

62 Years of History

- **1960** - Founded in Appleton
- **1972** - First Gallery on Morrison St.
- **2002** - Moved to Brettschneider's Building



1972 - 130 Morrison St.



2002 - Brettschneider Building



Trout Museum of Art Today
A destination in Downtown Appleton

OUR MISSION

To inspire and connect all people through creative experiences and the visual arts



Opening Minds & Changing Lives (every day)

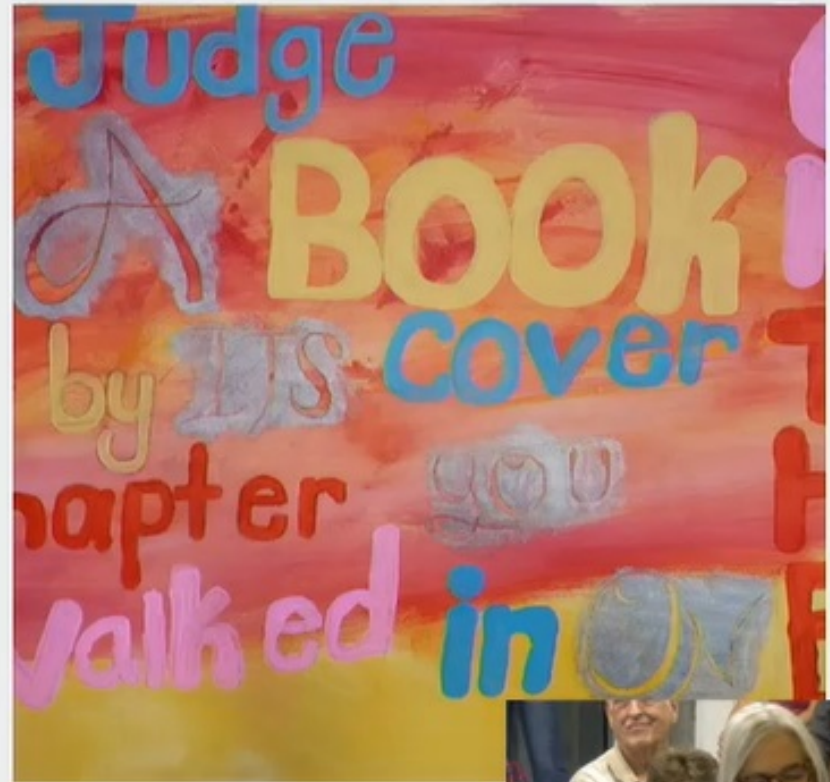


- Art Education
- Exhibitions
- Community Engagement





Over 115 Art Classes each year!
Kids and Youth Summer Camps and Workshops



Over 100 FREE targeted art education programs per year

Partnership with Outagamie County Youth and Family Services Restorative Justice and Shelter



“

This is an opportunity for youth to build skills, increase self-confidence and gain growth and exploration that would otherwise be unknown to them. **Classes and camps at the Trout Museum of Art enhance skills, improves mental health, better decision making and positive coping skills.** Being more involved in the community and building connections decreases the likelihood of further re-offending.

– Kristin Ziegler, CSW, Restorative Justice/Independent Living Skills Coordinator
Outagamie County Youth & Family Services





SPARK!

Art Program for Adults with Memory Loss

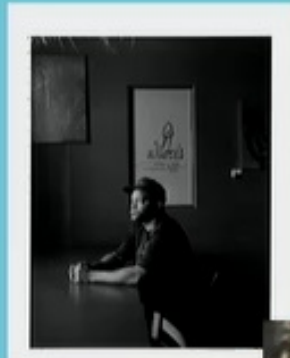
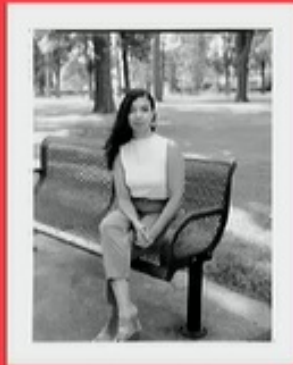
Locations: Trout Museum of Art, Touchmark, and St. Paul Elder Services

“

Art therapy has the ability to bring memories and stories to the surface for older adults living with memory loss. The Trout Museum of Art has SPARKED a renewed love of art. Each and every visit is a new fantastically fun engaging experience. We've shared laughter, memories and moments together.

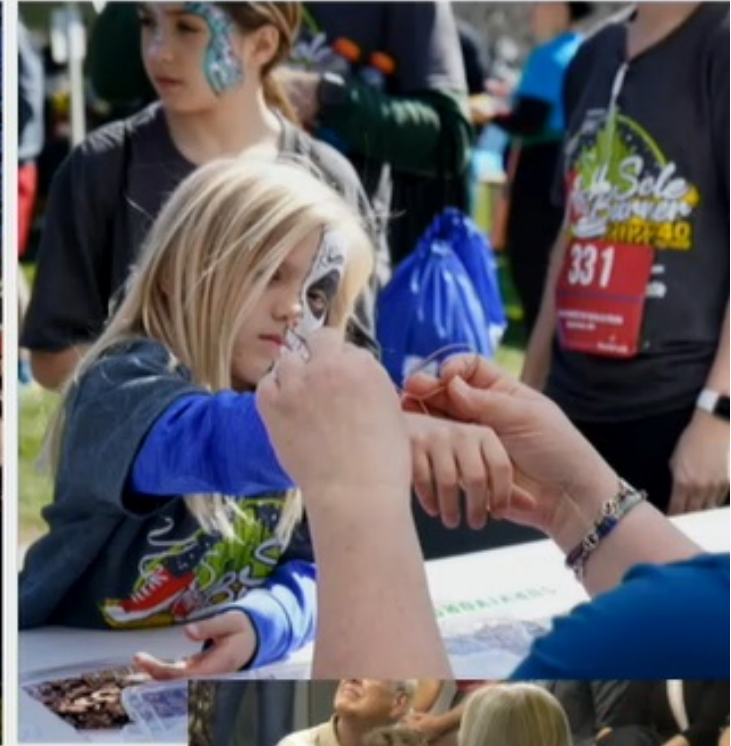
– Pam J. Murphy, BF-CMT, Life Enrichment Supervisor
Touchmark of West Prospect, Appleton





Meet Your Neighbor | Exhibit Walk | Photos and Audio Recordings
25 Stops in 25 Downtown Businesses
 By local artist **John Nance**

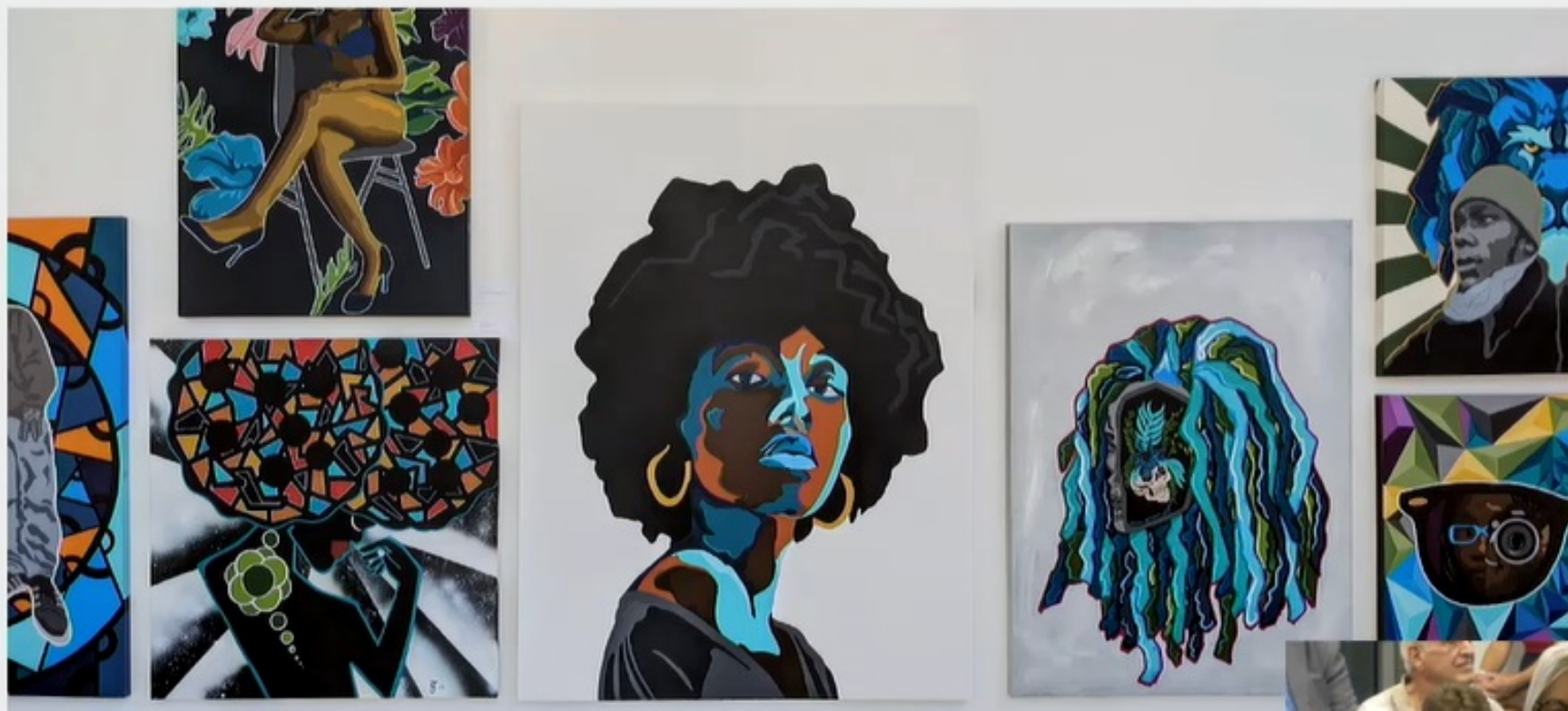




Community Art Projects - Four Projects this year

Survivor Beads Project with artist Jennifer Dins

American Cancer Society - Sole Burner 5K Run/Walk



Art is Her Exhibition Series • Artwork shown by local artist **Nikki Johnson**

100% Female Identifying Artists, 50% Women of Color • 6 artists each year

White male artists make up **85%** of collections from 18 most prominent art museum in the U





Current Exhibition: Reclaiming Identity

25 Contemporary Indigenous Artists from the US and Mexico
Guest Curator, Dakota Mace





Art at the Park • 62 Years
4th Weekend in July
City Park, Appleton



COMMUNITY OUTCOMES

- Vibrant art organizations thrive in our community
- Artists and designers chose to make Appleton and the Fox Cities their home
- TMA is considered the place where everyone in our community can learn about art



HOW WE OPERATE

- 501(c)3 Nonprofit
- **\$1M** operating budget
- **73%** Donation Revenue
- **27%** Earned Revenue (membership/store/classes)
- Affordable membership as low as \$15/



POSITION OF STRENGTH

- Museum is a destination
- Museum is debt free
- Reserve fund
- 20 Board of Directors all volunteer
- Strategic plan updated 2022



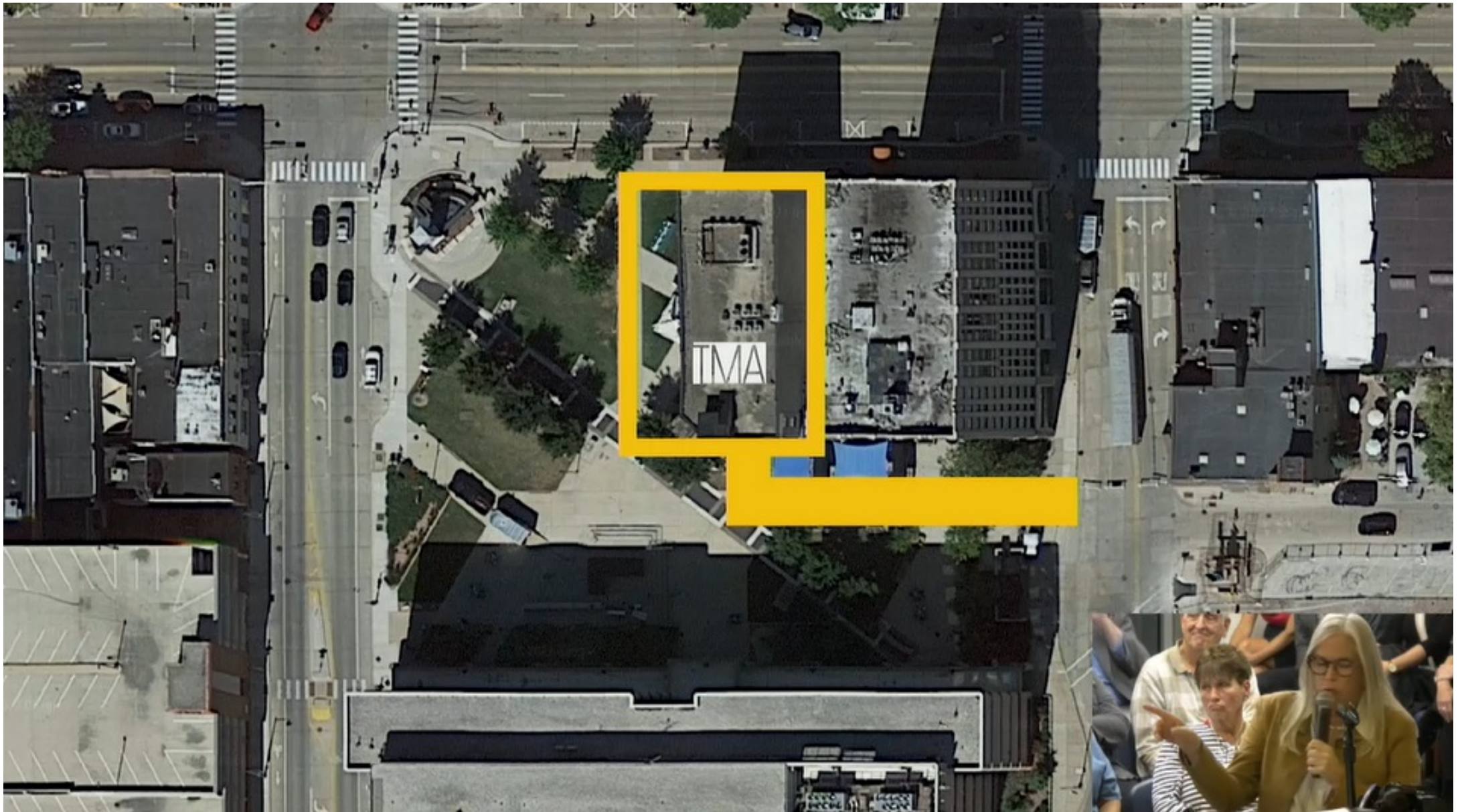
Why We Need A New Building?



NEW BUILDING DESIGNED AS ART MUSEUM

- 100 year old building is inefficient
- \$2M infrastructure updates needed
- Space not built for exhibits & classes
- Elevator too small to carry art or a class of kids
- No loading dock, bus zone, or parking
- Difficult to drop off and pick up kids





INCREASE CREDIBILITY AND VISIBILITY

- Become accredited museum and meet professional standards
- Show commitment to excellence
- Offer the highest public service
- Expand programs that provide help, hope, and healing
- Increase visitors
- Validate the museum's work and accomplishments
- Increase credibility
- Expand art loans and traveling exhibitions
- Fulfill our public trust obligations



Why A Park Setting?



Milwaukee Art Museum



Museum of Wisconsin Art, West Bend



A known formula for success. Art museums are commonly located in parks, along pedestrian trails, or on rivers and lakes near downtown areas.



LOCATIONS WE EVALUATED

- Former CVS Site on College Ave
- Wells Fargo Parking/Drive Thru
- Four Parking Lots North of College Ave
- Life Church
- City Center / City Center East
- U.S. Venture Sites
- Former Valmet Site in the Flats
- Neenah Paper Parking Lot
- Lawe Street at the Locks
- Other opportunities



WHY ELLEN KORT PEACE PARK?

- Keep museum located in Appleton
- Downtown park setting
- Art is a contemplative activity like the Peace Park
- Opportunities for “art in nature” learning
- Synergy with park, museum, and bridge crossing
- Create riverfront destination
- Complete the park and river crossing year



Site Plan

MUSEUM + PARK | NATURE + ART





Concept Site Plan
Ellen Kort Peace Park with the Trout Museum of Art







Alignment of Goals



Research shows our community wants more cultural opportunities.

“ We imagine the Fox Cities as a place where shared spaces and rich cultural environment connect us... We have a smaller town feel with the openness and cultural amenities that rival those of a larger metropolitan area.”





City of Appleton has an
Art in Public Places Policy
by the Appleton Public Art Committee
that **prioritizes art on city owned
property including parks.**

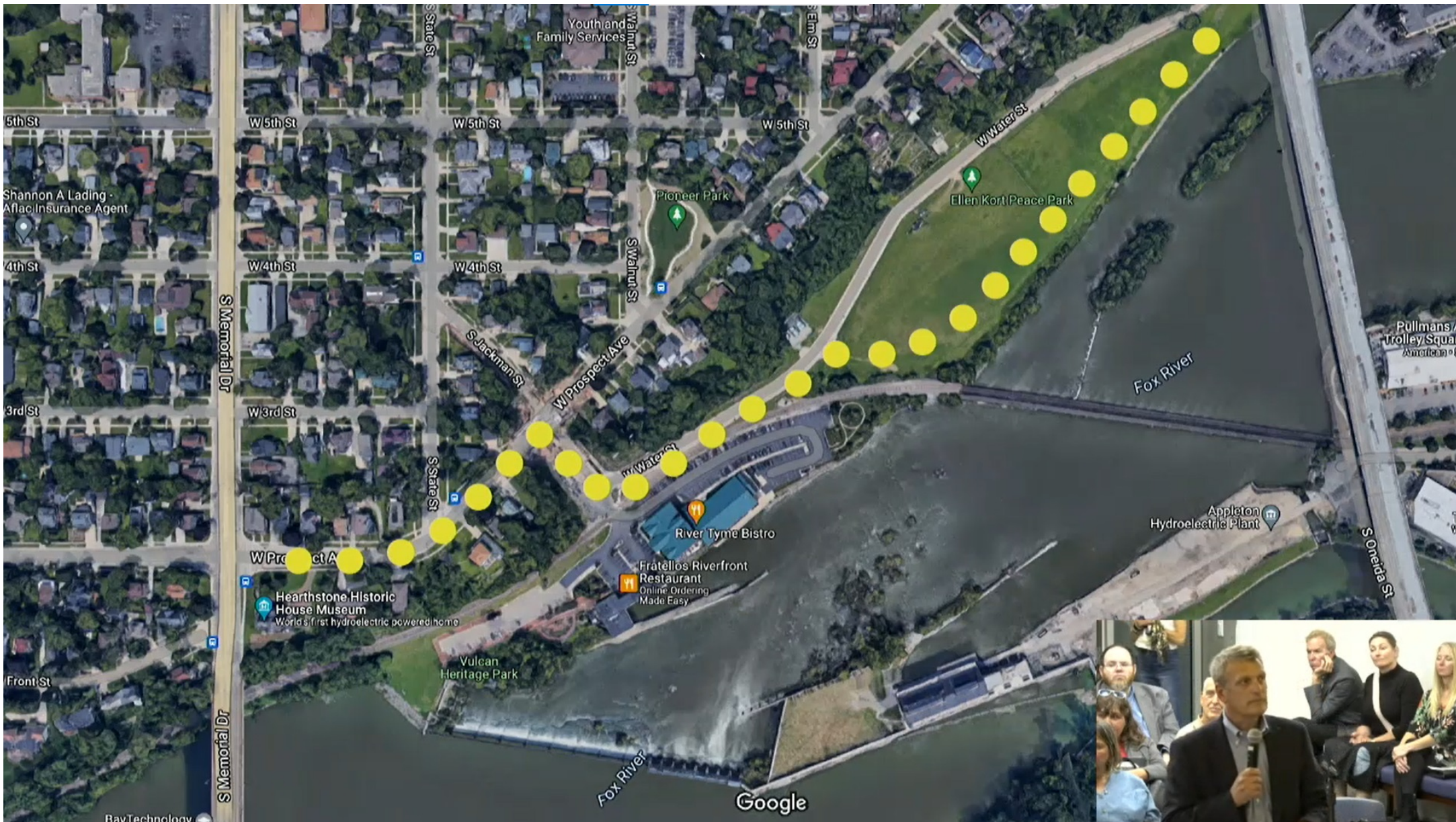




CULTURE/HISTORY WALKING CORRIDOR

- Hearthstone House Museum
- Atlas Science Center
- Trout Museum of Art
- Jones Park
- Historical Society's Vulcan Replica







BENEFITS TO APPLETON

- Trout Museum of Art stays in Appleton
- Appleton Downtown remains the region's art and culture district
- Ellen Kort Peace Park completed years ahead of schedule
- Museum + Park + Bridge creates a new destination
- Museum is a connector and catalyst for riverfront development
- Increases tourism and economic impact
- Workforce and talent attraction - Appleton and our region benefit from an exciting new destination
- Existing museum building presumably returns to tax rolls





Appleton benefits from a growing visual art museum that adds to our quality of life and culture without public tax revenues.



In Summary



Public-Private Partnership approach
provides an exciting new destination
combining arts and culture environment
and history



- The site plan is **sensitive** to public comments
- Park established **years earlier** with co-location
- Trout Museum of Art **remains** in Downtown Appleton
- Supports Appleton's aspirations for riverfront as **extension of its Downtown**
- Beautiful **integration** of Park & Museum



THANK YOU for the opportunity to
talk about collaborating with the City of Appleton!

Please help us move to **STEP 4** on the
City's Process Map

