



ANNUAL REPORT

2023

THE HOLLAND PROJECT

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RENO, NEVADA

CONTACT

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STAFF

Britt Curtis, Executive Director

Alana Berglund, Associate Director

Alisha Funkhouser, Director of Education & Youth Programs

Ilya Arbatman, Venue Manager

Maya Tran, Booking Associate

M Jiang, Gallery Manager (Jan-Sept)

Henry McDiarmid, Gallery Manager (Sept-Dec)

Arleen Nebeker, Program & Marketing Associate

David Delfin, Gallery Associate

Thomas Snider, Quinton Bunk, Mike Malone,

Brigdon Markward, Cisco, Sound

Steven Talavera, Zac Arroyo, Front of House

With special thanks to Ricardo Rubalcaba Paredes, Rochelle, Tucker, and Jacqueline Portnell for serving as interns in community organizing, youth programs, and music, and so much gratitude to the volunteers that book and work shows, document our programs, and help keep Holland a safe and inclusive space in our community.

BOARD OF DIRECTORS

Michael Moberly, Chair

Vanessa Vancour, Vice Chair

Lydia Huerta, Secretary

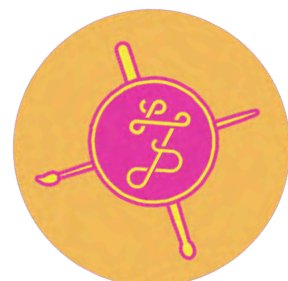
Lauren Hober

Timothy Blake

Mitch Dufor

Cameron McCutcheon

Clark Demeritt



NOTE FROM OUR EXECUTIVE DIRECTOR, BRITT CURTIS



Sixteen sweet years! Who would have thought!? As ever, I am so proud of Holland as it continues to grow, evolve, and serve. Even though Holland is now a bonafide community staple and an all-ages and DIY icon (!), I know it's grown with its heart intact - never straying from its original mission and vision, and continuing to serve its community with endless love, energy, integrity, and care. Surviving the last few years of pandemic and post-pandemic changes in community, culture, and industry has been no easy feat and I give a complete and total round of applause to the tireless work and resilience of our staff, our volunteers, the musicians and artists, and community members who give so much and make this all work. It's been incredible to see all new bands grace the stage, to see curator teams take over the gallery, to see billboards featuring incredible local artists high in the sky, to see kids as young as 5 participate in programming, and to see one time experiments/new programs like Girls Rock Reno become highly anticipated and in-demand annual programs. And most inspiring, it's been so fun to see the next generation make their mark, while the greater Holland community continues to contribute to and shape our cities, our communities, and culture at-large. Here's to another 16 unstoppable years



NOTE FROM OUR BOARD CHAIR, MICHAEL MOBERLY

I could not be more proud of the team at Holland, entering their 16th year with such focus and joy. Each year, the events, workshops, shows, and art programming they bring to the table enrich our community and create a space for people to be wholly themselves. The amount of work and energy it takes to dedicate yourself and your practices to develop inclusive spaces is often overlooked. Every day, the talented staff and volunteers at Holland hold themselves to a standard of kindness, creativity, and respect that builds a foundation for programming for everyone. I am endlessly thankful to the community of The Holland Project for their generosity and for embracing the ideals of Holland that have stood the test of time. Holland may be a wise-cracking, idealistic teenager, but that personality and those ideals make our community better every day.

2023 STATS

266 EVENTS & PROGRAMS

154 in Music & Live Performance

24 Visual Arts Exhibitions & Events

47 Workshops

5 Weeklong Youth Arts & Music Camps

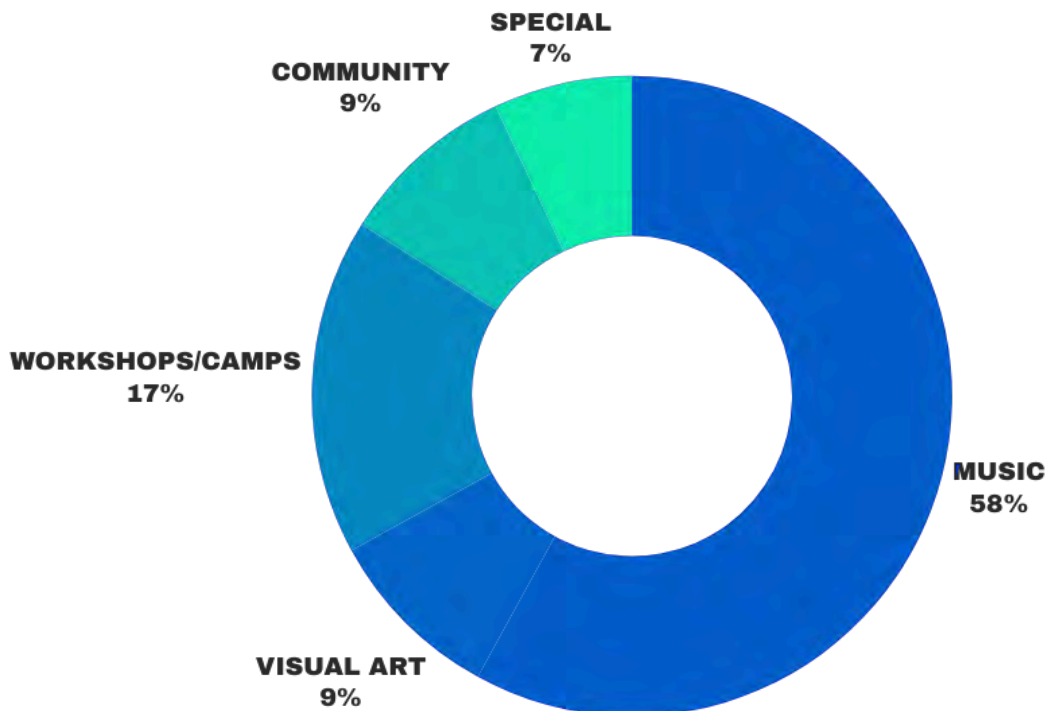
24 Community Gatherings

12 Special Events (Screenings, Block Parties, Markets, & More!)

We executed 54 more in-person events than in 2022 with an average of 22 all ages and youth geared programs per month, seeing nearly 21,000 participants in 2023.

Additionally, we collaborated with more than 1,800 musicians and 600 visual artists and paid over \$150,000 directly to artists through our programming.

% PROGRAMMING BREAKDOWN



THANK YOU!

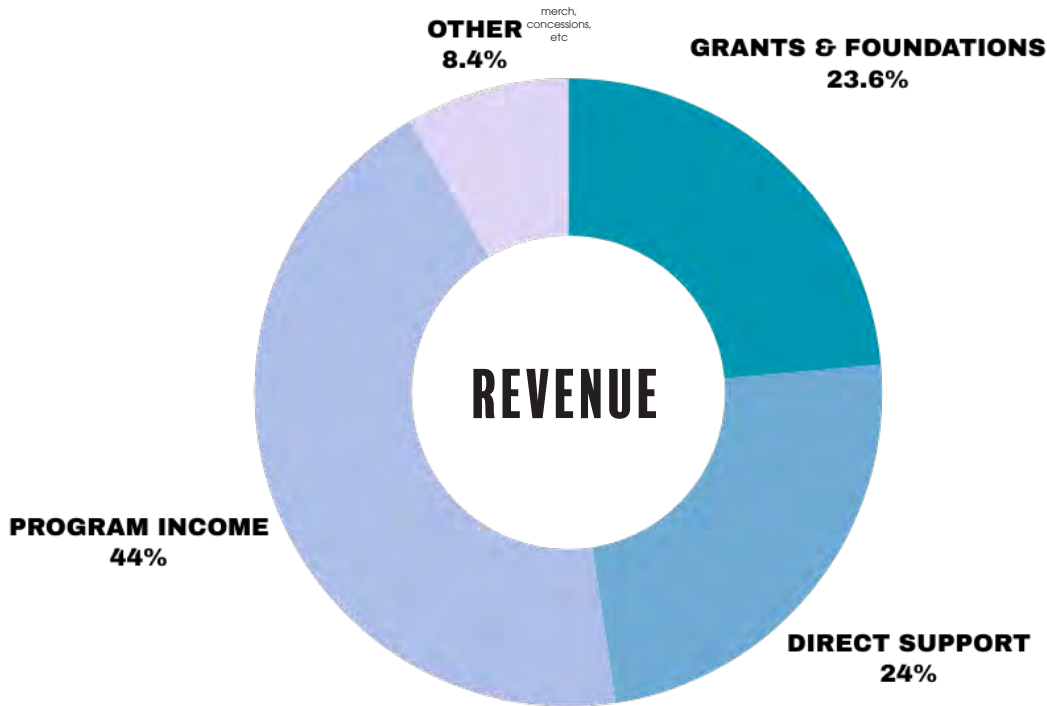
**NELL J. REDFIELD FOUNDATION
WILLIAM H. MOFFAT FOUNDATION
JOHN BEN SNOW FOUNDATION
NIVA FOUNDATION
HEIDEMARIE ROCHLIN
MOMENT SKIS
CITY OF RENO
NEVADA ARTS COUNCIL
NEVADA HUMANITIES
CRAFT WINE & BEER**

Satre Family Foundation, Malena Satre Raymond, The Glass Die, Pinon Bottle Co, Cam McCutcheon, Timothy Blake, Dermody Properties Foundation, Noah Silverman, Brooke Feder, Patagonia, Obscure Destinies, Angela Watson, and over 200 individual Holland Project members.

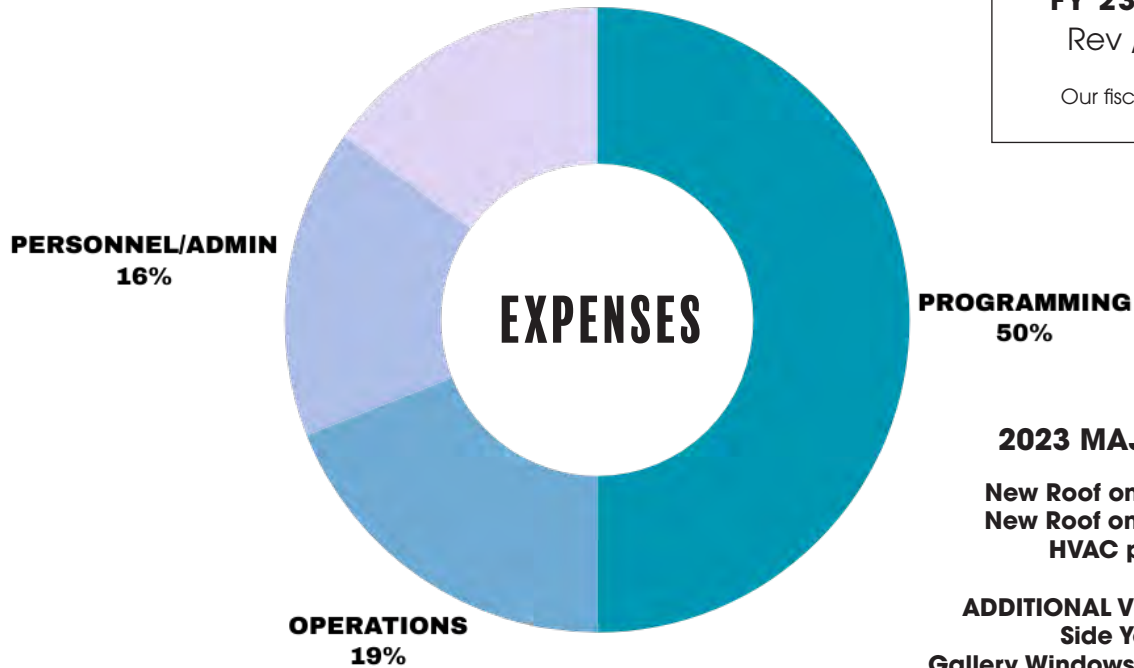
COMMUNITY PARTNERS & COLLABORATORS

KWNK Community Radio, Laika Press, Reno Bike Project, Washoe County Libraries, Off Beat, Fest, 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, Sizzle Pie, Cafe Capello, Spoken Views, Wooster High Arts, Boys & Girls Club, Nevada Arts Council, Global Self Love Club, Reno Food Systems, Lamar Advertising, Wells Avenue Business District, Lost Highway, Lead Dog Brewing, Sierra Nevada University, Guitar Center, Redfield Community Outreach, PLAN, Reno Hearts You, Indiewalls, Brewery Arts Center, Everytown, Moms Demand, Campari, Monin, Temple Builders LLC, Roller Kingdom, The Generator, Punk Rock Flea, Hampton House, Radical Seeds, NIVA, University of Nevada Reno – Art Department; Lilley Museum; Gender, Race, & Identity Studies; Tooti Frooti, Pioneer Center for the Performing Arts

FINANCIALS



MAINTENANCE/REPAIR*
15%



FY 22-23 ACTUALS
 Rev \$470,614.18
 Exp \$476,687.30

FY 23-24 PROJECTED
 Rev / Exp \$510,114

Our fiscal year runs July-June

2023 MAJOR EXPENSES:

New Roof on 140 Vesta: \$35,845
New Roof on 136 Vesta: \$25,000
HVAC pt. 1: \$6,810.62

ADDITIONAL VENUE MAINTENANCE:

Side Yard: \$3200.00
Gallery Windows Replacement: \$1850.00
Gallery Walls & Electrical: \$6998.23

*Holland Project was hit hard with major repair work needed in 2023 due to extreme weather conditions and general wear and tear. Two roof replacements, major HVAC overhaul, window replacement, both wall and electrical work due to water/other damage. This work was unforeseen, emergency work and is being partially supported by an SBA loan. essions, etc



PROGRAM HIGHLIGHTS



HOLLAND'S SWEET 16

To celebrate sixteen years of Holland Project, we held a series of events throughout 2023 that honored our community, core membership, and history. This included an Open House to reconnect with our supporters and community partners which also unveiled a new mural, improvements to the venue, and the KWNK 97.7FM Community Radio station studios; then, the largest "ALL IN" gallery fundraiser we've ever had with nearly 100 participating visual artists; a series of joyful workshops with a birthday theme (i.e. balloon twisting, cake decorating); a "Super Sweet 16" birthday/dance party with special guest Shannon Shaw; a free skateboard jam and a show with some of our favorite local and touring bands; and finally, Fertilizer Fest, a mixed genre "battle of the bands" that brought together diverse music scenes, local businesses and makers, and mutual aid groups that make Reno and Holland Project's community so dynamic and special.



BLOCK PARTY

Block Party is an annual event and partnership with KWNK Community Radio that celebrates art and music as it relates to our local identity. It brings together local food, artists, musicians, and DJs for a free, family friendly summertime event that spans both the Holland and KWNK properties on Vesta Street. This year's Block Party was curated by a collaborative group of visual artists from both Reno and Las Vegas who mounted an exhibition of 17 artists from across the state, produced a live in-person and on-air performance, artist/curator panel discussion, hands-on activities, a quincenera themed "Best Dressed" Competition, and a cumbia dance party. The event celebrated LatinX identity and shared experience and uplifted the work of BIPOC artists working in Nevada.







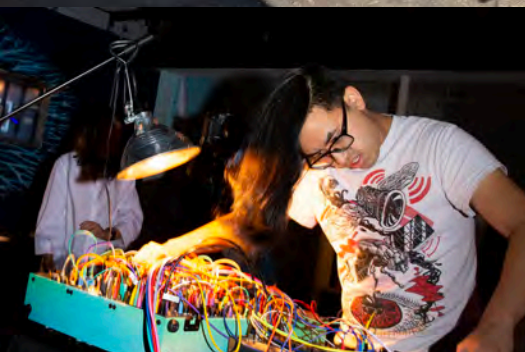
CURATOR SERIES

Our Curator Series invites artists to serve as "resident curators" in our galleries and collaborate on art and humanities programs that engage all departments of our organization: art, music, workshops, and community. The projects start with an exhibition and then expand into dynamic events including hands-on workshops, inspiration libraries, live musical and artist performances, artist panels and speaking events, radio shows, and much more. The goal is to expand conversations in contemporary beyond gallery walls and brick-and-mortar spaces, to provide greater access and bring in new audiences, including those that may not see themselves in art spaces. We ask curators and participating artists to consider the DIY ethics of Holland, the spaces where visual art, literature, activism, and music meet, and also to embody big thinking for their projects. 2023's resident curators represented a range of ages, experience in the arts, and approach, and included M Jiang, Alex Lee, Cesar Piedra, Geovany Uranda, Sandra Pena, and John L'Etoile.

BILLBOARD GALLERY

We are thrilled to announce the HP Billboard Gallery is back after long hiatus for much of 2023. The roaming gallery mounts three artist billboards every four weeks on the surface streets of Reno and Sparks, and brings exceptional art to many areas in our community typically underserved in terms of arts and culture. This program is a monumental opportunity for local artists at any point in their career, from very emerging to established, and has become one of our most praised and visible programs overall.





YOUTH OPPORTUNITIES AT HP

Programming for youth continues to grow and thrive at Holland Project with 2023 offering more youth camps in art, music, and skill building than in previous years and a whole slate of fun stuff for little ones/tweens and teens coming in 2024.

Girls Rock Reno, our rock-n-roll summer camp for youth 9-16, celebrated FIVE years running which is a huge milestone for the program. We also continued to offer Kid Craft camps seasonally and Game Week too, which uses board and role-playing games to teach youth teamwork and problem solving skills, and is produced in partnership with our friends at The Glass Die.

Our afterschool visual arts program for teens, Work in Progress, continues to be one of our favorite annual programs that brings together teens from all over Reno and Sparks to make art together, have an exhibition they can be proud of, and produce awesome events throughout the year. We're always so proud to watch participants grow as artists and as a cohort, and will be hosting the next exhibition of what they accomplished in February and March of 2024.

2023 YOUTH PROGRAMS

- Kid Craft Camp
- Game Week Camp
- Girls Rock Reno Summer Camp
- Work In Progress After School Studio Art Program
- Youth Exhibitions in collaboration with Washoe County School District, City of Reno Arts & Culture, Washoe County Libraries
- Young Blood Showcases
- Fresh Meat Showcases
- Youth Open Mic Nights
- Youth Educator Days
- Class Field Trips to Holland Project
- Boys & Girls Club Offsite Collaborations
- Internships in Community, Sound, and Galleries







OFFSITE PARTNERSHIPS

Holland Project continues to build community partnerships to produce dynamic all ages events across Reno. Tri-Lab, our collaborative summer kick off and street party with Reno Bike Project at Craft Wine & Beer for example, continues to be one of our most anticipated and highly attended events of the year. We held our annual Halloween Cover Show at Ferrari Farms and saw over 700 people in attendance, added a new offsite gallery inside Sizzle Pie located in downtown Reno and will continue to offer seasonal exhibitions by local artists in addition to at Satellite Gallery at Cafe Capello, highlighted young up-and-coming artists for the "Emerge" exhibition at McKinley Arts Center, exhibited works by incarcerated artists at the RTIA show, expanded our holiday art market to include neighborhood spots like Tooti Frooti and Our Center, and we held our second annual Night Market for last minute holiday shopping at Craft Wine & Beer. In 2023, we also introduced some new offsite programs we hope to produce annually including Goth Skate Night, bringing together skaters of all ages in full goth garb at Roller Kingdom; and JRCG at Pioneer Underground for Off Beat Fest, which invited local filmmakers to create unique and immersive visuals for the experimental music group in the Pioneer Center's black box theater. In 2024, we're looking forward to more with Washoe County Libraries, Pioneer Center for the Performing Arts, Reno Tahoe International Airport, Off Beat, City of Reno, as well as the unique opportunities that will spur thanks to the reintroduction of the HP Billboard Gallery.

A BIG YEAR FOR MUSIC

Holland hosted nearly 40 more musical performances than in 2022, which brings us closer to our pre-COVID show numbers in 2019. We saw a record number of sold out shows (we counted 34) and major events with both bucket list artists (Cities Aviv and Lustsickpuppy notably), and longtime friends and legends returning to the space, such as Jonathan Richman, Jeff Rosentock, and Protomartyr.

We celebrated locals big time in 2023 and see a scene of up-and-coming musicians thrive, experiment, put together their own shows, and have fun. Music continues to be one of the most rewarding and visible programming sides of Holland Project, and the shows are consistently bringing young audiences and new artists into the fold every month.

VOLUNTEER TESTIMONY

RICARDO RUBALCABA PAREDES

I was introduced to the Holland Project when I was a 15-year-old sophomore in High School. I'm 22 now, and over the past seven years, I have participated in different exhibitions and activities at the Holland Project. However, within the past year, my relationship with the Holland Project has evolved, and I had the opportunity to intern for the all-ages arts and music initiative. For my internship, I spent much of my time organizing a community kickback, "Visions of Change." Visions of Change was an event aimed at fostering and celebrating our community. With over 250 attendants, the all-ages event included a panel discussion about democracy, drag queen story hour, dancing, food trucks, live music, and representatives from over 20 community organizations. From coordinating and learning how to communicate with community partners to learning about the expense, maintenance, and dedication required to keep the space alive, I left my internship at the Holland Project with new public engagement skills and a deeper appreciation for community.

My time at Holland made me hyper-conscious of the necessity for more community spaces by and for Queer and Trans Black, Indigenous, and People of Color. In the latter half of 2023, I had an opportunity to curate an exhibition at Cafe Capello, one of the Holland Project's satellite galleries. My exhibition, "Taking Space/ Tomando Espacio," asked QTBIPOC to make art that responded to the ideas of belonging, fostering community, chosen family, and how identity can become a praxis of resistance against oppression. The exhibition encouraged the disruption of hegemony in our day-to-day life. Although curating the exhibition came with new challenges, I came out of the experience with a reinvigorated determination to continue fostering spaces for marginalized communities by individuals in those communities.

As we enter 2024, I intend to continue working with the Holland Project and am dedicated to helping the space evolve and develop as we welcome a new generation of young artists from all walks of life.





LOOKING FORWARD TO 2024!

We can't wait to share announcements and news about what's happening next Holland Project including the new Holland Hotel and Artist Residency program, more HP Billboards throughout Reno-Sparks, the next Curator Series, introducing youth programs just for tweens, a special mentorship opportunity in collaboration with Off Beat Fest, new film series, more open mic nights, and of course the music, art, and community gathering we're known for.

Thank you always for being a part of the vision and the journey!