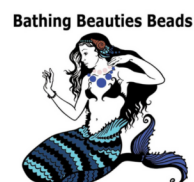




BOYLE . DEVENY . MEYER PC



GOOD FOOD
STORE



CAMBIE
TAPHOUSE + COFFEE



Western Montana Clinic



WESTERN
SENSIBILITY



COMMUNITY SUPPORT MAKES OUR MISSION POSSIBLE!
THANK YOU FOR YOUR CONTINUED SUPPORT



406-543-7555
www.zootownarts.org

216 W Main Street
Missoula MT 59802

ZOOTOWN ARTS COMMUNITY CENTER



ANNUAL REPORT

2024



A VISION FOR THE FUTURE

As the new Executive Director for Zootown Arts Community Center (ZACC), I could not be happier to be at the helm as the ZACC embarks new adventures in 2025: board growth, strategic planning, launching new free art and music programs to serve rural communities, youth and older residents. We have great work ahead of us, and I am honored to be a part of this growth and change going forward. As a 501(c)3 non-profit community center, we proudly offer programs and opportunities that make art accessible to everyone in Missoula. From free admission and scholarships to our free community art supply closet and a diverse lineup of engaging events, we are here to serve and inspire. As a nonprofit organization, we rely on your support to continue this vital work. Your generosity directly impacts our ability to provide meaningful arts experiences for all. Together, we can build a stronger, more vibrant arts community. I wholeheartedly thank all of ZACC supporters be it individuals, corporate sponsors, foundations, grant funders and more for all that you do and have done to help ZACC carry forth it's mission to cultivate community through the arts.



SARAH JUSTICE
EXECUTIVE DIRECTOR



MISSION

Cultivating community through accessible arts experiences for all.

The ZACC is Missoula’s non-profit arts community center, a vibrant, multi-use facility providing opportunities for arts education, economic growth, and a safe, creative space for the entire community. Connecting community members through in-person art experiences, and supporting local artists, performers, and musicians is at the heart of what we do.

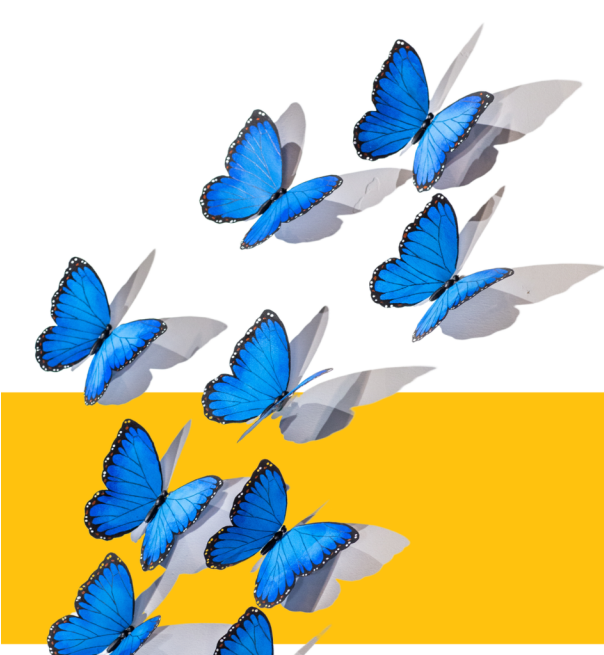
Featuring a wide range of performances in the ZACC Show Room, diverse art in three ZACC galleries, and a variety of resident artists, the ZACC is a place to create and experience art. By bringing together artists and community members of all ages, we celebrate the richness of community. The ZACC integrates artistic exploration with community building. We strive to be an open and safe creative space for all. Our success has come with the generous help of volunteers, community partners and dedicated staff members. This spirit of community, resourcefulness, and creativity drives the ZACC.



ZACC Revenue:
34% Events
28% Fundraising
24% Education Programs
6% Walk-in & Retail
8% Facility Rentals



ZACC Expenses:
63% Payroll & Benefits
21% Program & Event Costs
8% Building & Utilities
6% External Labor & Services
2% Technology & Admin.
<1% Vehicle
<1% Marketing & Advertising



2024 FINANCIAL OVERVIEW

REVENUE BREAKDOWN

Development & Fundraising – \$289,185
Donations, grants, corporate sponsorships, and community fundraisers like Mini Show and Missoula Gives.
Education Programs – \$242,242
Includes art classes, birthday parties, and print shop revenue.
Events (Show Room & Concessions) – \$341,544
Ticket sales, beverage and food concessions.
Walk-in & Retail – \$64,624
Gallery, Artist Shop, and Paint-Your-Own-Pottery (PYOP) sales.
Facility Rentals – \$81,257
Space rentals including studios and event venues.

EXPENSES BREAKDOWN

Payroll & Benefits – \$643,106
Program & Event Costs – \$219,486
Artist payments, performer fees, supplies, and materials.
External Labor & Professional Services – \$60,799
Marketing & Advertising – \$6,386
Print, digital, and radio promotion.
Technology & Administrative Costs – \$12,548
Website, software subscriptions, and merchant fees.
Building & Utilities – \$78,873
Utilities, janitorial, insurance, and repairs.
Vehicle & Misc. Operating – \$7,415
Includes van costs, memberships, licenses, and fees.

BOTTOM LINE:

Despite strong revenue across education, events, and fundraising, 2024 closed with a net operating deficit of \$58,559. We continue to prioritize artist support, accessible programming, and strategic investments in staff and space, while planning for greater sustainability in the coming fiscal year.

Total Revenue: \$1,018,851
Total Expenses: \$857,989
Net Revenue: -\$58,559



HANDS-ON LEARNING IN CLASSROOMS

In 2024, the Zootown Arts Community Center (ZACC) continued to make inclusive, high-quality arts education accessible to people of all ages and abilities across Missoula and the surrounding region. With an average of five classes offered each week, our education team provided hands-on creative experiences in visual arts, music, ceramics, printmaking, and more. From early learners just discovering the joy of self-expression to adults seeking connection and growth through creativity, ZACC's educational programs remained a vital resource for building confidence, expanding skills, and fostering community.

A cornerstone of our educational mission is our scholarship program, which ensures that cost is never a barrier to participation. In 2024, the ZACC proudly continued to offer scholarships to students of all ages and abilities, furthering our commitment to equity in arts and music education. These scholarships support families and individuals facing financial hardship and help us reach rural, underrepresented, and underserved populations throughout Western Montana. By providing inclusive and affordable opportunities to create and connect, ZACC's educational programming strengthens the social fabric of our community and cultivates the next generation of artists and creative thinkers.



38 GALLERY EXHIBITIONS

In 2023 exhibitions included the work of Grace Lawless, Mark Matthews, David Evans, a Homeschool Art Showcase, Ghosted: Impressions of Montana Ghost Towns, Home: Works by Erika Peterman and Disa and Gunnar Doherty, Soliphilia: Works by Crackle Bingham & Katherine Emery, Inward Gaze: Works by Jennifer Bayliss, Works by Livi Twocrow, Last Best Printfest featuring Delaney Wascherol, Dagny Walton, Colton Rothwell and Orion Bos, Eporu Tower, Sussex School Students, Renee Taaffe, Liz Dye and Patricia Thornton, Shanlee Cox, the Mini Show, Missoula Bird Nerds, Hannah Kautto, Lord Fudge 333, Nico Larsen, Thunder G. West, IN-HABIT by the artists of Open Air, and Frankie McCormick and the annual Holiday Community Art Show (featuring over 100 local artists).



COMMUNITY EVENTS

In 2024, the ZACC worked with Hawthorne, Lewis & Clark, & Rattlesnake Elementary Schools to produce the **10th Annual Missoula Monster Project**, one of Missoula's most beloved community events, celebrating kindergarteners and local artists alike! With your support, we raised \$3,317 to help buy much-needed classroom art supplies for the Missoula County Public Schools Art Department.

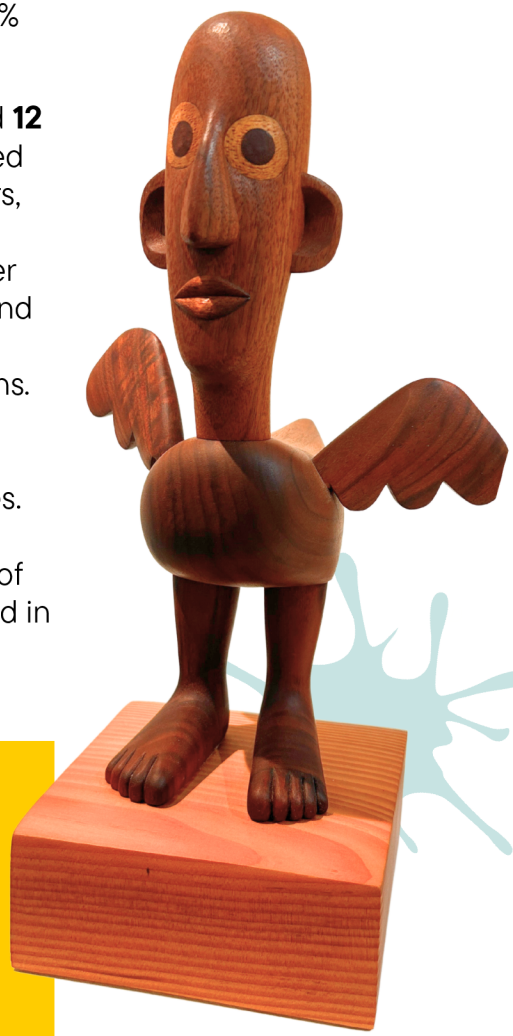
In November, the ZACC was proud to host **Indigenizing the ZACC** to celebrate Indigenous artists and raise awareness for Missing and Murdered Indigenous Relatives. The ZACC worked with the Jeanette Rankin Peace Center to provide support to this Indigenous-led event and donated 100% of the proceeds back to the artists.



In 2024, the ZACC and Western Cider hosted **12 free Drink & Draw events!** Attendees enjoyed inspiration from Lords of Dirt motocross racers, County Rail Flowers, Desmond - the famous mannequin from Betty's Divine, Hellgate Roller Derby, Girls on Shred, Morning Birds cakes and more! We also hosted a "Rob Boss-inspired" painting night and printmaking demonstrations.

Artist Talks were re-introduced in 2024 and proved very popular with attendees of all ages.

The ZACC continued to work with the artists of **Opportunity Resources, Inc**, both at ORI and in the Laura Grace Barrett Printshop.



\$139K

Paid to Performing Artists



2,400

Pieces of Paint-Your-Own Pottery

LOOKING AHEAD : ART & MUSIC EDUCATION FOR ALL

FREE AFTERSCHOOL PROGRAMS HEADING TO RURAL MONTANA



In 2024, the Zootown Arts Community Center began to lay the groundwork for ZACC Tracks, a bold and forward-thinking initiative designed to expand access to the arts beyond the borders of Missoula. This mobile program brings high-quality music and visual arts education directly to rural and Indigenous youth across Montana—communities where geographic isolation and limited resources often mean few creative opportunities. With a fully equipped van, a team of experienced teaching artists, and a curriculum rooted in exploration and expression, ZACC Tracks is redefining what it means to make the arts truly accessible.

At the heart of ZACC Tracks is a belief that every child, regardless of where they live, deserves the chance to experience the confidence, connection, and joy that creative learning provides. Each session is completely free to families and includes a two-week after-school ZACC Rock Camp and visual art camp led by passionate instructors—including artists from the communities we serve. Students form bands, write original songs, create visual art, and share their work through live performances and exhibitions that strengthen community connection and cultural pride.

ZACC Tracks is more than an outreach program—it's an extension of our mission to cultivate community through accessible arts experiences for all. It embodies our commitment to equity, inclusion, and innovation, ensuring that the transformative power of the arts reaches young people across Montana. As we look to the future, ZACC Tracks stands as a symbol of what's possible when creativity meets purpose and community.



6

Rural and
Indigenous
Communities



\$0

Cost to Schools
and Families

A YEAR OF VIBRANT PERFORMANCES



15,200

Guests attended
Show Room
performances



\$139K

Paid to Performing
Artists

In 2024, the ZACC Show Room reaffirmed its role as Missoula's dynamic cultural hub, hosting an impressive 204 performances. A diverse lineup featured local and touring musicians, comedians, actors, dancers, and community groups, offering a rich variety of artistic experiences that resonated with audiences throughout the year.

A DIVERSE ARRAY OF TALENT

The Show Room's 2024 calendar was a testament to its commitment to artistic diversity. In the ZACC Show Room, you'll find country-politan western swing one night and a Goth Ball the next. Jazzoula festival celebrated over two decades in Missoula, presenting nearly 20 jazz ensembles and vocalists over four days. Theatrical productions like "The Harvest" by Jason Pyette, presented by Rooted Theatre Co., and the holiday favorite "A Christmas Carol, More or Less," directed by Rosie Seitz Ayers, captivated audiences. Musical performances ranged from local album releases, such as Calamity Cowboy's event with The Sardines and But I'm A Cheerleader, to national tours featuring artists like Jeff Rosenstock. The Big Sky Film Festival wowed audiences again and Montana Drag Wrestling returned for a sold-out performance (or two). Local promoters Daisy Chain Presents continued to book incredible shows enjoyed by the Missoula music scene. Far too many amazing performances to name here, we thank you all for choosing the Show Room stage!

ENGAGING THE COMMUNITY

The Show Room continued to serve as a gathering place for community-focused events. The Jeannette Rankin Peace Center, Soft Landing, Summit Independent Living, Missoula Community Chorus, Missoula Medical Aid and Revival Comedy Night, held benefits to raise funds for local causes. Sassy Senior Comedy returned to the stage, expanding representation of more community voices!

SUPPORTING ARTISTS AND THE ECONOMY

Central to the ZACC Show Room is its artist-first profit-sharing model, ensuring performers receive a fair share of event proceeds. Supporting the livelihoods of artists stimulates the local economy by attracting audiences to downtown Missoula, benefiting nearby businesses and fostering a thriving arts scene. Reflecting on a year filled with artistic excellence and community engagement, the ZACC remains dedicated to providing a platform for diverse voices and creative expression.

