

Venice Art  
Center's Board of  
Directors

Venice Art Center  
Annual Report 2011

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*Our Mission:*

*To provide cultural  
resources to the  
community and to  
encourage the knowledge  
and appreciation of  
visual art in all its forms.*

V E N I C E  
A R T  
C E N T E R

See Art.  
Feel Art.  
Create Art.





**In 2011 the Board of Directors, along with the Executive Director, worked together to continue to develop and expand our programs, community outreach and collaboration, marketing efforts, and financial stability of the Venice Art Center. Here are some of this year's highlights:**

**Membership:** The Membership Task force initiated and implemented a Membership Drive in 2011. Our current number of members is 917.

**Building:** Over the course of the year we painted the exterior of the building and made improvements to the outdoor signage. We repaired part of the roof and replaced one air conditioning unit. We replaced two kilns in the pottery studio. We replaced the hot water heater and the pump in the fountain. We painted our offices and replaced the front desk to make the workspace more functional.

**Staff:** We increased the hours for our office manager to 30hrs a week and separated the maintenance position to include two individual positions. One position is janitorial and the other is maintenance. This change in staff positions has increased the organization's productivity. We hold monthly staff meetings, which also increases efficiency, communication and morale.

**Café:** We renewed the lease with Java Café at the Arts for a second year. They have been doing catering for receptions as well as many of our fundraising events. We have also collaborated with them to create the Art and Wine Club during the months of January & February.

**Education:** During 2011 we offered 399 adult classes and six workshops, which is slightly up from 371 classes in 2010. We have added an additional 9 new instructors. We had 1882 students enrolled in classes. Adult Class income for 2011 was \$155,319.

In 2011 VAC offered a choice of 61 different children's classes for ages 4 to 18. We served 250 students under the age of 19 in 2011.

We served a total of 2132 adults and youth students in 2011.

**Volunteers:** The Art Center has a volunteer base of over 425 dedicated volunteers. We have had a volunteer training session and a volunteer appreciation party to celebrate the many contributions of our volunteers.

**Visitors:** In 2011 we welcomed 25,136 visitors to the Venice Art Center. This is an increase over 2010, in which we welcomed 16,293 visitors. This is also up from 7,924 in 2009. This is a 68% increase in visitors over the last 2 years.

**Fundraising:** This year we planned and executed several very successful fundraisers. These include the Holiday Tea, two Progressive Dinners (along with the Cultural campus partners), two nights of Art and Wine Club, Fine Arts Show, two nights of Cabaret, Chalk Festival, and the Champagne and Chopin events.



**Exhibition:** In 2011, there were 12 different exhibitions in the Pat Buster Gallery and 12 in the Selby, Altman-Vogt Salons. We have had up to 198 entries per show.

Shows for 2011 were:

- Anything That Breathes
- Paint Paradise, Paint Venice
- Fine Arts Show
- Members Only Latest and Greatest
- South County School Show
- Abstraction
- H2O
- Summer Fun Summerfest
- VAC Instructor, Staff & Board Show
- Three Dimensional Art
- Members Only Spring Show
- Wildly Abstract

**Satellite Galleries:** We have four satellite galleries with rotating exhibitions which have increased our presence and visibility in the community and promoted our members' artwork. These galleries are the Back Eddy Bistro, Jacaranda trace, Inn at the Beach and the Mitzi Volker Gallery at the Venice Theater.

**Outreach and Community Collaboration:** This year we have focused a considerable amount of our efforts on forming new relationships and partnerships with various community organizations. We have collaborated with the following groups and organizations: Venice Circus Arts Foundations, Venice Mainstreet, VABI, Venice Historical Society, All Faiths Food Bank, the Gondolier Sun, Venice Symphony, Venice Theater, Island Village Montessori, Epiphany Cathedral School, Venice area public schools, Loveland, Women's Resource Center, Venice Boys and Girls Club, South County Jazz Club, Venice Community Center, Venice Public Library, Venice Achieves, All Faiths Food Bank, Venice Chamber of Commerce, Rotary, Sertoma Club, AAUW, and more. We have coordinated and participated in many community events such as Sun Fiesta, 85th Anniversary of Venice Committee, Bowls of Hope, Venice Chalk Festival, cultural campus events, and a variety of community outreach opportunities. We have worked very hard to promote VAC and make VAC a strong community resource and presence.

**Marketing:** The website has been evolving and people can now pay for classes on line and view our new calendar. We are able to maintain and enhance the website in-house. We provide steady communication with our members though weekly email blasts.

Statement of Financial Activities	2011	2010
Revenue and Support	379,060	447,819
Expenses	392,589	412,254
Net Ordinary Income	-13,529	35,565
Depreciation	32,659	31,566
Net Income After Depreciation	-46,188	3,999
Statement of Financial Position		
Total Assets	998,376	1,028,516
Total Liabilities	9,909	9,965
Total Net assets	988,467	1,018,551
Total Liabilities and Net Assets	998376	1,028,516



**In conclusion,**

**Our Annual Report for the Venice Art Center reflects the steady strides moving our mission forward. We provide numerous cultural resources and encourage education and arts appreciation for all sectors of the community. Our mission could not be achieved without the continuous support of our members, volunteers and staff. Positive growth will continue in the up coming year with several new projects to engage our community and its resources. Thanks to our Board of Directors, staff, members and volunteers for their unending energy and enthusiasm. 2012-2013 will be a wonderful new year.**

**Sincerely,**

**Jean Trammell**

**President**

**Venice Art Center Board of Directors**



**390 Nokomis Ave. S. Venice, FL 34285**

**941-485-7136**

**[www.veniceartcenter.com](http://www.veniceartcenter.com)**