

Grand Rapids Art Museum CDP Data Profile for the Fiscal Year Ending 09/30/2013 Notes Included

Data Profile Pages 1 to 23

Status: Review Complete

Printed 09/14/2015, 11:00 AM

Section 1 - ORGANIZATION INFORMATION

	F (1 40 11 1 1 20/00/0040					
	For the 12 months ended 09/30/2013	ODAM				
	Organization Login	GRAM				
	Legal Name of Your Organization	Grand Rapids Art Museum				
3a	Organization Mission Statement:					
	Focusing on art, design, and creativity, GRAM will provide diverse platforms for experiences, ideas, and dialogue that enrich the human and build practical learning skills. Through dynamic exhibitions, collections, learning initiatives, and community collaborations, GRAM wil increasingly serve as a cultural beacon and civic anchor.					
3b	3b From where do you draw your primary audience/constituency? Geographic Range: Regional Community Type: Urban					
3c	Does your organization primarily serve a particular racial/ethnic group?	General audience/constituency - no group specified				
3d	Does your organization primarily serve a specific gender?	General audience/constituency - no group specified				
	Does your organization primarily serve a specific age group?	General audience/constituency - no group specified				
3f	Are there other distinct groups that you define as primary constituencies?	General audience/constituency - no group specified				
4a	Does your organization have a parent organization?	No				
	4b Legal Name of Parent Organization (if any)	(not applicable)				
	5 Is Arts & Culture the primary focus of the Parent Organization?	(not applicable)				
6	Is your organization, department, or ongoing program for whom you are filling out this form annually audited or reviewed by an independent public accounting firm?	Yes				
7	Street Address	101 Monroe Center				
8	Street Address, Line 2					
9	City	Grand Rapids				
10	State	MI				
11	Zip + 4	49503-2801				
12	County	Kent				
13	Phone #	616-831-1000				
14	Fax #	616-831-1001				
15	Federal ID #	38-1387136				
16	Organization Type (e.g. 501(c)(3))	501(c)(3): Religious, Educational, Charitable, Scientific, Literary, etc.				
	16a If Other, Please Describe	(not applicable)				
	16b What is the name of your organization/program's fiscal sponsor?	(not applicable)				
	NTEE Classification	A51 - Art Museums (IRS assigned)				
17a	NISP Discipline	05 Visual Arts				
	17b Specialty or branch of discipline					
17c	NISP Institution Type	08 Art Museum				
	17d If None of the Above, Please Describe	(not applicable)				
	DUNS #	020888731				
	Web Address	www.artmuseumgr.org				
20	Accounting Method	Accrual				
	20a Accounting Method, if Other	(not applicable)				
21a	Did your accounting method change during the period in Line 1?	No				
	21b If yes, what was your former method of accounting?	(not applicable)				
00	21c Other Former Accounting Method	(not applicable)				
	Contact Person	Elly Barnette-Dawson				
	Contact Person Title	Director of Advancement				
	Contact Person E-mail	ebarnette-dawson@artmuseumgr.org				
	# of Board Members	21				
	Year Organization Founded	1910				
	Year Organization Incorporated	1913				
28	Date IRS Tax Exemption Received	07/18/1944				

Section 1 - ORGANIZATION INFORMATION, continued

29 City Council District #		2
30 State House District #		76
09/30/2008: This lin	e automatically fills-in when address lines are con	npleted.
31 State Senate District #	<i>‡</i>	29
09/30/2008: This lin	e automatically fills-in when address lines are con	npleted.
32 Federal Congressiona	al District #	3
09/30/2008: This lin	e automatically fills-in when address lines are con	npleted.
33 Fiscal Year End Date	(month & day only)	09/30
34 Date Form Completed	I	10/01/2014

Section 2 - AUDIT/REVIEW VERIFICATION SHEET

BALANCE SHEET

	Total 09/30/2013	Total 09/30/2012
1 Total Assets 09/30/2011: 990 Part X Line 33 09/30/2010: 990 Part X Line 16 09/30/2008: 990 part IV Line 59	\$72,803,124	\$74,333,505
2 Total Liabilities and Net Assets 09/30/2010, 09/30/2011: 990 Part X Line 34 09/30/2008: 990 part IV Line 74	\$72,803,124	\$74,333,505
3 Net Assets - Unrestricted 09/30/2010, 09/30/2011: 990 Part X Line 27 09/30/2008: 990 part IV Line 67	\$60,566,552	\$62,106,659
4 Net Assets - Temporarily Restricted 09/30/2010, 09/30/2011: 990 Part X Line 28 09/30/2008: 990 part IV Line 68	\$2,131,424	\$2,168,563
5 Net Assets - Permanently Restricted 09/30/2010: 990 Part X Line 29 09/30/2008: 990 part IV Line 69	\$0	\$0

INCOME STATEMENT

Revenue	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
6 Per Audit: Total Revenue	\$4,987,960	\$18,286	\$0	\$5,006,246	\$4,118,758
09/30/2011: Per Combined Financial Stand reclassifications. 09/30/2010: Per Combined Financial Stand reclassifications.		,	ŭ		,, .
7 Per Audit: Other Changes 09/30/2008: 990 part IV-A line d2	\$0	\$0	\$0	\$0	\$0
8 Total Audit: Total Revenue	\$4,987,960	\$18,286	\$0	\$5,006,246	\$4,118,758

Expenses	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
9a Program	\$4,172,461			\$4,172,461	\$4,126,902
09/30/2010: A portion of the restricted they are reflected on Section 2, line	•	nase of art are inclu	uded in the program (expenses in Section	6 line 45. Here
9b Fundraising 09/30/2011: 990 Part IX L 25	\$529,558			\$529,558	\$632,241
9c General & Administrative	\$1,881,473			\$1,881,473	\$1,764,657
09/30/2011: 990 Part IX L 25 09/30/2010: A portion of the interest rate swap owned by the Museum.				to the change in the	value of interest
9 Per Audit: Total Expenses	\$6,583,492	\$0	\$0	\$6,583,492	\$6,523,800
09/30/2008: 990 part I Lines 13, 14,	15, & 17				
10 Per Audit: Other Changes	\$0	\$0	\$0	\$0	\$0
09/30/2011: The amount noted under restricted represents the purchase of art for the collection of the Museum and is treated as a direct debit onet assets for the financial statement purposes. See Audit Report Page 5 "Collection items purchased".					

09/30/2011: The amount noted under restricted represents the purchase of art for the collection of the Museum and is treated as a direct debit to net assets for the financial statement purposes. See Audit Report Page 5 "Collection items purchased". 09/30/2010: The amount noted under unrestricted is included in the functional statement of expense under the General and Adminitrative section as a reduction in interest expense as it represents the change in the fair market value of an interest rate swap owned by the Museum. The amount is \$116,218.

The amount noted under restricted represents the purchase of art for the collection of the Museum and is treated as a direct debit to net assets for financial statement purposes. This expense is included in Other in the program expenses of the functional statement. 09/30/2008: 990 part IV-B line b4, & d2

Section 2 - AUDIT/REVIEW VERIFICATION SHEET, continued Fiscal Year-End Date: 09/30/2013

11 Total Audit: Total Expenses	\$6,583,492	\$0	\$0	\$6,583,492	\$6,523,800

Net	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
12 Change in Net Assets	-\$1,595,532	\$18,286	\$0	-\$1,577,246	-\$2,405,042
09/30/2008: should match 990 part I line 18					

Earn	ed	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
1	Admissions 09/30/2010, 09/30/2011: 990 Part VIII Lin 09/30/2008: 990 part I Line 2 (see part VI				\$194,896	\$117,076
2	Ticket Sales	\$0			\$0	\$0
3	Tuitions	\$0			\$0	\$13,306
4	Workshop & Lecture Fees	\$0			\$0	\$2,047
	Touring Fees	\$0			\$0	\$0
	Special Events - Non-fundraising 09/30/2008: from 990 part I Line 9c.	\$0			\$0	\$0
	9a-9b: \$260,000 (revenue) - \$85,905 (expense)	(act applicable)				
	6a Special Events - Non-fundraising, Briefly Describe	(not applicable)				
7	Gift Shop/Merchandise Sales 09/30/2011: 990 Part VIII Line 10a, 09/30/2010: 990 Part VIII Line 10 a Gross Sales \$834,973 Net sales \$443,196 COGS \$391,777 09/30/2008: Audit Report- Combined Stat	\$242,267 Fement of Activities	"Retail sales"		\$242,267	\$209,392
	*this line + "food and beverage" equals 99	90 part I Line 10a.				
7a	Gallery/Publication Sales	\$0			\$0	\$8,229
8	Food Sales/Concession Revenue 09/30/2008: Audit Report- Combined State *this line plus "Retail sales" add up to 990		"Food and beverag	re"	\$323,462	\$0
8a	Parking Concessions	<i>'</i>			\$0	\$0
	Membership Dues/Fees 09/30/2010, 09/30/2011: 990 Part VIII Lin 09/30/2008: 990 part I Line 3	\$323,039 e 1b			\$323,039	\$276,577
10	Subscriptions - Performance				\$0	\$0
10a	Subscriptions - Media				\$0	\$0
11	Contracted Services/Performance Fees				\$0	\$0
	Rental Income 09/30/2011: 990 Part VIII Line 6a Gross \$131,324 09/30/2010: 990 Part VIII Line 6 a 09/30/2009: A note from the CDP adminis 2011, please contact the Help Desk. 09/30/2008: 990 part I Line 6c.	\$205,303 strators: To referen	ce detailed progran	n and non-program	\$205,303	\$139,610
13	Royalties/Rights & Reproductions				\$0	\$0
14	Advertising Revenue				\$0	\$0
15	Sponsorship Revenue 09/30/2008: Audit Report- Combined State	ement of Activities	"Contributions"		\$0	\$0
16	Investments-Realized Gains/Losses 09/30/2008: Audit Report- Combined State	ement of Activitis "	Investment Return"		\$0	\$0
17	Investments-Unrealized Gains/Losses	\$13,753			\$13,753	\$22,493
18	Interest & Dividends 09/30/2010, 09/30/2011: 990 part VIII Line 09/30/2008: 990 part VII Line 95	\$1,053 e 3			\$1,053	\$5,909
19	Other Earned Revenue 09/30/2008: 990 part I Line 10b. cost of goods sold	\$1,148			\$1,148	\$337,317
	19a If Other Earned Revenue, Briefly	Other				

Describe

Section 3 - REVENUE, continued

20 Total Earned Revenue	\$1,304,921	\$0	\$0	\$1,304,921	\$1,131,956
09/30/2008: * Does not need to ma	tch up with any line in section 2	*			

Con	tributed	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
21	Trustee/Board Contributions 09/30/2011: 990 Part VIII line 1f allocated	d			\$0	\$69,309
22	Individual Contributions 09/30/2011: 990 Part VIII line 1f allocated	d			\$0	\$227,294
23	Corporate Contributions 09/30/2011: 990 Part VIII line 1f allocated	d			\$0	\$229,689
24	Foundation Contributions 09/30/2011: 990 Part VIII line 1f Allocate	\$2,709,799 d	\$18,286		\$2,728,085	\$1,478,259
25	Government - City				\$0	\$0
26	Government - County				\$0	\$0
27	Government - State 09/30/2010: 990 Part VIII Line 1 e 09/30/2008: 990 part I Line 1d. * automatic fill-in from section 4 *				\$0	\$12,000
28	Government - Federal				\$0	\$10,000
28a	Tribal Contributions				\$0	\$0
29	Special Events - Fundraising 09/30/2011: 990 Part VIII Line 1c \$639,2	\$276,812 75 less 8d direct ex	penses \$370,199 pi	lus 8a contributions	\$276,812 \$74,750 = \$343,826	\$193,251
30	Other Contributions 09/30/2008: calculation: 990 part I Line 1b- (line 15 + Line 16)= C	other Direct Public s	upport		\$0	\$0
	30a Other Contributions, Briefly Describe	(not applicable)	,,			
30b	Parent Organization Support				\$0	\$0
30c	Related Organization Contributions	\$696,428			\$696,428	\$767,000
31	In-kind Contributions				\$0	\$0
	31a In-Kind Contributions, Briefly Describe	(not applicable)				
32	Net Assets Released from Restrictions				\$0	\$0
33	Total Contributed Revenue and Net Assets Released from Restrictions	\$3,683,039	\$18,286	\$0	\$3,701,325	\$2,986,802
34	Total Earned and Contributed Revenue Including Net Assets Released from Restrictions	\$4,987,960	\$18,286	\$0	\$5,006,246	\$4,118,758
35	Transfers & Reclassifications				\$0	\$0

Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
36 Total Revenue	\$4,987,960	\$18,286	\$0	\$5,006,246	\$4,118,758

Section 3 - REVENUE, continued

Unr	estricted Revenue Funds	Total 09/30/2013		Total 09/30/2012	
37	Of the Total Unrestricted Revenue reported on line 36, what was the total amount intended for operating/programmatic purposes?	\$4,489,164	Estimated	\$4,344,887	Actual
38	Of the Total Unrestricted Revenue reported on line 36, what was the total amount intended for capital purposes?	\$498,796	Estimated	\$503,878	Actual
39	Total Operating and Capital Revenue	\$4,987,960		\$4,848,765	
	40 Briefly describe any discrepancies between Total Unrestricted Revenue (line 36) and Total Operating and Capital Revenue (line 39)	(not applicable)			

Section 4 - GOVERNMENT CONTRACTS AND GRANTS

Fiscal Year-End Date: 09/30)/2013
-----------------------------	--------

City Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
A1				\$0	\$0
A2				\$0	\$0
A3				\$0	\$0
A4				\$0	\$0
A5				\$0	\$0
A6				\$0	\$0
A7				\$0	\$0
A8				\$0	\$0
A9				\$0	\$0
A10				\$0	\$0
A11 Other				\$0	\$0
A11a If Other, please describe	(not applicable)				
A12 Total Government - City				\$0	\$0

County Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
B1				\$0	\$0
B2				\$0	\$0
B3				\$0	\$0
B4				\$0	\$0
B5				\$0	\$0
B6				\$0	\$0
B7				\$0	\$0
B8				\$0	\$0
B9				\$0	\$0
B10				\$0	\$0
B11 Other				\$0	\$0
B11a If Other, please describe	(not applicable)				
B12 Total Government - County				\$0	\$0

Section 4 - GOVERNMENT CONTRACTS AND GRANTS, continued

State Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
C1				\$0	\$12,000
09/30/2011: 990 Part VIII Line 1e 09/30/2010: 990 Part VIII Line 1 e 09/30/2008: 990 part I Line 1d.					
C2				\$0	\$0
C3				\$0	\$0
C4				\$0	\$0
C5				\$0	\$0
C6				\$0	\$0
C7				\$0	\$0
C8				\$0	\$0
C9				\$0	\$0
C10				\$0	\$0
C11 Other				\$0	\$0
C11a If Other, please describe	(not applicable)				
C12 Total Government - State				\$0	\$12,000

Federal Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
D1				\$0	\$10,000
D2				\$0	\$0
D3				\$0	\$0
D4				\$0	\$0
D5				\$0	\$0
D6				\$0	\$0
D7				\$0	\$0
D8				\$0	\$0
D9				\$0	\$0
D10				\$0	\$0
D11 Other				\$0	\$0
D11a If Other, please describe	(not applicable)				
D12 Total Government - Federal				\$0	\$10,000

Section 5 - EXPENSES: SALARIES AND FRINGE

PROGRAM

Ехр	ense	Artists & Performers	Program - All Other	Fundraising	General & Administrative	Total 09/30/2013	Total 09/30/2012
1	Salaries 09/30/2010, 09/30/201 09/30/2008: 990 part II		\$413,519 + <i>Line</i> 7	\$191,011	\$567,657	\$1,172,187	\$1,210,527
2	Commissions		\$0	\$0		\$0	\$0
3	Payroll Taxes 09/30/2010: 990 Part I. 09/30/2008: 990 part II		\$26,996	\$10,137	\$34,217	\$71,350	\$89,259
4	Health Benefits 09/30/2010: 990 Part I.	X Line 9	\$64,778	\$26,155	\$86,394	\$177,327	\$171,984
5	Disability					\$0	\$0
6	Workers' Compensation					\$0	\$0
7	Pension and Retirement 09/30/2008: 990 part li					\$0	\$0
8	Benefits - Other					\$0	\$0
	8a Benefits - Other, Briefly Describe	(not applicable)					
9	Total Salaries and Fringe	\$0	\$505,293	\$227,303	\$688,268	\$1,420,864	\$1,471,770

	09/30/2013	09/30/2012
10a For the employees on your payroll, organization pays this percent of individual healthcare costs	91.0% Actual	91.0% Actual
10b For the employees on your payroll, organization pays this percent of family healthcare costs	71.0% Actual	71.0% Actual
10c For employees on your payroll, organization offers to contribute up to this percent of annual salary for pension and retirement	3.0% Actual	3.0% Actual

Ехре	ense	Program	Fundraising	General & Administrative	Total 09/30/2013	Total 09/30/2012
1	Total Salaries & Fringe	\$505,293	\$227,303	\$688,268	\$1,420,864	\$1,471,770
2	Accounting				\$0	\$0
3	Advertising and Marketing 09/30/2010, 09/30/2011: 990 Part IX Line 12 09/30/2008: 990 statement 6 "marketing"	\$132,937	\$700		\$133,637	\$77,621
4	Artist Commission Fees 09/30/2008: 990 statement 6 "artist acquisition"	ons"			\$0	\$0
4a	Artist Consignments				\$0	\$(
	Artists & Performers - Non-Salaried				\$0	\$28,975
6	Audit				\$0	\$(
7	Bank Fees 09/30/2008: 990 statement 6 "bank fees"			\$34,226	\$34,226	\$27,063
8	Repairs & Maintenance				\$0	\$0
9	Catering & Hospitality				\$0	\$0
10	Collections Conservation				\$0	\$0
11	Collections Management				\$0	\$0
	09/30/2008: 990 statement 6 "registrar & pre	prator costs"				
12	Conferences & Meetings 09/30/2011: 990 Part IX Line 19 09/30/2008: 990 Part II Line 40	\$1,082	\$1,771	\$2,188	\$5,041	\$8,071
13	Cost of Sales 09/30/2011: 990 Part VII line 10 b 09/30/2010: 990 Part VII line 10b - Cost of G	Goods sold from	the Museum Store	\$524,893	\$524,893	\$253,848
14	Depreciation 09/30/2010, 09/30/2011: 990 Part IX Line 22 09/30/2008: 990 part II Line 42	\$1,790,219	\$38,090	\$76,180	\$1,904,489	\$2,041,780
15	Dues & Subscriptions 09/30/2008: 990 statement 6 "dues"	\$3,954	\$575	\$17,261	\$21,790	\$19,819
16	Equipment Rental 09/30/2010, 09/30/2011: 990 Part IX Line 24 09/30/2008: Equipment Rental & Maintenand		\$20,636	\$151,790	\$187,049	\$149,177
17	Facilities - Other 09/30/2010, 09/30/2011: 990 Part IX Line 16	\$1,184,459	\$25,201	\$50,403	\$1,260,063	\$1,295,962
	17a Facilities - Other, Briefly Describe	Occupancy				
18	Fundraising Expenses - Other				\$0	\$85,235
	18a Fundraising Expenses - Other, Briefly Describe	(not applicable)				
19	Fundraising Professionals				\$0	\$0
20	Grantmaking Expense				\$0	\$0
21	Honoraria				\$0	\$0
22	In-Kind Contributions				\$0	\$0
23	Insurance				\$0	\$0
24	Interest Expense 09/30/2010, 09/30/2011: 990 Part IX Line 20 09/30/2008: 990 part II Line 41)		\$12,847	\$12,847	\$11,974
25	Internet & Website				\$0	\$(
26	Investment Fees				\$0	\$(
27	Legal Fees				\$0	\$(
	Lodging & Meals				\$0	\$(
	Major Repairs				\$0	\$(
	Office Expense - Other 09/30/2010, 09/30/2011: 990 Part IX Line 13 09/30/2008: 990 statement 6 "corporate expe				\$65,281	\$30,48 ²
	30a Office Expense - Other, Briefly	Docent Progam	s & Education Pro	grams		

Describe

Expe	ense	Program	Fundraising	General & Administrative	Total 09/30/2013	Total 09/30/2012
31	Other 09/30/2011: Art Acquisition \$108,050, Oth 09/30/2010: 990 Part IX Line 24 f Program Service Expenses Art Acquisition 458,500 line 24 a + Other Expenses 41,254 24 f = 499,754 09/30/2009: 990 part IX lines 24b and 24f 09/30/2008: 990, statement 6 "other expenses Bond Amortization Other		\$29,415 04	\$48,005	\$179,630	\$223,043
	Volunteer Coordination/Docents					
	31a If Other, Briefly Describe	Other	•	•	•	
32	Postage & Shipping 09/30/2008: 990 part II Line 35	\$647	\$11,766	\$2,179	\$14,592	\$101,931
33	Printing 09/30/2008: 990 part II Line 38	\$60,283	\$31,084	\$35,274	\$126,641	\$55,732
34	Production & Exhibition Costs 09/30/2011: 990 Part IX Line 24 a 09/30/2010: 990 Part IX Line 24 b	\$144,152			\$144,152	\$142,652
34a	Programs - Other 09/30/2011: 990 Part IX Line 24 e Educati 09/30/2010: 990 Part IX Line 24 d 09/30/2008: 990 statement 6 "Member Pro	ograms" & Other Ed		nming	\$115,061	\$169,248
0.5	34b Programs - Other, Briefly Describe	Member Program	IS			40
35	Professional Development 09/30/2010: 990 Part IX Line 19 09/30/2008: 990 statement 6 "staff recruitr	ment"			\$0	\$0
36	Professional Fees - Other	\$33,488	\$22,588	\$200,124	\$256,200	\$298,051
	09/30/2011: Security outsourced to Advan 09/30/2010: 990 Part IX Line 11 g - moved Advance Security. 09/30/2009: contracted services - no indep 09/30/2008: 990 statement 6 "contracted s	d to line 39a - the ma pendent contractors				s contracted to
	36a Professional Fees - Other, Briefly Describe 09/30/2010: 990 Part VII Section B part 1	Consulting & Con				
37	Public Relations	- to be reviewed by t	NVA		\$0	\$0
	Rent				\$0	\$0
	Recording & Broadcast Costs				\$0	\$0
	Royalties/Rights & Reproductions	\$55,423			\$55,423	\$0
	Sales Commission Fees	ψου, 120			\$0	\$0
	Security				\$0	\$0
oou	09/30/2011: 990 Part IX Line 11g Security Other - line 36 a	team at the Art Mus	seum is outsource	ed to Advance Securi	·	·
40	Supplies - Office & Other 09/30/2008: 990 part II Line 33	\$4,341	\$3,096	\$17,154	\$24,591	\$0
41	Telephone 09/30/2011: Telephone also includes inter 09/30/2008: 990 part II Line 34	\$5,805 met fees.	\$0	\$13,873	\$19,678	\$17,748
42	Touring				\$0	\$0
43	Travel 09/30/2010, 09/30/2011: 990 Part IX Line 09/30/2008: 990 part II Line 39	\$68,264 17	\$2,272	\$6,808	\$77,344	\$13,616
44	Utilities				\$0	\$0

Section 6 - EXPENSES: ALL OTHER, continued

Expense	Program	Fundraising	General & Administrative	Total 09/30/2013	Total 09/30/2012	
09/30/2008: 990 part II Line 36 ("occเ	ıpancy")					
45 Total Expenses	\$4,172,461	\$529,558	\$1,881,473	\$6,583,492	\$6,523,800	
09/30/2008: * must match up with total expenses from section 2 *						
46 Change in Net Assets				-\$1,577,246	-\$2,405,042	
09/30/2008: * must match up with change in net assets in section 2 *						

Section 7 - MARKETING EXPENSES

Ехр	ense	Total 09/30/2013		Total 09/30/2012	
1	Advertising 09/30/2011: Per Detailed Financial Statement provided b 09/30/2008: 990 statement 6 "marketing"	\$54,878 y CFO	Actual	\$77,621	Actual
2	Dues & Subscriptions 09/30/2008: 990 statement 6 "dues"	\$2,918	Actual	\$2,243	Actual
3	Internet & Website	\$0	Not Available	\$4,995	Actual
4	Lodging & Meals	\$215	Actual	\$176	Actual
5	Marketing Salaries & Fringes	\$111,453	Actual	\$120,165	Actual
6	Postage & Shipping 09/30/2008: 990 part II line 35	\$503	Actual	\$294	Actual
7	Printing 09/30/2008: 990 part II line 38	\$2,209	Actual	\$1,040	Actual
8	Professional Fees 09/30/2008: 990 statement 6 "contracted services"	\$18,921	Actual	\$5,436	Actual
9	Public Relations	\$0	Not Available	\$415	Actual
10	Sales Commission Fees	\$0	Not Applicable	\$0	Not Applicable
11	Telephone 09/30/2008: 990 part II line 34	\$0	Not Applicable	\$0	Not Applicable
12	Travel 09/30/2008: 990 part II line 39	\$1,086	Actual	\$39	Actual
13	Marketing - Other	\$1,661	Actual	\$4,109	Actual
	13a Marketing - Other, Briefly Describe	Office Supplies			
13b	In-Kind Marketing Expense	\$0	Not Applicable	\$0	Not Applicable
	13c In-Kind Marketing Expense, Briefly Describe	(not applicable)			
14	Total Marketing	\$193,844		\$216,533	

ASSETS

Curr	ent Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
1	Cash & Cash Equivalents 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV line 45	\$505,252 1	\$1,393,581		\$1,898,833	\$1,078,620
2	Accounts Receivable 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 47c	\$247,732 <i>4</i>			\$247,732	\$520,550
3	Pledges Receivable - Current 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 48c	3	\$570,277		\$570,277	\$1,007,384
4	Grants Receivable - Current				\$0	\$0
5	Contracts Receivable				\$0	\$0
6	Receivables - Other				\$0	\$0
7	Inventory 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 52	\$95,006 8			\$95,006	\$108,286
8	Endowment Investments - Board Designated				\$0	\$0
9	Endowment Investments - Term				\$0	\$0
10	Endowment Investments - Permanently Restricted				\$0	\$0
11	Investments - All Other Marketable Securities 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 56	12	\$167,566		\$167,566	\$153,813
12	Prepaid Expenses 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 53	\$339,095 9			\$339,095	\$154,943
13	Current Assets - Other				\$0	\$0
	09/30/2008: 990 part IV line 58					

Non-Current Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
14 Fixed Assets - Land 09/30/2011: Audit Report Note H Proper Land Page 19 09/30/2010: Audit Report Note H - Land 09/30/2008: Audit Report Note G "Land"	\$7,575,615 ty and Equipment			\$7,575,615	\$7,575,615
15 Fixed Assets - Building 09/30/2011: Audit Report Note H Propert Building Page 19 09/30/2010: Audit Report Note H Building 09/30/2008: Audit Report Note G "Building	g			\$73,032,908	\$72,979,013
16 Fixed Assets - Furniture, Fixtures & Equipment 09/30/2011: Audit Report Note H Furnitu Page 19 09/30/2010: Audit Report Note H Furnitu 09/30/2008: Audit Report Note G "furnitu	re and Equipment a	and Vehicles		\$1,921,922	\$1,896,623
16a Leasehold Improvements 09/30/2011: Audit Report Note H Leaseh Page 19 09/30/2010: Audit Report Note H Leaseh 09/30/2008: Audit Report Note G "Lease	old Improvements	n		\$3,800	\$3,800

Section 8 - BALANCE SHEET, continued

17	Accumulated Depreciation	-\$13,092,074			-\$13,092,074	-\$11,187,586
	09/30/2011: 990 Part X Line 10 b 09/30/2010: Audit Report Note H Accumu 09/30/2008: 990 part IV Line 57b or Audit					
18	Pledges Receivable - Non-current				\$0	\$0
19	Grants Receivable - Non-current				\$0	\$0
20	Other - Non-current Assets 09/30/2011: 990 Part IX Line 15 09/30/2010: 990 Part X Line 15	\$42,444			\$42,444	\$42,444
21	Interfund Balances (must total to zero)				\$0	\$0
22	Total Assets	\$70,671,700	\$2,131,424	\$0	\$72,803,124	\$74,333,505
	09/30/2008: * must match total assets from	m section 2 *				

Section 8 - BALANCE SHEET, continued

LIABILITIES & NET ASSETS

Curr	ent Liabilities	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
23	Accounts Payable 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 60	\$401,425 17			\$401,425	\$496,021
24	Accrued Expenses	\$205,581			\$205,581	\$0
25	Grants Payable - Current				\$0	\$0
26	Credit Line Payable				\$0	\$0
27	Mortgages Payable - Current				\$0	\$0
28	Other Loans & Notes - Current				\$0	\$80,000
29	Deferred Revenue				\$0	\$0
30	Other Current Liabilities				\$0	\$6,188

Non-Current Liabilities	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
31 Grants Payable - Non-current				\$0	\$0
32 Mortgages Payable - Non-current 09/30/2010, 09/30/2011: 990 Part X Line	23			\$0	\$0
33 Other Loans & Notes - Non-current 09/30/2010, 09/30/2011: 990 Part X Line	\$9,420,000 20			\$9,420,000	\$9,420,000
34 Other - Non-current Liabilities 09/30/2010, 09/30/2011: 990 Part X Line 09/30/2008: 990 part IV Line 65	\$78,142 25			\$78,142	\$56,074
35 Interfund Balances (must total zero)				\$0	\$0

Net Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 09/30/2013	Total 09/30/2012
36 Net Assets	\$60,566,552	\$2,131,424	\$0	\$62,697,976	\$64,275,222
09/30/2011: 990 Part X Line 33					
09/30/2008: 990 part IV Line 73					
* Line 36 must agree with the Net Asset	ts lines in Section 2 *				
37 Total Liabilities & Net Assets	\$70,671,700	\$2,131,424	\$0	\$72,803,124	\$74,333,505
09/30/2008: * must agree with the Total	Liabilities and Net A	ssets line in Section	12 *		

Section 9 - INVESTMENTS

Total Total 09/30/2012 09/30/2013 **Endowments - Board Designated** \$0 Investments Balance - Beginning of Year \$0 2 \$0 Interest & Dividends 3 \$0 Realized Gains (Losses) 4 Unrealized Gains (Losses) \$0 5 \$0 New Funds In Funds Out (must be a negative number) 6 \$0 \$0 Investments Balance - End of Year

\$0

Endowments - Term		Total 09/30/2013	Total 09/30/2012
8	Investments Balance - Beginning of Year	\$0	\$0
9	Interest & Dividends		\$0
10	Realized Gains (Losses)		\$0
11	Unrealized Gains (Losses)		\$0
12	New Funds In		\$0
13	Funds Out (must be a negative number)		\$0
14	Investments Balance - End of Year	\$0	\$0

Endowments - Permanently Restricted		Total 09/30/2013	Total 09/30/2012
15	Investments Balance - Beginning of Year	\$0	\$0
16	Interest & Dividends		\$0
17	Realized Gains (Losses)		\$0
18	Unrealized Gains (Losses)		\$0
19	New Funds In		\$0
20	Funds Out (must be a negative number)		\$0
21	Investments Balance - End of Year	\$0	\$0

		Total	Total
Inve	estments - All Other	09/30/2013	09/30/2012
22	Investments Balance - Beginning of Year	\$153,813	\$131,320
23	Interest & Dividends		\$0
24	Realized Gains (Losses)		\$0
25	Unrealized Gains (Losses)	\$13,753	\$22,493
26	New Funds In		\$0
27	Funds Out (must be a negative number)		\$0
28	Investments Balance - End of Year	\$167,566	\$153,813

Credit Line		Total 09/30/2013	Total 09/30/2012
1	Balance - Beginning of Year	\$0	\$0
2	Additional Borrowings During the Fiscal Year		\$0
3	Total Repayments During the Fiscal Year		\$0
4	Balance - End of Year	\$0	\$0
5	Credit Line Limit		\$0
6	Credit Line Rate		0.0%

Mortgage Payable		Total 09/30/2013	Total 09/30/2012
7	Balance - Beginning of Year	\$0	\$0
8	Additional Borrowings During the Fiscal Year		\$0
9	Total Repayments During the Fiscal Year		\$0
10	Balance - End of Year	\$0	\$0
10a	Mortgages Payable - Current		\$0
10b	Mortgages Payable - Non Current		\$0
11	Mortgage Rate		0.0%

All C	Other Loan And Notes Combined	Total 09/30/2013	Total 09/30/2012
12	Balance - Beginning of Year	\$9,500,000	\$10,000,000
13	Additional Borrowings During the Fiscal Year		\$0
14	Total Repayments During the Fiscal Year	-\$80,000	-\$500,000
	09/30/2010: Audit Report Financing Activities page 8 Principal payments on long term debt		
15	Balance - End of Year	\$9,420,000	\$9,500,000
15a	Other Notes & Loans - Current		\$80,000
15b	Other Notes & Loans - Non Current	\$9,420,000	\$9,420,000

A - Number of Monetary Contributors	Total 09/30/2013		Total 09/30/2012		
A1 Individuals	0	Not Available	2,977	Actual	
A2 Board		Not Available	38	Actual	
A3 Corporate 09/30/2009: includes companies as wells as other non 09/30/2008: includes companies as well as other nonp	profits	Actual	33	Actual	
A4 Foundation 09/30/2008, 09/30/2009: includes foundations as well a	~-	Actual	30	Actual	
A5 Government (Federal, State & Local)	2	Actual	2	Actual	

B - Space	•	e Footage 30/2013	9	•	re Footage /30/2012	
B1 Do you own space?	Yes	121,634	Actual	Yes	121,634	Actual
09/30/2008, 09/30/2009: A note from the CDP to March 2011, please contact the Help Desk.	administr	ators: To re	eference detailed space, venue	and capa	acity informa	tion entered prior
B2 Do you rent space?	Yes	1,047	Actual	Yes	1,047	Actual
B3 Is space donated to you or provided in- kind?	No		Not Applicable	No		Not Applicable

	<u> </u>	
Total Paid Attendance	47,604	47,604 Estimated
09/30/2011: Total Attendance including Diana- a Celebrati	ion ticketed by Star Tickets = 319,4	159 less free 133,490 = paid admission
184,969		
09/30/2010: Per Daily Attendance Sales Report:		
Paid Admissions + Tour Admissions + Friday Nights		
09/30/2008: MCACA Grant- Attendance Daily Sales Repo	ort:	
Paid Admissions + Tour Admissions + Friday Night		

Physical

Virtual

Total

C2 Total Free Attendance 190,419 190,419 Estimated

09/30/2011: Per Daily Attendance Sales Report Membership Admissions + Memberships sold front desk + Volunteers + non-paying misc. + Parking vouchers

09/30/2010: Per Daily Attendance Sales Report

Membership Admissions + Memberships sold front desk + Volunteers + non-paying misc. + parking vouchers

09/30/2008: MCACA Grant- Attendance Daily Sales Report:

Membership Admissions + Membership sold front desk + Volunteers + Non-paying misc

does not include parking vouchers

C3 Total Attendance	238,023	0	238,023
C4 Children 18 and under	11,901		11,901 Estimated

09/30/2011: Galaxy admissions 248,403 x 5% est. under 18 12,420 guests

09/30/2010: Per Group Tour Report

GRPS Group, Free GRPS 3rd Grade, School Group, College Group and Youth Group Participants

09/30/2008: MCACA Grant- Monthly Tour Totals Fiscal Year 2007-2008:

GRPS Group, FREE GRPS 3rd Grade, School Group, College Group, and Youth Group tour participants.

C5 Number of Groups of Children 18 and Under

122

122 Actual

Fiscal Year-End Date: 09/30/2013

09/30/2011: Per Group Tour report GRPS Group, Free GRPS 3rd Grade, School Group, College Group, and Youth Group tours 09/30/2010: Per Group Tour report: GRPS Group, Free GRPS 3rd Grade, School Group, College Group, and Youth Group tours. 09/30/2008: MCACA Grant- Monthly Tour Totals Fiscal Year 2007-2008:

GRPS Group, FREE GRPS 3rd Grade, School Group, College Group, and Youth Group tours.

C5a Number of Other Groups

C - Attendance 09/30/2013

C1

111

111 Actual

09/30/2011: Per Group Tour Report - Group Tours 109 - 85 = 24

Diana - a Celebration tours = 282

09/30/2010: Per Group Tour Report

Total Group Tours 142 - 108 youth tours, 34 Other Groups

09/30/2008: MCACA Grant- Monthly Tour Totals Fiscal Year 2007-2008:

Reported Total Group tours (186)- School Groups.

C6 Attendance - Classes/Workshops

311

311 Actual

09/30/2013: Add Studio workshops and summer Art Camps

09/30/2010: Number of attendees for classes and workshops unknown for the fiscal year ending 9/30/10.

Section 11 - NON-FINANCIAL INFORMATION, continued

D - Website Activity	Total 09/30/2013		Total 09/30/2012	
D1 Number of Page Views	431,205	Actual	395,331	Actual
09/30/2010: Website statistics are obtained by a Go and New Media	ogle Analytics report pre	epared by Alexander	Paschka, Manager of	Film, PHotography
D2 Number of Unique Web Visitors	120,131	Actual	91,927	Actual
D3 Total Number of Web Visitors	171,288	Actual	137,003	Actual
D4 Total income earned from website activities (from admissions, ticket sales, shop sales, etc.)		Not Available	\$38,320	Actual
D5 Total website generated donations	\$2,215	Actual	\$10,970	Actual

E - Subscribers & Members	Total 09/30/2013		Total 09/30/2012	
E1 Paying Subscribers - Performance		Not Applicable	0	Not Applicable
E1a Paying Subscribers - Media		Not Applicable	0	Not Applicable
E1b Non-paying Subscribers - Media		Not Applicable	0	Not Applicable
E2 Paying Members	3,957	Actual	3,431	Actual
09/30/2010: Refer to year end demographic data includir 09/30/2008: See Kaylen Williams in Membership	ng membership stat	istics provided by M	lembership Coordinator	- Melissa Bush.
E3 How many people are both members and subscribers?		Not Applicable	0	Not Applicable

F - Ad	mission/Ticket Pricing (in dollars)	Total 09/30/2013		Total 09/30/2012	
F1	Average Adult Price	\$6.66	Estimated	\$6.66	Estimated
	09/30/2008: Number based on YTD Sep 30, 2008 statistical September 30, 2008 Report found in the MCACA Final Rep			ents for the Perio	d Ended
F2	Average Child Price	\$4.66	Estimated	\$4.66	Estimated
	09/30/2008: See F1 note				
F3	Average Senior Citizen Price	\$6.00	Estimated	\$6.00	Estimated
	09/30/2008: See F1 note				
F4	Average Student Price	\$6.00	Estimated	\$6.00	Estimated
	09/30/2008: See F1 note				
F5	Highest Single Price	\$8.00	Actual	\$8.00	Actual
	09/30/2008: Price of Adult Exhibition Ticket. Highest prices General Admission ticket: adult, \$8				
F6	Lowest Single Price	\$4.00	Actual	\$4.00	Actual
F7	Median Price	\$6.00	Estimated	\$6.00	Estimated

Other Pricing	Total 09/30/2013		Total 09/30/2012	
F8 Average Adult Tuition/Workshop Price	\$28.00	Estimated	\$19.00	Estimated
F9 Average Child Tuition/Workshop Price	\$77.00	Estimated	\$90.00	Estimated
F10 Average Publication Price		Not Applicable	\$10.67	Actual
F11 Average Fundraising Special Event Price	\$551.11	Estimated	\$644.25	Estimated
F12 Average Non-fundraising Special Event Price		Not Applicable	\$0.00	Not Applicable
F13 Average Media Content Price		Not Applicable	\$0.00	Not Applicable

Section 11 - NON-FINANCIAL INFORMATION, continued

- Pr	ogram Activity	Total 09/30/2013		Total 09/30/2012	
	Live Productions - Self-Produced		Not Applicable		Not Applicable
	09/30/2010: Whistler: The Gentle Art of Making Enemies The Calder Play				
G1a	Live Productions - Presented Only		Not Applicable	0	Not Applicable
G2	Public Performances - Home	26	Estimated	68	Actual
	09/30/2010: Sunday Concert Series - 21 performances Friday Night at GRAM concerts - 59 performances Total 80 09/30/2008: Sunday Concert Series and Friday Night perfor	mances			
G3	Public Performances - Away		Not Applicable	0	Not Applicable
G3a	Online/radio/television programs		Not Applicable	0	Not Applicable
G4	Permanent Exhibitions	1	Actual	1	Actual
G5	Temporary Exhibitions	15	Actual	11	Actual
	09/30/2010: Tissot's London, James McNeill Whistler, Amer ArtPrize 2010, Chris Overvoorde: The Alberta Drawings, Se 09/30/2008: Dutch Exhibition, VanAllsburg, Warhol, Gordon	elections from th	e Museum's Photography	y Collection	
G6	Classes/Workshops - for the public/constituents	9	Actual	1	Actual
	09/30/2010: Children's Studio Classes 09/30/2008: Adult Studio Class & Children Studio Class				
G7	Classes/Workshops - for professional artists		Not Applicable	0	Not Applicable
G7a	Publications		Not Applicable	2	Actual
	G7b Number of Publications Sold/Distributed		Not Applicable	771	Actual
G8	Tours		Not Applicable	1	Actual
	09/30/2011: A touring exhibition, Mathias Alten: Michigan In Escanaba, Michigan during January and February 2011.	npressionist wa		m Bonifas Fine Art	s Center in
	G8a Number of Tour Occurrences		Not Applicable Actual	1	Actual
	Connecticut: Seasons of Light 10/30, 11/20 Calder Jewelry Ballet Video 1/28 The Wizard of Photography 3/28 Ansel Adams 4/4 Henri Cartier-Bresson 4/11 Bernice Abbott 4/25 Mathias Alten 5/23 Tokoya san 8/20				
	Film the Public Museum 8/27	0	Actual	20	Actual
040	G9a Number of Film Screenings				
G10	Lectures 09/30/2010: Refer to MCACA Artist Itemization report 09/30/2008: Learn at lunch, Exhibition-related lectures (Nige Frank Stell Lectures, David Lubbers, Regional Artist exhibition	el Barker, Johan		n Lectures, Andre	
	G10a Number of Lecture Occurrences	31	Estimated	14	Actual
G11	Exhibition Openings		Actual		Actual
	09/30/2010: Combined opening - Tissot's London, James M Calder Jewelry GRAM and Ox-Bow Dutch Utopia ArtPrize	cNeill Whistler,	American Impressionism		
G12	World Premieres		Not Applicable	0	Not Applicable
G13	National Premieres		Not Applicable	0	Not Applicable
G14	Local Premieres 09/30/2008: Dutch exhibition, VanAllsburg, Warhol, Four Sa		Estimated great lakes pastel society	1	Actual
G15	Works Commissioned		Not Applicable		Not Applicable
	Workshops or readings of new works		Not Applicable		Not Applicable
	Programs - Other	11	Estimated		Actual
	09/30/2010: All Day with the Arts, Summer Camps, Outreach				

Section 11 - NON-FINANCIAL INFORMATION, continued

Party, New Year's Eve, Skate & Create

09/30/2008: All Day with the Arts, Summer Camps, Outreach, Friday Nights at GRAM, Drop in Artmaking, Winter break/Spring break family activities.

	ianniy adavidod.			
	G17a Number of Programs - Other Occurrences	452 Estimated	118	Estimated
	G17b Programs - Other, Briefly Describe	GRAM Studio programming; teacher professional programs; Gazing at GRAM.	developm	ent; school
G18	Off-site School Programs	Not Applicable	0	Not Applicable
	G18a Number of Off-site School Program Occurrences	Not Applicable	0	Not Applicable
G19	Facility Rentals - By your organization for your program use	Not Applicable	0	Not Applicable
G20	Facility Rentals - By your organization for your non-program use	Not Applicable	0	Not Applicable
	09/30/2011: GRAM Rented the J.W. Marriott for the Cent	ennial Gala held on November 6, 2011.		
C24	Dentals of your facility by others	106 Actual	0.4	A otuol

G21 Rentals of your facility by others

106 Actual

94 Actual

99/30/2008, 09/30/2009: A note from the CDP administrators: To reference the detailed number of rentals of your facility by others for program and non-program use entered prior to March 2011, please contact the Help Desk.

H - Ca	apital and Endowment Campaigns 09/30/2013	Capital	Endowment
H1	Has your organization recently completed a capital or endowment fundraising campaign (not including annual campaigns)?	No	No
H1a	If yes, when was it completed?		
H2	Is your organization in the middle of or actively planning a capital or endowment fundraising campaign (not including annual campaigns)?	No	No
H2a	If yes, what is the expected completion date?		
H2b	If yes, what is the campaign goal (in dollars)?		
H2c	If the campaign is in progress, how much has been raised as of the end of the fiscal year?		

I - Staff & Non-Staff Statistics	PROG	RAM			
(number of people and their full- time equivalents ["FTEs"]) 09/30/2013	Artists & Performers	Program - All Other	Fundraising	General & Administrative	Total
I1 Full-time Permanent Employees	0.00	8.00	4.00	12.00	24.00 Estimated
I2 Part-time/Seasonal Employees	0.00	8.00	3.00	26.00	37.00 Estimated
I3 Part-time/Seasonal Empl FTEs	0.00	2.50	1.00	9.00	12.50 Estimated
I4 Full-time Volunteers					0.00 Not Applicable
I5 Part-time Volunteers					0.00 Not Available
16 Part-time Volunteers - FTEs					0.00 Not Available
17 Independent Contractors	100.00	85.00		2.00	187.00 Estimated
18 Independent Contractors - FTEs	0.40	0.30		1.00	1.70 Estimated
19 Interns/Apprentices		6.00			6.00 Estimated
I10 Interns/Apprentices - FTEs		1.00			1.00 Estimated