

## **Florida CraftArt Executive Director's Report for September 2020**

Report date October 17, 2020

**UPCOMING BOARD MEETINGS:** 2020: Jan. 23, March 26, May 28, July 23, Sept. 24

**Finance Florida CraftArt Financial Highlights** Finance Committee will meet on October 19. Report to follow.

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### **JANIE LORENZ REPORT**

**MEMBERSHIP:** Month 18/19 \$1,090 vs Month 19/20 \$1,210 ^ \$120

**Last Year YTD: \$27,675 This year YTD \$29,510**

#### **Donation Box:**

1. Will tally when the Sneak Peak Exhibitions are closed before the Holiday Show opens.
2. Received \$1,000 donation for website improvement from Sarah Butz in response to our wish list at the members' meeting.
3. Also received several donations when reservations were made for the Zoom opening of the Sneak Peak Exhibition opening.

**Advertising:** We ran an ad in the Times Fall art issue – Sept.6

#### **FACILITIES:**

1. Investigated the lack of hot water in the kitchen – distance is the issue – the hot water tank is in the far NE corner of the Mezzanine.
2. Dishwasher died – will need to replace it as it is too old to repair.

#### **GRANTS:**

1. 1<sup>st</sup> quarter payment of State grant \$7,025, will apply for second quarter payment in Oct./Nov.
2. Completed final report for City grant.

#### **CRAFTART FESTIVAL:**

1. Juried applications on Zapplication and Emerging artists.
2. Did extensive research on other festival alternatives for virtual experience.
3. CraftArt Festival was officially canceled.
4. Communicated with all applicants regarding their interest in smaller event or a virtual event vs. refund of jury fees

**MURAL TOURS:** tours will begin in October. Working with Shine to organize a Shine Bike Mural tour.

### **LIZ ROGERS REPORT**

**GALLERY RESULTS** (Retail calendar is 4-4-5; not month.)

#### **GALLERY NOTES:**

1. Holiday work intake
2. Sneak Peak exhibition install and opening
3. Members Meeting

<b>September 2019</b>	<b>September 2020</b>	<b>Difference</b>
2,750 visitors	99 visitors	visitors ↓ -96 %
\$18,688 total sales	\$9,017 total sales; Goal was \$ 10,880	↓ 17 % from goal; ↓ 51% from LY; 44 % conversion rate (Goal was >18%)

### **JULIA COLLVER REPORT September 2020**

**SOCIAL MEDIA: Facebook Followers:** 7,007 (18 new followers); Unfollowed:13); Likes: 6,945 (16 new likes; Unlikes: 13) Posts: 31

Boost: \$0 Engagement: 3 – 18% per post

- a. Daily posts on National/International holidays associated with artwork for sale
- b. Content of posting addresses artwork for sale, support of FL craft artists, exhibitions, membership, hours of operation and visiting protocol, and online shopping.

**Instagram:** 2,970 followers (7 new); Posts: 23 The post with the most likes had content about the upcoming exhibit Sneak Peek. The post with the least amount of likes had content about another business and promotion of their upcoming event.

**Google:** 9,713 total searches (1,438 more searches from last month), 14.2k total views (1,100 less views from last month), 53 views from branded/advertisement (23 less than last month)

**Top 10 Google Searches resulting in views of FCA:**

1. Things to do near me 507
2. Craftart 100
3. Craft art 84
4. Florida Craft Art 74
5. Florida CraftArt 67
6. Art gallery 65
7. Things to do 50
8. Art 48
9. Attractions 48
10. Florida art 33

**Twitter:** 2,604 Followers (3 new followers) Posts: 10

**VOLUNTEERS:**

1. Volunteer Meeting #4 September 10, 3:30 p.m. Six in attendance
2. Two people reached out to volunteer online via VolunteerMatch.org
3. Weekly updates sent to volunteers via email. Messages include gallery safety, exhibiting work, images of new gallery work for sale, online content, and newsletter update reminders.
4. Volunteers updated when big sales happen and other success stories.

**KATIE DEITS REPORT** *(Only posted what is related to promo, development or earned revenue)*

1. Thanked Claudia Larrain and husband Matt Mosk for **\$2,000** donation.
2. Former President Walt Blenner and Salvador resident requested names of sculptors for project. Sent him names of FCA members, contact info and links to work. Emailed artists to expect being contacted for a commission.
3. Updated GuideStar with 2017, 2018 tax returns and audits, completed board, demographics questions, answered all the questions, **Gold Star achieved!**
4. Organized and ran opening of exhibits, created PowerPoint for Artists as Activists lecture with Rolando Chang Barrero.
5. Organized and ran Workshop Committee meeting,
6. CraftArt Festival – tremendous amount of research on whether to do virtual, set up Eventeny as an example – however, it was decided not to use it.
7. Created PowerPoint for Annual Meeting – **Please look at the attached pdf for a spectacular year in review!**
8. Presented Annual Meeting on Zoom with Tyler Jones and Liz Rogers. From our wish list, former president Sarah Butz donated **\$1,000** to redo our website!
9. Presented “The Art of Healing” with Judge Charles Williams, Tyler Jones and all the artists to the Pinellas Women Lawyers Association. (The artists were paid for participating by Starlett Massey.)
10. Dar Webb has offered to match funds membership drive to **\$2,500!** Many thanks to Dar whose term on FCA board comes to an end.
11. Juried CAF artists who wanted to participate in a sidewalk show.
12. Red Apple is the presenting sponsor for **\$10,000.**