

Board of Directors 2024 Annual Report to Membership



MARCH 22, 2024
BEACH ART CENTER
1515 Bay Palm Boulevard,
Indian Rocks Beach, Florida

Reflections of 2023

Barbara Parker-Heslip, President –

This will be my final year sharing reflections as your Board President. Thank you for allowing me to serve as your president the past 6 years. I have had the opportunity to work alongside an amazing group of people. Likeminded individuals who saw a need and stepped forward to help rebuild the art center. The Beach Art Center's (BAC) greatest strengths in 2018, and remains true today, have been a dedicated board of directors, active membership, staff, and a generous community. Much has happened over the years, and we have all worked hard. As a result, the BAC has achieved a level of stability that did not exist in 2018 when we were faced with the unthinkable... *lights out and doors closed*. We avoided the unimaginable then, but today is really no different because for a small non-profit business like ours... the work to maintain financial stability never stops and it is so important that we do survive.

The Beach Art Center offers an essential service to the community... the creative arts bring people together and improve the lives of individuals every day. I know this is true, both at a professional level from my work as a recreational therapist as well as my personal experience as an artist. Art is not just about creating – it's about rejuvenation, self-discovery and finding one's place in the world. For many the BAC serves as a safe haven to express themselves, foster creativity, and cultivate invaluable skills that will shape their futures.

It's true the BAC is in the business of changing lives!

I was talking to a group of people about our Annual Gala and inviting them to purchase tickets to attend. I'm happy to report that my sells skills were on point and tickets were sold. But that's not all... a gentleman walked up to me and shared that while he could not attend the gala, he would like to donate to the BAC because his family "loved he BAC" and that his son Mitchell had attended our summer kids camp over the years and that's where his career started. My friend Daryl Frahn tells the story best...

"At ten years old, Michell discovered his passion for storytelling at Creative Kids Camp. Engaging in the art of "Claymation" he crafted clay figures, animating characters and filmed the action. This creation ignited a lifelong love for culture's most powerful media art form – Film. Now Mitchell is pursuing a Broadcast Journalism degree at Florida Atlantic University, eager to further his journey in the world of film."



I'm happy to report that in 2023 we have successfully recovered from the setbacks caused by COVID. We continue to exceed in most key performance areas... adult class enrollment is up; kids camp numbers reached an all-time high and membership is growing. Our educational programming is prospering, we're running more classes than in years past, attracting new students, and engaging talented nationally and internationally celebrated instructors. We continued to seek new revenue streams and have been working with a consultant to identify new opportunities for growth by expanding our reach to engage all in our surrounding communities.



EDUCATION & PROGRAM DEVELOPMENT

Submitted by: Linda Keene, Chairperson

Success continues! As we successfully bounced back from the challenges created by the pandemic, which include more options for on-line learning, we are pleased to report that our enrollment in classes continues to grow monthly as we compare the previous year.

Geographically the Beach Art Center is in an area rich with educational opportunities, and we have significant competition but despite that we have been very successful in retaining and gaining students.

We have 10% increase in revenue from the previous year. Net after costs, which includes teachers' fees, credit card fees, acuity and camp supplies is a 44% margin which is excellent.

We continue our mission to maximize the use of the Beach Art Center by offering classes mornings, afternoons, and evenings. We continue to expand our course offerings outside of the visual arts.

We have developed a successful camp model and continue to refine it based on collected data. We are expanding youth programming hoping to offer a creative outlet to area youth.



2024 Goals

Educational programs are a primary source of earned revenue for the art center. This year include moving educational programming from a volunteer position to a staff duty. We will be exploring models of service delivery used by other art centers. For example, offering classes in 6-week blocks. The advantage is a stable income and class enrollment for the set period which benefits both the instructor and the art center. We will be working to identify underserved consumers in our service deliver area and exploring ways to offer programs and activities to meet their identified needs. For example, taking art classes and programs to locations more convent for them to access.

CREATIVE KIDS PROGRAMMING

Andrea Harms



In September 2023 we launched a new "Creative Kids" program to our line-up of offerings to further expand our art community and reach young families. Creative Kids Classes are designed to spark the imagination and develop artistic skills while having fun and meeting new friends. Our first two classes in September 2023 introduced 20 children to the new program. Classes are scheduled on Saturdays and Sundays a couple of times per month and are designed for 1st-8th graders. A teen program is also being explored.

Summer Camp 2023 was a huge success once again with the help of our amazing camp instructors and volunteers. Our team worked hard to put together 14 half-day art camps and 3 clay camps over 7 weeks in June and July. The Beach Art Center served 163 students from all over the Tampa Bay area, including 43 campers from Largo, 37 from Seminole, 26 from Indian Rocks Beach, 13 from Clearwater, and 13 from St Pete and Tampa. (We had a few out of state students too!) Roughly half of our students were able to attend the program on scholarship thanks to our friends at Creative Pinellas and the National Endowment for the Arts.



This year we incorporated our annual "KID PWR" Gallery Show into our Camp program, allowing campers to submit their favorite pieces of art or clay work into the show. Pieces were hung on the wall and displayed on pedestals with the artist's name and their grade. A KID PWR Gallery Show Reception and Party was held for all Campers and their families at the end of Camp. It was well attended, and all enjoyed lunch and ice cream provided by local sponsors. Each Camper was presented with a participation certificate and had their picture taken with their artwork.



FINANCIALS

Submitted: Sam Schulhof, Treasurer

The Gulf Beach Art Center, Inc.

Statement of Activity (vs Prior Year)

October 2022 - September 2023

	TOTAL	
	OCT 2022 - SEP 2023	OCT 2021 - SEP 2022 (PP)
Revenue		
Building Rental Income	4,225.00	2,405.00
Classes, Camp, Workshop Income	151,039.55	147,397.05
Donations Income	19,217.00	44,052.60
Gallery Show Income	9,350.20	5,910.00
Gift Shop Sales	10,705.05	5,238.81
Grant Income	5,818.00	
Major Events Income	55,963.04	58,205.97
Membership Fees	23,570.00	5,925.00
Pottery Shop Sales (Clay)	3,682.00	1,719.00
Unclassified Income	3,252.93	0.00
Total Revenue	\$286,822.77	\$270,853.43
Cost of Goods Sold		
Classes, Camp, Workshop Expense	77,837.16	79,989.55
Creative Arts Camp Expenses	1,808.74	
Donations Expenses	1,685.67	2,343.80
Gallery Show Expenses	5,136.05	2,430.17
Gift Shop Expenses	5,050.22	1,524.44
Major Events Expenses	6,955.05	5,679.45
Merchant Fee	6,885.48	
Miscellaneous Expense		574.31
Pottery Room Expense	4,918.29	5,174.34
Total Cost of Goods Sold	\$110,276.66	\$97,716.06
GROSS PROFIT	\$176,546.11	\$173,137.37
Expenditures		
6000 Accounting/CPA	5,050.00	3,100.00
6015 BAC Marketing	1,980.12	8,645.29
6020 Bank Service Charges	2.82	
6160 Licenses and Permits	100.00	
6200 Insurance Expense	21,537.05	14,263.84
6210 Office Supplies & Expense	3,708.54	4,678.50
6220 Payroll Expenses	83,377.51	52,573.47
6280 Professional Fees / Services	4,230.00	320.00
6285 Repairs & Maintenance	6,122.85	5,220.13
6285.1 Lawn Service	900.00	900.00
6285.2 Cleaning service	9,082.95	6,990.00
6285.4 gallery lights		24.85
6285.5 Pest Control	930.00	1,510.00
6285.6 Electrical Repairs		1,334.00
6285.7 A/C repair		346.68
6285.8 Building repairs	183.64	1,731.37
6285.9 Plumbing repairs	531.37	321.61
Total 6285 Repairs & Maintenance	17,750.81	18,378.64

	TOTAL	
	OCT 2022 - SEP 2023	OCT 2021 - SEP 2022 (PP)
6289 Computer	1,305.67	1,270.45
6299 Depreciation	13,046.00	9,224.00
6300 Utilities		11.02
6300.1 Electric	6,891.94	6,187.53
6300.2 Water	1,562.18	1,619.44
6300.3 Internet Expense	1,962.32	2,119.74
Total 6300 Utilities	10,416.44	9,937.73
Donation Expense		2,256.50
Dues and Subscription	149.90	
Property Tax	1,144.32	1,143.94
Sales Tax	1,203.19	1,251.47
Total Expenditures	\$165,002.37	\$127,043.83
NET OPERATING REVENUE	\$11,543.74	\$46,093.54
Other Revenue		
Dividend Income	189.06	
Interest Income	140.27	58.53
Total Other Revenue	\$329.33	\$58.53
NET OTHER REVENUE	\$329.33	\$58.53
NET REVENUE	\$11,873.07	\$46,152.07

PUBLIC RELATIONS & MARKETING

Submitted: Andrea Harms, Operations & Marketing Manager

In FY 2023-24 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.

Here are our current numbers as of February 2024:

Website Site Sessions: 31,088 visitors to our site from Feb 2023 to Feb 2024 and an impressive 14,121 unique visitors during this same time.

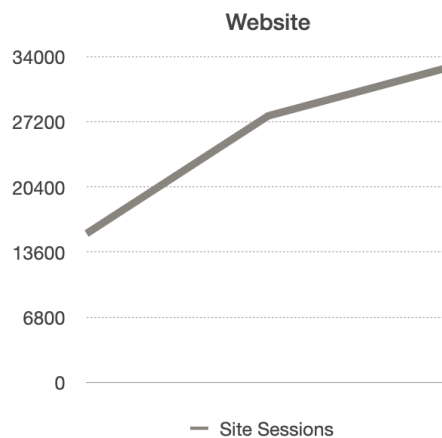
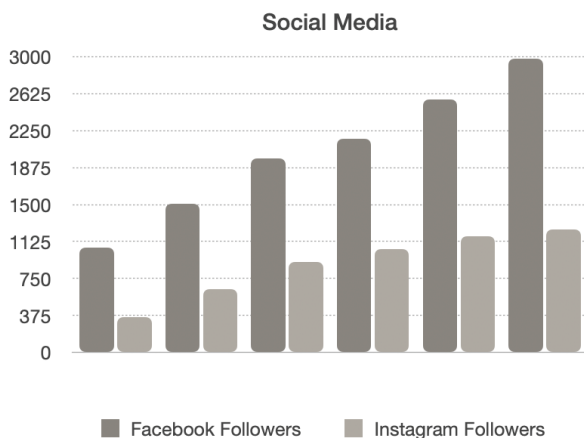
Facebook Followers are up by 11% (31,088) with almost no money spent on FB ads this year. Instagram Followers are up 7% to 1,342.

Facebook Group page “Pinellas Artists & Friends” saw a 93% increase in new members with 1,066 people as of Feb 20, up from 553 last year.

Email Newsletter communications, we have 2,771 contacts/subscribers.

Beach Art Center - Website + Social Media - Annual Report March 2024

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	2/19/23 - 2/20/24	CHANGE* FROM PREV YR	CHANGE* FROM BEG
WEBSITE									
Site Sessions	No data	No data	No data	15531	27825	32920	31088	-6%	100%
Unique Visitors	No data	No data	No data	7403	14206	16373	16128	-1%	118%
SOCIAL MEDIA									
Facebook Followers	1060	1506	1968	2167	2566	2977	3305	11%	212%
Instagram Followers	355	643	914	1046	1178	1251	1342	7%	278%
Pin. Artists FB Group (Group started by BAC)	0	0	0	120	284	553	1066	93%	788%
<small>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</small>									



GALLERY SHOWS

Submitted by Lynda Hamlett, Chairperson

The Beach Art Center Gallery Committee presented 6 adult shows in 2023. The shows for 2023 year brought in \$6,206 in sales of which 30% percent, \$1,861.80, went to the art center.

“Reflections, January 2023”: In the King Gallery we celebrated the many years of dedicated teaching and volunteer service by then retiring instructor Charlotte DiGennaro. The room was filled with works representing her early watercolor pieces and her extraordinary current mixed media work. Several pieces sold and Charlotte’s show was a great success. In the Gray Gallery artwork on display featured 48 multi-media pieces completed by 45 artists. Charlotte judged the work providing insight into what makes a painting stand out and capture the viewer’s imagination.

“Annual Student Teacher Show”: February provided an opportunity for students of all levels to display their work. The show featured 70 pieces created by students in 13 classes and taught by 9 instructors. Our judge, former BAC instructor Mary Spires, presented a Merit Ribbon for each class represented and she gave a short narrative for each winner’s piece.

“Poetry In Motion”: This show has become a favorite at the art center. We had 59 entries from 41 artists. The poets had a wide array of works to choose from. The judge, well known artist Denis Gaston, provided a wonderful, detailed explanation for each piece selected for an award.

“I’ll Read What I Want”: Our August-September show featured a large installation, and we had 25 artists enter 38 pieces.

“Be Aware of the Square”: This show was all about the shape of a square. The artists taking part met the challenge. They were asked to enter a work created on a square canvas or hung in a square frame. If that was not possible, the artist could incorporate the shape of one or more squares into the artwork. Clay/pottery artists presented works that were in the shape of a square or incorporated squares in the design of their creations. The guests at the reception selected the People Choice Award. There were 56 pieces entered by 41 artists.

“Gifted Holiday Show”: This was the largest show for the year. We had 43 artists enter 75 pieces. In this show artist who sell a piece may enter another with no additional entry fee.

Goals: The Committee continues working to create interesting opportunities which inspire artists to enter our shows. To give show participants a chance to get to know each other, artists were provided a name tag upon arrive at our receptions. At our most recent reception, we devoted time for the artists to introduce themselves and identify their work. The interaction among the artists and the guests was exciting. We saw success as in one instance, a painting was purchased and the artist and the person who bought the piece made a positive connection.

To the gallery committee members ... Gwen Corum, Gaire Distler, Rosa Fernandez, Margaret Griffin, Carol McLean, Betty Morgan, Pequeeta Renfro, Sandra Ruppel, Sally Steiner, and office staff Andrea Harms, Operations Manager and Irene Zafferes, Office Manager... we wish to say **“Thank You”** for all your help with our 2023 shows.

GIFT SHOP

Submitted by Irene Zafferes, Office Manager

The Gift Shop is back on track! After a few years of major facility issues to contend with, this year we exceeded our budget of \$8,000. In 2023 the Gift Shop net sales were \$10,705.00. We had 51 Artists who sold a total of 677 works of art! After the commission paid to the artist, the art center profit was \$4,746.00... the largest profit our little giftshop has ever achieved.

The decision to bring the management of the shop back in house has enabled us to turn over merchandise in a timely manner. Being close to the artists, their creativity and ideas has made all the difference. Whenever we have an event in house, we can quickly refresh the shop.

We strive to give all artists, both BAC members and community artists, equal access to display their wares; this has helped promote an artist's community. The Holiday Show and Gallery Show receptions have been instrumental in our growth.



2024 Goal

Our goal is to hold special gift buying and sale nights.

Stay tuned for more information.

Please come and visit us.

THANK YOU FOR YOUR SERVICE!

Thank you for your service on the Beach Art Center's Board of Directors.
Your dedication and commitment made a positive difference!

Krista Capo (2023-2024)
Kimberly DiVito (2023-2024)
Ed Hoofnagle (2018-2024)
Sally Steiner (2020-2024)
Mike Tolbert (2018-2024)

***THANK YOU TO OUR 2023
PATRON MEMBERSHIP HOLDERS***

Adrian & Patricia Thomas
Tom & Barb (Parker) Heslip
Gary & Linda Hansen
Ron & Rebecca Sacra

THANK YOU TO OUR AMAZING 2023 DONORS!

Barbara Eastbourne	The Original Crabby Bill's	City of Indian Rocks Beach
Patricia & Adrian Thomas	Creative Pinellas, Inc	Sandy Ruppel
Bank of NY Mellon	WKM Restoration Group	Mark & Lisa Davis
Valery Health Insurance	Plumlee Gulf Beach Reality	Kristin Ashbury, Greater FL Ins.
IRB Home	IRB Action 2000	Tom & Barb (Parker) Heslip
Lubke Construction	Coastal Property Group/Christies Inc.	Van Selow Design Build, LLC
Ron & Rebecca Sacra	Gary & Linda Hansen	Zen Massage & Yoga
Mike & Sheila Tolbert	Ed & Julie Hoofnagle	Violetta Chandler