



2023



umlauf
Annual Report

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OUR MISSION

**The UMLAUF Sculpture Garden + Museum
exhibits the work of Charles Umlauf and other visual and performing artists
in a museum and a garden setting.**

**The UMLAUF provides educational and cultural experiences
that encourage the understanding and appreciation of the intersection of
nature, sculpture, and the arts.**

A YEAR IN REVIEW

FY23: October 1, 2022 – September 30, 2023

It's been a tremendous year for the UMLAUF. From free monthly Family Days to artists' talks to docent guided tours to the bronze conservation workshop, we offered opportunities for a wide variety of guests. Kids learned how to nurture a garden or sculpt a figure in clay. Adults danced to live music while a painter rendered an Umlauf sculpture in oil at our UMLAUF After Dark. Flying hawks and big-eyed owls helped teach the public about wildlife conservation at our free annual StrawFest.

More than 25,000 visitors from all over the world enjoyed the Garden or experienced one of our many public programs. Another 10,000 guests visited for a non-profit event, wedding, or party at the UMLAUF. Revenue in all departments continued the upward trend, allowing us to offer as much free public programming as possible.

None of this would be possible without the strong team of staff, volunteers, docents, interns, and Board members who help run the organization; we all have been working steadily to improve the UMLAUF's infrastructure. Just a few of the behind-the-scenes highlights: we've improved our facilities and grounds, conducted a tree and topography survey of the entire site, formalized our internship program, tidied up our administrative processes, befriended new donors and members, and begun to rebuild our Shaping Space program for children in Title 1 schools back to its pre-pandemic levels.

But the most exciting event of 2023 was that the UMLAUF team released an RFP and located the right group to create our Historic Expansion, Preservation, and Unification (aka Vision) Plan. Working with Page architects and their seasoned team of historic preservationists, community engagement specialists, landscape architects, environmental stewards, engineers, and the City of Austin Technical Advisory Group, we began the process of opening our entire 8 garden acres and Charles Umlauf's home and studio to the community.

In 2024, we look forward to continuing to expand and grow our programming and visitors, while we prepare to launch a capital campaign so that this iconic green space in the heart of Austin will one day be accessible by all and shared with a far wider local, national, and international group of visitors.

Sincerely,

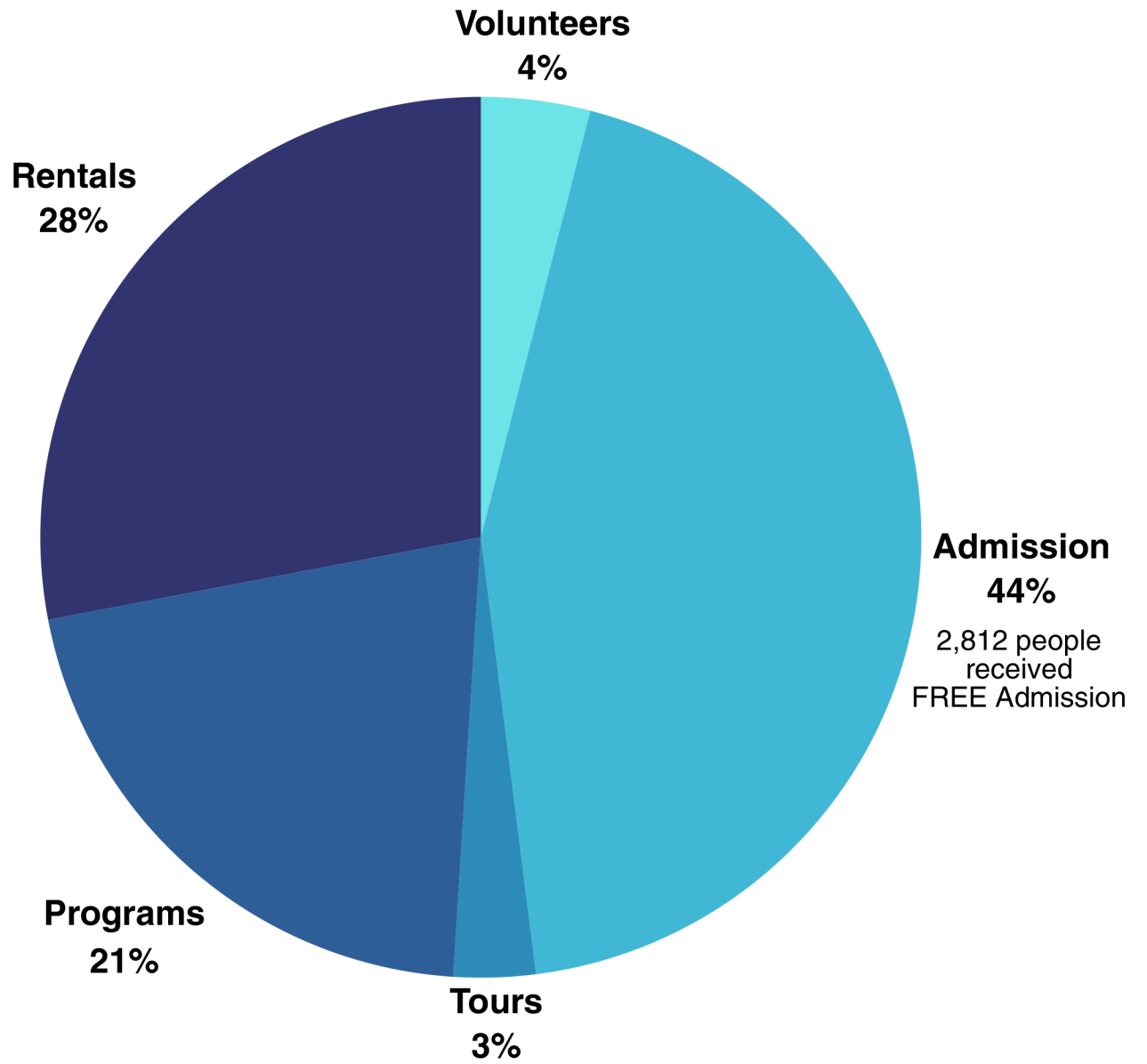
Katie Robinson Edwards
Director & Curator

Amanda Valbracht
Director of Operations & Administration

COMMUNITY IMPACT



**35,692
Visitors**



38% of Museum Visitors* traveled from outside of Austin



*Visitors who checked in at the front desk during public hours and provided zip code data.

PUBLIC PROGRAMS

19

free to
the
public

46

public events

456

public school
children received
free tours

18

scholarships
provided to
foster
children

66

children experienced
Summer Camp

Shaping Space
after-school art
program re-launched
in

6

public schools



COMMUNITY VOLUNTEERS



150
person garden
cleanup
from
YMSL

11
volunteer group
partnerships

3,464
hours donated
by volunteers

launched a
paid internship
program to support
10
paid interns
per year

21
educational
internships provided



**YOUNG MEN'S
SERVICE LEAGUE**



National Charity League, Inc.



bazaarvoice



— THE —
JUNIOR LEAGUE
OF AUSTIN
★



AN ENLYTE COMPANY

“I have been both visitor and staff, and my experience has always been the same. I have been welcomed in, listened to, and my experience cared for. The best part about working here is that I not only get to receive this care, but I am now privileged to give it back.”

*- Hayley
Visitor Services Intern*



EXHIBITIONS

4

free public
openings with
artists

4

exhibitions

Rebuffed: Reconceiving Failure
Borrow-A-Bronze
& David Deming
Apropos
Design Shine 2022



18

local artists exhibited
in *Apropos*

Design Shine jury
comprised of

22

established
architects &
designers

\$12,072

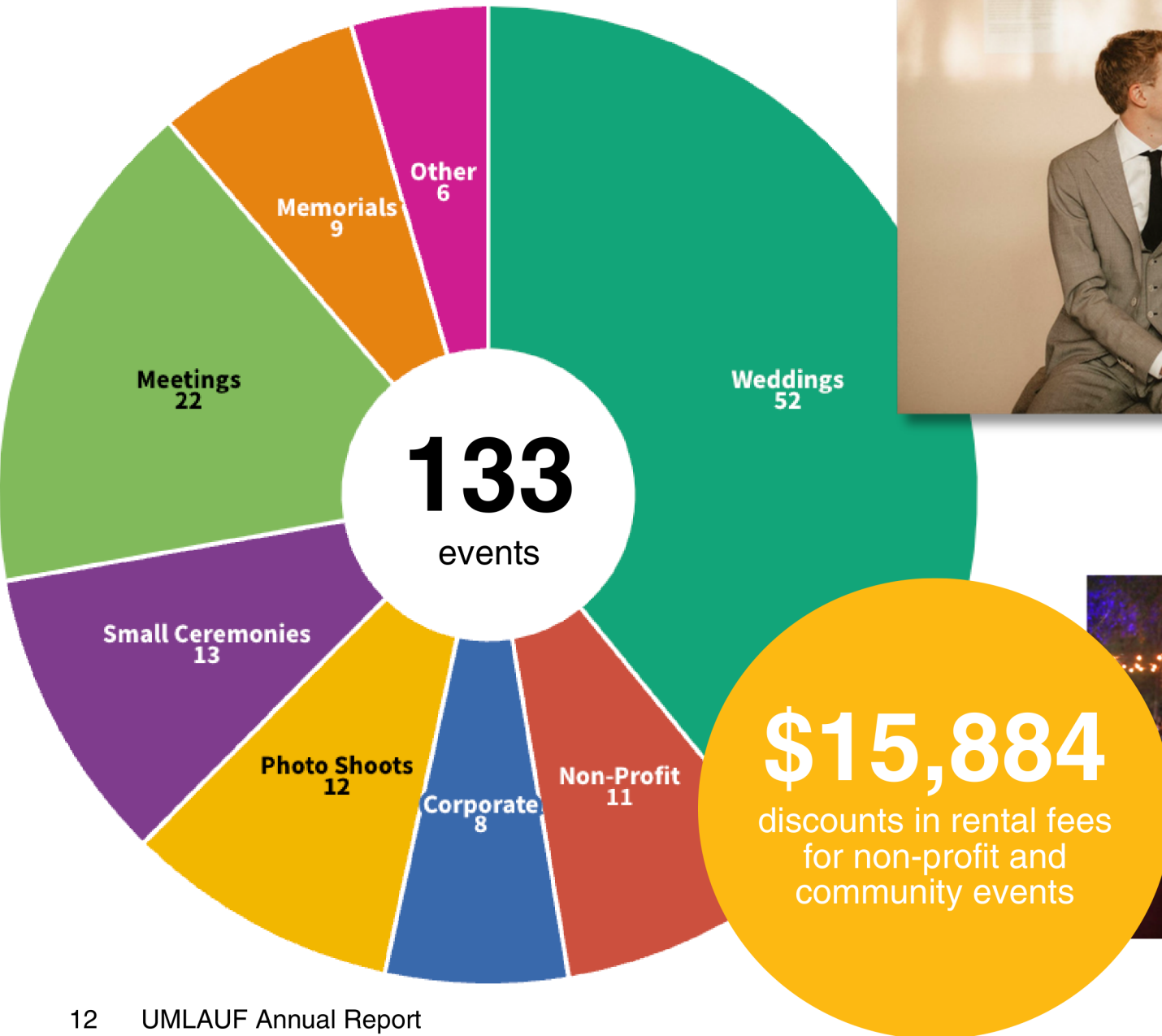
in grants provided to
local artists, architects
and designers



16

emerging architects &
designers showcased
in Design Shine 2022,
in partnership with
AIA Austin

VENUE



WHAT WE ACCOMPLISHED



Created Bronze Care Corps

paid, trained assistants who help maintain bronze sculpture throughout the Austin community



200 Archival Documents

catalogued from the Umlauf Study collection



Venue Tour Efficiencies

new tour scheduling system allowing clients to schedule their own tour online



National Register of Historic Places

Umlauf home and studio designation by Texas Historical Commission

Constructed Stairs to House

for staff and volunteers to access the Umlauf home and studio from the garden

Garden Party Fundraiser

exceeded revenue goals and raised 28% more than prior year



Borrow-A-Bronze and David Deming

dual exhibition of our unique rentable bronzes and David Deming, who taught with Umlauf



Garden Cleanups

held weekly with National Charity League and monthly with Young Men's Service League



Membership Events

8 events and experiences for our members, keeping them engaged throughout the year



Facility & Security Upgrades

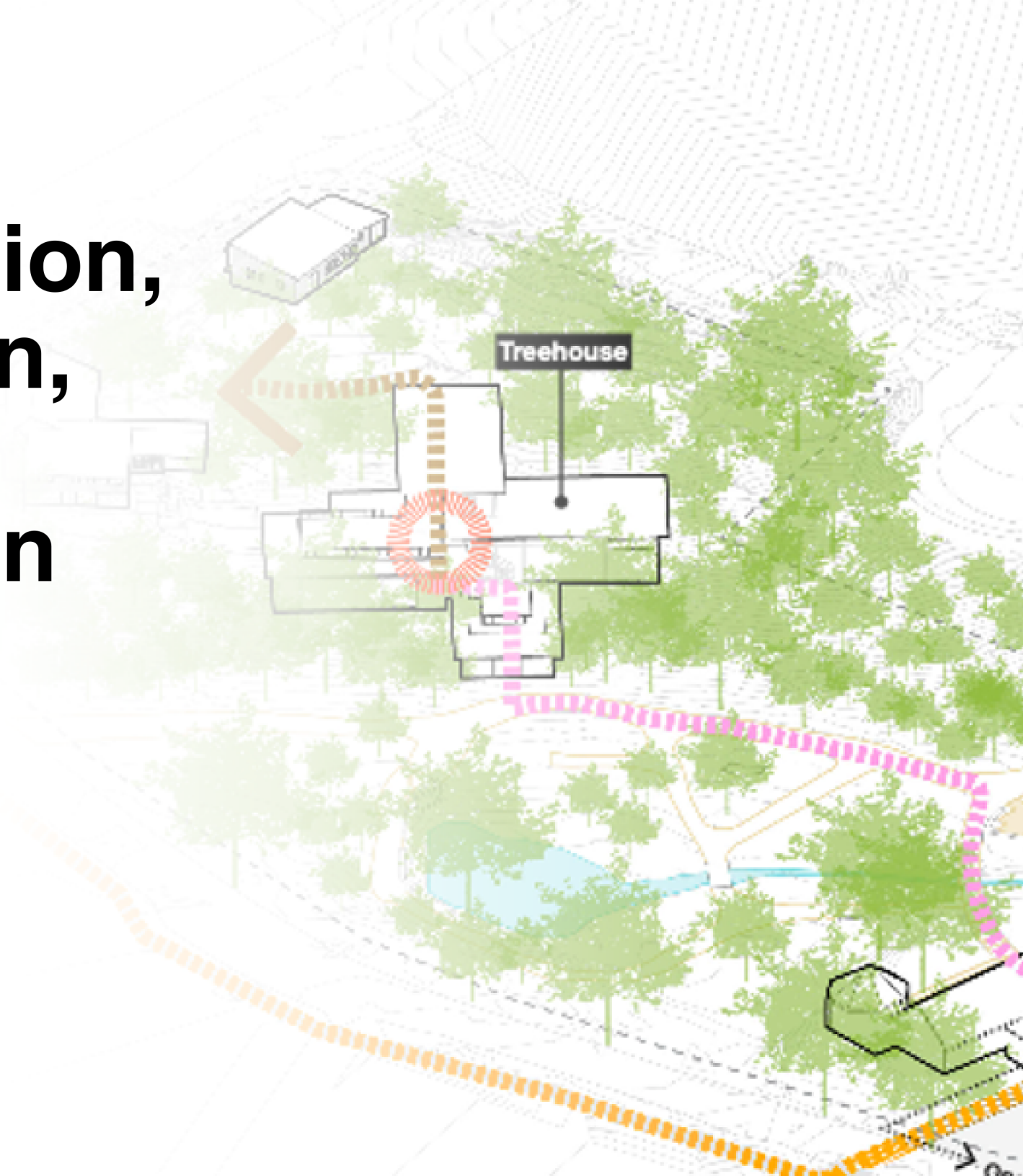
overhaul of irrigation system, new security systems installed, landscaping and IT vendors evaluated and re-contracted, cybersecurity systems in place, shades in meeting room



“We had the most perfect wedding day and the UMLAUF was the most magical setting to begin our lives together.”

*-Jenny
Wedding client*

Historical Preservation, Expansion, and Unification Plan



PLANNING FOR THE FUTURE

The UMLAUF Historic Preservation, Expansion, and Unification Plan is a project to improve access to and expand the use of UMLAUF's sculpture garden, museum, and grounds, while preserving and incorporating an adjacent site that includes the private home of Angeline and Charles Umlauf, their sculpture garden, and the artist's studio.

The plan will also address the environmental issues affecting the site and its surroundings. The UMLAUF is located adjacent to Barton Creek, near the Barton Hills and Zilker neighborhoods, and it has been affected by the same environmental and water concerns of the area, such as storm water runoff and surface pollutants.



REQUEST FOR PROPOSALS



3 Tours

given to eager architecture firms interested in submitting a proposal



10 Proposals

submitted and reviewed by a panel of 6



3 Interviews

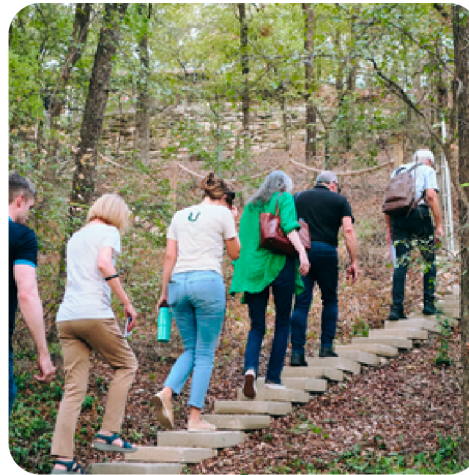
with the top candidates



1 Firm

chosen to produce the HPEU Plan:
Page

COMMUNITY ENGAGEMENT



740 Responses
to the public online survey,
collecting feedback
regarding community
priorities

5 Focus Groups
with community members
from the neighborhood,
arts & education, and
environmental orgs

77 Attendees
at 3 public community
engagement sessions
provided feedback on
priorities and concerns
around the project

**6 Community
Events**
where UMLAUF tabled and
provided information to the
community

SITE INVESTIGATION + TOPO AND TREE SURVEY



Members of the Page team and their subcontractors Architexas, Martinez Engineering, and Asakura Robinson, completed a site investigation to determine the current state and needs of the property.

Survey Works completed a topographic and tree survey of the upper and lower properties, key to moving forward with design efforts for the HPEU Plan.



REACH



SOCIAL



Followers: 10,910
Reach: 200,591
Post Impressions: 70,054

Post Reach: 59,391
Post Engagements: 12,953
Link Clicks: 638



Followers: 14,690
Avg. Impressions per month: 45,000
Avg. Profile Visits/month: 2,000
Avg. Post Interactions/month: 2,000



Avg. Impressions per month: 2,300



Followers: 725
Impressions: 2,535
Clicks: 128



WEB & E-MAIL



Avg. Profile Views: 334,000

Avg. Business Profile Interactions: 2,500 per month

Top Search Appearances: Attractions, Museums, UMLAUF Sculpture Garden, Things To Do



Website Visitors: 90,052

New Visitors: 97%

Top Pages: Home, Visit, Garden Party, Exhibitions

Clicks to Contact: 670

Avg. time on website: 3 min, 48 sec



Impressions: 58,100



Current Subscribers: 14,115

Deliveries: 505,402

Opens: 170,498

Clicks: 3,125

Emails Sent: 63

Lovely little hidden gem
in the shadow of downtown Austin!
Excellent for meditation, reading,
relaxing, escaping the chaos for a bit.

The curator and docents are all kind,
knowledgeable and, wow,
approachable. I'll be back, frequently!

-Robyn, Visitor

TOP MEDIA REFERRALS



austintexas.gov



TOP PRESS FEATURES



Explore the natural wonders of Texas without leaving the city

When you're ready for a dose of tranquility, visit the [UMLAUF Sculpture Garden + Museum](#). The garden houses a permanent collection of work from sculptor Charles Umlauf, as well as rotating exhibitions set among native plants, gentle streams, and waterfalls. It's one of Austin's most Instagrammable settings and a peaceful space to learn and reflect—right in the heart of the city.



The museum is partnering with an international architecture firm to execute its vision plan. Photo by Studio Uma



Austin American-Statesman



Austin's Umlauf Sculpture Garden gets creative with new expansion and preservation plans

By Amber Heckler Aug 30, 2023 | 9:58 am

A long-standing staple of Austin's artistic community is seeking to expand its premises and improve accessibility for patrons in a new vision plan for the site's future.

THANK YOU FOR YOUR SUPPORT



OUR SUPPORTERS

In FY23, more than \$500,000 was raised in support of the preservation and mission of the UMLAUF. Thank you to all of our donors and volunteer leadership that made this year impactful and meaningful!



The Family of
Glenda Embree



Jonathon Todd & Dale Huggins
Garden Party Chairs



Nelie Plourde, Texas Instruments Foundation, Bill Mitchell, Pamela Reese, Daphne & Stephen Pyhrr, Fora Fertility, Frontier Bank of Texas, Mike Cofield & Tracey Ortega, Texas Commission on the Arts, Ruth & Keith Pool, BEC Austin Commercial General Contractor, Marcelle & Steve Spilker, Russell Martin, Julie & Richard Schechter, Jennie & Rob Kepple, Four Seasons, Loren on Lady Bird Lake, Lake Austin Spa & Resort, Anonymous Donors

And all those who have supported the UMLAUF!

VOLUNTEERS

Through operating our visitor services desk, leading tours for folks of all ages, tending to the garden, and assisting at our public programs or special events, our volunteers consistently blow us away with how kind, informative, and welcoming they are to all visitors. We could not be more grateful for their time and dedication.



Volunteers who contributed the most hours

Jennifer Blake
Steve Bosak
Charlotte Boyle
Ellen Breaux
Nathan Burgess
Penelope Dukes-Williams
Elizabeth English
Tim Graves

Tom Haider
Mike Lasater
Steve Maddox
Techa Majalca
Marilyn McCoy
Hope McNabb
Linda Poyser
Paula Priour
Jane Salat



INTERNS



The UMLAUF is fortunate to have the invaluable support of our interns. Our goal is always to provide an educational and supportive look into the museum, nonprofit, and arts industries. It has been a pleasure to nurture this passion for the arts with such exceptional students and emerging professionals.

College Students:

Briana Giancola
Joelle Kenty
Grace Tighe
Amarainie Marquez
Aidan Ellis
Olivia Jones
Miranda Hynes
Thomas Porter
Trinity Cardenas
Hayley Suarez
Avery Connett
Luci Urdahl

High School Students:

Chloe Moyer
Sam Monger
Anushka Godambe
Miraj Parson
Anwita Rao
Tilly Wetterschneider
Ryan Aldrete
Jennifer Dai
Jayden Stern



FY23 BOARD OF DIRECTORS



Jennie Branch
President



Richard Weiss
Vice President



Mark Williams
Treasurer



Julie Schechter
Secretary & Governance



Christina Ayer



Greg Cavitt



Aan Coleman



Laura Esparza
Ex-officio



Nhat Ho



Steve Miller



Amber Parker-Collins



James Russell



Celia Téllez



Jonathon Todd

FY23 STAFF



**Katie Robinson
Edwards**
Executive Director
& Curator



Amanda Valbracht
Director of
Operations &
Administration



Amara Klemann
Executive Assistant



**Erika Garza
Holland**
Development
Manager



Katlyn Walther
Venue & Events
Manager



Bella Cheng
Museum Manager



Paul Feinstein
Community
Engagement &
Programs Manager



Gustavo Estrada
Facilities
Coordinator



Joelle Kenty
Development
Assistant



**Frances
Thompson**
Docent Coordinator

Weekend + Events Staff

Paige Perusquia Frieda Mottonen Christina Sze
Coleen Flannagan Tricia Bucklen Debbie Harris

“All of us have a piece of UMLAUF’s story that we can share with others... Hospitality, connection, and community are part of why this place is wonderful to work at.”

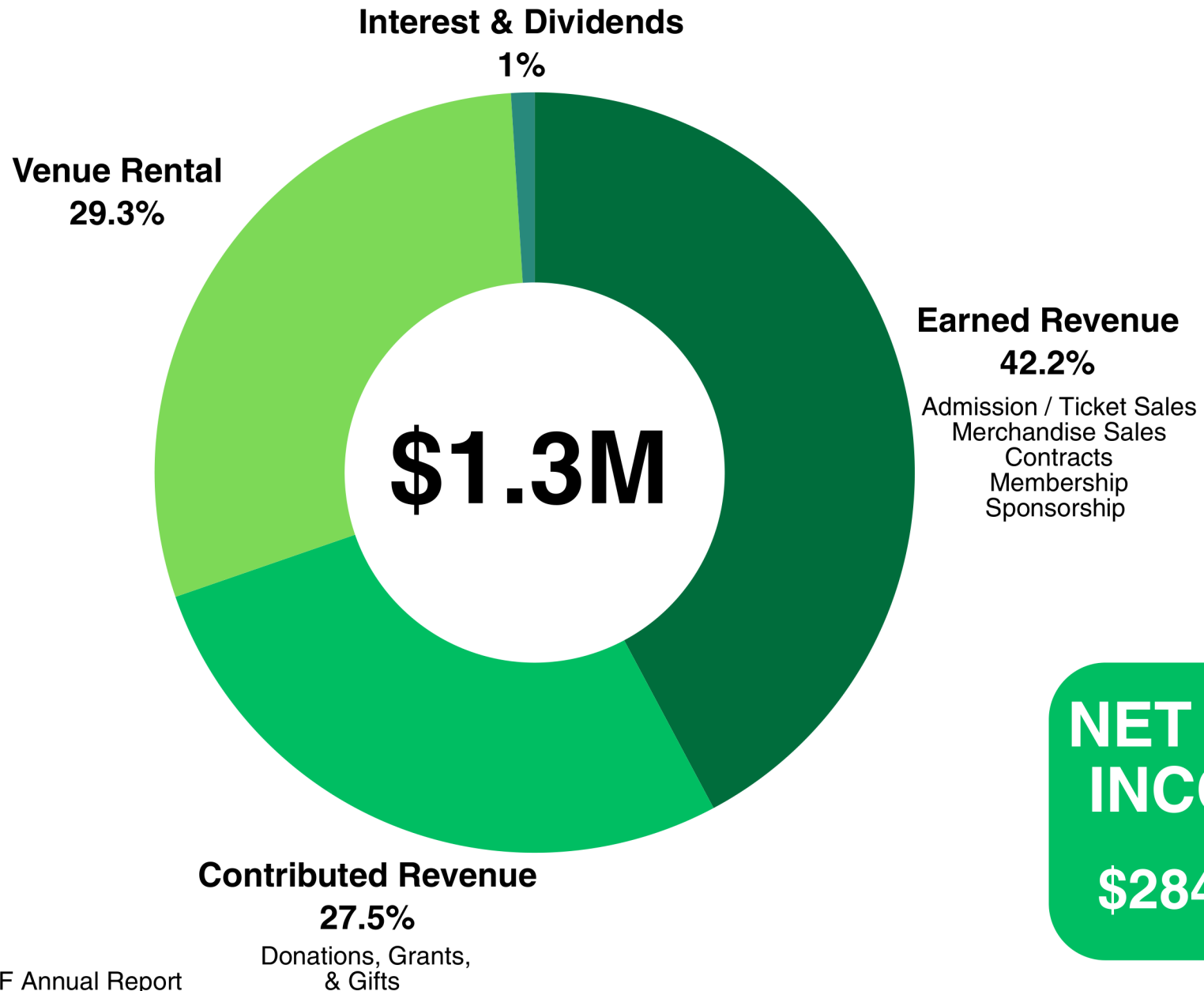
*-Frieda
Weekend & Event Staff*



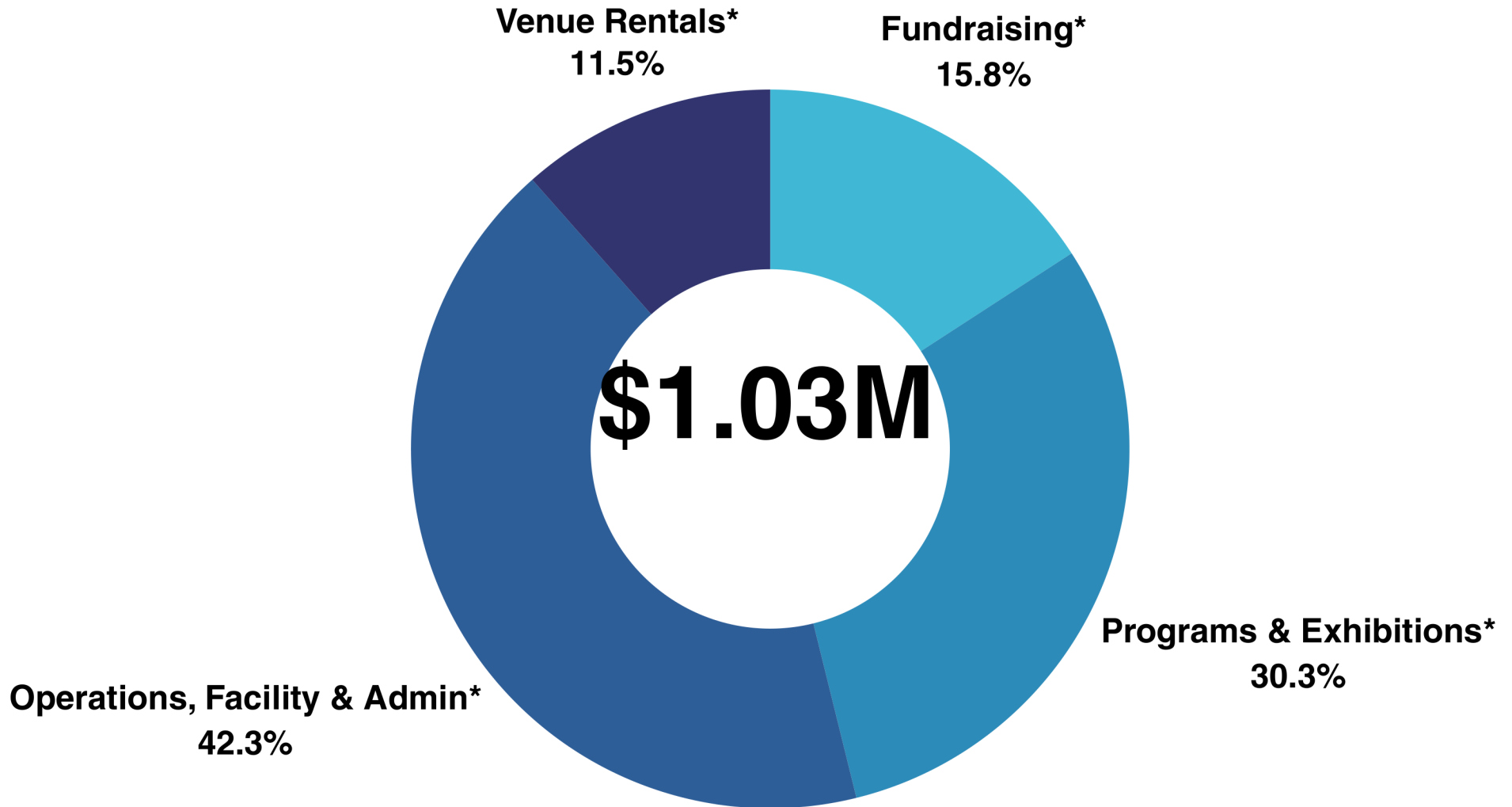
FINANCIAL OVERVIEW



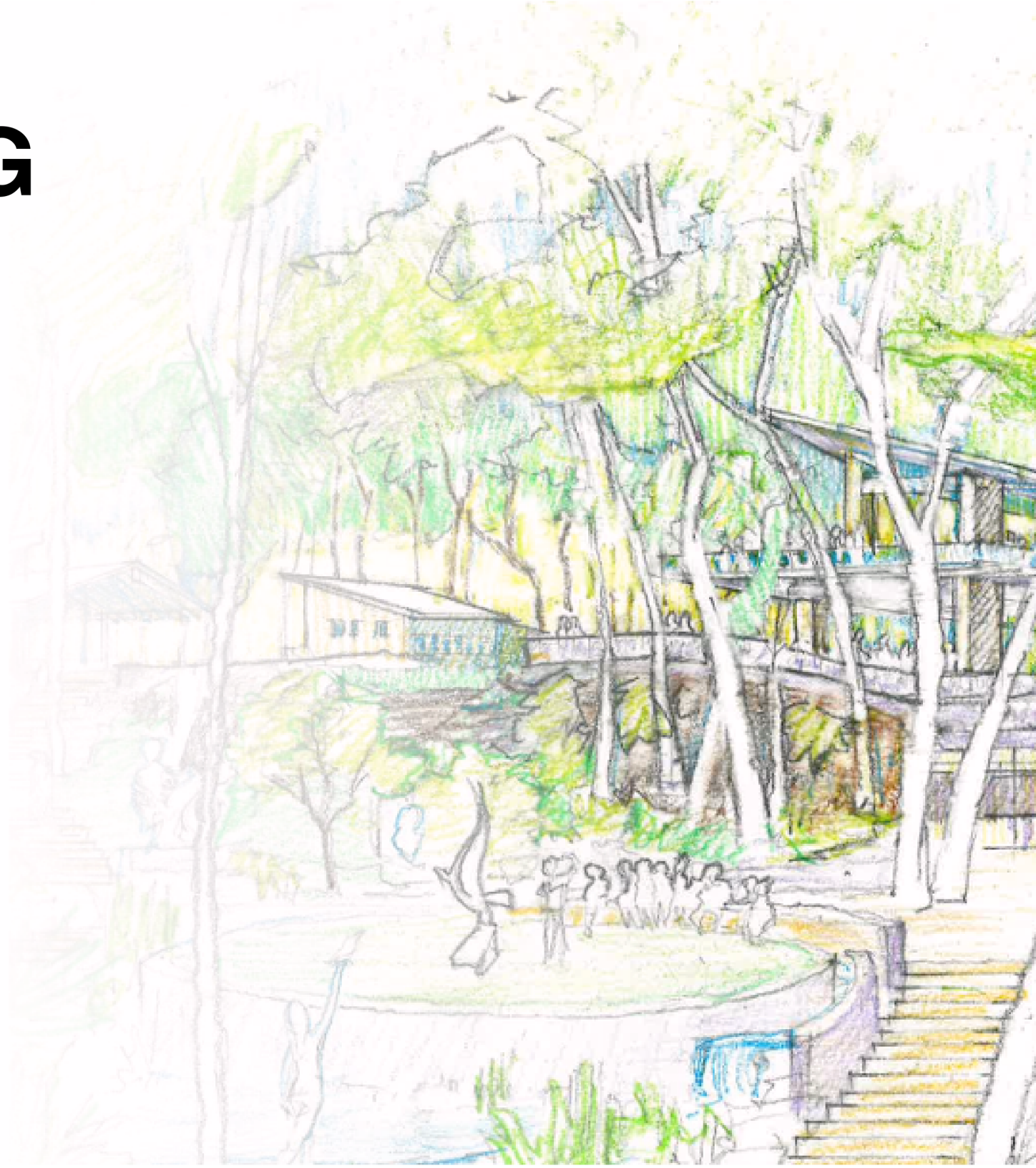
TOTAL RAISED



ALLOCATION OF OPERATING EXPENSES



LOOKING AHEAD FY2024



WELCOMING NEW STAFF & BOARD EXEC

STAFF



Rachel Aquino
Community
Engagement &
Programs Manager



Natra Aga
Development
Assistant



Leila Williams
Events Assistant



Mac MacKay
Weekend & Event
Staff

BOARD EXECUTIVE TEAM



Richard Weiss
President



Jonathon Todd
Vice President



Christina Ayer
Secretary



Greg Cavitt
Treasurer



Mark Williams
Governance

FEE CHANGES

Introducing a tiered pricing system based on season for private event rentals, designed to increase bookings of off-season and mid-season dates.

Low Season

**January, February,
July, August**

\$2,650

Mon, Tue, Wed, Thurs 4pm-Midnight

\$3,600

Friday 4pm-Midnight

\$4,600

Saturday 4pm-Midnight

\$3,600

Sunday 4pm-Midnight

\$2,000

Sat&Sun 7am-Noon



Peak Season

**March, April, May,
October, November**

\$3,000

Mon, Tue, Wed, Thurs 4pm-Midnight

\$4,500

Friday 4pm-Midnight

\$5,600

Saturday 4pm-Midnight

\$4,500

Sunday 4pm-Midnight

\$2,450

Sat&Sun 7am-Noon



Mid Season

**June, September,
December**

\$2,800

Mon, Tue, Wed, Thurs 4pm-Midnight

\$4,000

Friday 4pm-Midnight

\$5,000

Saturday 4pm-Midnight

\$4,000

Sunday 4pm-Midnight

\$2,200

Sat&Sun 7am-Noon

GOALS

FY24

FACILITIES

- Complete HPEU Plan
- Tree care plan
- WiFi network overhaul
- Update museum signage
- Replace rental furniture to increase revenue



EDUCATION

- Paid internship program
- New Shaping Space curriculum
- Live bronze pour workshop
- Bronze conservation workshop



COMMUNITY

- Shaping Space gallery celebration
- New Health & Wellness programs
- Increase volunteer return rate
- Teen Council framework



ART

- 4 exhibitions
- Collections Assistant
- Bronze Care Corps travel to 3+ Austin locations



SECURITY

- Updates to:
 - Cameras
 - Fence & gates
 - Emergency plans



PARTNERSHIP

- Public Relations
- Sculpture Sponsors
- Build upon Garden Party partnerships
- Evaluate venue preferred vendors





*“The art and garden
were beautiful, and the staff
were so kind and welcoming”*

-Anonymous visitor