

STEAMBOAT ART MUSEUM

Executive Director Report – 5.13.2020

Attendance:

Exhibits:

- “The Art of the Quilt ” - June 26 – Sept. 6, 2020 –featuring
 - David Taylor www.davidtaylorquilts.com
 - Denise Labadie www.labadiefiberart.com (Lafayette, CO artist and teacher)
 - Jacqui Grimaldi/Madeleine Vail (local connection)
 - Education and outreach are being re-designed
 - Quilts will be installed early June, allowing for possible small group showings.

Plein Air Event:

- 2020 dates: Friday, September 18 – Friday September 25
- Events will be revised according to necessary county health regulations.
- 14 entries (4 in the past month) to date based only on ad in Plein Air Magazine. Will start a push,
- \$250 donors (Art Benefactors and more) have entry into First Choice Reception. Alternate plans being explored for distancing.
- Will be working closely with Main Street Steamboat and revised Farmers Market. Exact format of the events TBD.
- SAM received \$2,000 grant commitment from Summer Special Event Funds for expanded advertising. Will be paid after the event. City has sent out forms requesting information regarding any cancellations or revisions to the event.

Development

- **2020 Preliminary Budget approved 3/18/2020.** A worst case scenario budget is being developed – changes weekly.
- The spring appeal was scheduled for March – will be sent this week. Snail Mail to all donors since 2015 (460). Mail Chimp to whole list a week after.
- \$100,000 was deposited into SAM Endowment Account on 4/15/2020
- Betse and Sandy have been systematically reaching out to major donors – just touching base. Response has been positive and very pleased we are opening the museum.
- Helen Rehder event is currently scheduled for 8/13/2020 with artist Kim Wiggins at the Boler home in Sidney Peak Ranch, sponsored by Sidney Peak Ranch. Thank you Rod.

Facility Rental

Rental demand was strong until March 14, with contracted commitments surpassing last year’s rentals. Events are being canceled and postponed. No action is being taken yet for June/July events.

- Contract signed with OEDIT for 3 day usage during Colorado Creative Industries state conference May 13 – 16. \$1,750 – 50% deposit had been paid. Conference has been postponed. Probably moved to May 2021.

Events / Outreach:

- Helen Rehder Society – August 13
- Ekphrasis – scheduled for August 4

Marketing & PR:

- Deposit has been paid and the work on the new website has begun. David Harlan will be creating the Website. Melanie and Deb have been instrumental in this. Chris Gallion is staff person overseeing it.

Education

- Monica Verploeg hosted a ladies luncheon on Feb. 24 to raise money for the youth education fund. \$7,500 was raised and is in the special account at Alpine Bank. This will pay for our youth education program costs and allow us to develop new creative programs and educational support for exhibitions.
- Outreach had been planned to new, special groups (Casey's Pond, Autism Group, Horizon's, Partners), specifically developed around the quilt exhibition and meaning of quilts. A quilt is created out of 12 - 6" squares (paper backed) assembled into a "quilt" (18" x 24"). This can be writing, photographs, pictures, paintings, patterns, whatever is significant to the creator. These were to be displayed in the Youth Gallery, rotating through the summer. The groups outreach sessions were cancelled. As a test, the staff is all commissioned to create their own "Quarantine Quilts" from this period of sequestration which will be displayed until we have additional work. We are planning a tutorial with Dona which can be done remotely with the groups.

Workshops/talks:

- Workshops have been cancelled through Mid June.
- Denise Labadie has moved her quilt workshop to 7/29 - 8/2.
- "Stitch Meditation" weekly 2 hr. workshops with Madeleine Vail still being planned Tuesdays - July/August. bringing quilters/stitchers/sewists into the museum, create activity and interest in the museum. Exploring the distancing necessary.
- Would like to hold some talks - Dottie will be reaching out. Discussing making them a combination of small attendance and virtual.
- Joshua Bean workshop after Plein Air is still planned.
- Stephen Henry and Dennis Pendleton July workshops still planned - TBD

SAM Store: Susie has developed a FaceBook Store page. She is open by appointment and for curbside delivery. She will open as regulations allow and when she feels comfortable.

Financials:

- A \$30,000 distribution was made from the SAM Fund, received in April.
- The first annual 4.5% required distribution from the Endowment Fund (\$3,250) was made to the SAM Fund in January.
- New fund has been set up at Alpine for Youth Education Fund. \$7,735 has been transferred into it, proceeds from Monica Verploeg luncheon.
- See completed 2019 Financial Review completed from Chris Catterson.
- PPP Funded, \$21,629 has been used to date

Budget was reforecast as of 5.11.2020

Budget Notes:

Income:

- **#4000** Exhibit income - \$23,700 - \$22,700 actual income to date plus \$1,000 anticipated from sponsorship requests. No 2021 February dinner pre-sales budgeted.

- **#4005** Education & Outreach - \$14,500 - \$7,500 actual. \$6,000 possible from 2 workshops (Labadie & Bean) plus \$1,000 from lectures / ekphrasis.
- **#4006** Museum Rentals - \$1,500 – actual to date. Additional income possible if there are any events that take place.
- **#4010** Membership and Contributions - \$176,950 total: \$34,653 to date. Projection reflects membership donations \$150,950, reduction of \$38,100 / CO Gives & Donation Jar \$26,000 – reduction of \$4,500
- **#4015** Fundraising Income - \$36,050 – (\$4,600 to date from Feb. auction) reflects \$5,000 reduction in Plein Air income (painting sales?)
- **#4020** Grants - \$63,000 – Actual to date: (\$250 Sotheby's & \$17,000 City) plus \$45,000 Kettering/Berenice Gates Hopper same as '2019. Strong potential for more see Grants report.
- **#4040** Other Income: \$53,250 – 4.5% from Endowment + \$50,000 approximate PPP forgiven
- Store is budgeted for break even – will revise as the summer unfolds.
- **Total Income: 368.950 Projected vs. \$412,950 budget**

Line items that could improve

- Any art sales with quilt exhibit. Many are for sale and will be on website.
- Funding of some of the grants submitted

Line items that could deteriorate

- Total Memberships and Contributions
- Plein Air
- Workshops if everything gets cancelled

Expenses

- **#5000/5001** Exhibit Expenses - \$29,360 – reflect \$2,000 reduction in shipping costs and \$1,300 reduction in reception expenses.
- **#5005** Fundraising costs – including Plein Air costs - \$21,475 reflect \$2,000 increase for increased advertising per Chamber/City grant.
- **#5010** Education and Outreach - \$5,500 – Reflect \$7,200 less in workshop artist expenses for loss of workshops
- **#5015** Total Supplies - \$5,600 reflect \$1,000 increase in cleaning supplies
- **#5025** Contract and Professional Fees - \$21,000 – reflect \$23,500 reduction. Less accountant charges, removing Sandy St. Clair from contract to employee.
- **#5028** Wages and Benefits - \$231,567 – reflect \$4,000 reduction, no raises reflected. \$4,000 in bonuses for December for employees.
- **#5040** General & Administrative - \$10,760 – reflect decreases in continuing education and Merchant fees.
- **#5041** Computer and Equipment Expenses - \$15,200 – reflect \$1,200 increase in software
- **#5043** Building Maintenance - \$13,100 – reflects \$600 less in maintenance costs
- **#5045** Utilities - \$11,904 Savings in heat and electricity offset by increase in phone contract
- **Total Expenses - \$373,381 projected vs. \$411,810 budget Net (\$4,431)**

Grants

- Community Arts Coalition 2020 (City funds) granted \$17,000. 50% is paid, \$8,500 due in July
- Granted \$2,000 from Steamboat Chamber Special Events Funding for additional marketing money for Plein Air Event for ads on KUNC and co-op with Main Street for 5280 and Applause. Payment after conclusion of event.
- \$250 received from Sotheby's toward new Website
- \$7,500 written to CCI for COVID relief fund – no notification to date
- \$1,000 being written to YVEA/Operation Round-Up for Website (5/15 deadline)
- YVCF new guidelines allow for applications to be made for operating – we will submit for operations.
- Grants being written to WESTAF for COVID Relief, El Pomar for grant cycle eligibility .

We are developing the operating contingency plan as mentioned last board meeting, to include:

- Actions required to respond to an extended closure of the museum – to be developed
- Store is open by appointment – all County regulations are being observed.
- The opening of the Museum is scheduled for June 26. The operation guidelines will strictly follow the County guidelines. These are constantly being revised. Short-term lodging opens June 1. June 15 – 20 may bring new guidelines.
 - Staffing –
 - Because of PPP, all staff has been paid at maximum hours for their jobs. Sandy St.Clair was brought back as an employee from contract which she moved to in September.
 - No PTO has been used during PPP period.
 - Future possible reduction of hours is a possibility.
 - Full pay during PPP has compensated for lack of raises.
 - Flexing expenses
 - Identify options - TBD
 - Worst Case Budget Scenario - #1 (pre Appeal mailing) attached as of 5.11.2020