

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

Report date November 17, 2020

**UPCOMING BOARD MEETINGS:** 2021: Jan. 28, March 25, May 27, July 22, Sept. 23, October 28

**Finance Florida CraftArt Financial Highlights** Finance Committee will meet on November 16 . Report to follow.

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### **STAFF REPORT**

#### **DORIS CONNER REPORT 2020**

1. We continue to maintain our normal levels of accounting and reporting which will include CraftArt with a Twist.
2. The Florida Solicitation of Contributions registration has been submitted and we received a letter that we are compliant.
3. Work continues on the preparation of the Paycheck Protection Program Loan Forgiveness Application through Regions Bank.

#### **JANIE LORENZ REPORT**

**MEMBERSHIP:** Oct. 19/20 \$1,760 vs **Sept 20/21** \$1,220 **↓\$540 New fiscal year**

Should see a bump next month due to the membership challenge and circling back to expired members.

#### **Donations:**

Donation Box: no count due to low foot traffic.

CraftArt with a Twist sponsorships: \$3,250 (Duncan McClellan, Kathryn Howd and Jeri Gammage)

General donation: \$450 – Fall edition

**Advertising:** CraftArt with a Twist social media campaign began with Tracy Kennard

Tampa Bay Magazine has been running our ad for no cost.

Discover Downtown Map & Guide

Bay Magazine

**FACILITIES:** front door and ladies room locks needed attention – called locksmith – no charge

ArtLofts opened for Gallery ArtWalk

**GRANTS:** Completed Cares grant report for the Division of Cultural Affairs

**CraftArt with a Twist:** issued jury fee refunds through Zapplication \$1,787.19

Emerging Artists mentoring session with Duncan, photo shoot for their postcards with Brian James

Ordered custom masks for staff, board, volunteers, and Collectors' Circle participants

General planning for marketing, layout.

#### **MURAL TOURS:**

0 Bike tour, 1 Walking Tours with 2 walkers, 1 Private Tour (journalist), Overall participants: 3.

November schedule returns to normal and there will be 3 Shine Bike Tours

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### **LIZ ROGERS REPORT**

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

#### **GALLERY NOTES:**

1. 3 features in Tampa Bay magazine: Gift guide (with photo), Fashion calendar (with photo) and gallery guide
2. Facilitated \$5,000 unrestricted donation from Wild Cove Foundation with our volunteer Ivete Mitrevics who is also a board member for this foundation based out of Northern California.
3. High end jewelry case came in! Thank you, David and Becky Ramsey, for the donation. High end artist in process.
4. Took down Artist as Activist, Craft at Home and Artist of ArtLofts mini display.
5. Holiday set up

<b>October 2019</b>	<b>October 2020</b>	<b>Difference</b>
1,881 visitors	625 visitors	visitors <b>↓</b> -66% (open 31 days LY and 19 days TY)
\$22,185 total sales	\$11,987 total sales; Goal was \$ 10,400	<b>↑15</b> % from goal; <b>↓46</b> % from LY;

## **JULIA COLLVER REPORT October 2020**

**SOCIAL MEDIA: Facebook Followers:** 7,012 (5 new followers); Unfollowed: 21); Likes: 6,947 ( 2 likes; Unlikes: 21) Posts: 20 Boost: \$0 Engagement: 30 average per post

**Instagram:** 3,028 followers (58 new); Posts: 20

**Google:** 8,218 total searches (1,495 less searches from last month), 169 visits to website, Two Five Star Reviews, 12,300 total views (2,000 less views than last month)

**Most Engagement:** Facebook – Mural tour event had 1,229 engagements and Creative Loafing post had 757 engagements.

**Twitter:** 2,614 Followers (new followers) Posts: 6

### **VOLUNTEERS:**

1. Two people reached out to volunteer online via VolunteerMatch.org
2. 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.
3. Volunteers updated when big sales happen and other success stories.

**Gallery:** 60 Purchase Orders for holiday Take in this month

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

1. Worked extensively on CraftArt with a Twist, sponsorships, graphics, and organization
  - a. Collectors' Circle organization and graphics
  - b. Created flyers, posters
  - c. Organized all images, bios, and statements for 36 artists and sent to Tracy Kennard for Social Media promo
  - d. Press releases
  - e. Organized hotel discounts for artists
2. Twist sponsorships: (Total cash sponsorships and commitments \$14,500, plus \$20,000 from Red Apple and \$2,500 from Regions)
  - a. Jeri Gammage and Susan DiBona sponsors CAF for \$500
  - b. Raymond James \$5,000 (Shout out thanks to David Ramsey for his assistance.) Paid in November
  - c. Emerging Artists sponsors (@\$1,500 each) are DMG School Project, Michael and Andrea Graham, Kathryn Howd and Edward Rucks, David and Becky Ramsey, Tricera Capital , and Robert F. and Alexandria Welker. Additional in-kind sponsors are Brian James Photography (\$1,800), and postcards sponsored by Color Concepts (\$450).
  - d. Thanks to Duncan McClellan for marketing training for the Emerging Artists!
  - e. Media Sponsors are Creative Loafing and Tampa Bay Times. (Janie will send Helen the figures.)
  - f. Contact other potential sponsors
3. Designed Holiday postcard
4. Edited multiple ArtScapes
5. Attended via Zoom Tampa Bay Surface Design Guild and sent FCA info for newsletter
6. Created FCA newsletter
7. Continued communication with Denny Fuller regarding Mariette Glover Trust donation
8. Worked on web revisions