



Our Mission:

The Springville Museum of Art (SMA) fosters beauty and contemplation through life-affirming art and experience for Utah's Art City and its diverse communities.





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Director's Message

In today's world, connection and community are more important than ever. Research from BYU Professor of Psychology and Neuroscience, Dr. Julianne Holt-Lunstad, shows that loneliness can be as harmful to your health as smoking 15 cigarettes a day. Art, we believe, is an antidote to loneliness. It helps us feel connected to a deeper shared humanity, offering belonging and reminding us we are not alone.

The art we share at the Museum affirms the humanity of every visitor who walks through our doors or who is reached



by one of our programs, showing them that they are part of a vast human experience that includes joy, love, grief, sorrow, and everything in between.

When I think back on the 2024-2025 year and what we accomplished, I am most proud of the moments, programs, exhibitions, and artworks that showed our community and visitors that they belonged, that they're connected to something bigger than themselves.

In the past year, our team and community facilitated over 136,000 arts experiences for more than 95,000 onsite visitors and 40,000 participants offsite. This includes our signature juried exhibitions, curated exhibitions like It's *All Fun and Games*, youth programs, community programs, and school outreach. Digitally, our artworks reached over 1.4 million more through our website and social media. Almost everything we offer is free and open to the public, making it accessible to families across Utah.

We are so grateful to each artist, student, donor, visitor, and collaborator who made this year possible. Thank you for joining us in fulfilling our mission and impact.

Sincerely,

Emily a. Layen
Emily Larsen

At SMA, we focus on providing quality art exhibitions, programs, and experiences for our 4 key audiences:



1. Springville City residents and Utah County families and individuals



2. Utah artists and the Utah arts community



3. K-12 students and teachers statewide



4. Regional visitors, tourists, families, and arts lovers



Overall Reach & Impact



In-Person Visits: 95,817

FY 2024*	84,540
FY 2025*	95,817

Students & Teachers Served: 39,129

FY 2024*	35,709
FY 2025*	39,129

Group & Tour Visits: 349

FY 2024*	280	
FY 2025*	349	

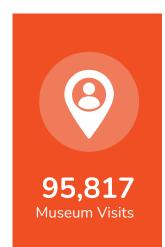
Public Programs & Events Hosted: 125

FY 2024*	97
FY 2025*	125



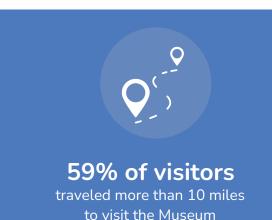
Overall Reach & Impact













13-15% of visitors are from households in poverty



3,561
Volunteer
Hours







In the News



THE DAILY UNIVERSE



Daily Herald

≜ DeseretNews.

Southwest Contemporary













1st Place — Utah Valley Magazine Best of Winner 2025 "Best Museum"







Top Features:

- Fox 13 "Both historic and modern, here's a look at Utah's oldest art museum" by Darienne DeBrule
- **2. PBS Utah Video** "Springville Museum of Art: It's All Fun and Games" interview with Mary Dickson
- **3.** American Fine Art Magazine "The Unlikeliest Collectors" by Anne Underwood, American Fine Art Magazine September/October 2024, Issue 77, pg. 66-71



Top 5 Performing Social Media Posts:

(Follow us at @SpringvilleMuseum)





93 Likes

39 Shares





10.8K Views 7.3K Reach 218 Likes 10 Shares



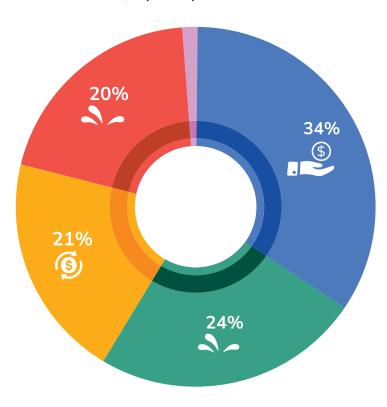
145 Likes

6 Shares



FY25 Funding & Expenses

Funding Sources \$2,157,133.21



\$741,498.39
Grants and Donations
(public and private)
34%

\$519,686.34 Springville City Operations 24%

\$440,807.43
Earned Revenue
(program fees, art sales, private rentals)
21%

\$439,251.00

Springville City Internal Services (includes facilities and utilities) 20%

\$15,890.05 Interest Income (realized) 1%

Total In-Kind \$416,457.64

\$128,778.64 In-kind Services (volunteers, pro bono

professional services, etc.)

\$ 287,679.00

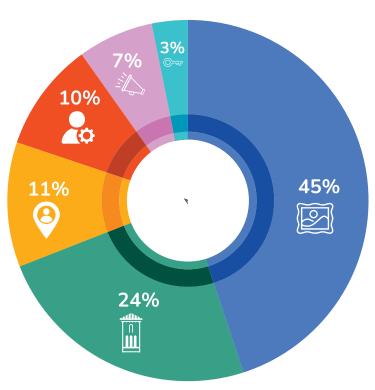
In-kind Goods
(materials or products that have been provided to SMA at no cost)





FY25 Funding & Expenses





\$924,531.95

Programs & Exhibitions (includes staffing)
45%

\$204,361.71 Admin & General Operations \$499,358.53 Buildings, Grounds, Utilities

\$149,897.30 Fundraising & Marketing (includes staffing) 7% \$ 230,285.33 Visitor Services, Store, & Rentals (includes staffing)

\$60,237.09
Permanent Collection
Acquisitions & Conservation

*These financials include combined funding and expenses for both the Springville Museum of Art Association and the Springville Museum of Art City Department which are two distinct legal entities that jointly operate the Museum. The Museum City Department also manages the City's Public Art division, whose specific operating expenses are not included above. In FY25 the Museum received contributions for endowment and capital funds and projects, these donations are not reflected in the numbers above. Revenue exceeding operating expenses is saved and invested for future operating, capital, and Permanent Collection expenses.



Exhibitions

In FY 2025, SMA featured five juried exhibitions selected through open calls and seven curated shows highlighting works from the Museum's Permanent Collection, contemporary artists, and historic Utah art.



12 **Exhibitions 1,469**Works of Art

Juried Exhibitions



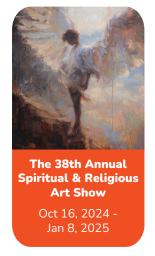
The 53rd Annual Utah All-State High School **Art Show**

Feb 1, 2025 -Mar 21, 2025



Jul 5, 2025







To learn more about our exhibitions and to view a list of our 2024-2025 Curated Exhibitions. scan QR code or visit smofa.org





It's All Fun and Games

August 28, 2024 - July 19, 2025

It's All Fun and Games was a unique and whimsical interactive art experience that celebrated the essence of pre-smartphone nostalgia and childlike play. Using a range of mediums, artists delved into the realms of childhood nostalgia, creating an interesting dialogue





between the past and present. Tactile experiences reconnected visitors with the carefree joy of their early years, encouraged playful exploration, and ignited curiosity. In a world increasingly dominated by digital technology, this exhibit aimed to transport visitors back to a simpler time, when tangible objects and activities brought joy and wonder.

Co-curated by Bianca Velasquez and the Springville Museum of Art Exhibition Team.











Image Credits:(from left to right) Bianca Velasquez, How Many tickets for the Sticky Hand?, silicone and mica powder, 2024, Nataly Welch, Safe Space, wood, blankets, pillows, and small table, 2024 Heather Olsen, Polly Pocket, oil on panel, 2023. My Little Pony, oil on panel, 2023.

Sponsored By:









In Search of Ourselves: Soviet Art and the Shared Human Spirit

June 18, 2025 - May 2028



Many of the Museum's longtime visitors treasure our Soviet and Russian Art Collection. This might be unexpected given the complex history between the U.S. and the Soviet Union. Despite different cultures, politics, and values, the artworks nevertheless highlight shared human experiences.

This exhibition examines themes of identity, community, labor, and leisure. It explores connections to place, celebrating the comfort of home and the beauty of nature. These artworks reveal universal human longings, reminding us of what we all share.







Image Credits: Clockwise from top left: Nikolai Nikolaevich Yakovenko, Before the Storm, oil on canvas, 1982; Boris Pavlovich Shvarkov, Scientists at the Airport, oil on canvas, 1964; Mikhail Mikhailovich Bozhi, Ukraine Reclaims, oil on canvas, 1958.



View a short video about this exhibition by scanning or clicking here:







Sponsored By:

Exhibition Highlights















Permanent Collection



This collection serves as a treasure of Utah Art History and a cornerstone of our mission, enriching the lives of our community. The Springville Museum of Art Association is committed to **preserving**, **protecting**, and **sharing** its distinguished collection of over 2,700 artworks, including significant pieces from three artistic concentrations:

Utah Art Soviet & Russian Art

American Art

Acquisitions:

Thanks to the generosity of our donors and collectors, the Association acquired 45 artworks, including notable pieces by contemporary Utah artists Nicole Parish, Peter Everett, and Kathleen Peterson, alongside historic works by Utah and Soviet and Russian artists.









Images from left to right: Kathleen Peterson, Mary and Baby Jesus, oil on board 2014, Peter H. Everett, Aura Curtain, ink, acrylic, and oil on prepared paper, 2024, (above), Tim B. Little, Utah Raptor, metal, 2018 (below), Akhmed Ibadullovich (Abadullovich) Kitaev, The Fiancee: The Love of My Youth, oil on canvas, 1955.



Utah Artists Outreach

At the heart of our mission lies a deep commitment to Utah's dynamic artistic community. We actively champion local artists by exhibiting their work, facilitating connections with collectors, and offering essential resources to advance their professional development.

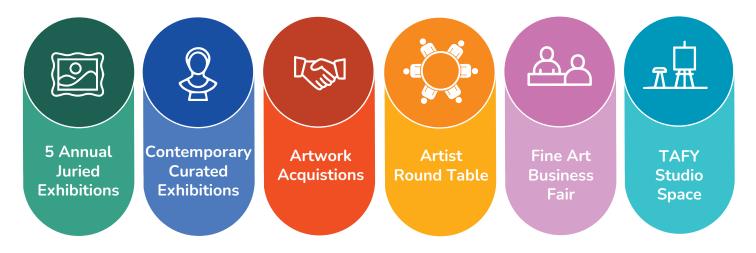








SMA Support for Artists



"The Springville Art Museum is **Utah's strongest advocate** for keeping a thriving artistic culture blossoming. Not only do they have an **impressive collection of art** and **regularly curate wonderful exhibits**, but they do the most work to support the local, living art community by inviting submissions for several annual shows all the way from high school artists up to long time professionals. They also host artist events, teach in schools, advocate for art funding, host art fairs and create innovative events to bring art to all ages, income levels and demographics. **The impact of good this museum and its staff brings to the art community in Utah (and beyond) is so hard to even measure.** But we are lucky to have them and are better for it."



Programs & Events







In FY 2025, SMA hosted 125 public events ranging from intimate gatherings of 10 participants to large-scale celebrations drawing over 4,000 attendees, engaging a broad audience that included toddlers, seniors, artists, and everyone in between.

Our dynamic program lineup featured beloved events such as:

- Children's Art Festival: A yearly community festival featuring art-making booths, storytelling, and interactive fun that sparks creativity in young artists.
- Art Ball: A signature event blending, art, dinner, dancing, culture and community.
- **Open Studio:** Free guided art projects inspired by exhibitions, open to all ages.
- **Guppy Group:** Engaging art-based activities, stories, and songs designed for toddlers.
- Unframed Lectures: Thought-provoking talks and panels fostering deeper art appreciation.
- Youth Art Therapy Cohort: Guided art therapy for teens, led by licensed mental health professionals, promoting emotional well being through art.
- **Mindful Mondays:** A wellness class offered weekly in our galleries, free of charge.
- Halloween Party: A night of costumes, candy, art activities, and Halloween fun at the Museum.
- Santa's Art Shop: A holiday art workshop for families, featuring a visit from Santa.
- **100 Dollar Art Show:** An accessible art market celebrating local artists and original art.
- **Art Workshops:** Technical classes taught by artists in a variety of mediums.







To learn more about our public programs for youth, families, & adults, scan or click here:



Art Royalty: A Century of Tradition

Springville's Art Royalty tradition has thrived since 1907. Originally, students raised funds through a Penny Vote to acquire artworks for the Springville High School art collection that later became the Museum's Permanent Collection. The nominee raising the most pennies was crowned Art Queen and presented the selected artwork at an honorary assembly.

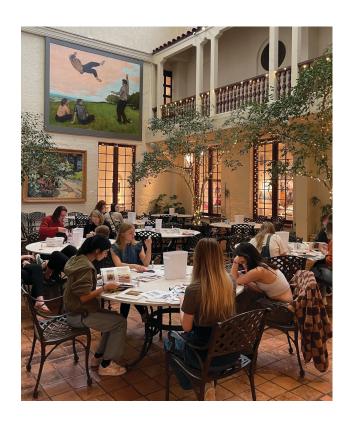
Over 100 years later, Art Royalty remains a cherished tradition. Today's Royalty serve as Museum ambassadors, engaging in community events like the Children's Art Festival and exhibition openings, fostering a vibrant connection between the Museum and the community.

2024-2025 Art Royalty



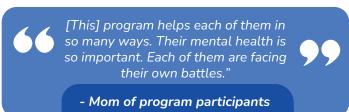
From left to right: Ashley Fitzgerald, Nichole Gonzalez. Maylee Cooper, Meili Romney, Magdalena Márquez, Marisa Betts

Teen Expressive Arts Therapy



In the fall of 2024, we held our first cohort of teen expressive arts therapy. Local high school students participated in art, music, movement, and yoga to better understand and process emotions, and learn skills to support mental health and wellbeing.





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Programs Highlights











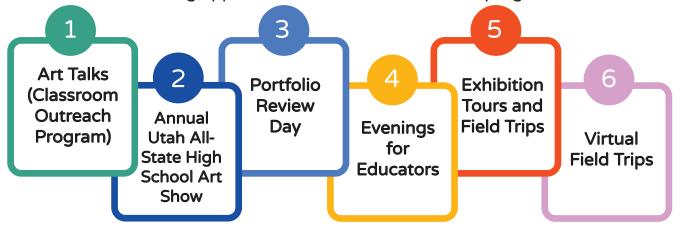




K-12 Programs & Outreach

The Utah State Legislature supports the Professional Outreach Programs in Schools (POPS) to provide high-quality arts experiences for all K-12 public school students and teachers in Utah. Managed by the Utah State Board of Education, SMA reaches every school district at least once every three years. The Museum matches legislative funding 1:1.

SMA offers free resources, training, and programs to educators and students across Utah. Our initiatives are crafted in collaboration with, and evaluated by, the Statewide Arts Partnership (SWAP), a team of Utah-licensed educators and arts professionals, to ensure educational excellence and impact. SMA is dedicated to cultivating thoughtful individuals with a lifelong appreciation for the arts. Our core programs include:











K-12 Programs & Outreach Highlights

36,720 Students

2,427
Teachers

430 Schools

39

















Facility Updates

Underground Family Area:

Enhancing Community Spaces

This year, the Springville Museum of Art revitalized its Underground galleries, introducing the vibrant new exhibition — *Color!* — alongside significant upgrades to the family lounge. With the generous support of PAR tax funds, we enhanced this space with new furniture and engaging interactive elements, creating an inviting environment for community members to gather, connect, and engage.









Made possible by:





Facility Updates

TAFY Studio Launch

We are excited to introduce the TAFY Studio, a newly established space upstairs in the Salisbury Gallery dedicated to our inaugural Teaching Artist Fellowship for Youth (TAFY). This year, we welcome Pablo Cruz-Ayala as our first TAFY Fellow. The yearlong fellowship encompasses a curated exhibition, community engagement initiatives, and dynamic programming, all supported by access to this innovative studio space at the Springville Museum of Art. This addition enhances our commitment to fostering artistic talent and community connection.



Funded by the Dick and Timmy Burton Foundation.

Gallery Naming

This year we named the Mack Whitney Staircase and the Carol Ford Memorial Gallery. Thank you for the generous donations of the Ford and Whitney families. Interested in more information about gallery naming? Contact Jsokol@springville.org.







Supporters & Partners

We are grateful to our partners, sponsors, and donors for their generous support of the Springville Museum of Art and its programs, exhibitions, and Permanent Collection. **THANK YOU** to everyone who supported the Museum in 2024-2025.

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Meta

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Nu Skin

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Professional Outreach Programs in Schools

Provo Elks Lodge

R. Harold Burton Foundation

Ragamuffin Bakery

Reams Springville Market

Riley Blake Designs Sentient Academy Smith's Marketplace Smoot Foundation

Snelson's PhotoColor Lab Southern Utah Museum of Art

Springville City

Springville High School Key Club

Springville Kiwanis Club

Springville PAR

The Lamm Family Foundation

The Barn at Wall Brothers Orchards

The Plains T-Mobile

Traditional Fine Arts Organization

Trapnell Orthodontics Treasure Tree Academy Union Pacific Foundation

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Utah Artist Nosh

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utahfamilyfaves Utah Humanities

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2024-2025 Art Royalty

Marisa Betts, Maylee Cooper, Ashley Fitzgerald, Nichole Gonzalez, Magdalena Márquez, Meili Romney

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