

MK MIDTOWN AD KINGSTON ARTS DISTRICT

Annual Report 2024



MISSION & VISION

To provide access and support for the arts to advance, engage, unite, and enrich a vibrant community in Midtown Kingston.

ADVOCATE

EDUCATE

CELEBRATE

The Kingston Midtown Arts District (MKAD) believes in the power of creative arts to be an agent of change. We serve the people of Midtown Kingston as a hub for collaborative relationships with individuals, artists, businesses, organizations and government to create positive change together.

Message From the Executive Director

Greetings Supporters and Neighbors,

I'm proud to share this year's Impact Report—a fuller, more expansive reflection of the depth and reach of our work in 2024. This past year marked an important turning point: a recommitment to our roots and a renewed investment in our future, beginning with our rebrand from Kingston Midtown Arts District (MAD) to Midtown Kingston Arts District (MKAD).

This change is more than cosmetic. The logo's design graphically represents the unity of a street intersection, symbolizing how our work brings people together at the heart of Midtown. It captures our mission of creative placemaking and the spirit of connection that defines our neighborhood. The rebrand is an investment not only in our organization's future, but in the future of our community.

With this new identity, we continue to grow our programs in arts education, workforce training, and community engagement. We are proud to support local artists, nurture youth leadership, and create opportunities for people of all ages to connect to their creativity and authentic self-expression.



As this report shows, our work is not one thing—it is many things, all rooted in the same vision: that the arts are a vital part of building a more just, connected, and inspired city.

At MKAD, our work is grounded in the values that guide everything we do:

- Collaboration and community building
- Artistic integrity and personal excellence
- Building a community where everyone belongs
- Creative growth and innovation

Thank you for being part of this journey. Together, we endeavor to build a community where the arts are for everyone—and where the future is ours to imagine.

Lisa Kelley
Executive Director

2024 ACCOMPLISHMENTS

Completed an organization-wide rebranding with new name and logo.

Installed exterior signage for our two studios.

First full year of the Neighborhood Print Studio!

- Hired key management staff
- Launched the patron membership and open studio program
- Piloted small batch screen printing services for other arts nonprofits and individual artists.
- Acquired and installed a new press, screen storage, and water filtration system

Supported a Thriving Workforce

We provided part-time employment to a cadre of 25+ local teaching artists throughout the year at The DRAW and Neighborhood Print Studio and 24 teaching artists at our 10th Celebration of the Arts EXPO including visiting artists from Taiwan, Ireland & NYC.

Todd Samara Art Fund Award

This annual \$1,500 award is designed to celebrate and support local artists, art educators, and/or curators for a City of Kingston based project.

Service to the Arts Community through Fiscal Sponsorship

We supported 7 organizations and artists in receiving grant funding and tax-deductible donations to support their project or event.

Advocacy

Staff and Board Members advised on a variety of community-led planning and policy initiatives including the City of Kingston Public Art Policy, Ulster County's Arts & Culture Master Plan, Midtown Thriving Brownfield Opportunity Area Study, Midtown Neighborhood Plan, the Midtown Linear Park Community Space and development of the Deep Listening Plaza on Broadway.

2024
by the
numbers

3,678

SERVED DIRECTLY
FROM ALL
PROGRAMS

26,359

UNIQUE WEBSITE
VISITS

10,800

ACTIVE WEBSITE
USERS

5,077

SOCIAL MEDIA
FOLLOWERS

\$143,000

RECEIVED FOR
FISCAL
SPONSORSHIPS

90,359

EMAIL
NEWSLETTERS
SENT



MK MIDTOWN AD ARTS DISTRICT YOUTH WORKFORCE

The YOUTH WORKFORCE is a paid internship program focused on professional development in the arts and art-related industries for ages 15-24 with a minimum 2-year commitment. The program's goal is to bridge art education with real-life experience, supporting self-expression and building career and entrepreneurial connections between a student's neighborhood and their future.

2024 at a Glance

3,134

HOURS
CLOCKED BY
PUGG INTERNS*

\$56,120

IN INTERN WAGES*

17

INTERNS
EMPLOYED*

19%

DECREASE IN
OF INTERNS
FROM 2023

*Includes wage support from Ulster County Office of Employment Summer/After School & Young Adult

20

BUSINESSES &
ORGANIZATIONS
SERVED

18

EXHIBITS, COMMUNITY
EVENTS AND PROJECT
PARTNERSHIPS WITH
VISITING ARTISTS AND
ORGANIZATIONS

35

CLASSES AS
TEACHING
ASSISTANTS

275

PARTICIPANTS AT
2024 DRAW-A-THON



"I really loved my time working in the print studio this summer. I had the opportunity to utilize and expand my printmaking skills in ways that reinforced my self-confidence."

"The night of the DRAW-A-THON we sat down in a circle together behind the Drawatron. We shared stories and had some good laughs while also taking turns checking on the event and making sure everything was going smoothly... its a great example of how you can have fun and still work. I love the sense of community in a judgement free zone."

"MKAD taught me the importance of being open to new tasks and responsibilities, all while encouraging me to have new ideas and valuing my input. I had been given the opportunity to grow and flourish, providing me with the experience of helping to run a successful gallery and organization."



The program is designed to specialize in intentional learning experiences and hands-on training that includes:

- Mentorship and Externships with local businesses and partner organizations
- Arts education mentorship with our roster of professional teaching artists
- Project and events production
- Peer-to-peer collaboration and mentorship
- Entrepreneurship and print production skills at the Neighborhood Print Studio
- Direct one-on-one training with MKAD staff on programs and operations
- Cultivating creative problem solving, valuable for all sectors of business
- Strengthening soft skills and professional communication
- Gaining opportunities for personal growth within a creative work environment
- Non-profit arts management

Making Art, Building Community, Transforming Lives

We envision a world where the arts are a universal language of possibility and change. The DRAW program seeks to inspire creativity, foster connection, and create pathways for personal and community growth through the power of art. From the perspective of personal transformation, paintings, illustrations, printmaking and more are not just outputs but reflections of a supportive, positive learning experience.

Our pay-what-you-can tuition model is powered by community support—and 2024 showed just how vital that support is. An eye-opening 92% of our students accessed discounted tuition, receiving between 25% and 100% off. Through fundraising and grants, we work to close the gap between what families can afford and what it takes to keep our programs thriving.

2024 Classes At A Glance

26

Teaching Artists Hired

CLASSES

27

The DRAW

42

Neighborhood
Print Studio

433

PARTICIPANTS
REGISTERED



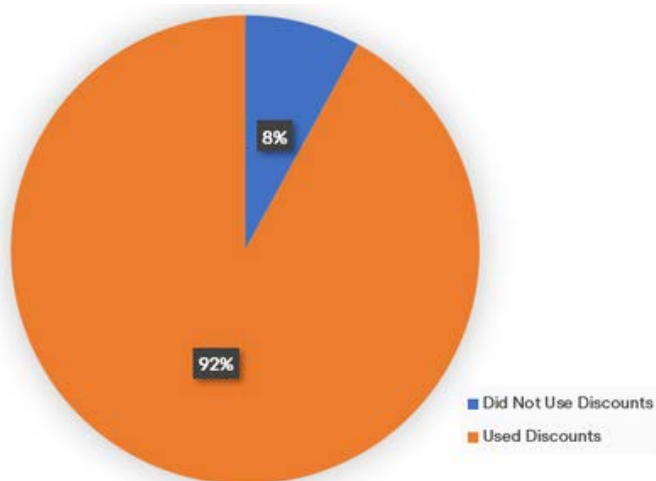
\$29,818

Tuition Discounts Claimed

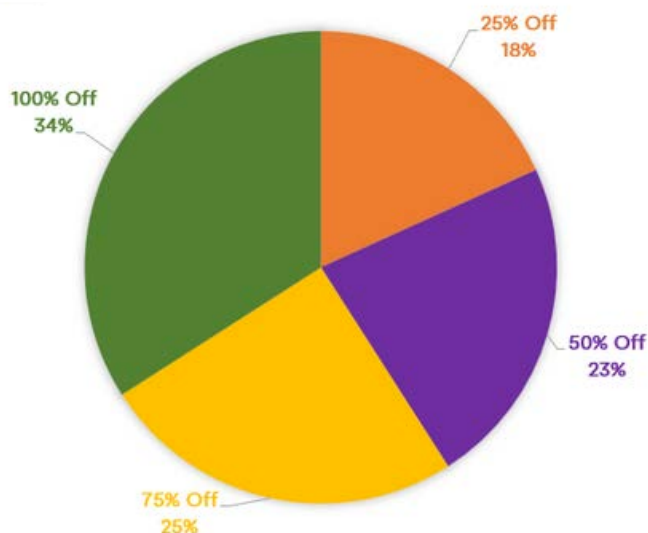
92%

of Tuition Discounted

COMMUNITY ACCESS THROUGH PAY-WHAT-YOU-CAN



DISTRIBUTION OF DISCOUNT REDEMPTION



MK MIDTOWN KINGSTON NEIGHBORHOOD AD ARTS DISTRICT PRINT STUDIO

Community & Fine Art Printmaking

The Neighborhood Print Studio is committed to providing a place for creativity, collaboration, and community empowerment through the art of printmaking. Our mission is to provide a professional workspace and resources for individuals of all backgrounds and skill levels to explore and engage with various printmaking techniques.

We are committed to providing safe and sustainable practices, limiting toxic chemicals, and reducing our footprint on the planet. We strive to advocate for equitable access to artistic resources, champion diverse voices, and promote creativity as a catalyst for social change and community building.

42

CLASSES

15

MEMBERS
(as of 12/24)

32

STEAMROLLER
ARTISTS

1

BUSINESS
INCUBATOR



Through educational workshops, open studio space, collaborative projects, and community events, we aim to empower individuals to express themselves, build connections, and contribute to a thriving artistic ecosystem.

Printmaking Classes

- Intaglio
- Chine Colle
- Aquatint
- Polyester Plate
- Cyanotype
- Monoprint
- Collagraph
- Japanese Woodblock
- Drypoint
- Artist Books
- Silkscreen
- Etching
- Relief
- Risograph
- Bookbinding



Benefits of Membership

- Technical assistance
- Open studio access to facilities
- Collaborative community events
- Exhibition opportunities
- Facilitated critiques
- Access to archive and studio library

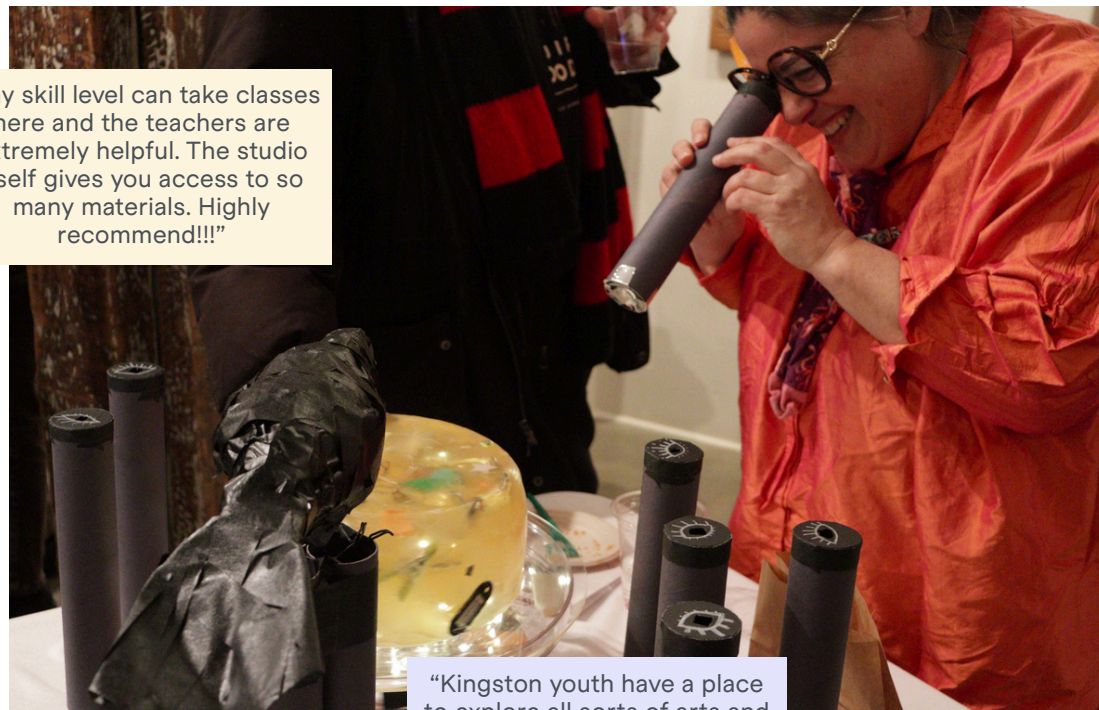




"This class is the best. It's my sanctuary and lab. I feel so focused there. Everyone is wonderful company. They create a thoughtful and fun atmosphere that's conducive to creativity."



"Any skill level can take classes here and the teachers are extremely helpful. The studio itself gives you access to so many materials. Highly recommend!!!"



"Kingston youth have a place to explore all sorts of arts and media, expressing themselves and growing creatively as young adults thanks to this wonderful organization."





"Great instructors, equipment and space. Maybe the best part was how friendly and positive of a culture that they have built."



"Amazing arts facility that offers a range of accessible diverse art classes. The best printmaking studio around. Very innovative and creative with thier community events. They make the world a better place by making the arts affordable for all!"



COMMUNITY EVENTS

Throughout the year we provide unique art-making opportunities for artists of all ages and abilities. These annual events are always FREE and open to the public. We rely on the support of our business partners and their sponsorship of these unique events.

3rd Annual Eco Arts Week - April 19-28, 2024

A week of arts-driven exploration into sustainability through workshops, lectures, exhibits and the much anticipated Art Yard Sale. Participants have the chance to interact with a wide range of artists and community members who work with minimal harm and reciprocity in mind.

10th Annual Celebration of the Arts EXPO - July 13, 2024

A full day of free art workshops in a wide variety of art forms presented at the Kingston Center of SUNY Ulster.

4th Annual DRAW-A-THON - August 10, 2024

Produced by the Youth Workforce, the DRAW-A-THON is a family-friendly, 12-hour drawing marathon with fun drawing prompts, drawing machines, and mini-workshops taking over The DRAW Gallery at Energy Square.

City Look Lab at The DRAW - August 12-23, 2024

A two week summer camp for middle school age youth exploring our city's public bus system (UCAT), its many artistic/cultural sites and to design and model various creative placemaking projects like bus shelters and PSAs.

2024 Steamroller Print Fest - September 21 & 22, 2024

On the street large format printmaking on Iwo Jima Lane with free art workshops throughout August at the Neighborhood Print Studio leading up to the big event during ArtWalk Kingston.



1250
PARTICIPANTS



EXHIBITIONS

The DRAW Gallery at Energy Square is a dynamic learning environment for the Youth Workforce by teaching skills related to staging fine arts exhibitions. The program aims to inspire dialogues that will reach a broad audience within the Kingston community through exhibiting work that addresses universal themes of humanity.

9

EXHIBITIONS

400

ATTENDEES



AWARDS

Every year we celebrate the arts in Kingston with the [Red Goat Awards](#) and the [Todd Samara Art Award](#).

The annual Red Goat Awards honor those who have championed the arts and enriched the Kingston community through creativity, dedication, and service. The [2024 Awardees were Nancy Donskoj, Scott Dutton, and Chris Silva](#).

The Todd Samara Art Award is a \$1,500 award for a City of Kingston based art project proposed by emerging and established artists, art educators, and/or curators that is selected by a volunteer panel. The [2024 Awardees were Erin Dougherty and Kaya Wren Keller](#).



ADVOCACY

MKAD is committed to supporting fair and inclusive policies and practices that cultivate and ensure equitable access to resources for the creative economy, as well as cultivating support for the arts and artists across business and public sectors.

Throughout 2024, our staff, Board and volunteers actively participated in a wide variety of civic engagement, community civic activities and members of various project advisory committees and commissions including:

- Kingston Arts Commission
- Ulster County Arts & Culture Plan
- Post Office Park Advisory Committee
- Midtown Thriving : Brownfield Opportunity Area Advisory Committee
- Midtown Linear Park Community Space Advisory Committee
- KCSD Community Partnership Council
- Ulster County Transportation Council
- Ulster BOCES Graphic Visual Arts Advisory Board Partner
- Member, Midtown Business Alliance
- Member, New York Council for NonProfits
- Member, Creative Change Coalition
- Member, Bardavon/UPAC
- Attendance at many public meetings on projects including the Ulster County Workforce Summit, The Metro, CPW and Deep Listening Plaza development

SERVICES

MKAD Fiscal Sponsorship Program

MKAD offers fiscal sponsorship to artists, collectives, and community-based organizations whose projects align with our mission to support and strengthen the arts in Midtown Kingston.

Professional Development for Teachers

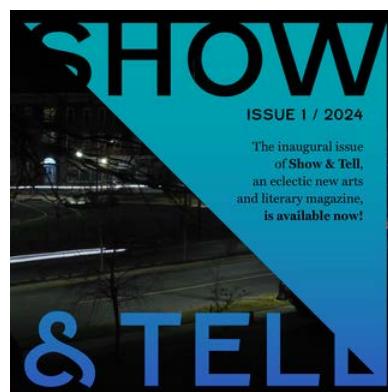
Team Building for Organizations

Studio Rental for Workshops and Community Events

Print Production Services

Paper Printing & Finishing

Silkscreen and Other Fabric Printing



COMMUNITY PARTNERSHIPS

Our partnerships continue to grow and deepen.

Community is at the heart of our mission.

City of Kingston's Department of Arts & Cultural Affairs

The Samuel Dorsky Museum at SUNY New Paltz

Kingston City School District

Kingston Library

O+ Festival

Read & Write

Center for Curatorial Studies at Bard College

Center for Photography (CPW)

Eureka! House

Headstone Ceramics

Fuller Building

Unfettered Arts Makers Space

NoVo Kingston

Reher Center

Maya Gold Foundation

Ulster County Office of Employment & Training

Big Bubble Community Center

World's End Comics

Woodstock School of Art

Center for Creative Education (CCE)

Midtown Business Alliance (MBA)

Cosmic Doghouse Press

Ulster Savings Bank

YMCA

BOCES

Radio Kingston

RUPCO

T-Space

Unison Arts Center

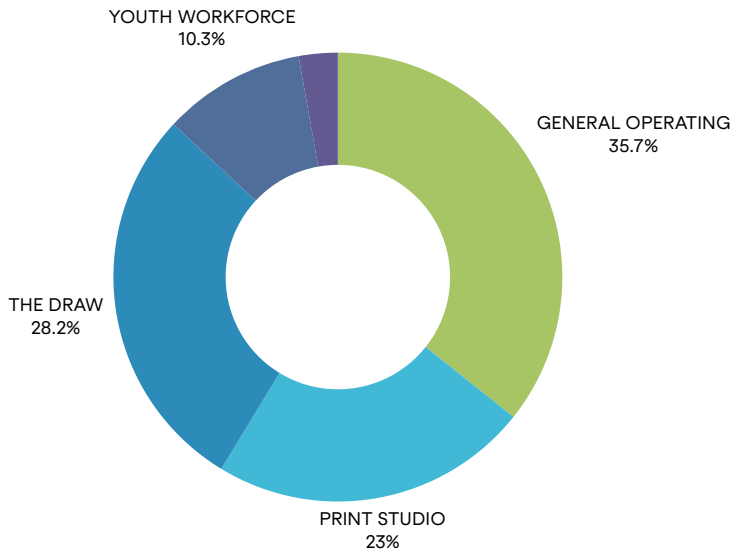
Rewind Kingston

Women's Studio Workshop

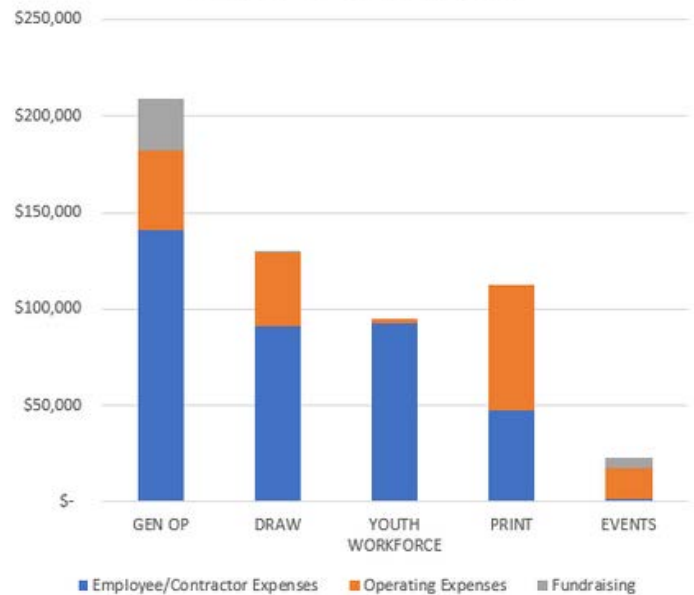
Various artists - Carmen Lizardo, Neville Bean



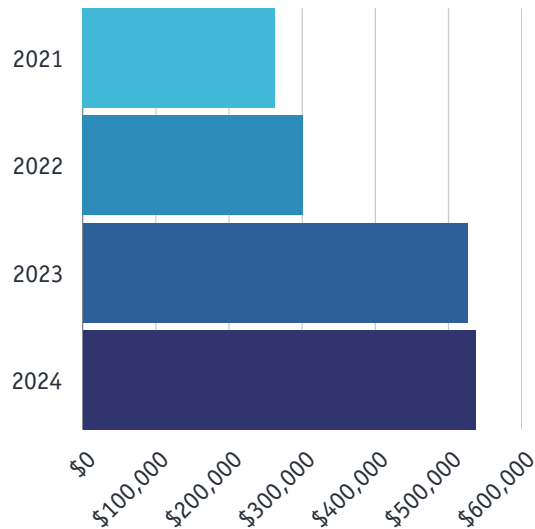
2024 INCOME BY PROGRAM



2024 INCOME BY PROGRAM



TOTAL INCOME SINCE 2021



\$406,600

Grants, Donations & Event Sponsorships Raised in 2024

42%

Earned Income Increase from 2023

FUNDERS & SPONSORS

Arts Mid-Hudson
Bailey Ceramic Supplies & Pottery Equip.
City of Kingston
Cornelia T. Bailey Foundation
Dutton Architecture
The Center for Less Unpleasant Living
J.M. McDonald Foundation
NYSCA
Basch, Keegan & Spada
Ryan & Ryan Insurance
RUPCO
Stewarts Shops
Rondout Savings Bank

Hudson Valley Federal Credit Union
Ulster County Summer Youth Employment
TD Bank
Tides Foundation
Ulster County Office for Children and Family Services
Ulster County Office of Employment
Rhinebeck Bank
R&F Handmade Paints
Workforce Development Institute
Radio Kingston
Community Foundations of the Hudson Valley
Ulster Savings Bank

2025 GOALS

As we move ahead, all of our program goals center on expanding our arts education model - a spiraling intergenerational framework where expertise, interaction, and experience generate ongoing community learning.

Envisioning a Midtown Creative Campus

Continue to identify partners and engage in collective visioning of a comprehensive and collaborative wayfinding and economic development plan for all arts and culture assets in Midtown Kingston.

Increase Class Offerings & Print Studio Memberships

10% Increase in classes at The DRAW & Neighborhood Print Studio. 30% increase in membership of the Neighborhood Print Studio

Promote Services & Opportunities

Develop a marketing plan that promotes our services to the community including Kingston City School District to engage students and teachers with learning opportunities.

Board Strategic Plan & Staff Training

Continue the board's strategic and development plans. Continue staff trainings throughout the year focused on communications and community engagement.

Youth Workforce

In response to local economic shifts, we are developing new partnerships to strengthen Kingston's youth workforce ecosystem. This collaborative initiative will bring together organizations from the technical, vocational, creative, and entrepreneurial sectors to align strategies, reduce duplication, and build a shared vision for long-term workforce outcomes. The goal is to ensure that youth not only gain job-specific skills but also develop leadership, communication, and other essential skills necessary for long-term success whether as employees, entrepreneurs, or community leaders.

ACKNOWLEDGEMENTS

Board of Directors

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President

Madeleine Cutrona
Vice President

Jason Mones
Treasurer

Frank Waters
Member-At-Large

Zachary Bowman
Sophi Kravitz
Sarah Pasti
Debra Priestly
Jay Sherman-Godfrey
Michael Torres

Board Emeritus

Anne Bailey
Ray Curran
Richard Frumess

MKAD Staff

Lisa Kelley, Executive Director

Lara Giordano, Education
Director

Beth Humphrey, Workforce
Director

Dilara Miller, Print Studio
Director

Chris O'Neal, Programs &
Communications

Micah Fornari, Print Studio
Manager

Maxine Leu, Print Studio
Consultant

Colin Secore,
Communications Asst.

Youth Workforce

Lark Buncher

Angel Brown, Gallery Docent

Sasha Chun

Lance Cushman, Installation
Asst.

Damian King, externship with
Headstone Ceramics

Chris Mascalino, Studio
Assistant

Lillian Sherman-Godfrey

Layla VanKleeck

Ollie Weidemann

We thank you for
your continued
support of our work
in Midtown.

Kingston Midtown
Arts District
fka MAD
Tax ID #81-4055092
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mkad.art



Kingston Midtown Arts District and its
programs are made possible by the New
York State Council on the Arts with the
support of the Office of the Governor and
the New York State Legislature.

Printed at :
The DRAW &
Neighborhood Print Studio
49 Greenkill Avenue, Kingston NY
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