



Venice Art Center Annual Report 2009

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“The Mission of the Venice Art center is to provide cultural resources to the community and encourage the knowledge and appreciation of visual arts in all of its’forms. “

The Art Center contributes to this mission by presenting art exhibitions, lectures, demonstrations, community collaboration, and outreach and by providing hands-on instruction in classes and workshops throughout the year .

From the President of the Board

In 2009, the Board of Directors worked together to continue building a stronger Art Center. Our list of improvements is long. Please read some of the highlights below.

Member Satisfaction: An e-mail marketing campaign was implemented to keep our members and friends informed of events and activities. We also provided a suggestion box as well as conducted member surveys after each class.

Members: Every month renewal notices were mailed and we have maintained our membership base of 800-plus members.

Appearance: The Pat Buster Gallery was cleaned and painted and a concrete ramp was constructed at the back door for easy access. Landscape improvements were added, including a new irrigation timer, and the fountain was restored. In addition, the Pat and Merle Graser Library was catalogued and books were arranged by genre.

Staff and Volunteer Efficiency: An Executive Director was hired to replace our prior Administrator. The Administrative Assistant and the Volunteer Coordinator were cross trained and the two job descriptions were merged under one title to increase consistency. Extensive technology training was provided to everyone on the staff. Job descriptions for all employees, including performance evaluations, were developed and implemented. The volunteer handbook was updated to include an orientation for new volunteers and a continuing training program. Our volunteer base increased to accommodate our growing needs.

The Executive Director received additional training from Board Source and the Non-Profit Resource Center. All files were reorganized including Board of Director minutes and the financial reports. We conducted an internal financial review and improvements were made to the internal accounting controls. All of the office forms were updated and the logo added. All of the office computers were networked and protected and a back-up system was installed. We are now using QuickBooks software for non-profit reporting to its fullest potential. We successfully negotiated a new printer contract, at a lower cost. This provided the Art Center with a state-of-the-art printer so most printing is done in house. It has significantly decreased the cost of all printed materials.

Strategic Planning: The 2nd annual Board of Directors' Retreat was sponsored by Gulf Coast Community Foundation of Venice. The Board of Directors set long term goals to support the Art Center's mission. We developed and implemented Board of Directors job descriptions, committee descriptions and responsibilities, committee guidelines, a confidentiality agreement and conflict of interest agreement. The Articles of Incorporation and the Bylaws were updated. Our governance policies have been revised and implemented.

Community Access: The hours of operation were standardized to Monday through Saturday 9:00am-5:00pm. During the summer we were closed on Saturdays.

Outreach: In 2009 the Venice Art Center continued curating the Mitzi Volker Gallery inside Venice Theatre, where members exhibit their works during stage productions.

The Venice Art Center coordinated the South County Public Schools exhibition, with 17 schools participating and over 1,000 works displayed.

The Art Center was promoted at the Venice Art Festival, Macy's, Chamber of Commerce events, Third Thursday Strolls and Chef Rolf's TV program. The Art Center was also promoted through printed material distributed by the Chamber, posted in the downtown kiosk, advertised in all local, gated communities' phone directories and published on our own website, www.veniceartcenter.com.

Café: The owners of Garden Party Café did not renew their lease for 2009-10. We re-evaluated the cost by square footage, and raised the rent to be competitive with other commercial properties. The new Art Center Café opened on October 2009.

We partnered with Epiphany Cathedral School, Island Village Montessori, Venice MainStreet, and Sun Fiesta to promote our programs.

We undertook developing a new website with an updated look, which will include online interactivity to meet 21st century technology that will include online registrations, donations, membership and class fees.

Satellite Galleries: The satellite galleries were expanded to include the Back Eddy Bistro, Wells Fargo, and Jacaranda Trace as well as Inn at the Beach. Each art piece sale generates a 35 percent commission to the Art Center.

Education: During 2009 the Art Center offered 258 adult classes and four workshops, which served 1,776 students (up from 1,348 in 2008). We have added 15 new instructors. Our talented instructors continue to share their knowledge unselfishly with students.

The Art Center's children's programs offered 107 classes for ages 6 to 14 (up from 60 classes in 2008). We began a new after-school program in 2009. We served 436 students (up from 330 in 2008).

In sum, we have seen a growth in both adult and children's classes and class enrollment is up 12 percent from 2008.

Grants:

Operational grant : \$10,000

This grant was given to the Art Center by Gulf Coast Community Foundation of Venice. It is being utilized for staff training and development, website construction, advertising, and marketing.

Children's Scholarship grant: \$3,500

This grant was given to the Art Center by Gulf Coast Community Foundation of Venice. It allowed us to give out scholarships to over 47 children in the community for summer camp and the afterschool program.

A Rotary grant was awarded to the Art Center for \$700.

Staff: Our staff is professional, dedicated and works well as a committed team. Our Executive Director is moving us forward every day to achieve our vision and mission.

Volunteers: The Art Center has a strong group of able volunteers who give thousands of hours to literally keep the organization running. In 2009 we estimated that we had over 4,800 hours of volunteer service.

Visitors: In 2009, 7,924 visitors come through our doors.

Exhibition

In 2009, 12 exhibitions were presented in the Buster Gallery and 12 in the Altman, Selby and Vogt Salons.

The following exhibitions were presented in 2009:

- 3-D Show
- Fine Arts Show
- Paint Out in Paradise
- Manasota Weavers and Venetian Society of Basket Weavers Fibre Show
- Mix It Up: Members Mixed Media
- Sarasota County Public Schools Show
- Spring Exhibition
- Asian Arts Show
- Anything Goes
- Suncoast Watercolor Society
- Members Only Portrait and Figure Show
- Black and White Plus One Color

Finances

Total donations were \$19,000, with an additional \$11,000 from the annual appeal. I am pleased to report that in these tough economic times the Venice Art Center raised class prices and our class registrations are up by 12 percent. I would like to point out that in our year-end report in 2008 we were \$65,704 “in the **red**.” Due to some tough decisions by the Board of Directors (such as cutting staff hours and wages, tightening up all spending and raising prices on classes) we ended 2009 at \$27,000 “in the **black**.” These figures are after deduction and adjustments to market value in our endowment fund. We implemented numbered receipts that track all transactions and provides us strong accounting controls

	<u>2009</u>	<u>2008</u>
Income:	\$390,017	\$352,930
Expenses:	\$347,191	\$356,442
Net before depreciation:	+\$42,826	-\$3,512
Net after depreciation:	+\$27,000	-\$65,704

In conclusion,

The Venice Art Center continues to have a solid Board of Directors and Executive Director who are actively working to fulfill the Art Center's mission. We continue to work from our long-term strategic plan. Now that we have our Executive Director in place, we have plans to apply for larger grants, partner with other non-profits, and become a greater presence in our community.

It has been a rewarding experience for me to work with such a dedicated Board of Directors and Staff.

I sincerely thank each member, sponsor, donor, volunteer and staff person. Without you, we could not have achieved our goals.

I look forward to the growth and continued success of the Venice Art Center.

Sincerely,

Tonya Sauppe

President, Board of Directors

Venice Art Center Board of Directors

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