



2023 Annual Report

November 27, 2023

Dear Pickens Friends,

We are very pleased to share our snapshots from the many creative and successful activities that we supported in our community this year. From ArtWalks to art shows to concerts, from pottery to poetry, the rich culture of Pickens County paved the way for an array of diverse and joy-filled experiences during the last 12 months.

Huge thanks go to the many organizations that have given our community so much in the way of artistic endeavors that enrich our lives. Another huge thanks goes to our dedicated artists, musicians, writers, performers, and volunteers who make our community an inspired and thriving place. Together, you all make the tapestry that is Pickens County that much more colorful, vibrant, and beautiful.

This year we are thrilled to have the ability to distribute over \$14,000 to organizations in recognition of their programs of merit that support arts and culture in Pickens County. We would like to give a sincere thank you to the people of our county government for securing that funding for us, and for demonstrating a dedication and support of the arts. Their leadership and diligence in managing Hotel/Motel Tax has made these awards possible.

Please feel free to get in touch with me if you have requests, suggestions, or want to bring your ideas before the board.

Sincerely,

Amelia McIntyre
President
Pickens Arts and Cultural Alliance

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2023 Executive Board:

Amelia McIntyre, President
Angela Reinhardt, 1st Vice President
Debby Helton, 2nd Vice President
Sally Stenger, Secretary
Larry Wilson, Treasurer
Jan Murphy, Communications and Development Chairman

2023 Board of Directors:

Debbie Brownlee
Bill Cagle
Debby Helton
Dwight Henderson
Amelia McIntyre
Cole Miller (ex-officio)
Jan Murphy
Mary Page
Angela Reinhardt
Sally Stenger
Larry Wilson
Sandra Wright

2023 -2024 Advisory Board

Dyanne Beavin
Lora Bunch
Thelma "Bay" Cagle
Nellie Lou Caylor
Justin Davis
Becky Denny
Kenneth Farmer
Stacy Gentry
Rob Jarrett
Calvert Johnson
Mary Ellen Johnson
Anna Joiner
Rob Jones
Andy Kidd
Milagros Lane
Arthur McIntyre
Christie Pool
Folsom Proctor
Robin Sievers
Stephanie Williams
Dr. Deborah Wilson
Larry Wilson

PACA 2022 Activities and Projects

ArtWalk Jasper Continues for Very Successful Second Season!



A stilt walker thrilled crowds at the September ArtWalk.

Under direction of PACA's Vice President Angela Reinhardt, ArtWalk Jasper saw three e successful events on Main Street in Jasper this year, one in May, September and October. ArtWalk Jasper has solidified itself as a staple for downtown Jasper, with the event now attracting a wider demographic and tourists from out of town than in the 2022 season.

This year's ArtWalks showcased approximately 20-25 juried local artists for EACH event, as well as a headlining band and two solo or duo acts, street and performance art, outdoor artists and food vendors. The 2023 events were more ambitious than 2022 with the addition of stilt walkers, fire twirlers, a maypole, live totem carving, arts-inspired costumes, and more. They brought thousands of people to Main Street who supported downtown businesses where juried artists were placed inside. Business owners reported strong foot traffic and sales every month. Feedback has been overwhelmingly positive, with artists, businesses and attendees enthusiastically wanting the events to return.

This year, because of the success of ArtWalk Jasper, PACA was approached by the city of Jasper to give input about the event for a grant they city would apply for to be utilized for an outdoor amphitheater. Angela, ArtWalk Jasper's Director, provided information for the grant application and city leaders said that input helped Jasper receive a \$1 million grant from the Department of Community Affairs.

The Pickens Chamber of Commerce also included the ArtWalk Jasper logo on bollard covers, in addition to Jasper's Downtown Live logo/info, which were in a highly-visible location on Stegall Drive in the public outdoor seating area.



The streets of Jasper's Main Street were filled with art and music lovers during the May ArtWalk.

Feedback about the three 2023 events have been resoundingly positive.

***Here are just a few comments from the ArtWalk Jasper Facebook page,
which now has nearly 1,200 likes.***

"ArtWalk has become one of our favorite family events."

"Thank you for organizing these events...they transform downtown."

"ArtWalk has been amazing...I'm very much looking forward to future events."

"We love the ArtWalk every year."

"This is such a well-organized and well attended event. I can't wait until next year."

"...so glad to have ArtWalk in Jasper!"

PACA would like to thank Jasper's Downtown Development Authority for their financial and moral support for ArtWalk Jasper, and also give special thanks to DDA member Jack Dunn who works with Angela as her go-to for ongoing support throughout the year. PACA would also like to thank the Pickens County Chamber of Commerce for their support by printing posters and maps, as well as sponsors Piedmont Mountainside Hospital, Amicalola EMC, and ETC.

**Over \$14,000 in grants distributed for arts and culture
“Projects of Merit”**



Hill City Elementary School’s Spring Fine Arts Night, programs of which will be supported through a Project of Merit Award.

The PACA board cannot express enough the excitement we have for being able to distribute 14 separate \$1,000 grants for groups that showcase arts and cultural related Projects of Merit.

The PACA board identified groups and organizations that have ongoing projects, planned projects, and/or have ongoing activities that support arts and culture in Pickens County.

The following groups were awarded these grants:

- Pickens Historical Society
- Marble Valley Friends (Tate Gym)
- North Georgia Mountains History Center
- City of Talking Rock (Schoolhouse)
- Sassafras Literary Exchange
- Pickens Junior High School chorus and drama programs
- Georgia Mountain Hospice
- Ahlberg Academy
- Tater Patch Players
- The Academy at HH Ranch
- Hill City Elementary School
- Pickens High School
- Talking Rock Mural improvements

Youth Art Month Encourages, Awards, Student Art

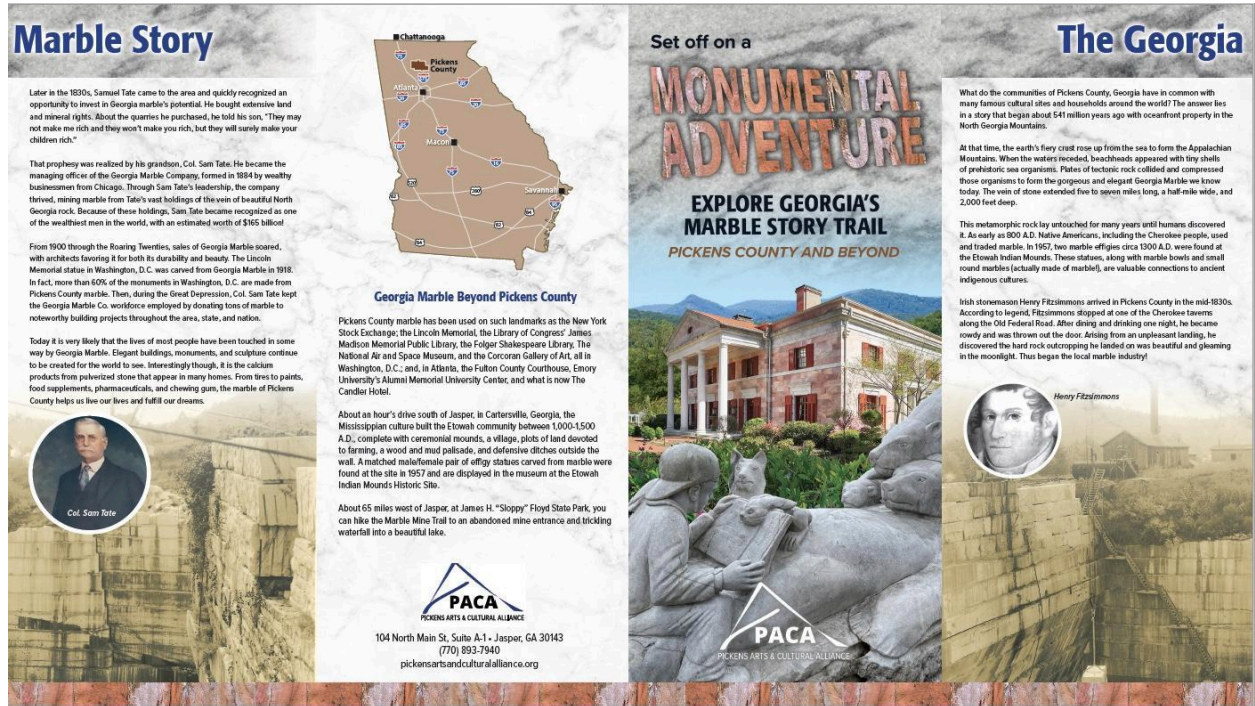


Students were able to show off their artistic talents for PACA's Youth Art Month. Parents and Students were invited to a reception where prizes were awarded.

PACA's Youth Art Month Show returned with a colorful bang in March of 2023. Organized by board member Cole Miller, PACA showcased hundreds of pieces of student artwork at the Pickens Recreation Department.

PACA awarded prizes, with 1st, 2nd, and 3rd place winners receiving cash and gift cards for arts supplies. PACA is proud to be a participant in the Youth Art Month national program and supporting and awarding creativity in our students.

Pickens County Marble Trail Guide Created, Distributed



The Monumental Adventure Marble Story Trail Guide was funded and developed by PACA, with input from the Pickens Historical Society, in 2023.

The PACA board is thrilled about the completion of a project that has been on the backburner a long time --- a guide to key marble destinations in Pickens County that will be placed in every rest stop in the state, as well as in locations in our community.

The end product is a colorful pamphlet that provides readers an easy-on-the-eyes, fun to read "trail" of important places that showcase our famed marble heritage. Everything from the all-marble Tate Elementary School, to the Pickens Courthouse and more, it also gives a little history of our marble heritage. Several PACA board members, including Pickens Historical Society President Bill Cagle, oversaw and funded research, creation, editing, and printing of the pamphlet, working in conjunction with 365 Total Marketing.

We would like to thank the Pickens Chamber of Commerce for displaying the guides at the visitor center!

We Support School Arts Programs!

In addition to our Project of Merit grants, PACA gave Pickens County schools' visual arts program grants earlier in the year to support their programs, and also provided honorariums to the arts teachers for ongoing arts education and support.

We love being able to support student arts programs in Pickens County!

We Show Love for Local Festivals

PACA was proud to be Silver Sponsors of the Marble Festival and also sponsors of Talking Rock Heritage Days and Tate Day. We love supporting these local cultural events that add so much to our community.

We also maintain our membership with the Pickens County Chamber of Commerce.

Working with KPB!



Kids enjoying fun activities from KPB at Downtown Live

PACA worked with and supported Keep Pickens Beautiful through a variety of endeavors this year!

Not only did KPB set up a make-your-own postcard stamp station at all ArtWalk events, PACA sponsored their stations at Downtown Live events music for their Earth Day event.

Hooray! A New Office Sign!



We love our space on Main Street, at 104 North Main Street, Suite 1-A, and are thrilled to have recently added a new, attractive sign to the outside of the building.

Being on Main Street has been a game changer for us and the new sign will be a “sign” to passerby that Pickens County and Jasper is a community that supports the arts. People can readily find us and know who, what and where we are.

Helping Sassafras with a web upgrade

In 2023 PACA sponsored much-needed upgrades to the Sassafras Literary Exchange’s website. Their new website, designed by Veredesigns, has allowed them to accept writing contest entries online, which has made the entry submission process easier for applicants and Sassafras board members. The group has encouraged writing in our your for 40 years and we are honored to help modernize their website and entry process.

Welcome Sally!

Board member Sally Stenger with a student artist at Youth Art Month.

We are thrilled to have Sally Stenger on board this year as our I’s-dotted, T’s crossed secretary! Sally creates the most thorough, incredible minutes we may have ever seen. Welcome to the board Sally!

Looking Forward to 2024

PACA has done more in 2023 than we have in our entire 15-year history. We are so pleased to be able to not only support a variety of arts and cultural endeavors, but also to be hands-on in organizing the successful ArtWalk events. Again we thank county leaders for offering funding that allows us to bolster and embolden our arts community.

We are so excited to grow our alliance in 2024, and have a lot of pieces of the 2024 PACA puzzle in the works and on our minds. On the horizon we will of course continue supporting and organizing ArtWalk Jasper, Youth Art Month, and will provide financial support to arts and cultural-related projects and groups through grants and other means. As we grow we realize the possible need for an executive director, which is on our radar as well. We have a Main Street mural in the works, with updates soon.

Stay along for the ride as we navigate 2024, which will have more exciting pieces of the PACA puzzle coming down the pike.

What we Spent in 2023

Special Events and Projects

	Youth Art Month	Merit Award Grants	ArtWalk Jasper	Marble Festival	Tate Day Festival	Talking Rock Heritage Day	Marble Trail Brochure	Earth Day Music
21 Check	\$ 4,433.09							
16 Checks		\$ 14,700.00						
37 Checks			\$8908.85*					
1 Check				\$1,000.00				
1 Check					\$ 500.00			
1 Check						\$ 500.00		
2 Checks							\$ 5,250.00	
1 Check								\$ 200.00
Totals	\$ 4,433.09	\$ 14,700.00	\$ -	\$1,000.00	\$ 500.00	\$ 500.00	\$ 5,250.00	\$ 200.00
*PACA's.. total Artwalk funding was \$6,000. The remaining was from Jasper DDA and sponsorships.								
Total spent for Sponsored Events and Projects				\$35,491.94				

Line Item Expenditures

Line Item #	Description	App. Budget Amount	Amount Spent*	Balance
523100	Insurance	\$ 2,000.00	\$ 1,070.00	\$ 930.00
523200	Utilities, Communication	\$ 3,000.00	\$ 2,116.79	\$ 883.21
523300	Marketing & Advertising	\$ 1,000.00	\$ 726.45	\$ 273.55
523400	Printing & Binding	\$ 3,000.00	\$ -	\$ 3,000.00
523500	Travel	\$ 500.00	\$ -	\$ 500.00
523600	Dues & Fees	\$ 500.00	\$ 291.00	\$ 209.00
523700	Training	\$ 500.00	\$ -	\$ 500.00
523850	Historic Preservation	\$ 1,000.00	\$ 870.55	\$ 129.45
523851	Events & Projects	\$ 35,300.00	\$ 35,419.44	\$ (119.44)
523852	Annual Meeting	\$ 2,000.00	\$ 748.58	\$ 1,251.42
523900	Administrative Services	\$ 3,000.00	\$ -	\$ 3,000.00
531100	Supplies & Materials	\$ 2,000.00	\$ 2,407.74	\$ (407.74)
531300	Food	\$ 1.00	\$ 906.03	\$ (905.03)
541300	Rent-Office & Storage	\$ 7,200.00	\$ 6,368.00	\$ 832.00
	Total	\$ 61,001.00	\$ 43,650.55	\$ 17,350.45

* Through December 1, 2023

