

ANNUAL REPORT

2022

THE HOLLAND PROJECT

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STAFF

Britt Curtis, Executive Director

Alana Berglund, Associate Director

Alisha Funkhouser, Director of Education & Youth Programs

Ilya Arbatman, Venue Manager

M, Gallery Manager

Arleen Nebeker, Program & Marketing Associate

Steven Talavera, Music Program Associate

Maya Tran, Front of House Coordinator

Thomas Snider, Quinton Bunk, Mike Malone, Cisco, Sound

With gratitude to Alberto Garcia Rodriguez for their service as Gallery Manager through July 2022, Brigdon Markward and Matt Grimm for booking assistance, and Zac Arroyo for their support with gallery and youth programming.

Special thanks to our volunteer photography crew Jesse Lopez, Trevor Castillo, JJ Mazzucotelli, Hannah Buckingham, James Sakert, and Eric Rodriguez as well as poster artists Heather Kelly, Corey Gyll, Payton Williams, Kai Morikawa, Dave Hall, Ian Locke, Olivia Rogers, and more for their amazing work always.

BOARD OF DIRECTORS

Mitch Dufor, Chair

Vanessa Vancour, Vice Chair

Rose Wilson*, Secretary

Ben Brooks*, Treasurer

Timothy Blake

Anthony Carter

Lydia Huerta

Michael Moberly



*termed out in 2022

2022 STATS

212 EVENTS & PROGRAMS

115 in Music & Live Performance

36 Visual Arts Exhibitions & Events

37 All Ages Workshops

4 Weeklong Youth Arts & Music Camps

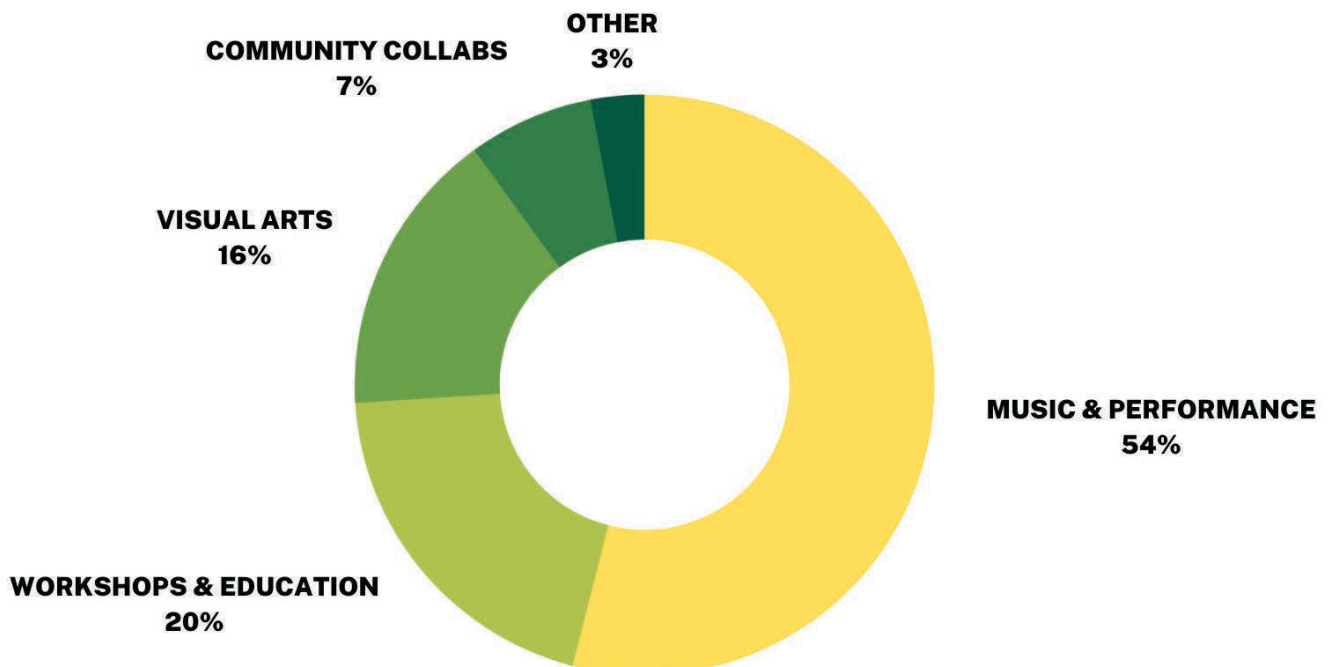
15 Community Gatherings

5 Special Events (Block Parties, Markets, & More!)

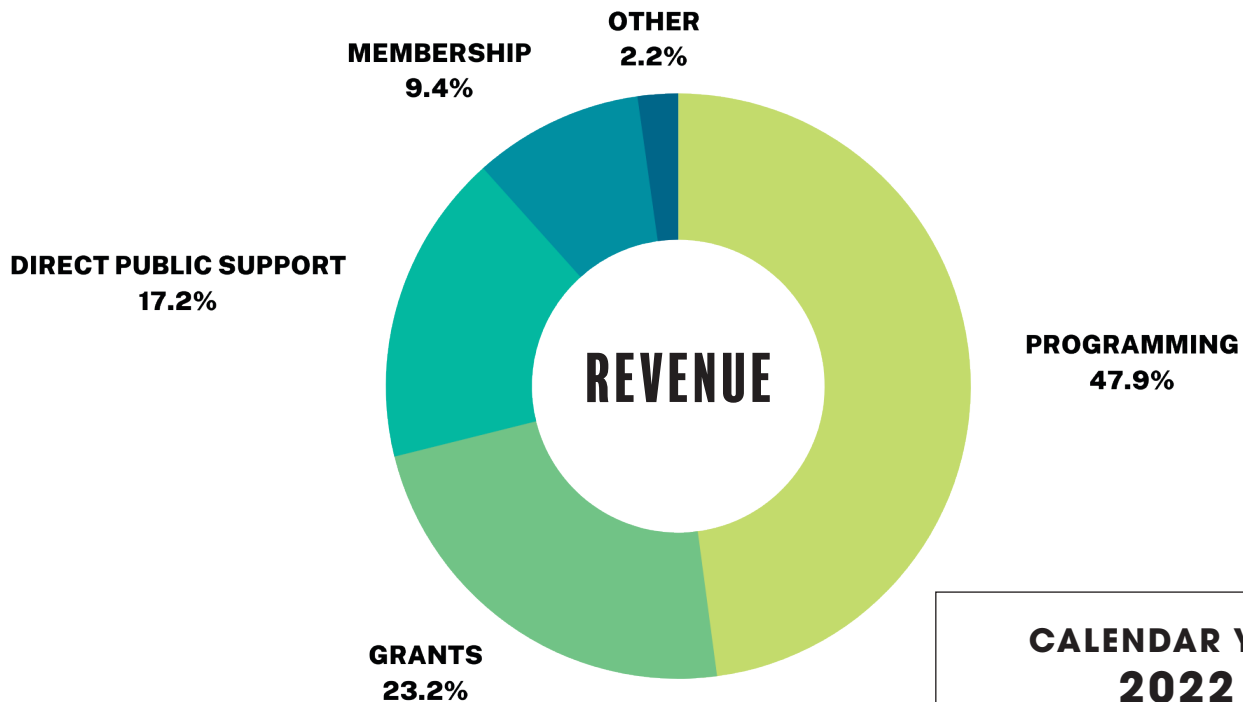
We executed 42 more in-person events than in 2021 with an average of seventeen programs per month! We saw over 16,600 participants in 2022 and overall, when compared to pre-COVID years' data, there has been an increase in average participation across all departments of approximately 25%.

Additionally, we collaborated with over 1,200 musicians and 324 visual artists and paid \$97,618 directly to musicians through our programming.

% PROGRAMMING BREAKDOWN



FINANCIALS

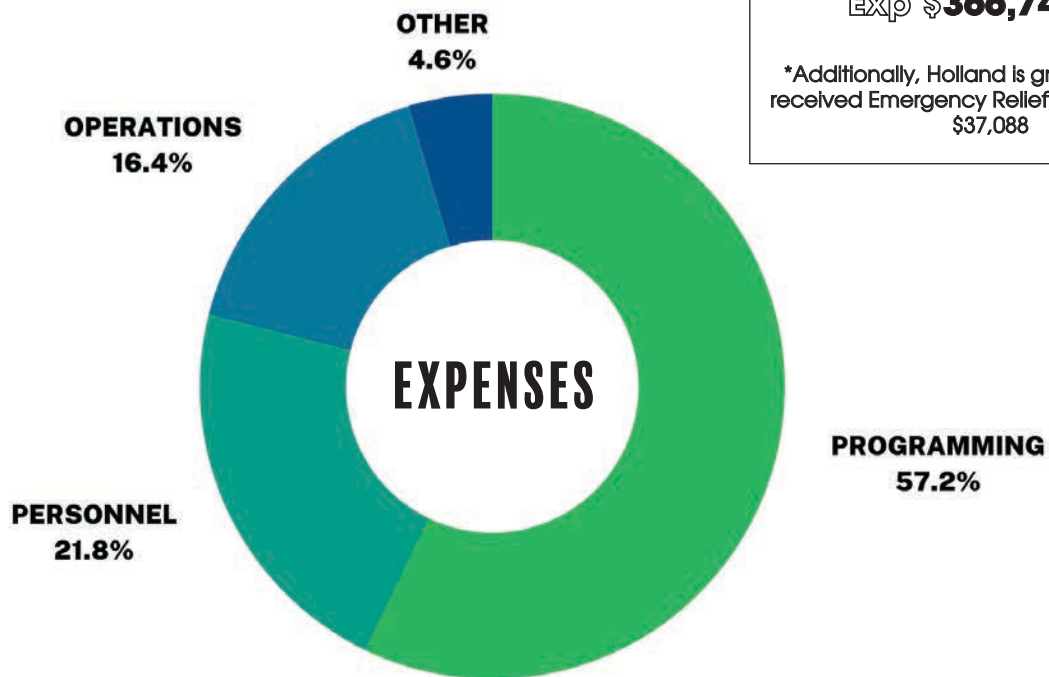


CALENDAR YEAR 2022

Rev \$350,419.99

Exp \$366,741.16

*Additionally, Holland is grateful to have received Emergency Relief/ARP funding of \$37,088



FY21-22

July 21-June 22

Rev \$365,702.66

Exp \$368,525.35

FY22-23

July 22 to date

Rev \$267,54.60

Exp \$259,385.63

THANK YOU!

**NELL J. REDFIELD FOUNDATION
WILLIAM H. MOFFAT
FOUNDATION
HEIDEMARIE ROCHLIN
CITY OF RENO
NEVADA ARTS COUNCIL
NEVADA HUMANITIES
CRAFT WINE & BEER
MOMENT SKIS**

**NATIONAL ENDOWMENT FOR THE ARTS &
NATIONAL ENDOWMENT FOR THE
HUMANITIES**

Satre Family Foundation, Malena Satre Raymond, The Glass Die, Off Beat Fest, Kirsten & Ken Mashinter, Pinon Bottle Co, Gabriel Plank, Noah Silverman, Timothy Blake, Tim Conder, Lush Life Productions, Brooks Family Dental, Patagonia, US Bank, Bank of America and over 100 individual members!

COMMUNITY PARTNERS & COLLABORATORS

KWNK Community Radio, Laika Press, Reno Bike Project, Washoe County Libraries, City of Reno Arts & Culture, Craft Wine & Beer, The Radical Cat, Our Center, Magpie Coffee Roasters, Black Wall Street, Moment Skis, The Vera Project, KC Sound Co, Ferrari Farms, Ferino Distillery, Cafe Capello, Spoken Views, Wooster High Arts, Boys & Girls Club, Nevada Arts Council, Global Self Love Club, Reno Food Systems, Churchill Arts Council, Northern Nevada Black Cultural Awareness Society, Lamar Advertising, Wells Avenue Business District, Lost Highway, Lead Dog Brewing, Sierra Nevada University, Stand With Ukraine, ACLU Nevada, Guitar Center, Redfield Community Outreach, PLAN, Reno Hearts You, Indiewalls, Brewery Arts Center, Everytown, Moms Demand, Campari, The Generator, Punk Rock Flea, JOT Writers Group, Livestock Events Center, ESI Security, Ed Collins Productions, La Selva de dos Mujeres, Masterpeace Studios, NIVA.



PROGRAM HIGHLIGHTS

HP BILLBOARD GALLERY

With the support of a Art Belongs Here Grant from the City of Reno and the National Endowment for the Arts, Holland Project was thrilled to launch a new initiative in 2022: the HP Billboard Gallery! This roving “gallery” featured the work of 36 local artists – seasoned veterans and emerging alike – and was one of our most visible and well received projects of the year. Artist billboards were mounted primarily in neighborhoods that are traditionally underserved in terms of arts and culture initiatives such as the Wells Avenue District and outside of Downtown. The billboards created a unique opportunity for visual artists in the region to work at a larger scale and with high visibility, a meaningful step for so many artists at different points in their career.

CURATOR SERIES

Our Curator Series invites artist-curators to collaborate on our gallery and humanities programs. Using an exhibition as a jumping off point, resident Curators work with local writers, community leaders, artists, musicians, Holland volunteers, and others to expand upon ideas presented in the artworks on view. Collaborative programs include live performances, artist talks, radio shows, books and other physical media, billboards, community gathering, publications, writings, film screenings, workshops, and much more. The series also bridges visual arts, humanities, and all the departments of Holland (art, music, workshops/education, activism/ community). This year’s resident curators included Sal Bajas + Annaiz Ramirez, Nick Larsen, Kelsey Westphal, Antone Dolezal + Tracy Fish, and Kelly Kirkland + Miwah Lee. Projects touched on Chicanx culture, the future of fashion, patterns and language, queerness in art, incarceration, and cinema. Thank you Nevada Humanities for their continued support of the Curator Series.

COMMUNITY DARKROOM

The Community Darkroom returned in September 2022 with an ambitious lineup of workshops, lab hours, and an accompanying exhibition of photographers as part of our Curator Series. In September alone, we hosted eleven all ages workshops focused on shooting and printing photos the old school way, in addition to several field trips for students from local high schools and the University of Nevada Reno to utilize the lab. In 2023, we look forward to bringing back the Community Darkroom pop-up as well as open a permanent darkroom next door at 136 Vesta Street. This year around space will allow artists to utilize our tools, chemicals, and equipment to develop and print their photographs in a professional setting. Creating a functional darkroom has always been a goal of The Holland Project and we are excited to see this program grow especially in a time where access elsewhere in the community is almost completely gone.



SURF CURSE RODEO

The band Surf Curse's very first performances that weren't in tiny basements or living rooms were at The Holland Project years ago. And although the band touring internationally, is now a fixture at large festivals such as Coachella, and also recently signed to Atlantic Records, they still make regular visits to their college town and remember their DIY roots. In 2022, Holland Project wanted to go BIG for Surf Curse, so we took over the Livestock Event Center Pavilion for a rodeo themed night of silly fun and music (and yes, there was even a mechanical bull). We were able to put it all together thanks to some amazing partners such as KC Sound Co, Ed Collins Productions, ESI Security, and the awesome staff at Livestock. We drew a crowd of 700+ and it was one of Holland's biggest shows to date, sparking some more inspiration for the future festivals and events in 2023!



YOUTH CAMPS + OPPORTUNITIES

Programming for youth which includes ages 12 and under has become a staple in our annual offerings in recent years. In 2023, the fifth annual Girls Rock Reno rock-n-roll summer camp will occur as well as the continuation of our seasonal week-long craft sessions called Kid Craft for youth ages 5-12. Additionally, we are introducing even more opportunities including a seasonal Kids Karaoke & Live Performance Workshop with our partners NuLyphe, a springtime Game Camp with The Glass Die, workshops series in photography, art, and music specifically for youth, in addition to growing our special events that often appeal to families with younger children such as our back-to-school Block Party and BLOOM Open Mic Nights.



YOUNG BLOOD CARNIVAL

One of our most successful partnerships in 2022 was the "Young Blood Carnival" in collaboration with Washoe County Libraries. We combined forces on two annual programs, Holland's fall Young Blood under 21 artist showcase and the libraries' TeenTober initiative to put on a multi-faceted event with visual art, hands-on activities, live music, and fun happenings under a carnival theme. Over 300 visitors dressed as clowns and circus performers filled the space throughout the night to see the artwork of 60 young local artists, indulge in some carnival treats, make fun crafts such as DIY clown collars and self care goods, hear an awesome set by KWNN's DJ Luxy while also learning to DJ themselves, and much more! We are proud to say this partnership with WCLS will continue in 2023 with planning for our October event to start this spring.





I have volunteered at the Holland Project for a few years now, helping with sound for events that support a diverse music community. I started out by attending the sound mixing workshops which has turned into a regular chance for me to volunteer. This has been a wonderful experience for me in many ways. It has helped me grow as a sound tech with the mentoring by Holland's experienced staff. It has also provided a personal gratification to be able to give back to the local music scene. The Holland Project is a valuable asset to the local community, not only as a safe space for all, but also a shining beacon of what grassroots efforts can create.

– Mike Malone

Working with Holland to create my billboard and window gallery was such a wonderful experience. Both projects seemed so daunting at first but having help from the team at Holland made everything so seamless! Especially with working many late hours on my window gallery, so special thanks to Alberto for staying with me! Their friendly approach to making these projects happen and the space they give to our community, for each and everyone, are the reasons why Holland Project will forever hold a special place in my heart!

– Kai Morikawa

VOLUNTEER + ARTIST TESTIMONIALS

There is no other place that nurtures the creative spirit in Reno better than the Holland Project. A true refuge for the artist and audience to be uncompromising in their vision and passion for a fruitful and colorful life!

– Joshua Chang

At the age of 10 and 12, my brother and I were looking for places that offered age-appropriate open mic nights where kids could perform for their peers, build friendships, and even possibly collaborate on future musical adventures. Well, it may come as no surprise that this was not an existing opportunity in our community. After some time researching, we came across The Holland Project, an organization dedicated to the advancement of all forms of art for all ages. After meeting with Ilya, he allowed us the opportunity to organize and promote a youth open mic night for our community. Since then, BLOOM at Holland, has become a huge success with youth coming from as far as Yerington to perform for an audience of their family and peers. Adding to this, the small donation collected at the door has raised measurable funds for Girls Rock Reno. The hours I have spent at The Holland Project and working with Ilya helped me to develop relationships with community members and peers that I otherwise would not have. I also have had the ability to perform original compositions while strengthening the community's connections to our local youth musicians.

– Eleanor Raker