



video game art  
gallery®

# FY2020 Annual Report

October 1, 2019 - September 30, 2020



*Opening Reception, System Link, January 24, 2020*

# Transitions

It was a year of major changes, both in the world at large and no less at Video Game Art Gallery. We've faced unforeseen challenges and had some unexpected changes of plans: In January, our Executive Director and Co-Founder, Jonathan Kinkley, made the difficult decision to step down from his role after 6 years. And in April, we moved out of our Bucktown gallery space in the Bloomingdale Arts Building.

We are incredibly grateful to Jonathan for his dedicated work building a name for VGA, and it is our hope to open another brick-and-mortar space again in the future. For the time being, however, we have refocused our attentions to primarily online gallery operations, and it's been an exciting process reimagining our programming.

Veteran staff have since taken on Jonathan's many roles: Jen Rhodes is our Director of Development, Mick Reed is Treasurer, Eleanor Schichtel is now Director of Communications, and longtime Manager of Exhibitions Brice Puls has transitioned to Director of Operations.

# New Horizons

VGA Gallery staff have since gone on to expand our online presence. In June, we organized a collection of works donated by Chicago New Media Artists for sale on Itch.io, the proceeds of which benefitted BLM Chicago, Circles & Ciphers, ChiCAT, and Brave Space Alliance. The bundle also prominently featured BIPOC new media artists for direct patronage. In total, we were able to donate \$4,536.15.

The screenshot shows the Itch.io interface for a bundle titled "Chicago New Media Artists for Racial Justice". The bundle is hosted by vga.gallery and contains 23 items for \$20, a significant discount from the regular price of \$103.95. A progress bar indicates that \$4,536.15 has been raised towards a goal of \$10,000.00, with 172 contributors and an average contribution of \$26.37. The bundle includes 12 items, each with a small thumbnail and title: Dead End, Sausage Sports Club, TumbleSeed, Antbassador, Octodad: Dadliest Catch, Real Winners: Victoryball, biorhythm, Codemancer, and four others. The page also features a share button and a social media link.



In July, we launched [VGA Zine](#): a monthly digital publication for fresh opinions on video game art and related new media. Now three issues in, we're developing our readership and creating new relationships with contributing writers interested in the intersection of art and video games. This zine doubles as a platform for our current and future projects as a web-based gallery, and we look forward to sharing new relevant content.

We were lucky enough to have been able to mount one vibrant gallery exhibition in January 2020, before the COVID-19 lockdown. [System Link: Video Game as Memoir](#) showcased video game projects which offered different answers to the question, "What happens when you let the player of games into your story?" The show unfortunately had to be taken down early, but it was a privilege to get to see gallery-goers in person one more time in our old space.

Until such a time when we can safely put up another in-person exhibition, we hope our supporters look to our website and social media presence to stay apprised of our upcoming projects.

We'd like to thank our working board for their guidance and support during these major transitions, as well as our generous donors. It's been an exciting and illuminating year, and we look forward to continuing on our mission in 2021!

# FY2020 Programs

<a href="#"><u>VGA @ MCA Family Day</u></a>	Oct 12, 2019
<a href="#"><u>VGA Cosplay Ball</u></a> (44 Attendees)	Oct 31, 2019
<a href="#"><u>System Link: Video Game as Memoir</u></a> (158 Attendees)	Jan 24, 2020 – March 2020
<a href="#"><u>Video Game Art Reader version 3.1.2019</u></a>	Feb 19, 2020
<a href="#"><u>Chicago New Media Artists for Racial Justice Bundle</u></a> (172 purchases)	June 19, 2020 - July 2, 2020
<a href="#"><u>VGA Zine</u></a> (856 total clicks as of 9/30/2020)	July 17, 2020 - Ongoing
Issue I: July 2020 (159 clicks as of 9/30/2020)	Released July 17, 2020
Issue II: August 2020 (122 clicks as of 9/30/2020)	Released Aug 19, 2020
Issue III: September 2020 (168 clicks as of 9/30/2020)	Released Sep 16, 2020

## Board

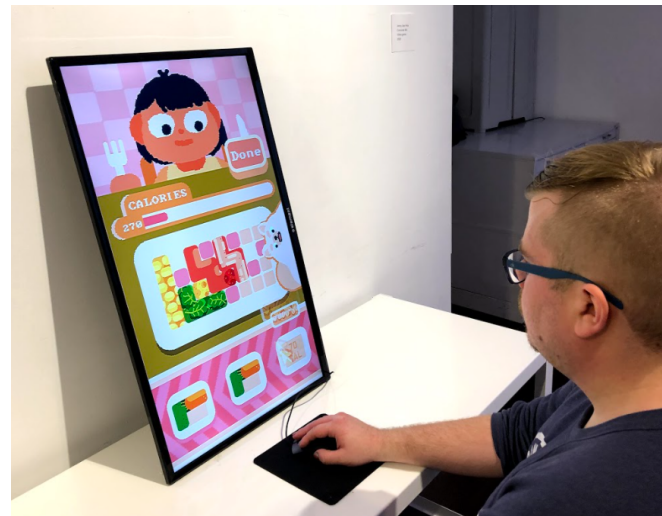
<b>Teresa Silva</b>	President of the Board of Directors
<b>Eric Mittereder</b>	Vice-President of the Board of Directors
<b>Jen Rhodes</b>	Director of Development
<b>Mick Reed</b>	Treasurer of the Board of Directors
<b>Chaz Evans</b>	Director of Exhibitions
<b>Brice Puls</b>	Director of Operations
<b>Tiffany Funk</b>	Director of Publications & Editor-in-Chief, <i>VGA Reader</i>
<b>Eleanor Schichtel</b>	Director of Communications
<b>Meredith Mays Espino</b>	Working Board Member
<b>Ross Hersemann</b>	Working Board Member
<b>R.J. Inawat</b>	Working Board Member
<b>Rob Lach</b>	Working Board Member
<b>Jamie Sanchez</b>	Working Board Member
<b>Tony Sarkees</b>	Secretary
<b>Jonathan Kinkley</b>	Working Board Member at large

## Advisory Board

<b>Sabrina Raaf</b>	Advisory Board member
<b>Kris Mendez</b>	Advisory Board Member
<b>Jon Cates</b>	Advisory Board Member
<b>Zissou Tasseff-Elenkoff</b>	Advisory Board Member

## Staff

<b>Tom Caprel</b>	Expo Manager
<b>Amy Chen</b>	Social Media and Store Manager



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## Financial Summary

Total Activity	FY 2020	FY 2019
<b>Operating Revenue</b>		
Earned Program	\$14,710	\$19,920
Earned Non-program	\$11,091	\$9,445
Total Earned Revenue	\$25,801	\$29,365
Investment Revenue		
Contributed Revenue	\$17,632	\$85,369
<b>Total Operating Revenue</b>	<b>\$43,433</b>	<b>\$114,734</b>
Operating Expenses		
Program	\$64,132	\$103,738
Fundraising	\$4,127	\$1,875
General & Administrative	\$946	\$6,323
<b>Total Operating Expenses</b>	<b>\$69,205</b>	<b>\$111,936</b>
<b>Total Operating Activity</b>	<b>-\$25,772</b>	<b>\$2,798</b>

*This summary reflects a drop in revenue in 2020. This is a result of no longer occupying our former gallery space, which we rented out as an Airbnb. Please note that we are in good financial standing for 2021 despite this drop in revenue.*

## Donors

Matthew Arevalo	Ross Hersemann	Jen Rhodes
Jennifer Bapton	Illinois Arts Council Agency	Richard H. Driehaus Foundation
Chad Behnke	R.J. Inawat	Kevin Ryan
Antal Bokor	Christine Kanownik	Jamie Sanchez
Kristin Cass	Jonathan Kinkley	Anthony Sarkees
Driehaus Foundation	Philip Koziol	Nidhi Shah
Thomas Dyke	Pavel Ithae Lara-Galla	Christopher Shermach
Gordon Emmerson	MacArthur Foundation	Teresa Silva
Ryan Evans	Kristopher Mendez	Jon Snowden
Charles Evans	Nathan Mishler	Tate Geborkoff
Craig Foley	Eric Mittereder	Joshua Tsui
Thomas Gaubatz	Sarah Nelson	Anthony Vitagliano
Gaylord and Dorothy Donnelley Foundation	Randy O'Connor	Christopher Weiss
Benjamin Gemmel	Ian O'Dea	Adam Wolek
David Hartmann	John Pantaleon	Kevin Zuhn
	Dave Pickett	