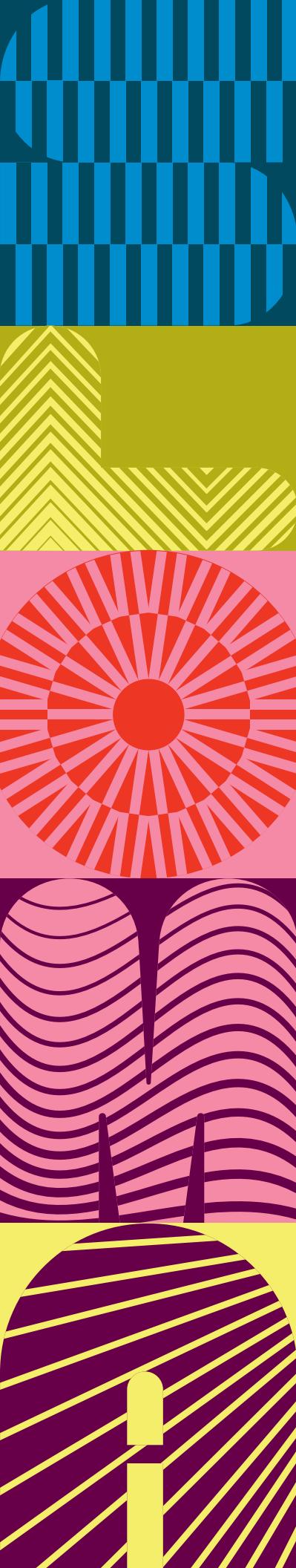


SAN LUIS OBISPO  
**museum** of **art** IMPACT REPORT  
2025





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2025

# ART IN REVIEW

## A NOTE FROM THE EXECUTIVE DIRECTOR



As I look back on 2025, I feel incredibly grateful for the role SLOMA continues to play in our community. This year, our galleries, programs, and public spaces were filled with thousands of people—neighbors, students, artists, and first-time visitors alike—each bringing their own curiosity, creativity, and stories with them. Through inspiring exhibitions, hands-on education programs, and free community events, SLOMA remained a place where art sparks conversation, connection, and a true sense of belonging.

None of this happens without an amazing group of people. I'm continually inspired by the artists who share their work with us, the dedication of our staff and volunteers, the leadership of our Board of Directors, and the generosity of our members and supporters. **You are the heart of this museum.**

And there's so much to look forward to. As we build toward the opening of SLOMA's expanded new home in 2027, the energy and momentum around the museum has never been stronger. This next chapter will allow us to welcome more people, showcase more artists, and create even more opportunities for learning, gathering, and creative exchange in the heart of our community.

In the year ahead and beyond, we'll continue to lift up diverse artistic voices, expand access through inclusive and welcoming programs, and deepen our partnerships across SLO County, all while laying the groundwork for a museum that will serve our region for generations to come. **We're committed to keeping SLOMA a vibrant, inviting hub for art and ideas, today and into this exciting future.**

**Thank you for being part of this journey** and for helping us build a creative, connected future for our community. We can't wait to share what's next.

Leann Standish  
SLOMA Executive Director



# ART IN DISCOVERY

Exhibitions and public art projects take a lot of planning — averaging 2 to 3 years!

In 2025, sixteen exhibitions and public art installations invited visitors to discover new media, ideas, and creative experiences. Featuring diverse artists from Atascadero to India, our exhibitions celebrated both local voices and a global creative community, **with 60% of participating artists based in California.**

Each show came to life through engaging public programs like artist talks, school tours, workshops, film screenings, poetry readings, and even a community dance-off, **making art something to experience, not just observe.** We invite you to revisit the exhibitions that made 2025 such a memorable year at SLOMA.



# ART IN PRACTICE

In 2025, SLOMA's youth programs brought art to life for young kids and families through school tours, community pop-ups, and family art days. Over the past 12 months, we have welcomed **thousands** of budding artists to create, explore, and connect.



Last year, **over 1,200** students visited SLOMA for a free class tour and art activity. Our tour program supports California's Visual Arts Teaching Standards.

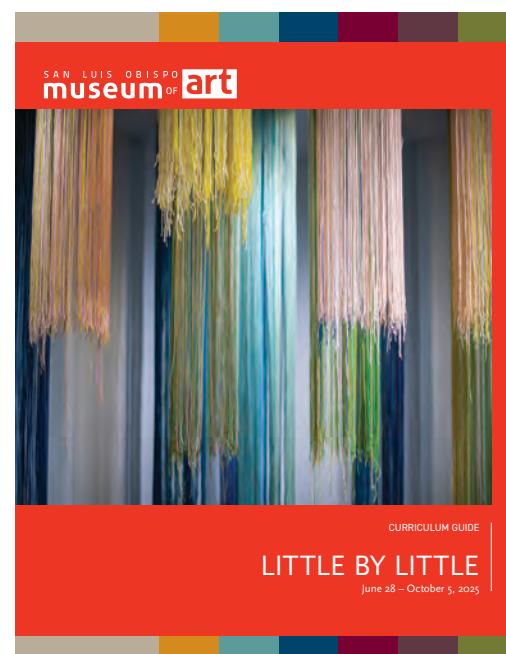
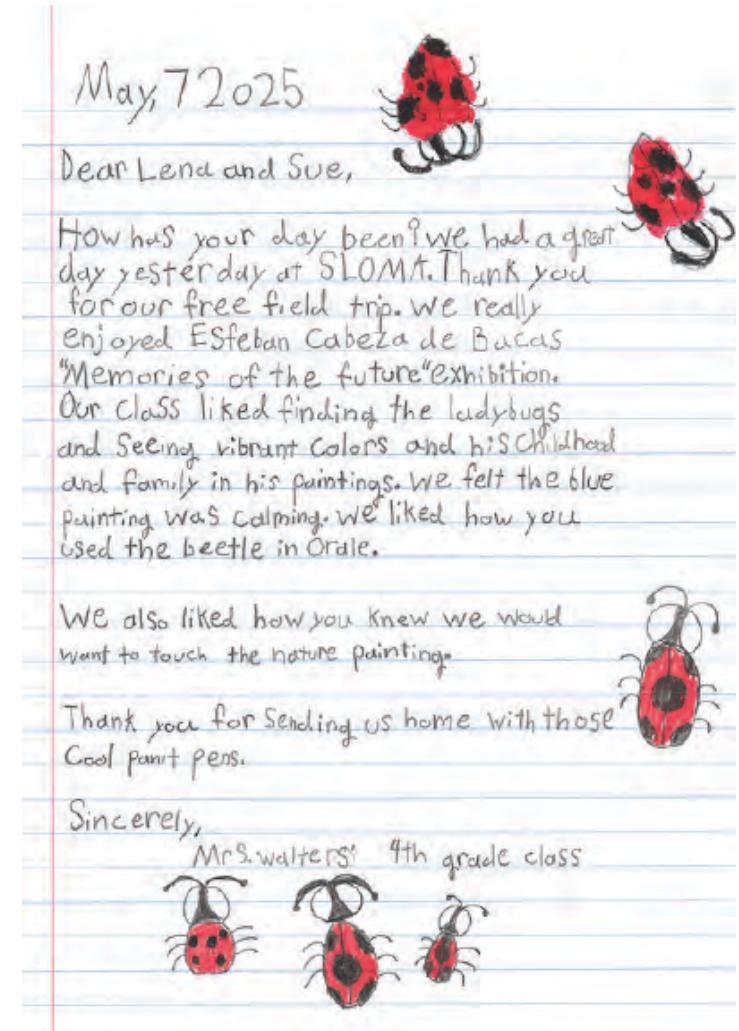


We handed out **over 1,000** free art kits through our Second Saturdays family art events. Every month, families are invited to complete an art activity inspired by our exhibitions and public art projects.

Kids learned how to make linocuts, handmade paper, mosaics, hanging sculptures, and more.

2025 was a banner year for expanding access to arts education. We deepened our partnership with the Boys & Girls Club of South SLO County, bringing free onsite and offsite classes to **400 campers**. We also launched an exciting pilot with Art Bridges and SLO High School's AP Art History class, guiding students through an intensive, collaborative exploration of Philip Guston's *Cigar* (featured on the previous page). To top it off, **we began offering free Curriculum Guides for every Gray Wing exhibition** designed for parents and teachers alike.

Almost 60% of kids joining our tours attend Title 1-designated schools

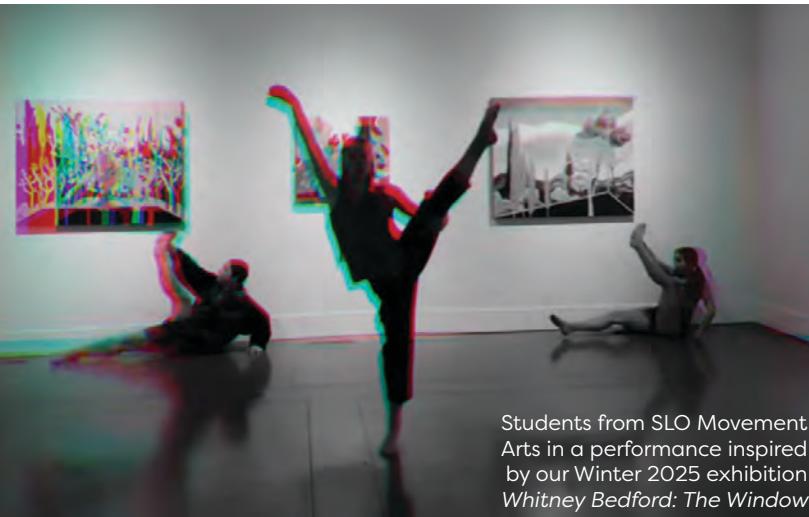


DOWNLOAD YOUR GUIDE TODAY!

# ART IN PRACTICE

SLOMA's *First Fridays* are a great date night option!

2025 was another lively and meaningful year at SLOMA. In this bright new year, many of us find ourselves reflecting on what truly makes our community feel like home. For all of us at the San Luis Obispo Museum of Art, the answer is simple: creativity, connection, and the shared experiences that bring people together.



Last year, we hosted fifty docent tours, four artist talks, two artist-led workshops, three poetry reading events, a digital art short film night, and a guided art-making and mindfulness series for SLO County healthcare workers.

Missed an artist talk? Most of our artist talks are recorded and available for free on SLOMA's website and YouTube page.

We already have some fun events planned for 2026: go to [sloma.org/visit/calendar](https://sloma.org/visit/calendar)

Thanks to the support of our members and donors, SLOMA continues to be an admission-free, welcoming space where neighbors, families, students, and visitors can encounter inspiring exhibitions, take part in hands-on programs, and experience the joy, curiosity, and reflection that art uniquely offers.

In 2025, SLOMA's *First Fridays* events welcomed **over 300 people every month** for music, wine, and fun collaborations with community partners like SLO Movement Arts.



SLOMA is a place where everyone is welcome to feel safe, seen, and inspired through art. Guided by our mission to bring people together through creative experiences, we were proud to host joyful community gatherings with our partners in 2025, including our annual GAYttering event, which brought so many new faces into the museum.

These moments of shared expression reflect our commitment to being a truly inclusive space **where all communities can connect and belong**.

# ART IN ACTION

About 1 in 4 Americans volunteer their time every year

Volunteers and interns are at the heart of everything we do at SLOMA. From welcoming students on school tours to supporting community events and helping bring exhibitions to life, their time, talent, and care touched every corner of the museum in 2025. We are deeply grateful for the many dedicated individuals who helped make this such a vibrant and successful year.



In 2025, SLOMA's volunteers played a vital role in welcoming the public and bringing our programs to life. Including our monthly *First Fridays* and *Second Saturdays* events, plus our free school tour program, **our event volunteers donated over 150 hours of program service** to help ensure our galleries were open, engaging, and inviting.

Our dedicated and talented docents were equally essential to the visitor experience. **16 docents were trained across our exhibitions**, leading weekly guided tours that helped audiences connect more deeply with the art on view. Through their time, care, and knowledge, volunteers created meaningful moments of discovery for visitors throughout the year.

SLOMA's internship program continued to offer hands-on, real-world learning in 2025. Four interns from Cal Poly and Cuesta College supported the installation and deinstallation of seven exhibitions, gaining valuable experience across many areas of museum operations. Their work included vinyl design and installation, graphic design, local school outreach, facilitating youth art activities both on- and off-site, supervised condition reporting for incoming and outgoing artworks, event planning and set-up, and community networking. We also welcomed four students from Cal Poly's Experience Industry Management department for a series of hands-on training sessions throughout the Fall quarter.



Experience Industry Management students in their SLOMA swag!

In 2025, SLOMA interns contributed **more than 450 hours**, working 10-12 hours per week over 10-week sessions. This hands-on learning model supports the museum's daily operations while helping nurture the next generation of creative and cultural leaders. In addition to gaining real-world experience, interns receive course credit and a stipend for their work.

# ART IN PROGRESS

Our expansion will triple our exhibition and education capacity

In addition to our exhibitions and programs, we have also been hard at work on an exciting new venture: our future home on Higuera! We formally announced our two-phase, \$20 million Expansion Project in late 2025 after years of behind-the-scenes research and planning.

SLOMA's staff and board wish to give a hearty **THANK YOU** to our incredible Expansion Task Force, who have volunteered their talent and countless hours making this dream a reality.



This project will create a modern community space in the heart of SLO:

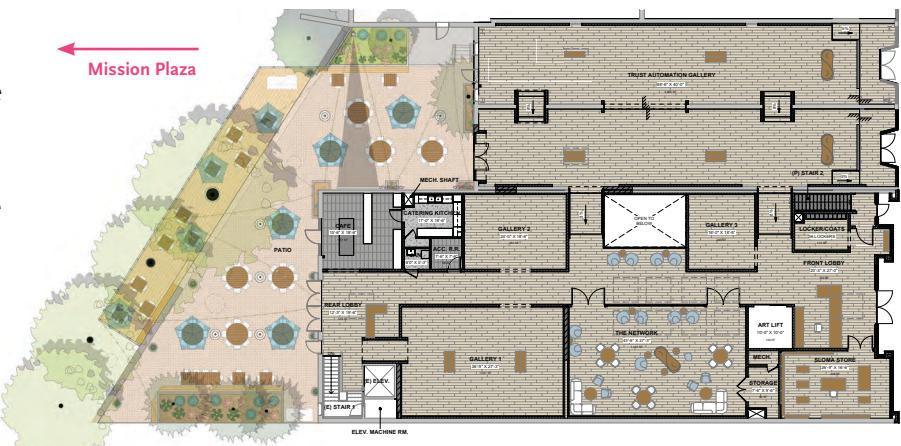
- Over 5,000 square feet of gallery space
- **Climate-controlled galleries, artwork storage, and preparation space**
- Flexible multi-use spaces and creekside patio for event rentals and expanded public programming and services
- Fully accessible public and staff spaces

Most importantly, expanding SLOMA means **expanding the services offered to the community**. The museum will retain 1010 Broad as its dedicated **Education Center** with a focus on:

- Increasing the frequency and scope of youth programming
- **Reintroducing youth art camps**
- Providing guided art classes and workshops for patrons of **all ages** to find their artistic voice
- Expanding programming to county-wide audiences and furthering county-wide partnerships
- Maintaining a dynamic art presence

The new space on Higuera expands our presence downtown and brings the vibrancy, energy, and artistic community the museum has fostered over the years to more than **19,000 square feet of exhibition, event, and administrative space**. Our longtime home on Broad Street will be retained and re-imagined as a dedicated Education Center.

Located at 778, 782, and 786 Higuera Street, the existing façade is well known to locals: The Network and two adjacent buildings have housed restaurants, clothing stores, and art galleries over the years. With access via the bustling Higuera Street sidewalk as well as the creekside patio and walkway, **the new location is primed to attract more visitors than ever before** while serving as a portal into SLO's arts and culture corridor.

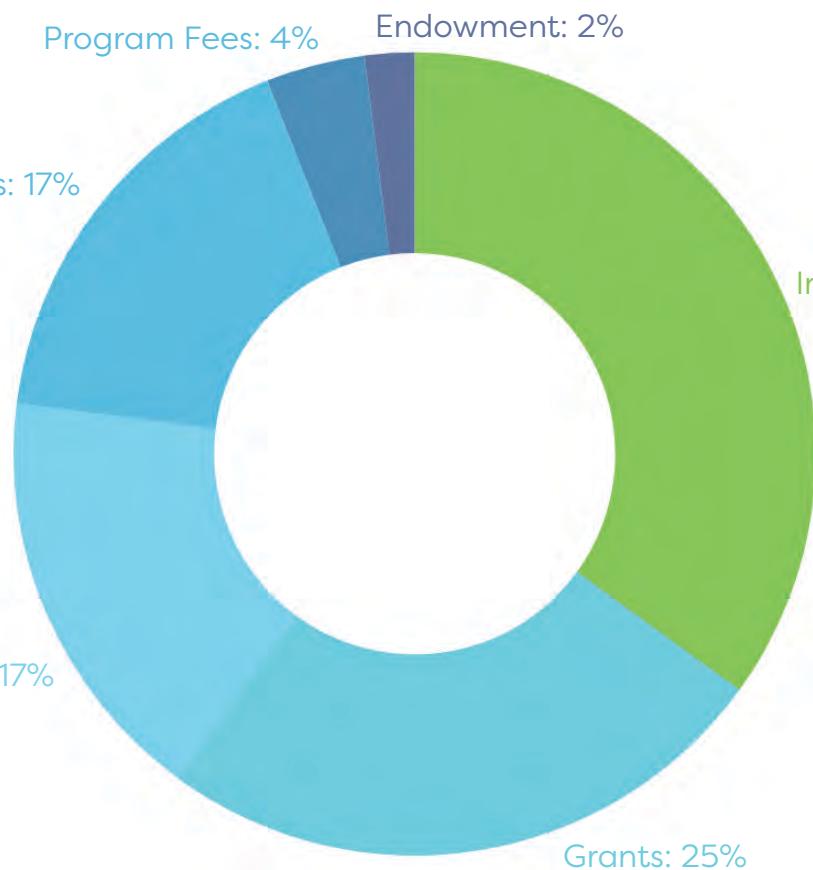


[sloma.org/expansion](http://sloma.org/expansion)



# ART IN OPERATION

## INCOME



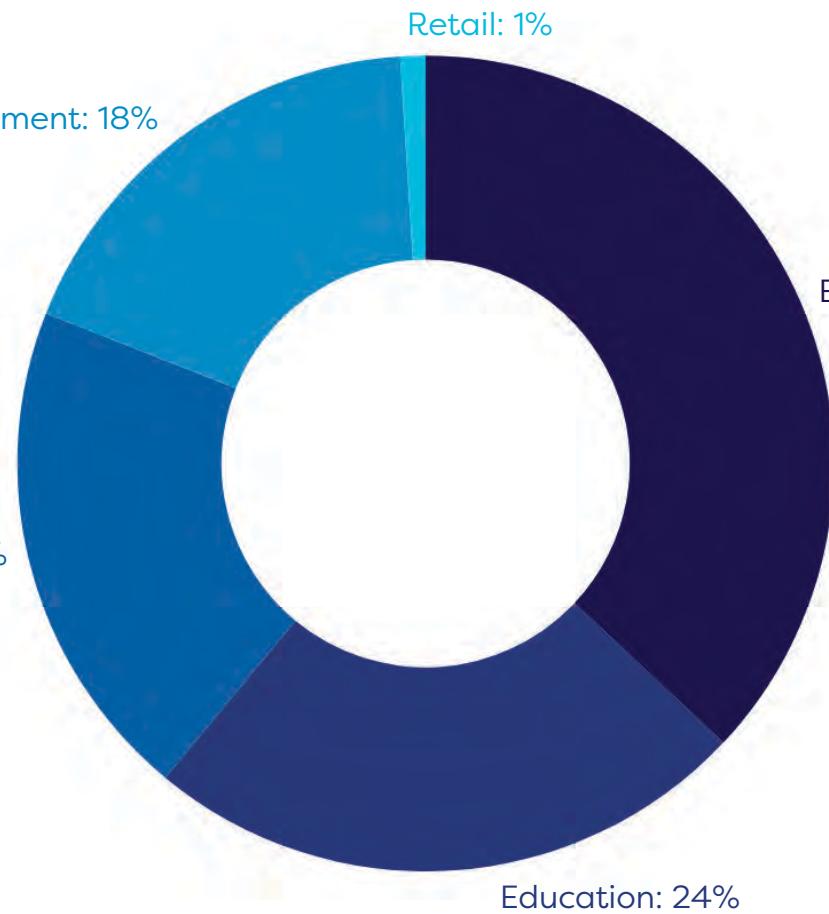
## DID YOU KNOW?

Member households have jumped 23% compared to 2024



## EXPENSES

Mktg & Admin: 20%



# ART IN GUIDANCE

DID YOU KNOW?

SLOMA's advisory committees are also led by amazing community volunteers

## SLOMA Board of Directors

SLOMA is guided by a dedicated volunteer Board of Directors whose members bring a wide range of professional expertise and perspectives from across San Luis Obispo County. Additional advisory committees include Executive; Development; Finance; Governance; Inclusion, Diversity, Equity, and Access (“IDEA”); and Marketing.



# ART AT WORK

DID YOU KNOW?

SLOMA's staff has **over 140 years** of combined experience in the arts!

## SLOMA Staff

As we prepared this Impact Report, we asked our staff for their favorite moment at SLOMA in 2025. Here are our official "Staff Picks" for the year!



“  
Sara Frantz’s exquisite piece “All is Not Lost”  
”



“  
Our program exploring Guston’s Cigar with SLO High’s AP Art History class  
”



“  
Deanna Barahona’s (IMLS grant-funded!) exhibition  
”



“  
The bright and vivid colors in Esteban’s pallets resonated with me culturally  
”



“  
Finding the ladybugs in Esteban’s paintings  
”



“  
Esteban’s exhibit and his creative philosophy  
”



“  
The hidden images in Siji Krishnan’s show  
”



“  
The excellent coffee in the break room  
”



“  
The Notes for Tomorrow film group for Leviathan  
”



“  
Getting pets from Trudie Safreno  
”

# ART ON THE WAY

# 2026

2026 is going to be another exciting year at SLOMA. Here are some highlights of our upcoming exhibitions, along with some important dates. Stay tuned for complementary programs and events: visit [SLOMA.ORG](http://SLOMA.ORG).



**P.S.** Don't miss an art talk celebrating the unveiling of Bruce Johnson's artwork "Sculpture Jam" on SLOMA's lawn: Jan 30 at 5:30 PM (RSVP at [sloma.org](http://sloma.org))

MAKE AN IMPACT OF YOUR OWN

# THANK YOU!

Become a member of SLOMA today!  
[sloma.org/join](http://sloma.org/join)

We hope you found inspiration, connection, and joy in SLOMA's exhibitions and programs throughout 2025. **Thank you for being part of our creative community.** We can't wait to welcome you back into the galleries for another year of art, discovery, and shared experiences.

