

Florida CraftArt Executive Director's Report for November 2020

Report date December 23, 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 on December 21. Please see attached financials.

DORIS CONNER REPORT 2020

1. The 990, 990T and Florida Corporate tax returns were prepared and submitted for 2019-2020.
2. Property tax was paid timely.
3. PPP work will continue in December.
4. The Regions iTreasury Positive Pay system has been implemented. I have been trained for iTreasury by Regions and crises were averted. Please see notes below:

Notes: Stacia Schrader (Regions Bank) called us Wednesday 11/25, (the day before Thanksgiving) and said a check was ready to run through our account for \$1200 and another one was pending for \$1800. Stacia was flagged because they used the number from a check that had already cleared. At this time, we don't know what the second check looked like but the first one was obviously fake. Stacia suggested we either freeze or close our account. The payroll ACH and the property tax check were already pending and ready to clear Friday during the holiday. She advised us that this kind of holiday timing is typical in these cases. Janie and I scrambled to gather information on the status of payments and get critical vendor recommendations. Tyler ran in to Regions to sign paperwork for the fraud and wire payroll funds from the Money Market to Frank Crum (the company that handles our payroll). No one at Regions could confirm that the Frank Crum debit would definitely clear and since their fee for a returned payroll is \$500 for the first time and \$1,000 for anything subsequent, it was determined that an overpayment would be less costly than a returned item. All debits to our account were researched and approved prior to payment and now we enter all paper checks into the Regions Positive Pay system to confirm payment. I am especially grateful to Stacia and the staff at Regions for helping us with guidance, support, and training through all this and to Tyler and Janie for running interference and communicating so deftly under the circumstances.

JANIE LORENZ REPORT

MEMBERSHIP: November 18/19 \$4,120 vs November 19/20 \$2180 ↓ **\$1940 Last Year YTD:\$5,780 This year YTD \$3,400**

December's report will reflect the result of Dar Webb's membership challenge.

Donation Box: \$98 March to November 2020

Other Donations:

1. CraftArt Twist Sponsors: \$6,250
2. Wild Cat Cove Foundation: \$5,000 (volunteer Iveta Mistrevics is on their Board)
3. Collectors Circle: \$472
4. Anonymous: \$113.41

Advertising:

1. CraftArt with a Twist Social Media, and print ads for 11/21 (TBT and Creative Loafing)
2. Social Media stats from Tracy Kennard who we contracted to promote Twist: Gained 40 followers on Facebook where engagement increased from 358 per week to 2,189 people.
3. Increased engagement on Twitter from .3% to 1.7% (goal is 1%).
4. Gained 86 Instagram followers. Weekly impressions rose from 2,741 to 6,664. Weekly profile views increased from 55 to 297 and website clicks went from 3 to 23 per week.
5. TBT Bay Magazine featured gallery ad.

FACILITIES: No updates

GRANTS: will be requesting 2nd payment from Div. Of Cultural Affairs and the City after the first of the year

CRAFTART with Twist: Was very successful. Artists were extremely grateful for the opportunity to sell their work. Rained on first day, but second weekend had great turnout. The format is much easier format to manage than the large CraftArt Festival and significantly less costly to mount because the streets do not have to be closed thus eliminating police costs.

MURAL TOURS:

32 Shine Bike tour with 30 riders, 1 regular bike tour 15 riders, 3 Walking Tours with 9 walkers, 0 Private Tours, Overall participants: 54

LIZ ROGERS REPORT

GALLERY RESULTS AND NOTES

1. CraftArt Festival
 - a. Saturday 2019
 - i. Attendance: 1,433
 - ii. Sales: \$8,900
 - b. CraftArt with a Twist Saturday 2020
 - i. Attendance: 470
 - ii. Sales: \$6,042
2. Had our first Holiday virtual opening via zoom!

November 2019	November 2020	Difference
4,000 visitors	1,099 visitors	visitors ↓ %
\$40,275 total sales	\$24,910 total sales; Revised goal was \$13,800	↑ 80 % from goal; ↓ 38% from LY

JULIA COLLVER REPORT November 2020

SOCIAL MEDIA: Facebook Followers: 8,020 (1,008 new followers); Unfollowed: 19); Likes: 6,979 (32 new likes; Unlikes: 17) Posts: 64 Boost: 3 boosts \$20 Engagement: t Reach Avg: 1,065people, Page Views Avg: 18

Instagram: followers 3,070 (42 new); Posts: 41

- a. The post with most likes of 57 likes goes to First sale of the month and Pottery Boys CraftArt with a Twist posts
- b. The post with the least number of likes had content about Florida CraftArt with a Twist, logo repeatedly used and sharing repeated information.

Google: 8,813 total searches (605 more searches from last month), 13,600 total views (1,600 more views from last month);

Reviews: 1 five-star, Web Visits: 246

Twitter Following: 2,617 (3 new followers) Posts: 59

Top 10 Google Searches resulting in views of FCA:

1. Craftart
2. Florida Craft Art
3. Florida CraftArt
4. Florida Art
5. Craft Art
6. Art Galleries
7. Art Gallery
8. Art
9. Free things to do near me
10. Los Muertos

Other Promotion: CraftArt with a Twist artist William Carlie gained 500% more traffic on his website due to being selected and featured in this show as well as Tampa Bay Businesses for Culture and the Arts TBT ArtScape.

ArtScape articles featured at least two Sundays per month featuring a Florida CraftArt Artist

VOLUNTEERS:

1. 26.5 Total gallery volunteer hours this month
2. Individual training of volunteers started November 1, 2020
3. 4 volunteers trained and assisted this month.
4. 3 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

KATIE DEITS REPORT November 2020 *(Only posted what is related to promo, development or earned revenue)*

1. CraftArt with a Twist promo, press releases, etc.
2. CraftArt with a Twist, procured sponsors: \$23,225.
3. Multiple postings on social media.
4. Wrote Annual Appeal.
5. Applied for Grants.