

Florida CraftArt Executive Director's Report for January 2021

Report date February 17, 2021

UPCOMING BOARD MEETINGS: 2021: March 25, May 27, July 22, Sept. 23, October 28, 4:30-6 p.m.

Finance Florida CraftArt Financial Highlights Finance Committee met on February 15 and reviewed all the financials. The files are attached to this email. Highlights are: First Paycheck Protection Payment Loan of \$60,000 has been forgiven and FCA received a new PPP for \$59,655 (received in February).

DORIS CONNER, Bookkeeper REPORT

The second round PPP loan was applied for and awarded in February and the first round PPP loan forgiveness application was accepted and approved.

The 1096 summary report for 1099's was filed timely.

Regions iTreasury Positive Pay procedures are in place and continue to protect us from fraud but due the high number of events and dollars involved we have had to open a new operating checking account as we phase out the current one.

JANIE LORENZ, Business and CraftArt Festival Manager REPORT

MEMBERSHIP: January 19/20 \$ 1,835 vs January 20/21 \$ 3,005 ^ \$ 1,170

Last Year YTD: \$ 10,780 This year YTD \$ 14,025 ^ \$3,245

Donation Box: \$57 Event: ArtLofts Exhibition

Donations: Received \$150 for Annual Appeal, year-end TY letters and total donation receipts were sent January 27th.

Received \$800.00 for the purchase of the Nneka Jones piece for the permanent collection.

Advertising: Bay Magazine, several postings by Maggie Duffy of the Tampa Bay Times.

ArtLofts Exhibition was reviewed in SRQ (Sarasota) Magazine

FACILITIES: Minor plumbing issue is the ladies' room – issue was resolved

GRANTS: Submitted grant reimbursements and awaiting payment City: \$16,130.63 (total amount)
State: \$7,025 (2nd Qtr.)

Submitted the mid-year report for the current state grant.

PPP: Assisted Doris with forgiveness application.

CRAFTART FESTIVAL: Bill May has accepted our offer to Judge the CraftArt Festival 2021. Will be preparing the prospectus for Application and the Emerging Artist Call.

MURAL TOURS: We trained a new mural tour guide – Carina Krehl. She is doing extremely well.

1 Bike tour with 15 riders, 5 Walking Tours with 37 walkers, 1 Private Walking Tour with 10 walkers, Overall participants: 62

LIZ ROGERS, Gallery Manager REPORT

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

GALLERY NOTES:

1. Members set up and zoom opening
2. Epicurean call to artists in process
3. Working on getting a "how to apply to an exhibit" tutorial up on website

January 2020	January 2021	Difference
5,071 visitors	942 visitors	visitors ↓ 81%
\$34,060 total sales	\$12,698 total sales; Goal was \$ 10,082	↑25 % from goal; ↓-62 % from LY; % conversion rate (Goal was >18%)

JULIA COLLVER, Assistant Gallery Manager REPORT January 2021

SOCIAL MEDIA: Facebook Followers: 7,082 (18 new followers); Unfollowed: 12; Likes: 6,999 (0 new likes; Unlikes: 12) Posts: 14
Boost: \$59.47 Engagement: Avg. 15 views per post

Instagram: followers 3,185 (37 new followers); Posts: 8 The post with the most likes (90 likes) had content about Nneka Jones Sneak Peak Alert for CraftArt with a Twist. Several posts with the least amount of likes (8 likes) had content about ArtWalk, Hanukkah, and Holiday items for sale under \$30.

Google: a.) 17,560 total searches, 1,772 more searches from last month 45% Discovery, 53.9% Direct, 1.2% Branded (double from last month)

b.) 29.1k views (2.5k more than last month) – the majority viewed through Google Maps

c.) 5 five-star reviews

d.) 262 web visits (27 more from last month)

Twitter: Followers 2,611 (5 less follower) Posts: 2

VOLUNTEERS:

1. 71 Total volunteer hours this month
2. Trained 3 veteran volunteers for reintroduction and 2 new volunteers. Retained both new volunteers
3. 1 person reached out to volunteer online via VolunteerMatch.org.
4. Volunteers updated when big sales happen and other success stories.
5. Weekly updates sent to volunteers via email. Messages included exhibition open calls and exhibitions on display, images of new gallery work for sale, online content, and newsletter update reminders.

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

1. Elizabeth Reilinger joined the board.
2. Completed new PPP application with Regions and received \$59,655 (in February)
3. Called trustee for Mariette Glover Trust who said we should receive disbursement by April.
4. Tyler Jones donated \$2,000 and I created a big check for photo op. Posted on social media and newsletters.
5. Promoted ArtLofts and Members' Show exhibitions, as well as Nneka Jones purchase for the Permanent Collection with press releases and social media
6. Created bio books for Members' show, and created awards
7. Organized virtual opening, contacting all award winners and edited video which I posted on YouTube, our website and FB.
8. Created Exhibition sponsorship flyer, CAF flyer.