

# 2024 ANNUAL REPORT



art farm  
at serenbe



# LETTER FROM THE BOARD CHAIRS & CO-CHAIRS

Dear Friends and Neighbors,

As Co-Chairs of the Board, we are honored to reflect on a year of tremendous growth, creativity, and connection at Art Farm at Serenbe.

In 2024, Art Farm continued to deepen its role as a vital cultural and community resource. From the return of the “Under the Tent” series to the debut of our Jazz Nights, and from groundbreaking artistic residencies and workshops to vibrant educational initiatives, this year was filled with inspiring moments that affirmed the power of the arts to bring people together.

What stands out most is the intentional way Art Farm fulfills its mission — by making space for diverse voices, nurturing new ideas, and honoring the natural world that surrounds us. Whether it was a sold-out performance of Little Shop of Horrors, an afternoon jazz concert that stirred the soul, or the joyful laughter of children discovering improv for the first time, 2024 reminded us that art is not just entertainment — it is community, healing, and hope.

None of this would be possible without the leadership of Executive Director Madalyn Mentor and our staff; the creativity and willingness of artists to push boundaries; the commitment of our volunteer board, and the unwavering support of our donors, patrons, and neighbors. Your belief in this work makes everything we do possible.

As we look ahead, we are filled with excitement about the expansion of our campus, the continued growth of our programming, and the opportunity to welcome even more people into the Art Farm story. With your continued partnership, we will keep building a future where creativity is celebrated, nature is honored, and everyone feels a sense of belonging.

Thank you for being part of this journey. With gratitude,



**GARNIE NYGREN**  
CO-CHAIR, ART FARM  
AT SERENBE BOARD  
OF DIRECTORS



**PENNY MCPHEE**  
CO-CHAIR, ART FARM  
AT SERENBE BOARD  
OF DIRECTORS

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## VISION

To be a global destination that inspires creativity, stewards environmental resources, and respects collaboration, diversity, and sustainability.

## MISSION

To cultivate meaningful partnerships for programming, learning, and outreach while honoring the culture and diversity of our local communities with care for the natural environment. To create and maintain environments for world-class performances, artist residencies, thought leadership, and arts incubation.

### ART FARM AT SERENBE – ARTISTIC VALUES

- DIVERSITY AND INCLUSIVENESS
- STEWARDSHIP OF PLACE
- THE EXCHANGE OF IDEAS AND VIEWPOINTS
- ARTISTIC EXCELLENCE
- THE CREATIVE PROCESS
- THE POWER OF ART TO MAKE THE WORLD A BETTER PLACE

# 2024 PROGRAMMING OVERVIEW

In collaboration with the Art Farm staff, our performance councils across theater, dance, music, and film brought renowned performers and artists to the natural beauty of the Chattahoochee Hills area. Together, we debuted original works in magical outdoor settings that inspired and engaged our community. In 2024, we proudly produced 65 events for patrons to enjoy, continuing our commitment to artistic excellence, diversity, and environmental stewardship.

## IMPACT

Creative social media initiatives, organic content from Art Farm staff, and partnerships with local creators continued to drive attendance, engagement, and brand awareness in 2024.

## 2024 By the Numbers:

**5,832+**

People Reached Through  
Art Farm Events

**6,341**

Social Media Followers

**6,412**

Newsletter Subscribers

**70%**

BIPOC Artists Featured

**65 Total**

Live Events & Performances

**102 Artists**

Featured Across Disciplines

**1,900**

New Followers and  
Subscribers Gained  
in 2024

# FINANCIAL SNAPSHOT 2024

## TOTAL REVENUE:

- + SERENBE REAL ESTATE TRANSFER FEES: **\$901,725**
- + CORPORATE SPONSORSHIPS: **\$45,000**
- + TICKET SALES: **\$262,700**
- + INDIVIDUAL DONATIONS: **\$33,340**
- + GRANT FUNDING & FUNDRAISING: **\$91,429**

## TOTAL EXPENSES:

- + PROGRAMMING: **\$1,046,576**
- + ADMINISTRATION & FUNDRAISING: **\$392,843**



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**TULLE NO. 52**  
**THOMAS JACKSON**  
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