

Organization Information

Organization name:	Grand Rapids Art Museum		
City:	Grand Rapids	Year organization founded:	1910
State:	MI	Organization type:	501(c)3 nonprofit organization
County:	Kent	DUNS #:	020888731
Federal ID #:	381387136	Full-time staff:	36
NISP Discipline:	5 - Visual Arts	Board Members:	21
NISP Institution:	8 - Art Museum	Fiscal year end date:	09-30
NTEE:	A51 - Art Museums		

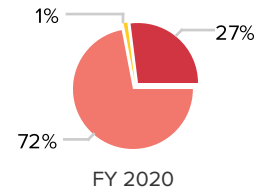
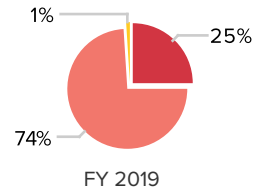
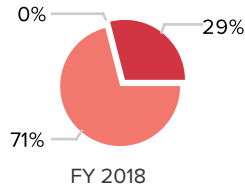
Applicant is audited or reviewed by an independent accounting firm.

Financial Summary

Unrestricted Activity	FY 2018	FY 2019	% Change	FY 2020	% Change
Unrestricted operating revenue					
Earned program	\$675,747	\$433,216	-36%	\$387,494	-11%
Earned non-program	\$913,780	\$835,403	-9%	\$312,028	-63%
Total earned revenue	\$1,589,527	\$1,268,619	-20%	\$699,522	-45%
Investment revenue	\$2,331	\$51,623	2,115%	\$19,610	-62%
Contributed revenue	\$3,873,800	\$3,693,553	-5%	\$1,828,181	-51%
Total unrestricted operating revenue	\$5,465,658	\$5,013,795	-8%	\$2,547,313	-49%
Less in-kind	\$26,951	\$51,970	93%	\$186,594	259%
Unrestricted operating revenue less in-kind	\$5,438,707	\$4,961,825	-9%	\$2,360,719	-52%
Operating expenses					
Program	\$4,512,278	\$4,000,996	-11%	\$3,552,589	-11%
Management & general	\$2,530,719	\$3,333,268	32%	\$2,766,307	-17%
Fundraising	\$814,626	\$638,676	-22%	\$572,694	-10%
Total operating expenses	\$7,857,623	\$7,972,940	1%	\$6,891,590	-14%
Less in-kind	\$26,951	\$51,970	93%	\$186,594	259%
Unrestricted operating expenses less in-kind	\$7,830,672	\$7,920,970	1%	\$6,704,996	-15%
Unrestricted change in net assets - operating	-\$2,391,965	-\$2,959,145	-24%	-\$4,344,277	-47%
Unrestricted change in net assets - non-operating	\$315,412	-\$278,650	-188%	\$17,232	106%
Unrestricted change in net assets	-\$2,076,553	-\$3,237,795	-56%	-\$4,327,045	-34%
Restricted change in net assets	\$4,225,571	-\$346,460	-108%	\$718,133	307%
Total change in net assets	\$2,149,018	-\$3,584,255	-267%	-\$3,608,912	-1%

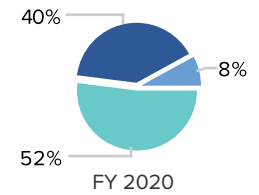
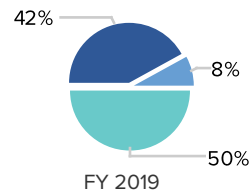
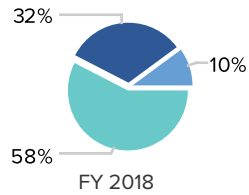
Unrestricted Operating Revenue by Source

- Earned
- Investment
- Contributed



Operating Expenses by Functional Grouping

- Program
- Management & General
- Fundraising



Revenue Details

Operating Revenue Earned - Program	FY 2018 Total	FY 2019 Total	FY 2020 Total	FY 2020 Unrestricted	FY 2020 Restricted
Subscriptions					
Membership fees - individuals	\$211,985	\$191,733	\$141,431	\$141,431	\$0
Membership fees - organizations					
Ticket sales & admissions	\$292,515	\$125,413	\$79,798	\$79,798	
Education revenue	\$104,393	\$106,568	\$56,265	\$56,265	
Publication sales					
Gallery sales					
Contracted services & touring fees	\$57,500		\$110,000	\$110,000	
Royalty & reproduction revenue					
Earned - program not listed above	\$9,354	\$9,502			
Total earned - program	\$675,747	\$433,216	\$387,494	\$387,494	
Earned - Non-program					
Rental revenue	\$217,435	\$192,678	\$65,970	\$65,970	
Sponsorship revenue					
Attendee-generated revenue not listed above	\$696,345	\$642,725	\$246,058	\$246,058	
Earned non-program not listed above					
Total earned - non-program	\$913,780	\$835,403	\$312,028	\$312,028	
Total earned revenue	\$1,589,527	\$1,268,619	\$699,522	\$699,522	

Contributed	FY 2018 Total	FY 2019 Total	FY 2020 Total	FY 2020 Unrestricted	FY 2020 Restricted
Trustee & board	\$131,545	\$287,030	\$111,448	\$86,006	\$25,442
Individual	\$588,235	\$700,790	\$572,976	\$513,596	\$59,380
Corporate	\$322,155	\$355,375	\$367,062	\$337,445	\$29,617
Foundation	\$622,142	\$1,870,403	\$1,223,967	\$625,074	\$598,893
State government	\$47,892	\$32,800	\$79,466	\$79,466	
Federal government	\$20,000	\$25,000	\$0		
In-kind operating contributions	\$26,951	\$51,970	\$186,594	\$186,594	
Special fundraising events					
Contributions not listed above	\$5,829,092	\$0	\$0		
Net assets released from restriction	\$0	\$0	\$0		
Total contributed revenue	\$7,588,012	\$3,323,368	\$2,541,513	\$1,828,181	\$713,332
Operating investment revenue	\$5,432	\$61,624	\$24,411	\$19,610	\$4,801
Total operating revenue	\$9,182,971	\$4,653,611	\$3,265,446	\$2,547,313	\$718,133
Total operating revenue less operating in-kind	\$9,156,020	\$4,601,641	\$3,078,852	\$2,360,719	\$718,133
Non-operating revenue					
Other non-operating	\$1,143,670	\$13,724	\$41,232	\$41,232	
Total non-operating revenue	\$1,143,670	\$13,724	\$41,232	\$41,232	
Total revenue	\$10,326,641	\$4,667,335	\$3,306,678	\$2,588,545	\$718,133
Total revenue less in-kind	\$10,299,690	\$4,615,365	\$3,120,084	\$2,401,951	\$718,133

Revenue Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Expense Details

	FY 2018 Total	FY 2019 Total	% Change	FY 2020 Total	% Change	FY 2020 Program	FY 2020 General & Administrative	FY 2020 Fundraising
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$2,475,208	\$2,531,161	2%	\$2,060,103	-19%	\$801,646	\$880,640	\$377,817
Independent contractors	\$42,065	\$0	-100%	\$37,839	n/a	\$10,816	\$27,023	\$0
Professional fees	\$972,215	\$1,017,785	5%	\$937,463	-8%	\$187,708	\$717,958	\$31,797
Total personnel expenses - Operating	\$3,489,488	\$3,548,946	2%	\$3,035,405	-14%	\$1,000,170	\$1,625,621	\$409,614
Non-personnel expenses - Operating								
Occupancy costs	\$723,657	\$785,084	8%	\$655,877	-16%	\$465,766	\$182,277	\$7,834
Depreciation	\$1,981,999	\$1,990,934	0%	\$2,013,494	1%	\$1,437,208	\$552,571	\$23,715
Interest expense	\$56,030	\$175,667	214%	\$82,000	-53%	\$0	\$82,000	\$0
Non-personnel expenses not listed above	\$1,606,449	\$1,472,309	-8%	\$1,104,814	-25%	\$649,445	\$323,838	\$131,531
Total non-personnel expenses - Operating	\$4,368,135	\$4,423,994	1%	\$3,856,185	-13%	\$2,552,419	\$1,140,686	\$163,080
Total operating expenses	\$7,857,623	\$7,972,940	1%	\$6,891,590	-14%	\$3,552,589	\$2,766,307	\$572,694
Non-operating personnel expenses			n/a		n/a			
Non-operating non-personnel expenses	\$320,000	\$278,650	-13%	\$24,000	-91%			
Total non-operating expenses	\$320,000	\$278,650	-13%	\$24,000	-91%			
Total expenses	\$8,177,623	\$8,251,590	1%	\$6,915,590	-16%			
Total expenses less in-kind	\$8,150,672	\$8,199,620	1%	\$6,728,996	-18%			
Total expenses less depreciation	\$6,195,624	\$6,260,656	1%	\$4,902,096	-22%			
Total expenses less in-kind and depreciation	\$6,168,673	\$6,208,686	1%	\$4,715,502	-24%			

Expense Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Balance Sheet

Assets	FY 2018	FY 2019	% Change	FY 2020	% Change
Current assets					
Cash and cash equivalents	\$4,262,497	\$4,355,499	2%	\$2,858,862	-34%
Receivables	\$9,144,772	\$7,415,727	-19%	\$5,350,539	-28%
Investments - current	\$163,615		-100%		n/a
Prepaid expenses & other	\$404,069	\$468,345	16%	\$418,261	-11%
Total current assets	\$13,974,953	\$12,239,571	-12%	\$8,627,662	-30%
Long-term/non-current assets					
Investments - non current			n/a		n/a
Fixed assets (net of accumulated depreciation)	\$60,363,920	\$58,537,061	-3%	\$58,903,409	1%
Non-current assets not listed above	\$137,547	\$131,450	-4%	\$133,481	2%
Total long-term/non-current assets	\$60,501,467	\$58,668,511	-3%	\$59,036,890	1%
Total assets	\$74,476,420	\$70,908,082	-5%	\$67,664,552	-5%
Liabilities & Net Assets	FY 2018	FY 2019	% Change	FY 2020	% Change
Current liabilities					
Accounts payable and accrued expenses	\$592,646	\$476,063	-20%	\$495,697	4%
Deferred revenue	\$203,687	\$167,757	-18%	\$56,205	-66%
Loans - current			n/a	\$457,300	n/a
Additional current liabilities not listed above			n/a		n/a
Total current liabilities	\$796,333	\$643,820	-19%	\$1,009,202	57%
Long-term/non-current liabilities					
Long-term/non-current loans			n/a		n/a
Additional long-term/non-current liabilities not listed above	\$9,420,000	\$9,420,000	0%	\$9,420,000	0%
Total long-term/non-current liabilities	\$9,420,000	\$9,420,000	0%	\$9,420,000	0%
Total liabilities	\$10,216,333	\$10,063,820	-1%	\$10,429,202	4%
Net assets					
Unrestricted	\$51,725,861	\$48,935,146	-5%	\$46,454,709	-5%
Restricted	\$12,534,226	\$11,909,116	-5%	\$10,780,641	-9%
Total net assets	\$64,260,087	\$60,844,262	-5%	\$57,235,350	-6%
Total liabilities & net assets	\$74,476,420	\$70,908,082	-5%	\$67,664,552	-5%

Balance Sheet Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Balance Sheet Metrics

	FY 2018	FY 2019	% Change	FY 2020	% Change
Months of operating cash -- Unrestricted	1.54	1.82	18%	2.57	41%
Working capital -- Unrestricted	\$739,497	\$1,126,307	52%	\$1,090,323	-3%
Current ratio -- Unrestricted	1.93	2.75	43%	2.08	-24%
Net assets as a % of total expenses	786%	737%	-6%	828%	12%
Fixed assets (net)	\$60,363,920	\$58,537,061	-3%	\$58,903,409	1%
Condition of fixed assets	38%	42%		45%	
Leverage -- Unrestricted			n/a	1%	n/a
Total debt			n/a	\$457,300	n/a
Debt service impact	1%	2%	211%	1%	-44%

Months of operating cash -- unrestricted (Unrestricted Cash & Cash Equivalents/(Total Expense/12)) indicates the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. This ratio is calculated using unrestricted numbers only.

Working capital -- unrestricted (Unrestricted Current Assets minus Unrestricted Current Liabilities) consists of the unrestricted resources available for operations. This calculation of working capital may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Current ratio -- unrestricted (Unrestricted Current Assets divided by Unrestricted Current Liabilities) determines the organization's ability to pay current debt using current assets. A ratio of 1.0 indicates that current assets are equal to current liabilities. A ratio of around 1.5 is a more comfortable position, allowing for more cushion against uncollected receivables or timing discrepancies between expected receipts and disbursements. Ideally this number should approach 2 which indicates ample short-term liquidity to obviate the need to borrow or sell assets.

Net assets as % of total expenses measures the net worth of an organization in relationship to its operating size. It is calculated as total net assets divided by total expenses. If the trend is level or increasing, then total net assets are keeping pace with growth in operating expenses.

Condition of fixed assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props). This is especially significant for organizations that own a building or carry a long-term lease. Accumulated depreciation of less than 50% of the total value of fixed assets indicates a stock of relatively new assets. A high percentage (>80%) of accumulated depreciation could indicate aging infrastructure and need for funding the replacement or repair of fixed assets in the near future.

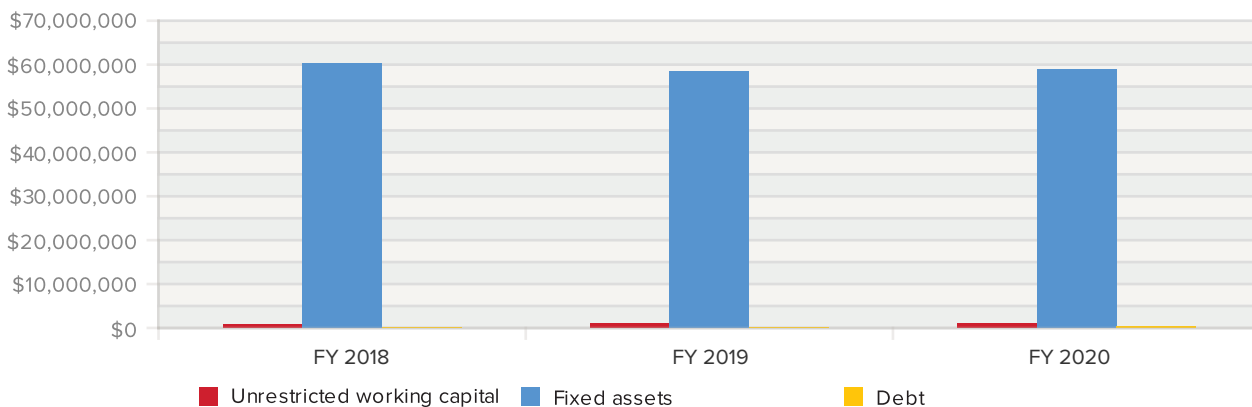
Leverage ratio (Total Debt divided by Total Unrestricted Assets) measures what proportion of your unrestricted assets are supported by debt. A number in excess of 50% may indicate liquidity problems, or reduced capacity for future borrowing.

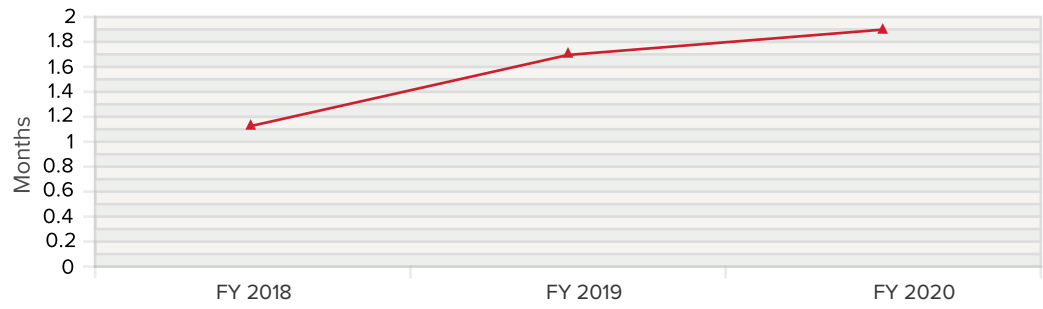
Fixed assets net is the value of all land, buildings, equipment, leasehold improvements and other property and equipment owned by the organization. It is calculated net of accumulated depreciation to reflect the reduction in the value of an asset as it ages and is used.

Total debt consists of all short and long-term contractual obligations of the organization, including lines of credit, loans, notes, bonds, and capital leases.

Debt service impact (Total Debt Service, including principal and interest, divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden. The higher the percentage, the more the organization has to dedicate its resources to debt repayment rather than programming and other operating expenses.

Components of Net Assets



**Months of
Unrestricted
Working Capital**

Attendance

	FY 2018	FY 2019	% Change	FY 2020	% Change
Total attendance					
Paid	54,416	17,651	-68%	7,814	-56%
Free	149,403	64,234	-57%	33,483	-48%
Total	203,819	81,885	-60%	41,297	-50%
In-person attendance					
Paid	54,416	17,651	-68%	7,814	-56%
Free	149,403	64,234	-57%	30,646	-52%
Total	203,819	81,885	-60%	38,460	-53%
Digital attendance					
Paid			n/a		n/a
Free			n/a	2,837	n/a
Total			n/a	2,837	n/a
In-person attendees 18 and under	85,348	11,628	-86%	9,604	-17%
Programs in schools	FY 2018	FY 2019	% Change	FY 2020	% Change
Children served in schools	1,148	2,057	79%	523	-75%
Hours of instruction			n/a	51	n/a

Workforce

	FY 2018	FY 2019	% Change	FY 2020	% Change
Number of People					
Employees: Full-time permanent	30	33	10%	36	9%
Employees: Part-time permanent	35	36	3%	43	19%
Employees: Part-time temporary	5		-100%	5	n/a
Volunteers	151	284	88%	116	-59%
Independent contractors	10		-100%	11	n/a
Interns and apprentices	8	3	-62%	1	-67%
Total positions	239	356	49%	212	-40%

Visual & Performing Artists

	FY 2018	FY 2019	% Change	FY 2020	% Change
Number of visual & performing artists	8		-100%	4	n/a
Payments to artists & performers	\$46,335		-100%	\$0	n/a

Covid-19 Impact

	FY 2018	FY 2019	FY 2020
Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization:			
Number of employees laid off			17
Number of employees furloughed			42
Of those furloughed or laid off employees, how many (if any) have been brought back?			42

Mission and Constituency

Mission statement

The mission of the Grand Rapids Art Museum is:
to inspire discovery, enjoyment, and learning about art
to serve as a welcoming and inclusive cultural resource
to collect, conserve, and interpret authentic works of art of the finest quality

Mission demographics

This organization's mission is not rooted in an explicitly identified ethnic, cultural or other demographic voice.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

If the fields above are blank, this organization does not serve that demographic specifically.

Audience

The organization does not seek to primarily serve a specific audience.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

Additional group (please state)

Community type served

Urban

If the fields above are blank, this organization does not serve that demographic specifically.

Program Activity

In-person activity	FY 2018		FY 2019		FY 2020	
	Distinct offerings	# of times offered	Distinct offerings	# of times offered	Distinct offerings	# of times offered
Productions (self-produced)						
Productions (presented)						
Classes/assemblies/other programs in schools	2		2		1	17
Classes/workshops (outside of schools)	12	36	2	2	15	51
Field trips/school visits	5	136	6	124	5	194
Guided tours	8	181	9	180	11	115
Lectures	6	6	14	14	5	5
Permanent exhibitions						
Temporary exhibitions	11		11		8	
Traveling exhibitions (hosted)	1		1		2	
Films screened	1	1				
Festivals/conferences	0		0		0	
Readings/workshops (developing works)						
Community programs (not included above)					1	40
Additional programs not listed above	0	0	0	0	4	10

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity

Digital activity	FY 2018			FY 2019			FY 2020		
	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand
Productions (self-produced)									
Productions (presented)									
Classes/assemblies/other programs in schools									
Classes/workshops (outside of schools)									
Field trips/school visits									
Guided tours							7	18	4
Lectures							8	8	4
Permanent exhibitions									
Temporary exhibitions									
Traveling exhibitions (hosted)									
Films screened									
Broadcast productions									
Festivals/conferences									
Readings/workshops (developing works)									
Community programs (not included above)									
Additional programs not listed above									

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Digital activity financials	FY 2018		FY 2019		FY 2020	
	Total	Associated with digital program delivery	Total	Associated with digital program delivery	Total	Associated with digital program delivery
Earned revenue	\$1,589,527		\$1,268,619		\$699,522	\$0
Contributed revenue	\$7,588,012		\$3,323,368		\$2,541,513	\$0
Operating expense	\$7,857,623		\$7,972,940		\$6,891,590	

Program Activity

	FY 2018 Total	FY 2019 Total % Change	FY 2020 Total % Change
Fiscally sponsored projects		n/a	n/a
Amount distributed to fiscally sponsored projects		n/a	n/a
Residencies		n/a	n/a
Scholarships awarded		n/a	n/a
Amount awarded in scholarships		n/a	n/a
Other grants awarded		n/a	n/a
Amount awarded in grants		n/a	n/a
Public art installations		n/a	n/a
Works commissioned	36	-100%	n/a
Films produced		n/a	n/a
World premieres	11	9 -18%	5 -44%
National premieres		n/a	n/a
Local/regional premieres	1	1 0%	2 100%
Published works (physical)		n/a	n/a
Published works (digital)		n/a	n/a
Private lessons (in-person)		n/a	n/a
Private lessons (digital)		n/a	n/a
Competitions		n/a	n/a
Open rehearsals		n/a	n/a

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a