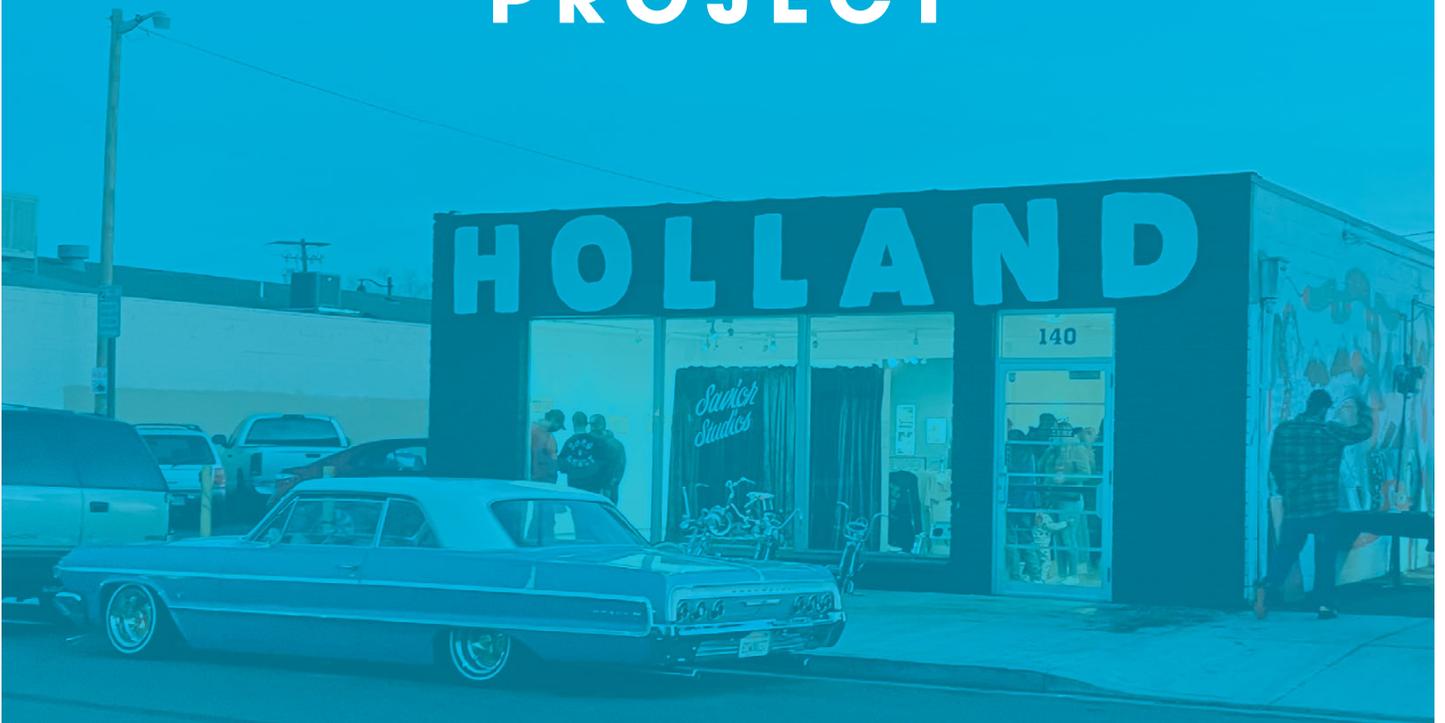




THE HOLLAND PROJECT



FY 21-22 REPORT



A N O T E

Every year has its own memorable markers – the big wins, the challenges and hardships, and the people (and artists and bands) who make this space and what we do so special – this year was truly off the charts. 21/22 saw the return to events and public gatherings and an ushering in of our “new normal.” Big changes made, lots of new faces, a renewed sense of excitement and appreciation for things that lay dormant during the pandemic – and perhaps most cool, a continued willingness to experiment, pivot, adapt, to think bigger and differently, and to serve our community in new and thoughtful ways.

Aside from the pandemic re-entry, it was a year of much internal personal growth and change too! Britt had a baby, Brigdon moved on to new projects (though, he’s still behind the scenes helping the Holland stage stay busy and booked), Alana got married, Alberto just moved to Japan! We have new amazing sound staff, hosted our first kid camps, launched the long-awaited Billboard Gallery. We joined two important national groups in leadership positions– Always All Ages coalition and NIVA (as the Nevada representative, and part of their Southwest Chapter leadership team). KWNK and Laika Press moved next door and we’re busy strategizing our collaborative “campus.”

We’re endlessly proud of our team and extended community this year – everyone who shows up with big hearts and big ideas and lots of passion and drive. As we continue to crawl out of the pandemic and to our new normal, we’re so excited to see Holland continue to both listen and lead. We have lots of big projects in store, and we can’t wait to share this next chapter with all of you.



PROGRAMMING STATS

216 PROGRAMS + EVENTS

between July 2021 and June 2022

**serving approximately 13,830
participants and engaging 1,613 artists**

*not including audiences reached via radio programming, social media,
or artist billboards*

This includes programming in the following categories:

- 92 Musical Performances
- 29 Gallery Exhibitions and Visual Art Events
- 34 Workshops and After-School Courses
- 25 on-air radio programs
- 24 Community Collabs and Special Events
- 8 Nights of Film and Poetry
- 4 Music and Art Youth Camps

That's an average of **18 programs per month** and an
additional 55 programs compared to FY20-21

Additionally, Holland maintained space for ongoing mutual aid and harm reduction initiatives for several grassroots organizations such as Red Equity and Reno Hearts You, as well as hosted free HIV/STD testing and free COVID-19 vaccine clinics in collaboration with Washoe County. We also published a quarterly mailer to members called Showprint (led by our Design Intern) as well as frequent blog and social media posts written by community members regarding their favorite local music, past shows and gallery exhibitions, art collecting, cultural interests, artist interviews, and more.

Photos (top to bottom): Cryogeyser performance, Kokedama workshop with La Selva de dos Mujeres, Young Blood Under 21 visual art exhibition, Kid Craft camp printmaking demonstration, Ultra Q performance.

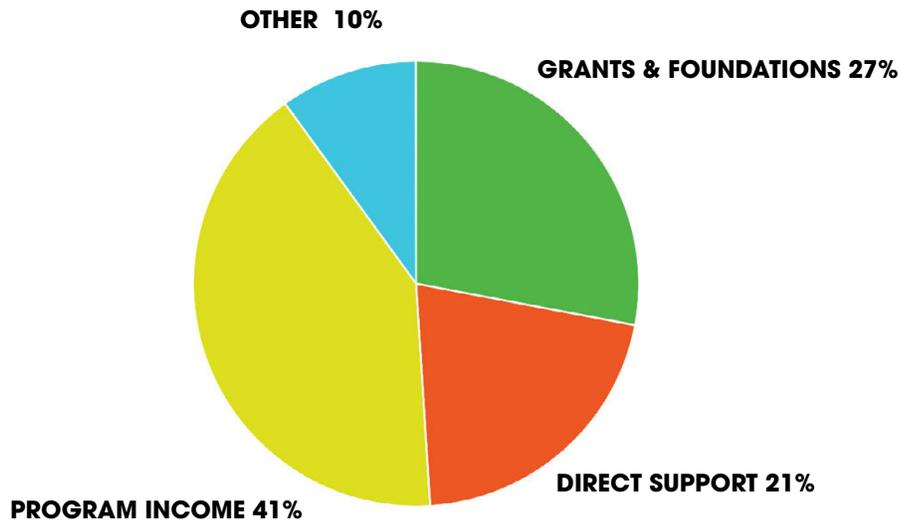


Photos, column 1 (top to bottom): crowd at Current Joys performance; VR Sex performance, HP Billboard Gallery documentation and work by Samantha Buchanan, Kid Craft project, Illicit Trade performance, Self Love Workshop; column 2: solo exhibition for Paolo Mentasti, cake decorating workshop, "Emerge" emerging artist exhibition, Machine Girl performance, solo exhibition for Svetlana Shigroff, Spring Breeding performance; column 3: Poetry Out Loud Washoe County finalists, "Bienvenidos a La Wells" exhibition, Tofu02 performance, fragrance workshop, Luna Luna performance, HP Billboard Gallery documentation and work by Hasler R. Gomez.

FINANCIAL OVERVIEW

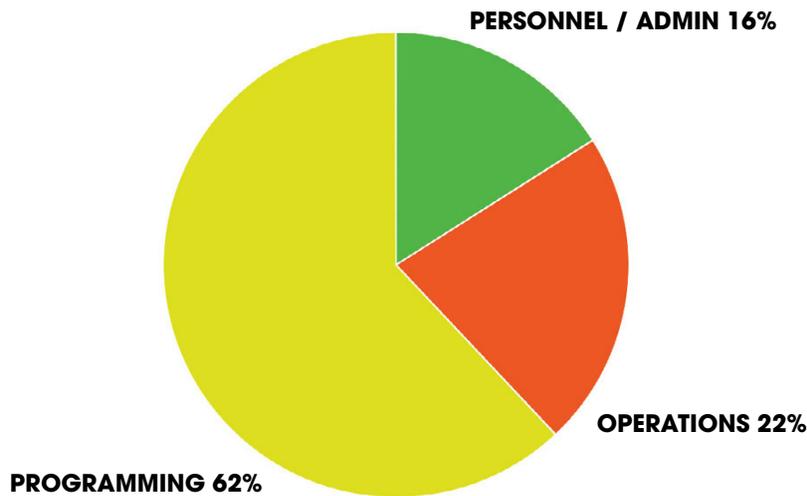
**FY22-23 PROJECTED:
\$468,864.00**

FY21-22 ACTUALS



REVENUE: \$ 365,702.66

"Direct Support" includes individual and small business donations, as well as income from fundraisers and over 200 monthly individual memberships; "Other" includes venue rentals, merchandise sales, and concessions"



EXPENSE: \$ 368,525.35

"Personnel/Admin" includes Executive and Associate Director, and professional development; "Programming" includes program director positions and part-time program staff

COMMUNITY PARTNERS

KWNK Community Radio, Reno Bike Project, Laika Press, Animarte Artist Collective, Black Wall Street, Wolf Pack Radio, The Lilley at University of Nevada Reno, Spoken Views, Double Scoop, UNR Multi-Cultural Center, Wells Ave Businesses Association, Washoe County School District High Schools, Communities in Schools, Cafe Capello, Neon Babylon, Redfield Community Outreach, Nevada Humanities, Nevada Arts Council, Poetry Out Loud, Eddy House, Reno Little Theater, Bad Apple Vntg, City of Reno, Reno Hearts You, Safe Embrace, PLAN, Temple Builders LLC, Craft Wine & Beer, The Radical Cat, Everytown/Moms Demand, Ferrari Farms, Red Equity, and more.

ANNUAL PROJECTS

Community Darkroom (Sept 2021), Halloween Show (Oct 2021), ALL IN Exhibition (Oct 2021), High Desert Art+Craft Holiday Market (Dec 2021), Young Blood under 21 Artist Showcase (Oct 2021 & May 2022), Poetry Out Loud (Feb 2022), Work in Progress After-School Arts Program (Oct 2021 - Feb 2022), Tri-Lab (June 2022), Girls Rock Reno Summer Camp (July 2021 & June 2022). New annual/ongoing initiatives in this past fiscal year included Kid Craft, a seasonal week-long craft camp for youth ages 5-12 during school breaks; the HP Billboard Gallery which rotates three local artists' works on billboards throughout Reno; and Block Party, a revisioning of our former Between the Lyrics hip hop art show to encompass the entire venue with art, musical and poetry performances, hands-on music/art workshops, local vendors/food, DJ's and more all in celebration of hip hop and its cultural influence.





VENUE PROJECTS

We continue to make improvements at 140 and 136 Vesta Street to operate safely and efficiently and better serve our growing audiences. Venue projects in the past year included:

- Exterior paint job at 136 and new flooring for workshop spaces
- Build-out of two recording studios
- Build-out of permanent darkroom space
- “The Arrow” restoration – a mobile vintage outdoor marquee
- New cabinets for speakers and expanded stage

Forthcoming FY 22-23 projects include:

- Installation of a new fire rated door at main side entrance
- Installation of new windows for improved insulation and soundproofing
- Revamp of side yard to encompass new space acquired at 136 Vesta

We hope to launch an official 136 Vesta Campaign to both purchase outright and transform the space for both Holland and our community partners later this year. As of now, the tenants are working on minor improvements to aid their operations and programming ventures, as Holland prepares for an official campaign launch and space opening later this year (in coordination with the 5 year anniversary celebrations of both KWNK and Laika Press, and the opening of the new Neon Babylon studio).

Opposite page (top to bottom): Opening reception “Holding Pattern”, Burnt Ember Spoon Carving workshop, Brutus VIII performance, Girls Rock Reno summer camp band practice, documentation of HP Billboard Gallery work by Jahi Mazariego.

Photos (top to bottom): Slater performance, Calligraphy & Cumbia class with Tinta Signage, “Blood, Soot, Watercolor, & Kool-Aid” exhibition, Vinyl Heat Press workshop, Eleanor Burke performance.

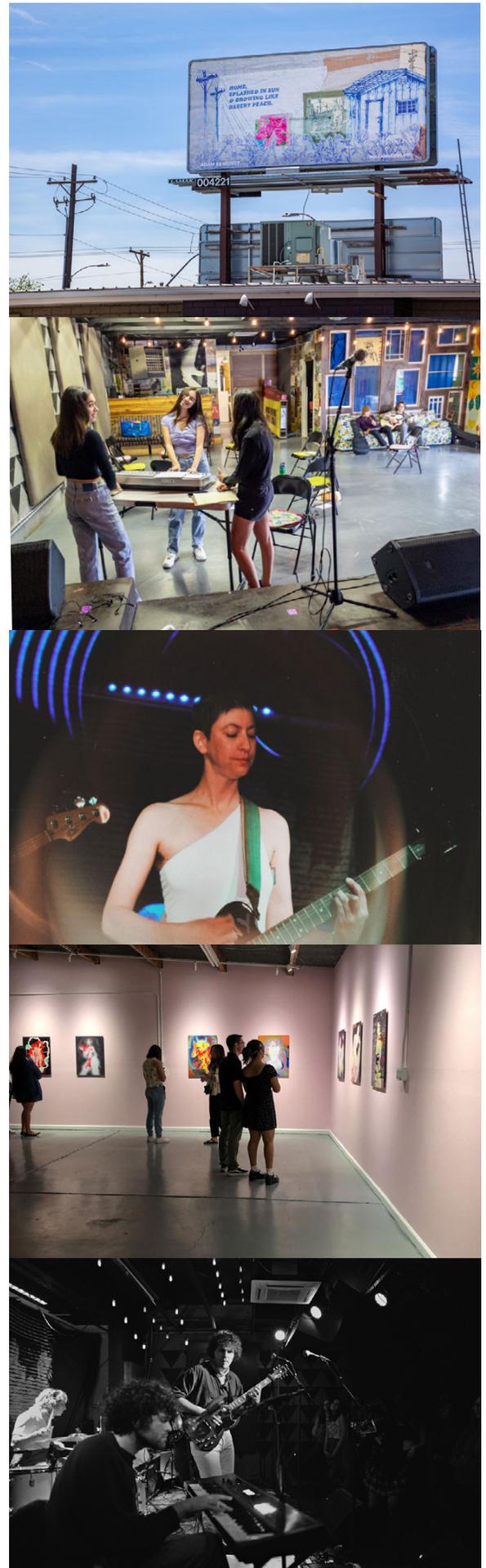
LOOKING FORWARD

As the Truckee Meadows continues to grow rapidly, the Holland Project also continues to grow and adapt to the ever expanding need and demands for arts and culture in the region. We look forward to the coming fiscal year with new partnership initiatives, and the reimagining of some of our favorite programs to serve our community better than ever. After several tough years for Nevada's youth, a priority is to engage students directly in positive, creative experiences and work side-by-side with like-minded partners to help provide those opportunities together. We're excited to reconnect with longtime partners Washoe County Libraries this October to produce special "TeenTober" programming, including a carnival themed night of art, music, and DIY projects led-by and for teens. We have also been coordinating with Washoe County High School teachers and Redfield Outreach in hopes of bringing Holland Project staff, volunteers, and art workshops back to the schools this Fall and Spring, in addition to continuing to have our space available for more field trips, workshops, and teen networking opportunities. Additionally, all aspects of the Education Department continue to grow through seasonal youth camps, diverse workshop opportunities for all ages, and unique community access to tools and resources for their creative and professional endeavors.

In addition to current programming and projects mentioned in this report, program goals slated for the upcoming year include:

- Officially launch the Always All Ages Coalition with new and existing independent venue partners on the west coast
- Further assist grassroots nonprofits such as KWNK Community Radio, Laika Press, and Spoken Views in their efforts and establishing non-profit status
- Establish an artist residency program or Holland Camp
- Additional kids camps during Spring, Summer and Fall Breaks
- Performance Series in partnership with the Pioneer Center
- Develop our Art & Design Service Center

Photos (top to bottom): HP Billboard Gallery documentation and work by Adam Benedict, Teen Songwriting clinic, Colleen Green performance, "Skin Dreams" exhibition, Color Green performance



STAFF

BRITT CURTIS, Executive Director
ALANA BERGLUND, Associate Director
ALISHA FUNKHOUSER, Education & Youth Programs Director
ALBERTO GARCIA-RODRIGUEZ, Gallery Manager
ILYA ARBATMAN, Venue Manager
MATT GRIMM, Booking Assistant
STEVEN TALAVERA, Music Associate
ARLEEN NEBEKER, Design Associate
MAYA TRAN, Front of House Coordinator

BOARD OF DIRECTORS Members with a (*) termed out in 2021

MITCH DUFOR, Chair
VANESSA VANCOUR, Vice Chair
TIMOTHY BLAKE
BEN BROOKS
ANTHONY CARTER
LYDIA HUERTA
MICHAEL MOBERLY
FELICIA PEREZ*
ROSE WILSON*



GUEST CURATORS

Sal Bajaras + Annaiz Ramirez
Nick Larsen
Henry MacDiarmid
Fiona McElhany
Kelsey Westphal

ADDITIONAL PROGRAM SUPPORT

MUSIC -

Clark Demeritt
Brigdon Markward

SOUND -

Cisco
Quinton Bunk
Ivan Gates
Tom Snider

PHOTOGRAPHY -

Hannah Buckingham
Trevor Castillo
Jesse Lopez
Brandon Nguyen
JJ Mazzoucotelli
James Sakert

POSTER ARTISTS -

Hannah Buckingham
Celina Cooke
Corey Gyll
Marissa Kamenetsky
Heather Kelly
Henry MacDiarmid
Vivian Magana
Ana McKay
Olivia Mier
Kai Morikawa
Omar Pierce
James Sakert
Madi Steiner
Payton Williams

CAMPS & DARKROOM -

Bijou Bell
Casey Bell
Aubrey Buccola
Elleanor Burke
Chris Carnel
Jon E'toile
Jamie Hemingway
Jessica Holden
Rachael McElhiney
Andrea Martinez
Kirsten Mashinter
Ruby Nixon
Gina Rosa
James Sakert
Lara Schott
Tara Tran
Luna Wilson
Alyssa Young
Rosie Zuckerman



THANK
YOU!

Thank you for making what we do possible, as we continue to strive to increase access to our programming, always considering the growing needs of teens and young adults in our community and how our offerings can reach and benefit our audiences and participating artists in meaningful ways. Additionally, your input is important to us! If there are ideas or feedback you have, we'd love to hear it.

Major Supporters
FY21-22

Nell J. Redfield Foundation
William H. Moffat Jr. Foundation
Heidemarie Rochlin
Craft Wine & Beer
NV Energy Foundation
Nevada Arts Council
Nevada Humanities
City of Reno