

Art Matters



Our Mission, Vision, and Values

MISSION

Art Matters: We enrich our community by using art as a doorway to deeper insight and connection.

VISION

Bringing people together through art.

VALUES

We take risks and push limits

We create experiences that challenge biases and illuminate the issues of our time.

We bring people together

Relationships are at the core of everything we do: with artists, audiences, staff, communities, and donors.

We are a safe place of belonging

Being open, kind, vulnerable, and empathetic is central to who we are.

We value curious minds and joyful hearts

We create a space for exploration, playfulness, and diverse ways of knowing ourselves and the complex world around us.

Find connection at SLOMA



From the Director

Every year I watch those “Year In Review” shows with great delight; I am always filled with awe over how far we’ve come. I hope this annual report gives you that same warm feeling, a moment to reflect on the power of art and community and how beautiful they are together.

In 2024, SLOMA brought together neighbors and friends, students and seniors, first-time guests and longtime supporters to experience art through the shared lens of community-building. We hosted surfboard swaps, tea ceremonies, and game nights, offering opportunities to find the common threads that bind us to one another. April Banks’ stirring *Tidewalker* public art installation was a certain conversation starter and a downtown landmark; and our 2024 mural project, MOMO’s vibrant *Meter & Time*, drew in selfie-seekers and brightened the mood of all who passed by. >>>



Museums today serve a larger purpose than ever before, a welcoming place for deeper conversations and discovery, for warm connections and curious minds. Here at SLOMA we were witness to the first words spoken in a public space by a nonverbal student. We saw friends gather and families create art together. We celebrated these moments and so many more thanks to the support of our members and donors. Thank you for your generous investment in community and art in 2024.

The theme of our 2024 Impact Report reflects our mission: Art Matters. As we begin a new year, we invite you to consider why art matters to you.

Leann Standish
Executive Director

Why Does Art Matter?

During this summer’s vibrant and fun exhibition on surfing, *Whose Waters?*, I had the pleasure of touring a group of women through the show. When discussing the works of the female-identifying artists in the show – Catherine Opie, Tracey Moffatt, Gabriella Angotti-Jones, and Joni Sternbach – the conversation amongst the diverse group of women of all ages moved into an animated discussion of intersectional feminism and the various specific and personal ways that these women had felt celebrated, challenged, angry, and joyous in their own lived experiences. It was a powerful and healing conversation for many. **Artists have the incredible power to create spaces where these conversations emerge, where people can share openly, change perspectives, and be in a nurturing community.** In 2025, SLOMA will host another incredible roster of artists who challenge us to show up better for each other and the world around us. We can’t wait to share it all with you.

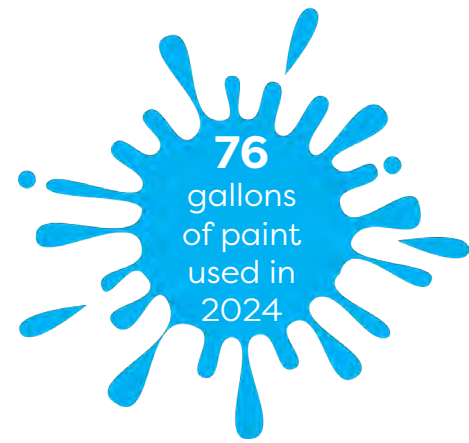
Emma Saperstein
Chief Curator & Director of Education

sloma.org

Art Helps You Explore

Every year, SLOMA's exhibitions invite visitors to explore the world through art. **More than 50,000 visitors** toured our galleries in 2024, not including an incalculable number of people viewing public art installations on our building's facade and throughout the City of SLO.

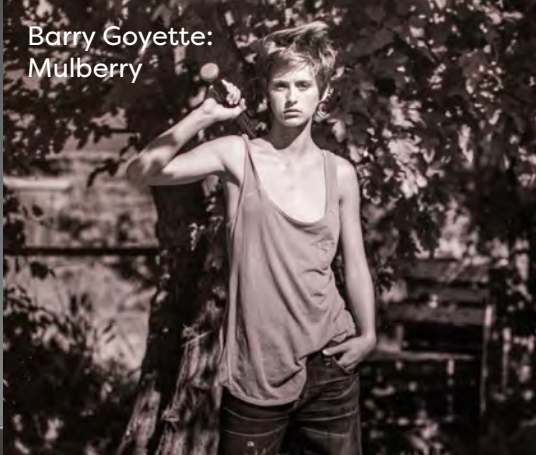
In 2024, we presented 9 new exhibitions and public art projects featuring artists from San Luis Obispo to Nashville, from Australia to Zimbabwe.



Adam Parker Smith:
For The Time Being



Barry Goyette:
Mulberry



April Banks:
Outlandish



April Banks:
Tidewalker



Whose
Waters?



MOMO:
Meter & Time



Maria Molteni:
Beautiful Seven



Whitney Bedford:
The Window



Julie Alpert:
Strange Magic



Art Strengthens Community

Art can bring people together and create a sense of community. When art spaces are accessible to all, they can serve as a gathering place for people to connect and share their experiences. This year, SLOMA partnered with community organizations and local businesses to create incredible arts experiences, with no admission fee.



FIRST FRIDAYS

This year, **4,300+ people visited us for First Fridays**. Presented in partnership with SLO County Arts' *Art After Dark* program, we also partnered with community groups and fellow nonprofits to present new pop-up programs. Community partners included Cal Poly Ethnic Studies, RACE Matters, and Native Like Water.

ARTIST PROGRAMS

This year, SLOMA presented **admission-free** artist talks, a film screening, panel discussions, a tea ceremony, and our first-ever surfboard swap to complement our exhibitions. The recorded artist talks are available to view for free on our website and YouTube page (**almost 1,400 views this year alone!**).



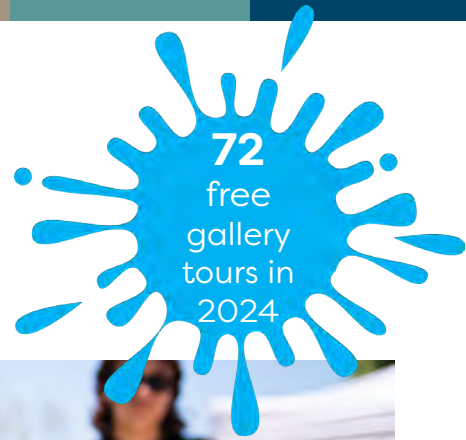
FUN FACT

We welcome your four-legged friends! Art loving pets are encouraged to check in at the Front Desk for treats and scratches.

This year, we welcomed an estimated 700 dogs, 1 pet rabbit, and a very fashionable chicken.

Art Builds Creativity

Art can help children develop imagination and problem-solving skills by encouraging them to think outside the box, and build connections to other subjects like math, science, and history.



SECOND SATURDAYS

2024 saw the expansion of our popular *Second Saturdays* family art program with pop-ups in SLO and Santa Maria. **We gave out over 2,000 FREE bilingual art kits this year, providing a much-needed resource for our community.** Over 45% of SLO County parents surveyed indicated their kids don't have adequate or consistent access to the arts in school.



SCHOOL TOURS

2024 also saw the growth of our free school tour program: **over 800 K-College kids visited us this year** (more than **double** our 2023 visits!). **Over 63% of the kids attend a Title 1 school** serving low-income communities.

Most tour groups came from a SLO County school but we also welcomed classes from as far away as San Jose and Madera in northern California.

FUN FACT

Since 2020, SLOMA's internship program has provided 22 college students with hands-on training working with artists and museum staff.

“I know that the skills I developed here will greatly contribute to my future academic aspirations and career goals.”

— Vivian Jameson
Spring 2024 Intern, Cal Poly Class of 2024 >>



Art Is A Refuge

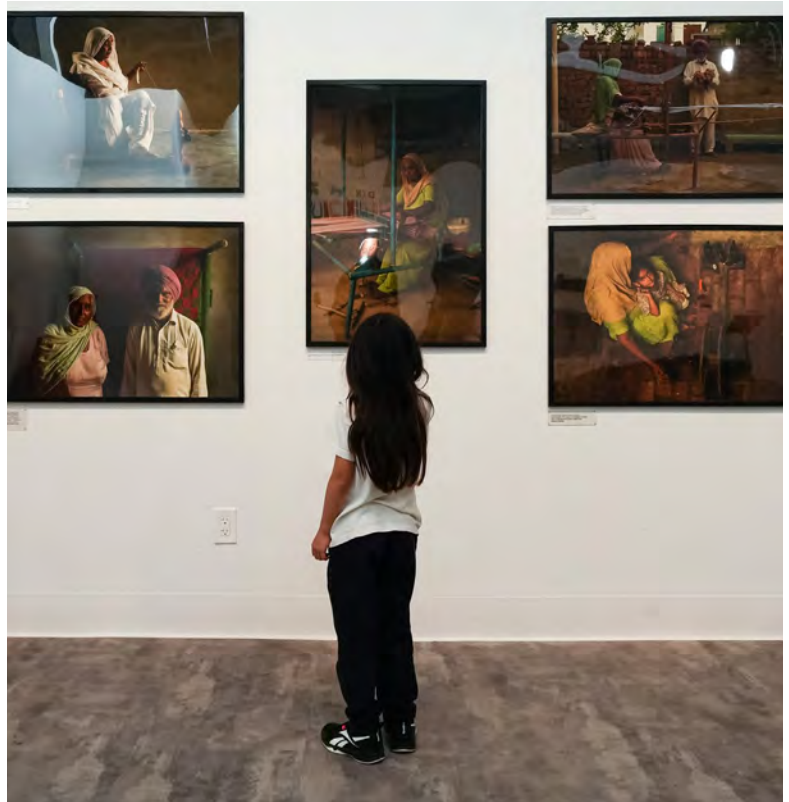
Art is how culture is shared, how history is remembered. It's a vital way for historically excluded communities to connect with each other, to be seen, and it empowers them to tell their own stories. SLOMA represents an essential and accessible space outside of work or the classroom for quiet contemplation and connection for all.

IMPACT IN ACTION

We want to share an amazing story from earlier this year that made us smile and demonstrates the power of the arts.

On a group tour, a typically soft-spoken child could not contain his excitement as he made his way through SLOMA's galleries. He was attending a tour with a local foster youth organization—and although he began the tour with his usual reserved demeanor, it wasn't long until his enthusiasm was palpable. As he peppered our curator with questions, it was evident to the group's leader that **his confidence was blossoming before their eyes.**

It's stories like this that drive us as a staff and board to expand free arts access to everyone in our community.



A COMMUNITY SPACE

We endeavor to make SLOMA a welcoming place for all members of our community.

“Having places like SLOMA that create spaces of diversity and inclusion through art is such a gift in this community. As a queer woman of color, it's spaces like this that make me feel like my family and I belong here.”

— Dr. Beya Makekau
SLOMA Board Member

Art Is Fun

Art can have innumerable positive impacts on our imagination, our mental health, and our connection to others. But most of all: art is downright fun! Whether it was kids painting on our sculpture lawn or a group of friends meeting for a glass of wine and a gallery tour, SLOMA welcomed SLOcals and visitors alike for fun and artsy experiences in 2024.

MEMBER PREVIEWS

One of the many benefits of being a SLOMA member is early access to our exhibitions and visiting artists. Previews include local wines and a DJ (*we may be biased, but we think it's the best party in town*).

Our next member preview is February 21 – stay tuned!



MUSEUM CIRCLE

Members of SLOMA's Museum Circle attended special events including **art history talks, a tour of Kiel Johnson's studio in Shandon, and a trip to Sonoma** that included visits to the studios of Mark di Suvero and Arleene Correa Valencia, and the di Rosa Center for Contemporary Art. Learn more at sloma.org/events/museum-circle-events.

FUN FACT

Friends of SLOMA have the biggest single impact on our exhibitions and programs. **50% of our operational budget comes directly from our amazing members and individual donors**, with an average total gift of around \$400. THANKS!



Coming Up in 2025

We have so many exciting things on the horizon, from groundbreaking exhibitions to new community programs. Here's a sneak peek at our 2025 exhibitions!



Rachel B. Hayes



Esteban Cabeza de Baca



Notes For Tomorrow



Deanna Barahona



Trish Andersen



Julia Goodman



Siji Krishnan



Keith Wiley & Adria Arch

FUN FACT

In 2025, we will launch a pilot program with Lucia Mar Unified School District to improve and expand arts education resources for elementary school teachers and students. The program was made possible thanks to a grant from the Institute of Museum and Library Services.



Thanks To Our Team

SLOMA Board of Directors

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Cheryl Cuming, Secretary



Trudie Safreno, Treasurer



Barbara Bell, Past President



Charles Croster



John Dunn



Charles Feltman



Lindsey Ham



Dr. Beya Makekau



David Richards

SLOMA Staff

Leann Standish, Executive Director



Emma Saperstein, Chief Curator



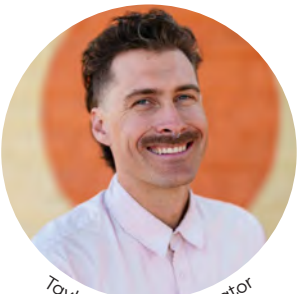
Erica Ellis, Operations & Collections



Hayden Gardner, Admin Assistant



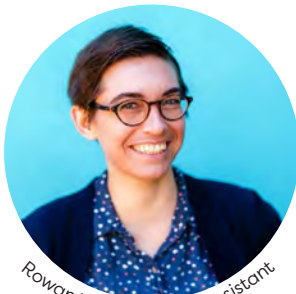
Steph Jasson, Comm. Engagement



Taylor Owens, Preparator



Lena Rushing, Visitor Services



Rowan Waters, Admin Assistant



Mac Wilkinson, Curatorial Assistant



Sophie Standish, Security

Thanks To Our Sponsors

We wish to extend a hearty **THANK YOU** to the major donors, grantors, and business sponsors that helped us keep the arts free for everyone in our community in 2024.

\$25,000+

City of San Luis Obispo
The Community Foundation SLO County
Candee and Bert Forbes
Harold J. Miossi Charitable Trust
Institute of Museum & Library Services
National Endowment for the Arts
Trust Automation

\$10,000-\$24,999

Cal Poly Office of Univ. Diversity & Inclusion
Christie's International Real Estate Sereno
Every Page Foundation
Governor's Ofc of Business & Economic Dev
Hotel San Luis Obispo
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\$5,000-\$9,999

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The Rice Partnership
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Rod and Hammer Distillery
Sue Sacks and Kelly Sinnock
Circe Sher
Bernhard Singsen
Premier Valley Bank

SLOMA's Annual Fund donors make our most impactful programs possible each year including exhibitions, school tours, family programs, and more.

Visit [SLOMA.ORG/JOIN/PARTNERS](https://www.sloma.org/join/partners) for a full list of local businesses and grantors that helped us fulfill our mission

Platinum
Transparency
2024

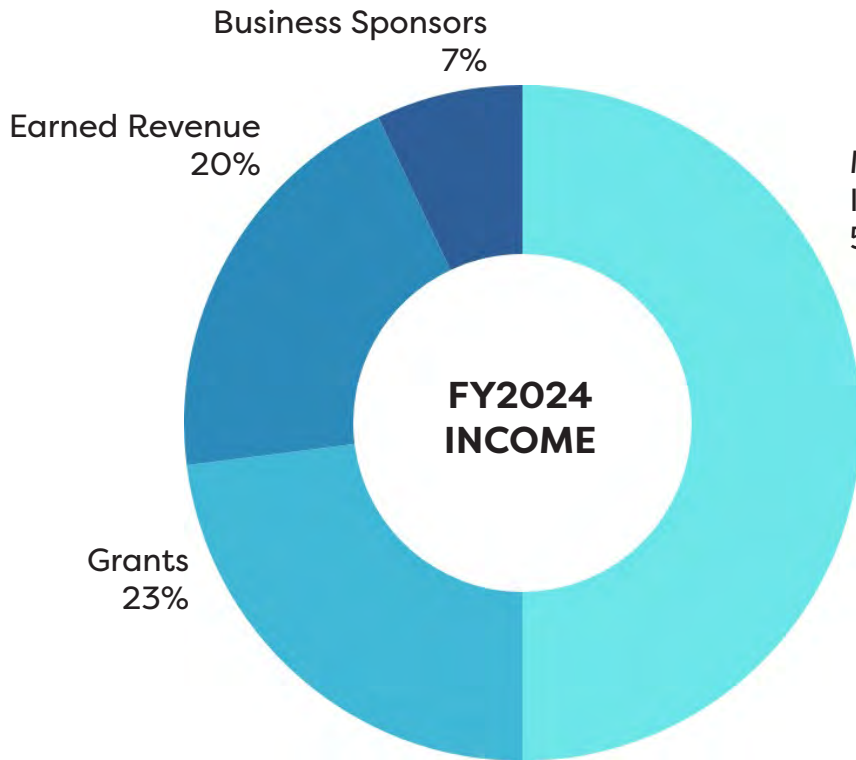
Candid.

FUN FACT

SLOMA earned Candid's Platinum Seal of Transparency for the third year in a row. The Candid seal is the highest possible rating and indicates that we exceed nonprofit industry standards. This exceptional designation sets us apart and demonstrates our trustworthiness to the public.

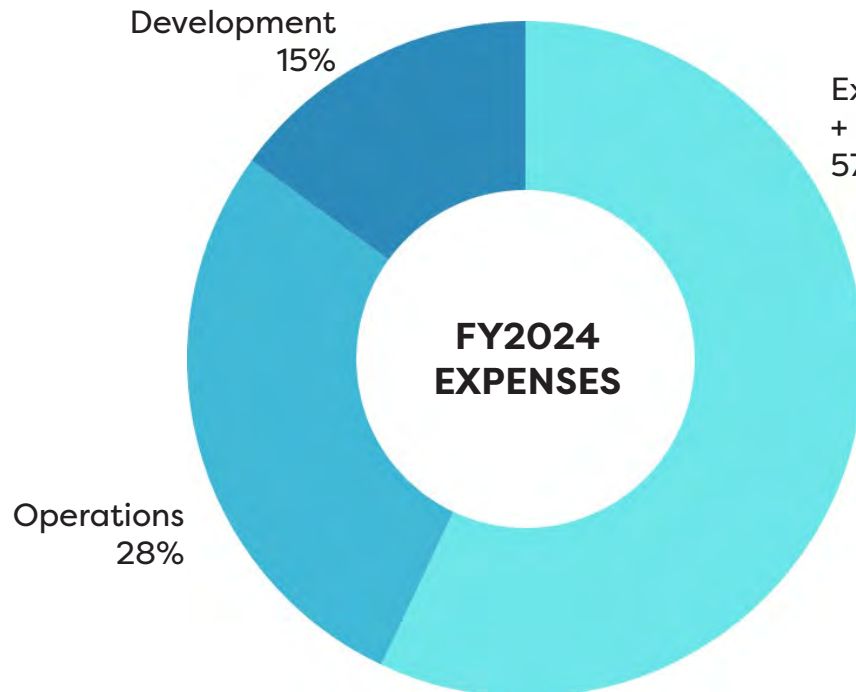
FY2024 Financials

Thank you to everyone who helped make this year of successful programming possible. To make your own impact, make a tax-deductible donation at sloma.org/donate.



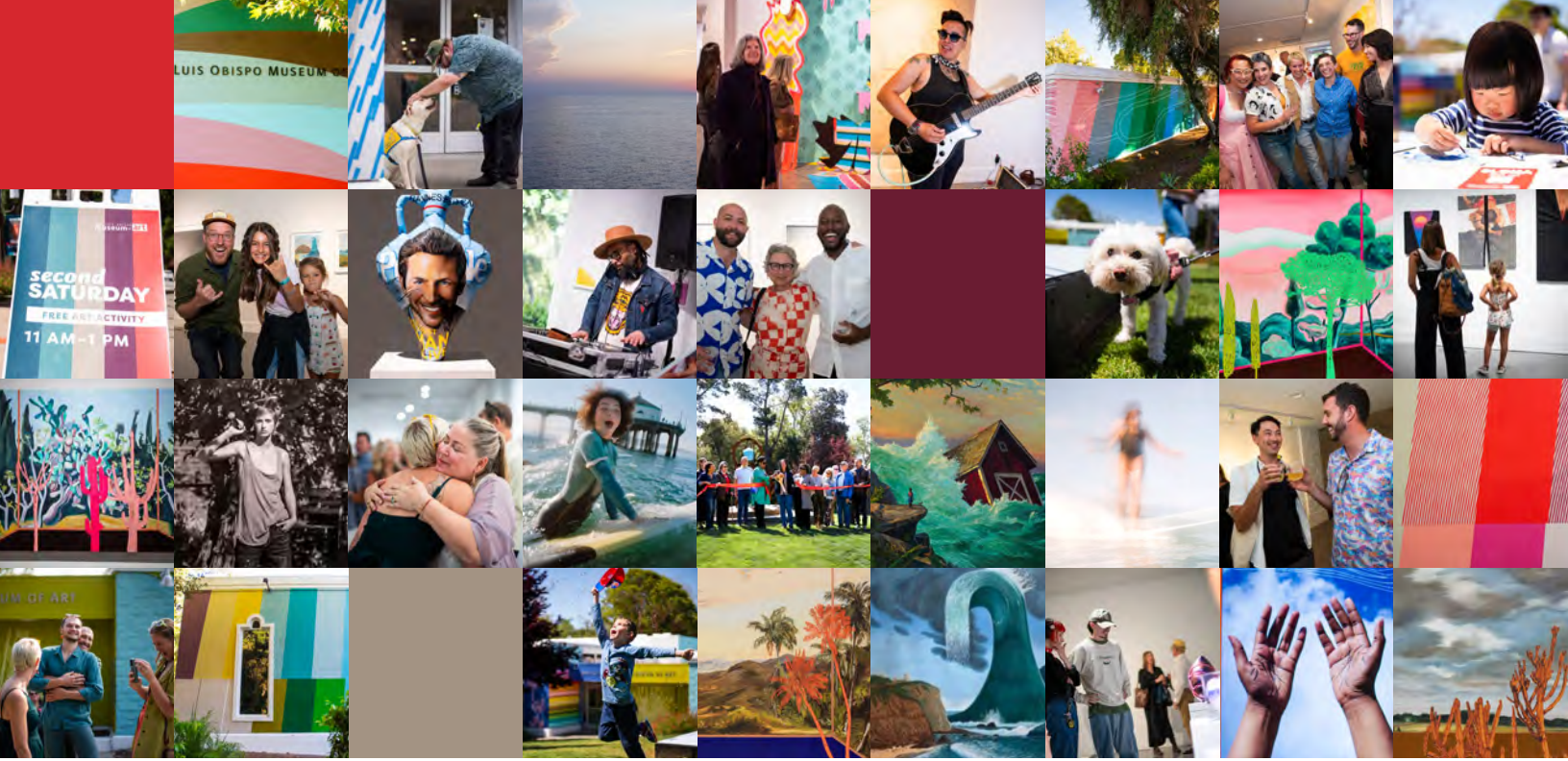
Memberships + Individual Donations
50%

Your support makes it happen!



Exhibitions + Education + Public Programs
57%





**We'll see you
in 2025!**

