

Lynn Museum & Arts Center

FOUNDED: 1897

CURRENT ORGANIZATION BUDGET: \$531,300

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LYNN MUSEUM & ARTS CENTER

The Lynn Museum & Arts Center (LMAC) is a dynamic campus located in the historic cultural district of downtown Lynn and is dedicated to illuminating the past, celebrating the present, and informing the future. Founded in 1897, LMAC began as a historical society and now includes two components: The Museum and The Studios.

Over the past 128 years, Lynn's demographics have shifted substantially from majority white residents to majority people of color, with 60+ languages spoken and 44% of residents identifying as Latinx. With this in mind, LMAC uses its 10,000 artifacts, programming, and exhibitions to highlight the city's industrial history while celebrating Lynn's current residents. Local artists, young people, and community members involved with LMAC feel a sense of belonging, healing, and empowerment. They know that their ideas are celebrated and championed, leading to a stronger city.

Cultural institutions like LMAC drive economic growth, generating \$5 in tax revenue for every \$1 in funding. In addition, according to the American Alliance of Museums, access to cultural institutions like LMAC aids in visitors' overall mental and physical health. LMAC envisions a future where all of Lynn's 100,000+ residents see their stories reflected, creating a vibrant, connected, and thriving city.

Two-Year Goals

- 100% free admission for all to The Museum
- Expand The Museum's opening hours to the general public from 24 to 40 hours per week
- Introduce an Artist-In-Residence Program
- Increase number of local artists served
- Expand from 5 to 9 FTE
- Increase number of visitors by 33%
- Increase number of programs offered to the public from 200 to 250

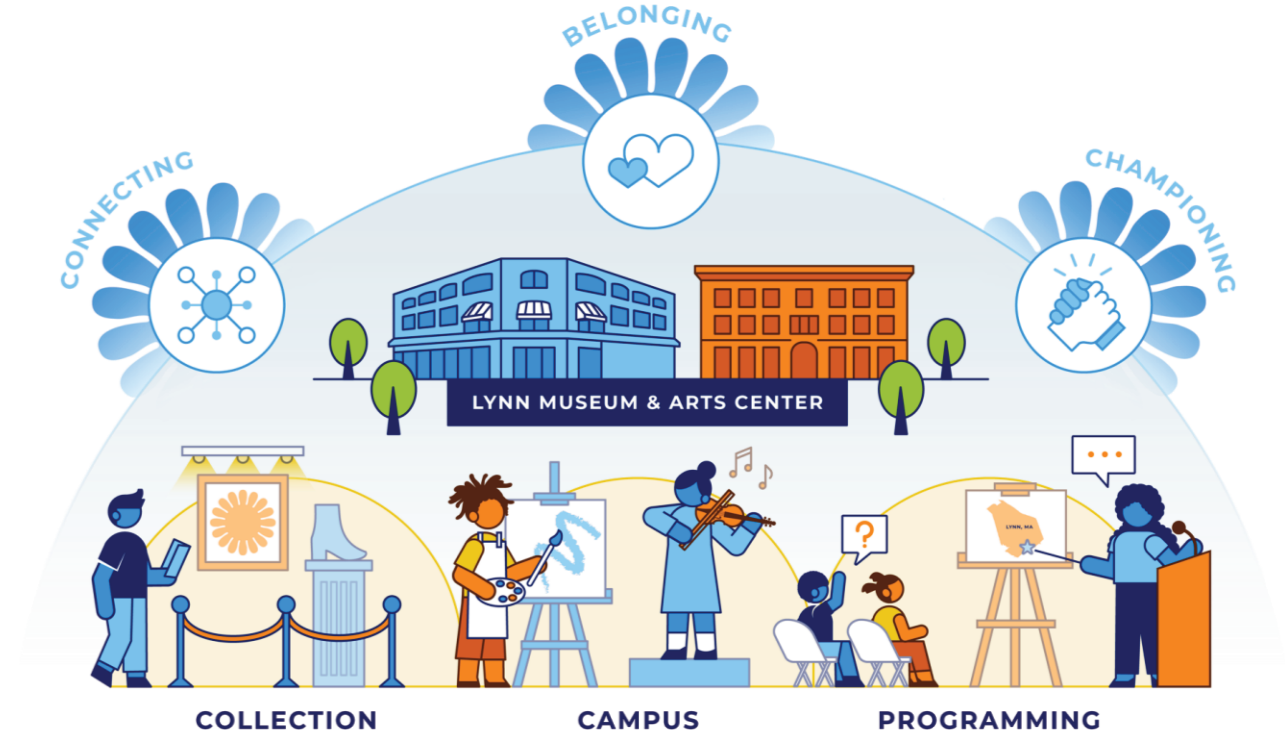
Investment Opportunity

The Lynn Museum & Arts Center (LMAC) is seeking an investment of \$1,427,000 over the next two years to amplify its impact by increasing the number of visitors to its campus by 33%, expanding its programming by 25%, and serving 33% more local artists. This will be achieved by investing in staff and infrastructure, offering free admission to all, expanding operating hours of operation, launching an Artist-in-Residence Program, and increasing the number of workshops and paid internship opportunities for youth.

Ways to Invest

- \$50,000 funds one season of Final Fridays programming
- \$25,000 provides free admission for all to The Museum for an entire year
- \$10,000 pays for a studio for one artist for one year
- Help with the preservation and promotion of LMAC artifacts
- Help with social media, ad placement, and marketing

The Lynn Museum & Arts Center Model



The Museum: Connecting the Past, Present, and Future

Illuminating the Past

The Collection: The Museum hosts six community-curated exhibitions annually using the 10,000 artifacts and objects loaned by community members to champion underrepresented voices and stories from Lynn's history and present community.

History Detectives: All 1,500 Lynn Public Schools' third graders, teachers, and families come to LMAC for a hands-on object-based learning program tied to the curriculum.

Celebrating the Present

Museum Enrichment Series for All (MESA): This online program reaches 600 people a year, highlighting local authors, passionate artists, thought-leaders, and entrepreneurs.

Final Fridays: From May - August, 200+ people come together monthly on the LMAC campus to celebrate and uplift the cultural community of young adult Black and Brown artists, creatives, dancers, and musicians.

Second and Fourth Saturdays: This free, family-friendly program offers visitors weekend access to The Museum to view exhibitions and participate in art-making activities.

Informing the Future

Paid Youth Interns: This workforce development internship works with local students and infuses their unique voices into LMAC's work while adding relevance to its programming, exhibitions, and day-to-day operations.

Volunteers and Docents: Over 100 volunteers and docents are part of LMAC's active and engaging community programs.



The Studios: Lifting Local Artistic Voices

The Studios, purchased by LMAC in 2014, is a 23,000-square-foot historic bank building that showcases and supports the legacy and continuation of the creative community in Lynn and the Greater North Shore.

Emerging Voices: The 43 units within The Studios are offered below market rate to emerging artists and creative entrepreneurs from the greater North Shore so they can thrive in community with others. In addition, two nonprofits currently lease the black box theater and gallery spaces within The Studios. All artists and organizations provide seamless tie-ins to the mission of LMAC, are frequently showcased at The Museum, and actively participate in museum programming.

Welcoming Spaces: Through the annual Downtown Lynn Open Studios program, members of The Studios promote their talents, programmatic offerings, and works for sale to hundreds of attendees. In addition, The Museum highlights the current exhibitions from The Studios and opens its space for pop-ups featuring creative organizations and vendors. The community within The Studios hosts their own weekly, monthly, and quarterly events and programs that see a variety of diverse attendees.

“Doneeca’s relational and genuine style of leadership has strengthened the Lynn Museum & Arts Center’s reputation as a welcoming space, as well as created new opportunities for youth to feel seen, heard, and valued in the arts and activism community.”

— Christine Dixon, Executive Director
Someone Else’s Child Foundation

Leadership & Governance

With deep family history in both Lynn and the Bahamas, Doneeca Thurston-Chavez is LMAC’s sixth Executive Director, and first leader of color. A creative innovator, Doneeca interned at LMAC both as an undergraduate and graduate student. After working at the Peabody Essex Museum, she came to LMAC in late 2019. She has been dedicated to diversifying roles and creating welcoming and equitable environments for marginalized members, ensuring everyone sees themselves reflected in The Museums and The Studios. LMAC is governed by a 10-member Board of Trustees of enthusiastic Lynn champions.

Financial Stability

The Lynn Museum & Arts Center has demonstrated the ability to manage limited funds efficiently and effectively since its inception in 1897, with the primary funding source coming from foundation grants and earned income. LMAC’s Executive Director and Board of Trustees are well poised to develop and deepen its individual and corporate fundraising. LMAC’s leadership also sees the opportunity to expand earned income to new levels.

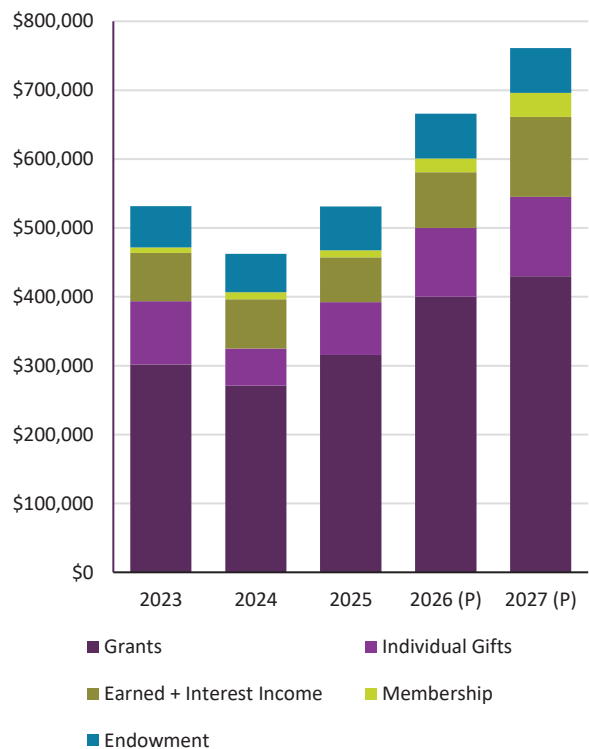
KEY INVESTORS

- Barr Foundation
- Klarman Family Foundation
- Lynn Cultural Council
- Mass Cultural Council
- Mass Development
- Someone Else’s Child Foundation
- The Boston Foundation
- Van Otterloo Family Foundation

KEY PARTNERS

- City of Lynn
- Essex National Heritage Area
- Greenbelt
- LEAP for Education
- Lynn Education District
- Lynn Public Schools
- North Shore Juneteenth Association, Inc.
- Raw Art Works

Revenue by Source



Note: 2023 income includes gifts from successful 125th Anniversary Capital Campaign.



Success Story

JAH'NYAH SPENCER

Jah'Nyah was 15 when her aunt brought her to the Lynn Museum & Arts Center for the first time. She immediately felt at home, embraced and seen, thanks to the relevant exhibitions that told stories that resonated with her experience.

An artist herself, Jah'Nyah was thrilled to be in a welcoming space that was dedicated to local artists that engaged all visitors with representative, dynamic and inclusive programming.

Over the years Jah'Nyah attended countless community and artisan events hosted by LMAC including Final Fridays and Second and Fourth Saturdays, where she has been a vendor as well as an educator hosting workshops.

As a long-time resident, community artist, creative champion, and active community member in Lynn, LMAC is delighted that Jah'Nyah joined the team as the Creative Engagement Coordinator in 2022.

Program Performance and Organizational Health

Below are some key measures that LMAC tracks to ensure progress, create internal accountability, capture lessons learned, and adjust strategy as necessary to make sure the mission and vision of LMAC is implemented.

	FY 2025	FY 2026 (P)	FY 2027 (P)
Program Performance			
Visitors to the LMAC Campus	15,000	17,000	20,000
Programs offered on the LMAC Campus	200	225	250
Artists featured on the LMAC Campus	200	210	225
Afterschool enrichment partners	4	6	8
# of paid members to LMAC	263	400	500
Occupancy of The Studios	100%	100%	100%
Organizational Health/Capacity-Building			
Board Members	11	13	15
Full-time staff members	5	7	9
Total Revenue	\$531,300	\$666,000	\$761,000

Social Impact

Below is the summary of the social impact that LMAC aspires to have within the City of Lynn in the next two years. To complement the qualitative information, LMAC will develop a comprehensive campus-wide evaluation of visitors, school groups, and attendees to measure impact. Sample indicators include: learnings, community building, overall satisfaction, engagement, and connection. In addition, LMAC will measure the impact on community artists and their creative practices through surveys and interviews.

Indicator	Current Numbers	2027
Annual growth in visitors	10%	33%
# of hours The Museum is open to the public per week	24 hours	40 hours
# of community curated events and exhibitions on the LMAC campus	8	12
# of community partners	10	15
Implement, refine and relaunch data collection process	Implement	Refine and grow
Free access to LMAC's Museum during public hours	43%	100%