

Florida CraftArt Executive Director's Report for September 2021

Report date October 20, 2021

UPCOMING BOARD MEETINGS: 2021: October 28, 4:30-6 p.m.

Finance Florida CraftArt Financial Highlights Finance Committee met on October 20; report to follow.

DORIS CONNER, Bookkeeper REPORT

REPORT

1. The 2021-2022 budget has been reviewed by the Finance Committee along with the September year-end financials.
2. The documentation for the PPP forgiveness application has been gathered and we will be applying shortly.
3. The first Florida State Grant payment of \$11,783 has been received.

JANIE LORENZ, Business and Florida CraftArt Festival Manager REPORT

MEMBERSHIP: September 19/20 \$1,260 vs September 20/21 \$2,205 ^ \$ 945

Last Year YTD: \$30,055 This year YTD \$ 34,495 ^ \$ 4,440

Donation: General \$149.48, Permanent Collection \$3,000

Advertising:

1. Met with Discover Downtown to renew annual contract
2. Participated in a Zoom call with Greydoor Publishing (Don Cesar) for participation in their hotel book and online marketing program.
3. Creative Loafing ad for the Best of the Bay edition (FCA won for Best Handmade Jewelry)

FACILITIES:

1. Replaced main shut-off valve in ArtLofts
2. Repaired urinal in the 1st floor men's room
3. Consulted with Don Gelsing to repair attic steps for roof access. He will return to complete repairs.
4. Team Logic replaced battery back-up for the network.
5. Managed the schedule for private holiday parties (3 parties scheduled).
6. Hosted the Business and Professional Women's monthly mixer.

GRANTS:

1. Filed the signed State ARP grant contract
2. Finished and filed the final City Grant report
3. Worked with Katie on the City Resilience grant for CraftArt Festival – awarded \$12,500

FLORIDA CRAFTART FESTIVAL:

1. Received an additional \$16,500 in sponsorships
2. Juried Zapplication artists and Emerging Artists
3. Sent all acceptance, waitlist, and not invited communication to all artist entries.
4. Scheduled mentoring session for Emerging Artists with Duncan for Oct 19th
5. Confirmed photo sessions for emerging artists with Brian James
6. City confirmed the removal of the restaurant "parklets" in the street, this is great news for the festival!

MURAL TOURS:

1. Bike tour 3 riders, Walking tours with 21 walkers. Total of 24 participants.
2. Worked with Coast Bikes and Shine Mural Festival to fine tune the Shine Festival Bike Mural tours. There will be a total of 4 rides with 10 riders each and a safety rider. They are scheduled for Oct. 16, 17, 23 and 24.

Note, I continue to represent Florida CraftArt on the Central Ave Council and the Downtown Business Assoc. and am on the DBA board.

LIZ ROGERS, Gallery Manager REPORT

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

GALLERY NOTES:

1. Environmentally Engaged
 - a. Private Preview opening September 9
 - b. Approximately 50 attendees
 - c. \$8,000 of artwork sold from exhibition. This is before member discounts as majority of guests are members.
 - d. Public opening via Zoom the next night on September 10.

2. Liz cleaned out all the old miscellaneous list of event invitees in Past Perfect. There is now one list "Private Events" that we can all work from going forward.
3. Large multi-item purchase by collector. He also joined as a Gold Member. Total artwork purchases came to \$12,395 pre-discount.
4. Liz was part of a WEDU interview on TV for Arts Plus about our gallery artist, Heidi Wineland.
5. 75 artists brought in new work for a total of 1,990 new items brought in, entered, and tagged by the Gallery Gals!

September 2020	September 2021	Difference
99 visitors	1,148 visitors	visitors ↑ 1059 %
\$9,016 total sales	\$ 33,781 total sales; Goal was \$ 10,753	↑274 % from LY; ↑ 214% from goal;

JULIA COLLVER, Assistant Gallery Manager September 2021 REPORT

SOCIAL MEDIA: Facebook Followers: 7,397 (38 new followers; Unfollowed: 27); Likes: 7,262 (27 new likes; Unlikes: 24) Posts: 15 Post with most engagement had a boost and received 2,594 audience reach and 139 comments/reactions/shares. This was a post on 9/14 reviewing the opening reception of *Environmentally Engaged*. Post with least engagement had no boost and received a 326 reach. This was a post on 9/20, a memory shared from two years ago of Kianga Jinaki and Katie Deits being introduced in an offsite exhibit where Kianga was showcased.

- a. Average reach on Facebook; 1,110 per post with one or more photos
- b. 611 per post sharing a link
- c. 326 shared videos
- d. 90 status post (this is a quick post with just a comment no photo, link, video and may include emojis)

Instagram: followers 3,379 (29 new); Posts: 8 The post with the most likes had content about weaving artist Nancy Giffin welcoming her as a new Retail Gallery artist (64 likes and 4 comments). The post with the least amount of likes had content about the gallery being closed for Labor Day using Ana Varela's pottery of cats staring into the sunset (30 likes and 2 comments).

Google: 14,677 total searches (2,746 more searches from last month) 55.4% discovery, 43.2% direct, 1.5% branded,

Twitter: Followers 2,598 (5 new followers) Posts: 4

Youtube: 71 subscribers (9 new)

Posted two new videos

- i. Sept. 11, Environmentally Engaged Exhibition Opening: 62 total views this month
- ii. Sept. 13, Julia Galloway work: 31 total views this month

Gallery:

1. 390 individual artworks (not including quantity of each) checked-in for sales this month. Over double normal intake!!
2. Accepted work from at least 10 newly accepted Retail Gallery artists.
3. Sept. 11, 5 – 9 p.m. Second Saturday ArtWalk
4. Sept. 21, 6 p.m. Coral Restoration Foundation, USF College of Marine Sciences, Tampa Bay Watch Zoom event – learn about environmental restoration from coral reefs to bay grasses.

VOLUNTEERS:

1. 132 volunteer hours generously donated this month
2. Trained and retained 1 new volunteer.
3. 6 people reached out to volunteer online via VolunteerMatch.org. Heard back from 2.
4. 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.
5. Volunteers will be updated when Member's meeting and programs are made available to watch from home.

Hilary Thomson Gallery Assistant:

1. Worked Preview Opening Reception of Environmentally Engaged
2. Worked ArtWalk
3. Assisted in training and working with volunteers
4. Daily upkeep of the gallery and educating visitors on the retail gallery and exhibition artists and how to interact

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

1. Programming for *Environmentally Engaged* exhibition
2. Promotion and social media, newsletters
3. Photographed *Environmentally Engaged* exhibition as Julia was on vacation.
4. Edited videos for YouTube
5. Worked on Permanent Collection and book with new hire Elizabeth Neily (PT for Special Projects)
6. Negotiated two new donations to the Permanent Collection: Jerri Gammage donated a sculpture by Paul Eppling and a teapot and cups by Russ Gustafson Hilton
7. Tyler Jones purchased a piece by artist Kianga Jinaki for the Permanent Collection.
8. Attended Business and Professional Women event at FCA.
9. Worked on graphics and planning for Florida CraftArt FESTIVAL
10. Exhibition planning with David Ramsey, Duncan McClellan, and Kathryn Howd for *Clearly Collaborative* which David Ramsey is curating for 2023. More information to come.
11. Created PowerPoints for Annual Meeting, exhibition opening, and programs.
12. Sponsorship: worked with Tyler Jones to procure \$5,000 sponsorship from Tricera Capital.
13. Interviewed for newspaper article and for TV spot on PBS featuring Kimberli Cummings, as well as Ch. 10 about Parkletts.
14. Served on the St. Petersburg Arts Alliance Education Committee.
15. Met with Danny Olda, curator of Creative Pinellas about partnering.
16. And much more!