



2023 – A Year in Review

Salem Area Chamber of Commerce
Chamber Gallery of Art
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Introduction

The Chamber Gallery of Art entered 2023 with a full calendar of artists, demonstrations, and talks. Through the hard work of the committee and volunteers, there were several achievements and goals attained. These are outlined in the page's hereafter.

The Gallery would like to thank the Salem Area Chamber of Commerce, the Salem Area Chamber Foundation, Victor Maroscher, Geoff Goll and Fairway Mortgage for their generous contributions to the success of the 2023 year. For transparency purposes and keeping within the scope of the gallery, attached is a year in review.

I would be amiss to exclude the reason in the Gallery's change in days and hours. In May 2023, after much deliberation and discussion, the committee made the decision to no longer be open on Salem Second Saturday. The number of visitors was not conducive to being open the Second Saturday of each month.

Jennifer Adams
Chairman
Chamber Gallery of Art

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Mission Statement

To increase art presence in the City of Salem and provide a platform for artists to showcase their creations which honor the past, respond to the present and inspire the future.

Foreword

The goal of the Chamber Gallery of Art is to bridge the gap between established and emerging artists and the community, by providing a solo exhibition showcasing and sharing their work through exposure, recognition, and connections to the community.

2023 Chamber Gallery of Art Committee

Lori Jewell – Executive Director
Salem Area Chamber of Commerce

Jennifer A Adams – Committee Chairman
Exhibition Catalog Design
Owner – Lucky 7 Studios

Diane Foreman
Owner – Chappell’s House of Pictures

Lesley Kline
Owner – Kast Iron Soda Works

Shelly Weekley
Director – Enrollment Management Student Services and Advising

Fred Borgan
Operations Training Manager – Fresh Mark

2023 Calendar in Review

January 13 January 13 - February 9	Meet the Artists - Chamber's 2022 Photo Contest Winners Contest Winners Exhibit
February 10 February 10 - March 9 March 6 - 5:00 p.m.	Meet the Artist - Nancy Hawkins Hawkins Exhibit Hawkins Demonstration
March 10 March 10 - April 6 March 22 - 5:00pm	Meet the Artist - Wayne Niemi Niemi Exhibit Niemi Demonstration
April 14 April 14 - May 11	Meet the Artist - Area High School Art Students High School Exhibit
May 12 May 12 - June 8	Meet the Artist -Jean Nye Nye Exhibit
June 9 June 9 - July 6	Meet the Artist -Ted Lawson Lawson Exhibit
July 7 July 7 - August 10	Salem 2 nd Plein Arts Festival - Art and Photo Contest Festival Exhibit
August 11 August 11 - September 7 August 14 - 6:00pm	Meet the Artists - Stella Kotsatos & Angelo/Carolyn Hrusovsky Angelo and Hrusovsky Exhibit Hrusovsky Talk and Demonstration
September 8 September 8 - October 12	Meet the Artist - Ryan Boyce Boyce Exhibit
October 13 October 13 - November 9	Meet the Artist - Christine White Swetye Swetye Exhibit
November 10 November 10 - December 7	Meet the Artist - Joan Althouse Althouse Exhibit

Audience/Visitors Summary Data

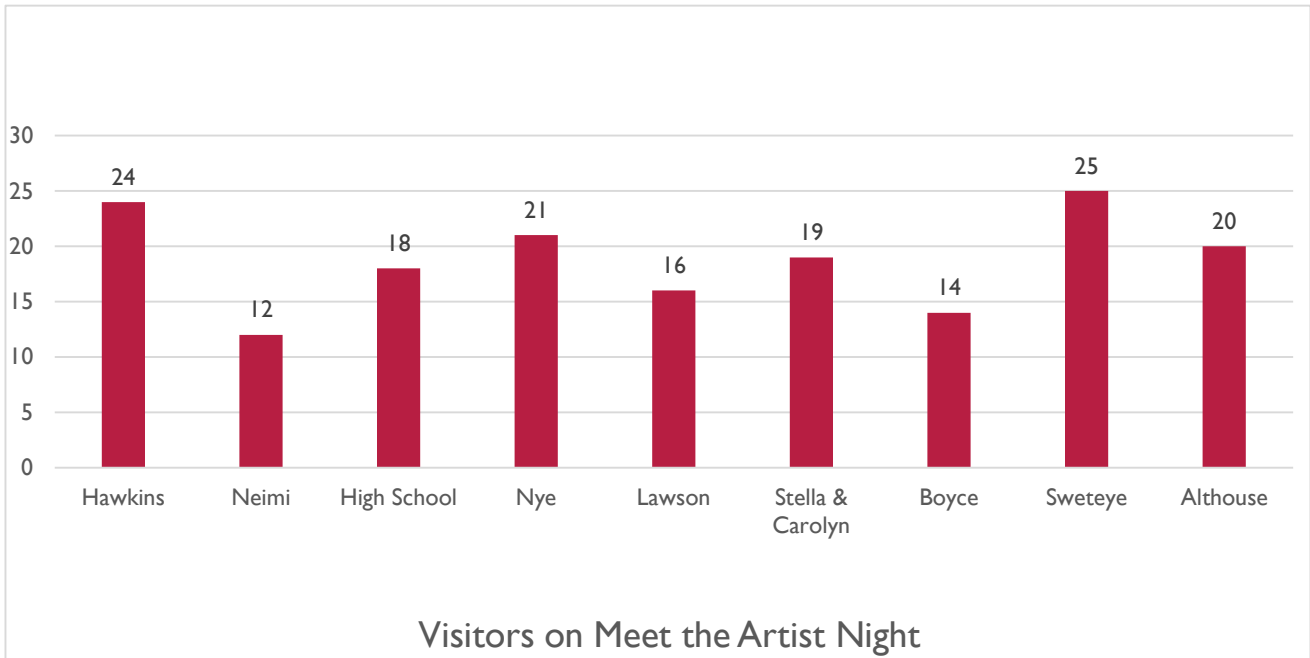


Table 1: Visitors on Meet the Artist Night

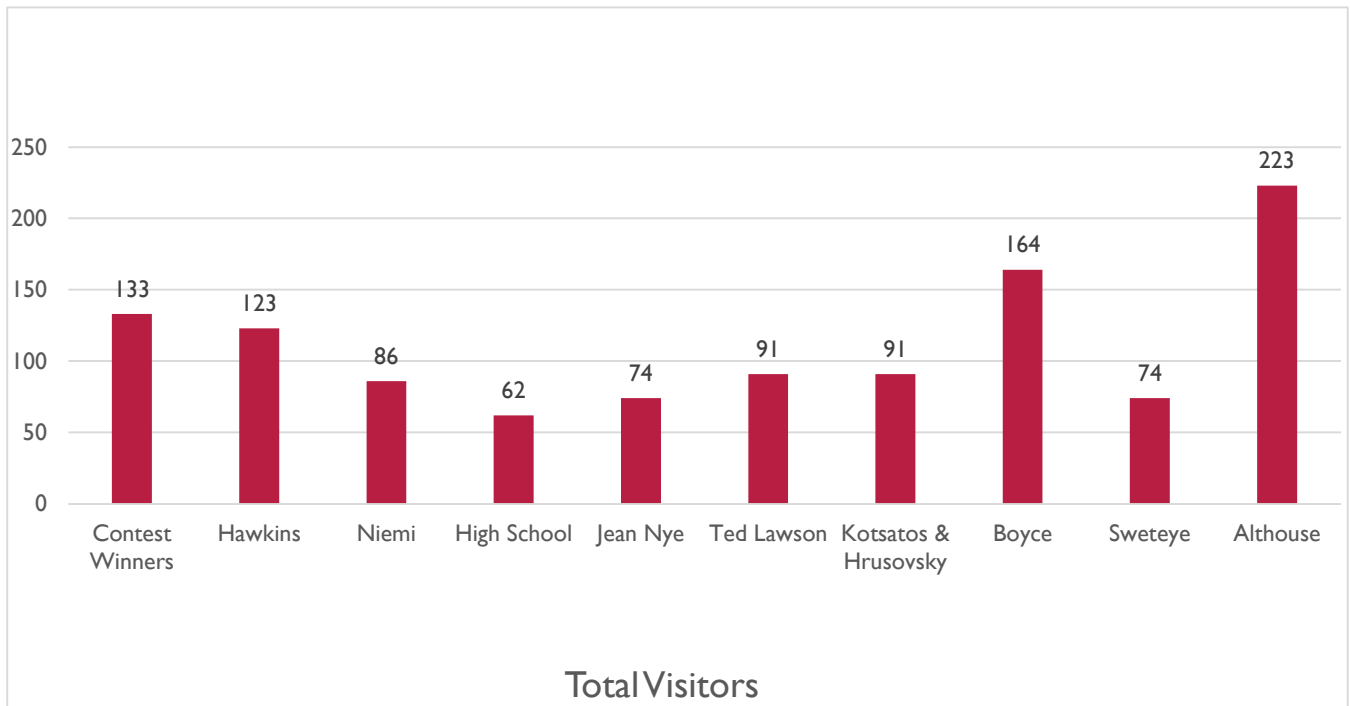
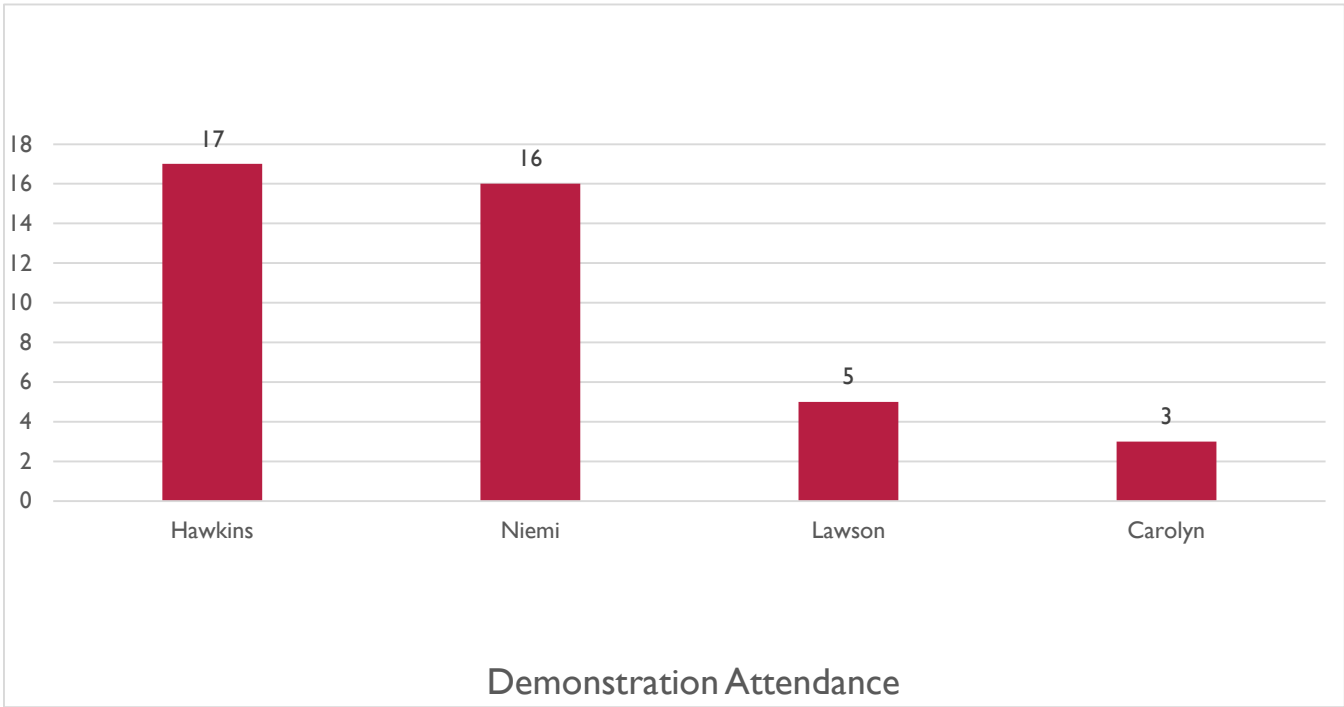


Table 2: Total Visitors



Demonstration Attendance

Table 3: Demonstration Attendance

Final Highlights

All High School Show

Salem High School, United Local High School and Lisbon High School participated with 26 students and 28 student art works. This show was represented in the local newspapers.

The importance of the high school show is not for marketing or advertising or for any other reason than to provide a venue and an opportunity for high school students to showcase their artwork in the community.

Catalogs & Gallery Newsletters

2 catalogs were designed and printed.
2023 Exhibition Catalog
High School Exhibition Catalog

Newsletters
Gallery: 3 issues
Salem Area Chamber: 52

Salem Area Chamber Direct Marketing

Social Media
48 gallery specific posts
Reach 18,632
Engaged 1,059
Followers 68

Salem Area Chamber Newsletters, email blasts, and art gallery advertisements
Reach 731 people weekly

Grants and Sponsorships

Ohio Arts Council: The Gallery applied and received a \$1000 grant.

Sponsorships:
Attorney Geoff Goll & Mrs. Kim Goll
Fairway Independent Mortgage

2023 Goals in Review

1. The Gallery purchased additional tracks, lines, and hooks. In January 2024, the gallery expanded its space into the conference room.
2. The Gallery increased its social media presence through the creation of a Facebook page with consistent postings.
3. The 2023 exhibit calendar was complete in November 2022.
4. Increase overall community presence.
 - a. Sign depicting gallery location – In order to preserve the aesthetic of downtown Salem, the gallery chose a large window decal for its signage.
 - b. Having our location marked in digital and printed downtown Salem maps. This goal was not achieved due to unforeseen circumstances.
 - c. Allow artists to teach/provide workshops, demonstrations, and talks at the Gallery. In 2023, there were 3 demonstrations, 1 artist talk, and several art lessons taught in the gallery.
 - d. 2023 pARTy! Salem Second Saturday will be “hosted” from the Gallery. – This was hosted from the gallery with limited community involvement.
 - e. Regularly communication with the local news outlets – newspaper and television. Press releases were sent to the Salem News at least once a month and twice when there was a special event at the gallery.

2024 Goals

1. Maintain quality arts programming in Salem, Ohio through monthly art exhibits, workshops, demonstrations, artists talks and activities and events where the community can directly participate.
2. Establish relationships with other local art venues.
3. Provide an additional 2 “Pop Up” community shows.
4. Continue to increase social media presence through regular social media posts.
5. Schedule a full year of quality programming scheduled for 2025 before the conclusion of September 2024.
6. Increase community presence.
 - a. Creative Arts Expo – April 2024
 - b. Offering artists opportunities to teach workshops, demonstrations, and talks at the gallery.
 - c. Growing community engagement by 25%.