



Board of Directors 2022 Annual Report to Membership



MARCH 13, 2022
BEACH ART CENTER
1515 Bay Palm Boulevard,
Indian Rocks Beach, Florida

Reflections

Barbara Parker, President –

What can we expect in 2022? Well, if our Boots & Brushes Country Gala is an indicator, we can expect an outstanding year. A year of recovery and growth in our key performance areas, classes, exhibits, facility operations and fundraising, and a Board of Directors committed to working on your behalf to meet the mission of the Beach Art Center to inspire lifelong learning, empower the individual, and engage the community of all ages in the creative arts.

As the COVID-19 pandemic ebbed and flowed, with health precautions varying month to month. We found the key to our successfully recovery was our people. The membership, volunteers, staff, and Board who gave of their time, talents, and finances to help us keep the center open and begin to thrive again. We were fortunately to have such dedicated support to implement the changes required to conduct business during a pandemic. There are examples large and small, I would like to share a few.

Our determined team who made it possible to safely stay open, Directors Diane Scheidle, and Sally Steiner, followed state and national Covid safety guidelines ensuring we changed business operations as needed. People adjusted and started to accept that the only constant was change. We adjusted to smaller class sizes, wearing masks, maintaining social distance, and doing what it took to be back together.

Likewise, as the Beach Art Center returned to a partial program of classes and exhibits the excitement of being together again and making art helped everyone keep their eye on the future. We continued to use the online platform to present classes both at the center and by ZOOM, as well as Hybrid classes which were live and online simultaneously! We have incredibly talented Instructors! And to think some were computer phobic prior to covid.

Our Gallery team led by Lynda Hamlett, Director, was thrilled when given all clear to host a modified gallery reception. We held our first reception in July 2021 with a lot of great art, but no refreshments. Our gift shop team, led by Rebecca Sacra, opened its doors with a 50% off sale managed by Irene Zafferres. It proved to be a resounding success and fortunately cleared the shop out making it easier to address our next challenge, water intrusion in the giftshop. Director Lynda Hamlett shifting her focus from gallery shows to managing the team of volunteers committee to stopping the flood of water.

Maintaining financial stability was a key focus of the Board and we were constantly exploring ways to bring in revenue. Board members continued to volunteer to run key business operations and projects. We successfully secured federal and local grants, Covid recovery grants. We participated in the Creative Pinellas Arts Catalyst grant focused on summer kids' camps. Restrictions with social gatherings made it impossible to hold our 2021 Gala which as you know is our major fundraiser. Not to be deterred Director, Linda Keene got busy and rallied forces to hold two online FUNdraisers! You may remember the great fun we all had with the online Mini-Basket Raffle!

At this time of reflection, I turn my thought to our good friend, Director, Larry Gerwig who passed in April 2021. Larry was a kind, quiet, force at the center. He drove our Capital Campaign and other facility improvement projects; he kept the building sound. Larry loved the Beach Art Center, and he was well loved by his art center family. We miss you.

Despite the constraints of the pandemic, and the loss Larry Gerwig we pulled through 2021 with many record achievements. And with the renewed Commitment of our Board of Directors, staff, instructors, amazing volunteers, and our membership 2022 looks even brighter!

Financials – Ed Hoofnagle, Treasurer
 Beach Art Center Profit and Loss Comparison
 Fiscal Years Ending 9-30 2021, 2020

NOTES

	10/1/2020 - 9/30/2021	10/1/2019 - 9/30/2020
Income		
Building Rental Income	525	2,334
Classes, Camp, Workshop Income	97,639	78,109
Donations Income	39,862	233,471
Gallery Show Income	9,225	54,426
Gift Shop Sales	9,822	7,813
Interest Income	56	305
Major Events Income		27,188
Membership Fees	5,520	10,410
Miscellaneous Income	105	
Pottery Shop Sales (Clay)	1,931	720
Total Income	164,685	414,776
Cost of Goods Sold		
Classes, Camp, Workshop Expense	53,524	38,412
Donations Expenses	287	729
Gallery Show Expenses	2,321	33,180
Gift Shop Expenses	8,073	6,480
Major Events Expenses		6,893
Miscellaneous Expense		125
Total Cost of Goods Sold	64,206	85,819
Gross Profit	100,479	328,957
Expenses		
Accounting/CPA	4,600	5,200
BAC Marketing	12,978	12,580
Licenses and Permits	200	
Insurance Expense	12,670	11,199
Office Supplies & Expense	2,514	2,335
Payroll Expenses	27,386	22,863
Pottery Room Expense	2,292	7,012
Printing Expense		390
Repairs & Maintenance	21,345	22,968
Computer	317	998
Depreciation	5,575	5,575
Utilities	7,845	7,076
Donation Expense	579	
Merchant Fee		795
Property Tax	1,144	2,336
Sales Tax	1,161	3,830
Total Expenses	100,605	105,156
Net Operating Income	-126	223,801
Net Income	-126	223,801

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Education & Program Development

Submitted: Diane Scheidle, Chairperson and Linda Keene, Programming

Heading into 2022, the BAC continues to rebuild our class schedule and attendance from the lows of the Covid pandemic. While we continue to face challenges related to the pandemic, we were able to expand our class offerings 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 grew significantly from 1,062 in 2020 to 2,559 in 2021, an increase of 140%. For the first 2 months of 2022, our class enrollment has continued to grow with total enrollment increasing from 554 in 2021 to 816 in 2022, an increase of 47% year over year. We attribute these increases not only to the recovery from the pandemic but to the expansion of our class offerings both in number and in variety.

Adult Education Programming: Continuing to rebuild our programming, our focus has been on the following:

- **Maximize the use of our studio space.** Our goal is to offer 2 daytime classes per day in each gallery in addition to pottery classes in the pottery studio. This year 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 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.
- **Expand beyond the visual arts.** We have added classes in creative writing, Ukulele, and Italian and continue to be open to other classes that could attract students who may not prefer to paint, draw, etc. We even added country line dancing classes in preparation for our country gala held on Feb 26. Thus far, these alternative classes have been very well received.
- **Offer the Online or “Zoom” option.** To keep our education programs active during the pandemic, some instructors began teaching via Zoom. The Zoom option may have been developed because of Covid, however, it has proven to be a great way to allow students to learn from home and for instructors to teach from a distance. While at this point, our instructors have returned to live teaching, the online, or “Zoom,” teaching option has stayed with us. 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.

Youth Programming: We reopened our kids camp in 2021 were pleased that most classes were filled to capacity. We took the opportunity to rethink our kids camp model and have restructured it for the 2022 summer camp program as detailed below. In addition, we hope to expand our youth programming beyond kids camp and will look to offer some classes during the school year that will draw students to the art center. We offered a holiday craft class this year which was well attended.

Creative Kids Camp Restructure.: We were excited to be able to again offer our creative kids camp program in the summer of 2021. While class sizes were still somewhat limited due to Covid, virtually every seat in the kids camp classes were filled. Given the camp popularity, we decided to restructure our kids camp program to maximize the program’s financial contribution. This restructuring involves the following:

- **Expand the number of classes offered.** Under the old camp model, we offered only one class of 12-14 students per week with two instructors for that one class. Under our new model, we will offer two classes per week with one instructor per class plus a small pottery class. This will more than double the number of kids we can accommodate in the program.
- **Reset Instructor Compensation.** We have also redone the compensation plan for instructors which will give the Beach Art Center far more potential upside for revenue while still offering instructors a fair compensation.

GIFT SHOP in 2021

Submitted by Rebecca Sacra

The past year was challenging. Besides covid restrictions, water intrusion and the discovery of mold closed the Gift Shop for several weeks. Everything had to be removed from the shop including shelving, panels for hanging artwork, cabinets, furniture, and all artworks had to be returned to the artists.

The repairs and mold mitigation took longer than expected. Lynda Hamlett was instrumental in coordinating repairs and inspections and spent many hours overseeing this work. After several weeks, the gift shop committee (Sharon Coreno, Linda Gerwig, Rebecca Sacra) with Adrian Thomas, Ron Sacra and Ed Hoofnagle reinstalled all the hardware, shelving, etc. Then artists were notified that the Gift Shop would be opening again, and new items could be submitted for sale. The response was wonderful! Once again, the Gift Shop is filled with creative, unique gifts from 42 artists including 5 new artists. There are handmade and printed greeting cards, scarves, coasters, flags, jewelry, pottery, prints and paintings in many sizes and styles.

Plans to increase the exposure of the Gift Shop that were mentioned in last year's report were attempted. For example, we tried to increase exposure and sales by adding evening shop hours. However, to our dismay, not one visitor showed up. Sales did increase in 2021 (\$9822) over 2020 (\$7813) however this is not as much as we raised before Covid. We can only hope that Covid numbers will continue to decrease, and more people will be comfortable shopping at the Beach Art Center. A Gift Shop Grand Opening Celebration in the Spring is being discussed.

GALLERY SHOW REPORT

Submitted by Lynda Hamlet, Chairperson

The members of the Gallery Committee are pleased to report a successful year for show and exhibits. Despite the continuing COVID challenges there were seven successful shows during the year 2021. Here is a brief look at the show data:

The Color of My Dreams 63 pieces entered 41 artists represented	Oh the Places I've Been 69 pieces entered 41 artists represented	Student Teacher Show 97 pieces 55 artists represented Judge: Marilyn Wasielewsky
Poetry in Motion 74 pieces entered 53 artists represented 26 poets & 40 poems Judge: Suzanne Natzke Holiday Fine Arts Show and Exhibit 90 pieces entered 52 artists represented. 7 pieces sold and replaced	2021 Kids PWR Show 42 pieces entered They represent home-schooled children, students from Largo High School and students from the De Paul School. We held a simple reception following the COVID guidelines at the time. Each student artist received a certificate of participation.	Just My Imagination Show (Summer show) 35 pieces entered 35 artists represented We held our first reception following the COVID. Instead of the past practice of having everyone bring a snack, individually wrapped items were purchased. As an interesting follow-up the snacks on hand after the reception have been sold at \$1.00 each generated income for the art center.

Publicity is such a powerful tool. Working with Andrea Harms, we submit each show to the local newspapers and our online sources. Our "Calls to Artists" are reaching more people. We have more artists who have not previously entered one of our shows bringing work. Many are choosing to become members of the art center.

We have also been approached by organizations The Florida Artists Group, TESA, the Acrylic Painters USA and the Florida Watercolor Society (travelling exhibit) asking if we have space in our calendar for their artists to bring in an exhibit. These requests show the significance of our art center not just in the local community but to the broader regional audience.

