

ANNUAL IMPACT



REPORT

25 YEARS OF PROMOTING PHOTOGRAPHY

After much thoughtful consideration and strategic planning, on our 25th anniversary, Atlanta Celebrates Photography made the bold move to rebrand as the Atlanta Center for Photography (ACP). With that we opened the ACP Project Lab, and we are continuing to grow our core educational programs.

| Programs | Details | Outcome |
|--|--|--|
| Virtual Portfolio Reviews and Equity Scholarships | Professional growth for artists and opportunity to increase exchange between art hubs nationally | “This was an outstanding experience, and I am recommending it to my photographic acquaintances” |
| Emerging Artist Fellowship and On The Verge Cohort | Atlanta’s only fellowship for lens-based artists; provides mentorship and exhibition opportunities | This cohort revealed a desire and need for deeper mentorship and education, which we will respond to accordingly |
| ACP Project Lab | A new exhibition program that invites artists to take risks while funding the production of new work | We introduced a new vision for ACP to the world! |



Installation view of Kalee Appleton: New Paths at the ACP Project Lab

“Atlanta Celebrates Photography today is a chapter. Atlanta Center for Photography is a book. It has longevity.”

Benjamin Deaton,
Founder of Wolfgang Gallery

THE YEAR IN REVIEW

2023 was a transformational year for our organization! We rebranded from Atlanta Celebrates Photography to the Atlanta Center for Photography and opened the ACP Project Lab, our first year-round exhibition and programming space focused on solo exhibitions and the commission of new work. This new platform supports our sustained commitment to broadening the reach and influence of lens-based media in the American South.

Education has always been at the heart of ACP's mission, and in 2023, we

increased our accessible learning opportunities. Our Portfolio Reviews served 33 artists and included eight Equity Scholarships, and our Emerging Artist Fellowship cohort was expanded to include professional development and exhibition opportunities for 8 Atlanta-based artists.

The ACP Project Lab, which opened on October 26th, hosted an immersive solo exhibition by artist Kalee Appleton, four events and public programs, and a student class visit.

A New Leader

In July, ACP announced its new Executive Director, Lindsey O'Connor, who has held past positions at the Whitney Museum, High Museum of Art, and Guggenheim Museum.

National Press

ATL Arts, Atlanta Journal-Constitution, WABE, Rough Draft, and Art Daily covered the rebranding of Atlanta Celebrates Photography to the Atlanta Center for Photography.

Program Collaborations

ACP worked with the CDC Museum to open Ghosts of Segregation, an exhibition of photographs by Rich Frishman confronting the legacy of racism inscribed in landscapes.

Building Credibility

In April, ACP hosted an impressive international roster of reviewers for the 2023 Portfolio Reviews, including participants from The Barnes Foundation, The High Museum of Art, and the Cleveland Museum.

**ADVANCING
PHOTOGRAPHY,
SUPPORTING
ARTISTS**

ACP seeks to establish Atlanta as a critical ecosystem for contemporary lens-based media by providing artists with exhibition opportunities, funding, and mentorship.

2023 By The Numbers

\$25K

Monies invested directly into artists via the Auction Gala, Exhibition and Program Artist Fees, and Artwork Production Funds

41

Number of artists impacted by ACP's professional growth programs--Portfolio Reviews, Equity Scholarships, and Fellowship Cohort

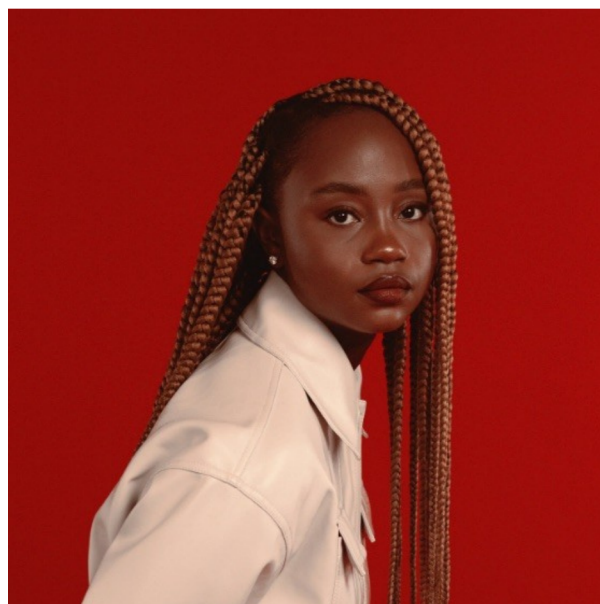
40K

Estimated number of visitors to ACP's exhibitions, programs, and collaborations with Mint Gallery and the CDC Museum

334%

In a year-over-year comparison, we increased our Instagram reach by 334% to 24,250 people

2023 Emerging Artist Fellow:
Chelsea Mukenya





FINANCES

Current Assets

| | |
|------|-----------|
| Cash | \$204,200 |
|------|-----------|

Liabilities

| | |
|------------------|---------|
| Accounts Payable | \$7,800 |
|------------------|---------|

Revenues

| | |
|------------------|---------|
| Program Services | \$9,000 |
|------------------|---------|

FUNDING SUMMARY

\$53,900

Individual Donations

\$67,700

Government Grants

\$22,400

Fundraising Events

TRACKING OUR LOCAL ECONOMIC IMPACT

Through an econometric model developed by Americans for the Arts and featured in their Arts & Economy Prosperity 6 Report, ACP is able to understand our impact on Atlanta's local economy based on our FY 23 operating budget and audience size.

How Our Dollar Ripples Through Atlanta

\$1.2M

Household Income: our 2023 audience of 40,000 and operating budget of \$412,000 resulted in \$1,244,653 in household income paid directly to Atlanta residents

34

Jobs: ACP's program spending and related audience spending sustained 34 jobs in our city in 2023

\$380K

Tax Revenue: In 2023, we generated a total of \$380,234 in local, state, and federal tax revenue. Local: \$61,323; State: \$85,027; Federal: \$233,884

\$1.8M

Audience Spending: In 2023 ACP's audiences spent \$1,864,424 in the local community based on data showing \$38 per person average additional spending when attending in-person events.



Georgia State University's Painting
Class Meeting at the ACP Project Lab

WE WOULD LIKE TO THANK OUR DONORS FOR THEIR GENEROUS SUPPORT

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