Engagement, Member/Donor Focus, and Financial Sustainability.

FINANCIAL OVERVIEW

August marked the end of TCA's best ever fiscal year performance primarily due to Christine Wells bequest income and another gift totaling \$276,376 and grants of \$40,185. Donations for the year were \$71,056. Memberships were \$85,165, which included higher-level membership donations (from 89 individuals). Unlike previous years, TCA chose to issue a fiscal year-end appeal in August 2020. The challenge goal was \$40,000 and TCA received \$33,653; this amount is reflected in donation totals here.

Payroll Protection Program and Emergency Impact Disaster Loan Grants:

With the reduction in staff and the help of a \$10,000 Emergency Impact Disaster Loan grant and a \$36,500 Payroll Protection Loan, expenses were controlled to match the income.

Audit: The bequest income received in 2019 necessitated an audit that was contracted with Burt CPA and began in August 2020.

Total expenses were \$281,563. Net income for the year was \$280,527, which reflects a small positive income from operations for the year of \$4,151 after bequest income of \$276,376.

Unrestricted Grants Awarded or Received in FY 2019-2020

El Salto Fund	\$1000	
Nancy Ann Mellon Foundation	\$1500	
Taos County Lodgers Tax Grant	\$3500	
Titus Foundation	\$3000	
516 Arts /Fulcrum Fund	\$5000	
NM Arts (FY 19-20)	\$5354	
NM Arts (FY 20-21)	\$6,309	(awarded)
NM Arts CARES Grant	\$10,000	(awarded)

Restricted Grants Awarded or Received in FY 2019-2020:

Centinel Bank	\$500	
Walmart Foundation	\$500	
Cynthia Titus	\$600	
Rumsfeld Family Foundation	\$1000	
Taos Fund/TCF COVID-Relief	\$2500	
NEH Awarded	\$15,830	(of \$61,475 awarded)


Other Giving: Business Sponsors/Partners and Legacy Giving

TCA traditionally has had business sponsors (most recent previous year totaling \$24,000). This income, in line with businesses' experience of the pandemic, decreased significantly. In response, TCA developed virtual sponsorships and "partnerships" with a lower cost that might maintain those relationships with community-based businesses and support them virtually through our social media channels. In addition, TCA launched a focus and highlight on Legacy Giving as a way for individuals to consider gifts to TCA.

BOARD + COMMITTEES

TCA Board is a working, actively engaged board with 14 individuals. The Board as well as Executive Committee meet monthly unless there is no pressing business.

Other committees comprised of staff, Board, and community members include the following: Financial Sustainability Committee, Facilities Committee, Grants Committee,



Art/Curatorial Committee, Education Committee, TCA Campus Redesign Committee as well as sub-committees as needed.

STAFF

Reflecting the closure of the theater, Encore and Stables, TCA went from 4 full-time staff members, 7 part-time employees and two contractors to 2 full time staff, 6 part-time employees and one contractor.

VOLUNTEERS

For half the year, TCA enjoyed a robust volunteer corps of up to 50 people who participated regularly or occasionally. After March, volunteer options diminished; TCA reached out to its volunteers with a survey to understand their need for connection to TCA, their concern about returning to public spaces and ways they might continue to contribute.

PROPERTY, BUILDINGS, AND REAL ESTATE

Andean Software and Donabe continue to occupy the gallery/shop and restaurant respectively. We were also able to complete significant capital improvements during the year including replastering, new flooring, and other improvements to Stables Gallery as well as roof repairs and replacements.

TCA CAMPUS REDESIGN

TCA Campus Redesign project has, since September 2019, met monthly with Groundwork Studio's Amy Bell, Principal Landscape Architect, Taos Mainstreet, and TCA to develop a working design for TCA Campus. Groundwork Studio's work was funded by a service contract TCA received from Mainstreet, which enabled the professional services of Groundwork Studio to envision, anew, the TCA Campus that maintains the history and intent of its spaces as well as develops new ways of offering those spaces for downtown Taos and our communities.



PROGRAMMING IN A PANDEMIC

Pre-pandemic, TCA relied heavily on film ticket sales, admissions to performances -- streaming opera and theatre as well as live events, gallery exhibitions and rentals of our facilities. Because TCA's identity has been tied to its spaces -- a theater in the center of downtown and the Stables gallery with historic import for the arts community -- the pandemic encouraged us to consider "what is the TCA without those places?" What is the TCA without an audience we could see? TCA forged ahead with creative alternatives, determined to consider the pandemic a long-lasting change. TCA embraced virtual cinema and offered programming in drive-in settings. Highlights include:

MET LIVE in HD and NATIONAL THEATRE in HD series

BIG SCREEN at TCA – 4 day a week series ran through mid-March 2020

LIVING ROOM CONCERTS – launched in January: Kelly Hunt (Encore Gallery) and Lone Pinon (TCA Stage)

TCA BIG SCREEN @ HOME – Since April, TCA has made available "virtual cinema"

WHERE WE MEET – virtual event series launched in August (NEH)

TCA RADIO HOUR – weekly radio show on KNCE 93.5fm launched in August (NEH)

TCA BACKLOT – video, performances, and music in the TCA parking lot (seasonally)

COLLABORATIONS + PARTNERSHIPS

Collaborations increased this year. Our work with others included SOMOS, Institute of American Indian Arts (IAIA), Taos Chamber Music Group, Taos Jazz Bebop, Taos Ski Valley, Town of Taos Community Events, Paso e Paso, Twirl, and others.

TCA EXHIBITS

A mainstay and feature of community access to art at TCA are exhibitions at the Encore Gallery. TCA's 2019-2020 schedule was severely impacted by pandemic. However, TCA hosted such shows as "Ofrendas," 40 Under 40" and "Ambos Lados" as well as solo exhibitions by Sarah Bush and Ron Lopez. The partnership with Taos Inn to exhibit art came to a close as applications declined in 2019 and the new ownership and management changed.



RENTALS + TCA SPACES

Rentals have been severely impacted this year with only 17 theater rentals and 4 Stables Gallery Rentals in FY2020. With openings and closures unknown, TCA instituted TCA Spaces as a shared profit rental model to make possible community use – when public health orders allowed – of our spaces. Spaces designated for this include theater, Encore Gallery, Stage, Stables Gallery and TCA Backlot.

MARKETING + OUTREACH

TCA increased its efforts at communication and marketing through website social media and sophisticated and beautiful graphic design provided by 3 Bean Studio. The process for marketing, press releases, individual outreach, processes in place for virtual programs all were necessary in a pandemic year where virtual promotion was required at a level and capacity it had not previously been utilized.

MEASURING SUCCESS

TCA measures success by attendance and ticket sales (even free and donation or pay what you want events are quantified through the ticketing system). Even in this pandemic year, we had audiences for virtual events that ranged from 5 to 60 attendees. For drive in events, we sold out more often than not (40-50 cars or capacity allowed). Virtual events are further monitored by related donations. TCA News is a weekly e-newsletter sent to 1300+ people; it has an open-click rate ranging between 29% and 42%, which is a range about which we are pleased. Finally, TCA relies on qualitative feedback; our members, patrons, and friends like to tell us how we did. Most of the feedback we received this year was unsolicited; it was entirely supportive, grateful for TCA's efforts to sustain a connection with the community.