

Board of Directors 2023 Annual Report to Membership



MARCH 24, 2023
BEACH ART CENTER
1515 Bay Palm Boulevard,
Indian Rocks Beach, Florida

Reflections

Barbara Parker, President –

Last year I predicted that 2022 would be an outstanding year; it was! I expect the same for 2023! Another year of growing all that makes the Beach Art Center the great place it is! We've just closed out a very successful 5th annual fundraising gala... our 2nd "Boots & Brushes Country Gala" again sponsored by The Original Crabby Bill's. It was a wonderful evening of dancing to the Logan Brothers Band, enjoying great food from Crabby Bills, relaxing with friends and many going home with some fantastic art and auction items. As I prepare my reflections of the Beach Art Center's (BAC) journey in 2022 my mind drifts back beyond last year.

This will be my fifth year sharing my reflections as Board President...it has gone by so fast. I've served on the Board and volunteered as the Operations Manager during this time. I love the energy at the BAC and meeting folks with such passion for art and the art center. I joined as a board member in 2017 and quickly learned the BAC was facing difficult times. The BAC was rich in history, membership, and property; however, we were cash poor. The Beach Art Center really had to make some changes and pull together if we were to survive. And we did just that. In 2018 we became a volunteer run business. The Executive Director (ED) resigned and the Board committed to filling the ED gap by volunteering to "work hands on" to ensure our key performance areas of membership, educational classes, art exhibits (gallery and gift shop), facility, operations and fundraising continued uninterrupted. We all worked to stabilize and grow the BAC. These past 5 years the art center has truly benefited from the overwhelming support of the community, its membership, instructors, staff members Irene and Andrea, and a dedicated board of directors.

Much has happened over the years; we have all worked hard and as a result the BAC is financially stable... today. I add "today" because for a non-profit business like ours... a small nonprofit art center" the work to maintain financial stability never stops. It is so important that we do survive. As a retired Recreational Therapist, I know firsthand the value of art. We offer an *essential service to the community*...because the Art brings people together, it heals and "**Art washes from the soul the dust of everyday life.**" – Pablo Picasso.

Today the art center is meeting or exceeding in most key performance areas... membership, educational classes, art exhibits, facility, operations and fundraising. Our educational programming is thriving, we're attracting new students and running more classes than ever. We continued to seek new opportunities to increase revenue... and in '22 we applied for and receiving a grant from Creative Pinellas earmarked to support moving a parttime employee to fulltime. The timing was perfect as I was stepping down as the volunteer operations manager, a role I'd served in since 2018. The Board reached out to Andrea Harms with the offer to go full-time, adding the responsibilities of the Business Operations Manager to her current duties as Marketing Manager. Andrea has been with the BAC since 2018 and was fully acquainted with our key performance measures; it was a perfect fit. In April 2022 Andrea Harms became the Business Operations Manager for the art center and is responsible for business operations and marketing and together with Irene Zafferres, Office Manager they ensure the center is an inviting place to make friends, have fun and create!

The strengths of the Beach Art Center are its membership, staff, the Board, and our amazing community. Maintaining a successful nonprofit organization takes everyone. I know there will always be work to do, obstacles to overcome and success to celebrate. I believe we will continue do more that survive... we will thrive because the Beach Art Center is fortunate to have your ongoing support and on behalf of the BAC... I say Thank you!

Education & Program Development

Submitted by: Linda Keene, Chairperson

Heading into 2023, the BAC continues to expand programming and increase our attendance in classes, including weekly classes, Art on the Rocks “make it and take it” classes and workshops. The number of students attending classes, workshops and Art on the Rocks continues to grow significantly. For example in January of 2022 we had 380 students weekly and in January 2023 we had 538 students. We attribute these increases to the expansion of our class offerings both in number and in variety.

Last year we set the following goals which we are achieving.

Maximize the use of our studio space. Our goal is to offer two daytime classes per day in each gallery in addition to pottery classes in the pottery studio. We have focused on adding more evening classes in addition to the evening Art on the Rocks classes.

Expand the variety of art instructors. We continue to reach out to instructors, local and national, to help us to expand our class and workshop offerings. As a result, we have added new art instructors to teach weekly classes, Art on the Rocks, and workshops for adults. This has served to significantly expand the variety of our offerings to appeal to a broader range of potential students. It is awesome to have so many fresh faces at the Beach Art Center.

Expand beyond the visual arts. Thus far, we’ve offered Conversational Italian, Creative Writing and Ukelele which have been well received.

Continue “Zoom” on-line option. To keep our education programs active during the pandemic, some instructors began teaching via Zoom. While at this point, our instructors have returned to live teaching, the online, or “Zoom,” teaching option remains an option as we are confident in our ability to use this technology and we will see what teachers wish to do this during the summer months. This gives us the flexibility to teach hybrid classes allowing students to participate remotely in a live class or to return to the online format as needed.

We restructured our Creative Kids Camp in 2022 and the model was wildly successful **surpassing BAC income from prior years by 300%**. Under our new model, we offer two classes per week with one instructor per class. This more than doubled the number of creative kids in the program. We adjusted the compensation plan for instructors which gave the BAC far more potential upside for revenue while still offering instructors fair compensation. The 2022 program was a tremendous success!

We will continue to expand offerings for families and children as we continue our planning in 2023.



Financials

Submitted: Ed Hoofnagle, Treasurer

NOTES:

The Gulf Beach Art Center, Inc. Statement of Activity

October 2021 - September 2022 (vs Prior Year)

	Total	
	Oct 2021 - Sep 2022	Oct 2020 - Sep 2021
Revenue		
Building Rental Income	2,405	525
Classes, Camp, Workshop Income	147,397	97,639
Donations Income	44,053	39,862
Gallery Show Income	5,910	9,225
Gift Shop Sales	5,239	9,822
Interest Income	59	56
Major Events Income	58,206	
Membership Fees	5,925	5,520
Miscellaneous Income		105
Pottery Shop Sales (Clay)	1,719	1,931
Total Revenue	270,912	164,685
Cost of Goods Sold		
Classes, Camp, Workshop Expense	79,990	53,524
Donations Expenses	2,344	287
Gallery Show Expenses	2,430	2,321
Gift Shop Expenses	1,524	8,073
Major Events Expenses	5,679	
Miscellaneous Expense	574	
Total Cost of Goods Sold	\$ 92,542	\$ 64,206
Gross Profit	\$ 178,370	\$ 100,479
Expenditures		
Accounting/CPA	3,100	4,600
BAC Marketing	8,645	12,978
Licenses and Permits	320	200
Insurance Expense	14,264	12,670
Office Supplies & Expense	4,679	2,514
Payroll Expenses	52,573	27,386
Pottery Room Expense	5,174	2,292
Repairs & Maintenance	18,379	21,344
Computer	1,270	317
Depreciation	8,207	8,207
Utilities	9,938	7,845
Donation Expense	2,257	579
Property Tax	1,144	1,144
Sales Tax	1,251	1,161
Total Expenditures	\$ 131,201	\$ 103,237
Net Operating Revenue	\$ 47,169	\$ (2,758)
Net Revenue	\$ 47,169	\$ (2,758)

GIFT SHOP in 2021

Submitted by Irene Zafferes, Office Manager

Fiscal year 2021 to 2022 was a difficult one for the Gift Shop dealing with mold remediation, roof repairs and numerous other issues before opening to the public just as the high season ended. Needless to say sales were slow, \$5,061.46, but our net revenue number was \$3,684.96, higher than the last two years. This was due to many donated items sold in the shop.

It was decided to bring management of the gift shop back in house, making it closer to the students and their needs and to ensure a quicker turnaround of items. This will lead to fresh, new inventory monthly. Shelving has been added enabling more items to be displayed.

The gift shop could not have thrived over the last five years without the dedication of our Gift Shop Committee, Rebecca Sacra, Linda Gerwig and Sherri Coreno. Their expertise, artistic knowledge, management skills and work ethic has made the gift shop what it is today. A big thank you to the committee.

PUBLIC RELATIONS & MARKETING

Submitted: Andrea Harms, Operations & Marketing Manager

In FY 2022-23 the Beach Art Center continued to reach new people through our website, gain new “followers” on social media, and add to the number of names on our email marketing list. As the Operations Manager, my first priority is to work with our Office Manager, Irene, to keep our day-to-day operations at the art center running smoothly. But as the Marketing Manager, I know all too well that marketing never sleeps! There is a constant need for website updates, graphics and flyers, social media and email marketing to communicate our message to the community and our “happenings” to our members.

When I first came on board with the art center in April of 2018 as an independent contractor to manage the marketing, my focus was clear – maintain and improve on what was already there and eventually work to take things to the next level. A new website was in the works, some graphics and a monthly newsletter were being generated by Patricia Thomas (a consultant for the art center), and we had a Facebook and Instagram account with about 1,400 “Followers” total, but posts and updates were few and far between.

Over the next 5 years, we finished the website and integrated our new class registration system, Acuity, with success. In the last 3 years we’ve seen large jumps in the number of “Site Sessions” (a visit to our website) from 15,500 total sessions two years ago to almost 33,000 sessions last year. Even more impressive, we had more than 16,000 “Unique Visitors” (new visitors to our site).

A couple of months ago we were forced to transition from Wix ADI (“Artificial Design Intelligence”) – a program that helps novice web designers (like myself) create beautiful websites – to the regular Wix Editor used mostly by trained web designers. This was an unexpected change and has taken a lot of extra time and effort to overcome the learning curve during the busiest time of year. So far, we are managing the shift to the more sophisticated program, and it has resulted in easier navigation of our class lists, gallery shows, and camp offerings for our customers.

With apps like Meta, Instagram, Pinterest, Snapchat, TikTok, and YouTube rolling out a dizzying number of platform algorithm changes over the last few years, it’s been a challenge to keep up with the fluid world of social media marketing. Our number one platform, Facebook, became “Meta” with new business features and

processes to learn. We're still discovering all the new bells and whistles in our two favorite platforms, but with consistent, attractive posts we have tripled our following on Facebook and more than tripled our Instagram followers, increasing engagement with our future customers and supporters in the younger generations.

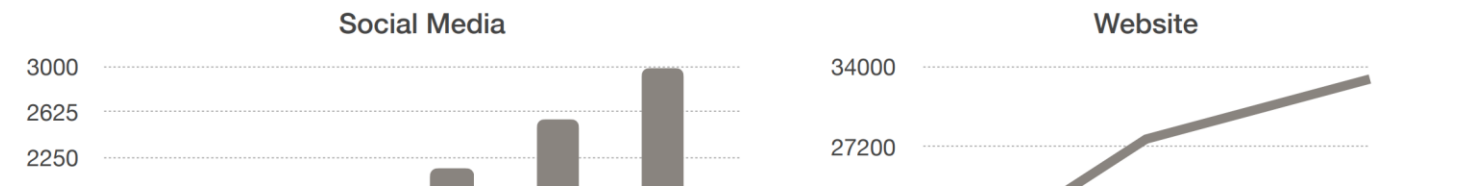
Beach Art Center - Website + Social Media - Annual Report March 2023

DESCRIPTION	3/17/17 - 3/16/18	3/17/18 - 3/16/19	3/17/19 - 3/16/20	3/17/20 - 3/16/21	3/17/21 - 3/16/22	3/17/22 - 3/16/23	CHANGE* FROM PREV YR	CHANGE* FROM BEG
WEBSITE								
Site Sessions	No data	No data	No data	15531	27825	32920	18%	112%
Unique Visitors	No data	No data	No data	7403	14206	16373	15%	121%
SOCIAL MEDIA								
Facebook Followers	1060	1506	1968	2167	2566	2977	16%	181%
Instagram Followers	355	643	914	1046	1178	1251	6%	252%
Pin. Artists FB Group	0	0	0	120	284	553	95%	361%
(Group started by BAC)								

Site Sessions = A visit to the BAC website by any new or repeat visitor.

Unique Visitors = Visitors new to the BAC website.

% Change = (Present Value - Past Value) / Past Value



GALLERY SHOW REPORT

Submitted by Lynda Hamlet, Chairperson

The members of the Gallery Committee are pleased to report on a successful year for show and exhibits. Here is a brief look at the show data:

January Show: **FLORIDA ARTISTS GROUP (FLAG)** As part of the negotiated contract, the FLAG members paid an entry fee and guaranteed a minimum sponsorship donation of \$500.

Pieces entered: 35; # of artists: 21

Student Teacher Show

95 pieces including the instructors; # of artists: 78. Judge: Doug Land

Poetry in Motion

Pieces entered: 72; # of artists: 53

21 poets submitted work motivated by a piece of artwork in the show; Judge: Melissa Miller Nece

2022 Kids PWR Show

43 pieces entered: Each student received a certificate of participation at the Saturday afternoon reception.

Lazy, Hazy Days of Summer

Pieces entered: 48; # of artists: 29

Imaginarium

Pieces entered: 68; # of artists: 46

Judge: Heather Rippert

Holiday Fine Arts Show and Exhibit

Pieces entered: 69; # of artists: 47

Our "Calls to Artists" are reaching more people. Again, this year, we saw more artists entering one of our shows for the first time. The new relationships have resulted in new BAC memberships.

It is important to recognize Andrea Harms, BAC Operations Manager and Irene Zafferres, BAC Office Manager. They work tirelessly to help make each show and reception a success.

Special recognition to the Gallery Committee members: Gwen Corum, Gaire Distler, Rosa Fernandez, Margaret Griffin, Trisha Maher, Carol McClean, John McNamara, Pequeeta Renfroe and Sandy Ruppel.



THANK YOU FOR YOUR SERVICE!

MARK PETERMAN, NATALIE SCOTT, DIANE SCHEIDLE & HOPE WYANT

The Board of Directors wish to acknowledge your service on the Beach Art Center’s Board of Directors.
Your dedication and commitment have made a positive difference!
And we Thank You!



THANK YOU TO OUR PATRON MEMBERSHIP HOLDERS

**ADRIAN & PATRICIA THOMAS
TOM & BARB (PARKER) HESLIP
GARY & LINDA HANSEN
RON & REBECCA SACRA**



**THANK YOU FOR 30 YEARS OF SHARING YOUR CREATIVE TALENTS!
WILL MISS YOU!**

CHARLOTTE DIGENNARO

