

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

Report date January 19, 2020

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

**Finance Florida CraftArt Financial Highlights** Finance Committee met January 18. December sales better than expected.

---

### **DORIS CONNER, Bookkeeper REPORT 2020**

#### **REPORT**

1. The PPP forgiveness application has been submitted to Regions Bank and we will be compiling information for the new round of PPP loan applications in January.
2. The new iTreasury Positive Pay module is now up and running and we have been able to stop several attempts to present thousands of dollars in fraudulent checks from running through our account.
3. We paid 107 artists for November and 153 for December.

### **JANIE LORENZ Business and CraftArt Festival Manager REPORT**

**MEMBERSHIP: Month 19/20 \$3085 vs Month 20/21 \$7620 ↑ \$4535 Last Year YTD: \$8865 This year YTD \$ 11020**

The Membership Challenge was a huge success. It covered both of the Twist events

Also, some of the auto renewals started from the website. A total of 94 new or renewed memberships were processed in December.

**Donation Box:** \$90 events: Holiday Boutique and CraftArt with a Twist x2

**Annual Appeal:** processed \$22,872 in annual appeal donations. All donors have received thank you letters.

I will begin to send 2020 total donation letters and statements in January.

**Advertising:** Gallery -Bay Magazine, Twist- I love the Burg, Tampa Bay Times, Facebook and Instagram

**FACILITIES:** n/a

#### **GRANTS:**

1. Received \$25,000 from Pinellas CARES grant.
2. Will request reimbursement from city and the state in January

#### **CRAFTART FESTIVAL:**

1. CraftArt with A Twist on December 5<sup>th</sup> went extremely well. Artists were happy to participate and reported good sales. Sent out an e-survey and will have the results next month. The committee will meet to review the results. See preliminary financial report.
2. A special thanks to the following board members who devoted time, energy and funds to CraftArt with a Twist: Michael Graham, Kathryn Howd, Tyler Jones, Duncan McClellan, David Ramsey,

#### **MURAL TOURS:**

1 Bike tour with 10 riders, 3 Walking Tours with 34 walkers, 2 Private Tours, Overall participants: 62

---

### **LIZ COOPER Gallery Manager REPORT**

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

#### **GALLERY NOTES:**

- We are currently open 39% of the hours we were last year. Taking this into account sales were strong.
- Seeing the trend of not as many large purchases.
  - Lot of low- to mid-range purchases by same customer
- Working on interviews for new part-time assistant this week.

<b>December 2019</b>	<b>December 2020</b>	<b>Difference</b>
4,960 visitors	1,306 visitors	visitors ↓ -74 %
\$ 82,617 total sales	\$61, 987 total sales; Goal was \$28,082	↑121 % from goal; ↓ 25% from LY; % conversion rate (Goal was >18%)

### **JULIA COLLVER Assistant Gallery Manager REPORT January 2021**

**SOCIAL MEDIA: Facebook Followers:** 7,706 (661 new followers); Unfollowed: 17); Likes: 6,999 ( 24 likes; Unlikes: 14) Posts: 45 Boost: \$59.47 Engagement: Avg. 15 views per post

**Instagram:** followers 3,148 (78 new); Posts: 37 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.) 15,788 total searches, more searches from last month 54% Discovery, 45.3% Direct, .6% Branded

b.) 26.6k views (13k more than last month)

c.) 5 five-star reviews

d.) 235 web visits

**Twitter:** Followers 2,616 (1 less follower) Posts: 19

### **VOLUNTEERS:**

1. 65 Total volunteer hours this month
2. 874 total hours volunteered in 2020
3. Trained 2 new volunteers. Retained two volunteers
4. 6 people reached out to volunteer online via VolunteerMatch.org
5. 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.
6. Volunteers updated when big sales happen and other success stories.
7. 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.
8. Volunteers updated when big sales happen and other success stories.

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

1. Applied for and received Pinellas CARES grant for \$25,000.
2. Wrote and mailed Annual Appeal. Raised approximately \$24,000 which includes \$10,000 for Perry and Lisa Everett and \$5,000 from the Boeckman Foundation.
3. Called donors.
4. Multiple appeals for donations for Nneka Jones purchase for the Permanent Collection.
5. Press releases, promos, etc.