

STEAMBOAT ART MUSEUM
Executive Director Report – 7.21.2020

Attendance: YTD: 2020: 4,033 2019: 8,673

Exhibits: YTD: 2020: 750 2019: 4,291

- **“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)
- **Four Directions – Common Paths” Whitcomb, Smith, Oberg, Young**
***Friendship, Inspiration, and Craft - A Thirty Year Connection* 12/4/2020 – 4/10/2021**
 - Very strong interest in this exhibition from national magazines.
 - Seth Hopkins (Booth Museum of Western Art) has written a wonderful supporting article.
 - Group will be coming up in August to visit and put together final plans

Plein Air Event: All events are subject to change!!!!

- 2020 dates: Friday, September 18 – Friday September 25
- 15 Artists have signed up to date – e-mail has just been sent to all participating artists from the last 2 years to announce that the event will take place.
- Quick Draw at the Farmers Market will be same format as last year.
- \$2,500 commitment from Alpine Mountain Ranch to underwrite the Sunset Reception and Sale on Wednesday, 9/23/2020. Will be same format, \$40 ticket for reception. Each artist will have a painting for sale.
- Opening receptions and sale (“First Choice” and general public) are being revised to handle social distancing requirements. Format TBD.
- \$250 donors (Art Benefactors and more) have entry into First Choice Reception.
- We 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. Marketing plan is being revised.

Development

- Betse and Sandy have been systematically reaching out to major donors – just touching base and inviting into the museum at closed hours. Betse is reaching out to Helen Rehder Society to schedule private tours.
- \$10,000 Board Challenge Grant has been launched.
- Helen Rehder event **was** scheduled for 8/13/2020 with artist Kim Wiggins. Now, New Mexico is on lock down for leaving and re-entering the state. We are re-imagining the event, whether totally virtual or hybrid. Kim has given us permission to use his video links, including his talk at the Autry for any way we would like.

Facility Rental – all rentals cancelled for 2020. Although there has been some interest from non-profits, they are turning to virtual events.

Events / Outreach:

- Helen Rehder Society –We are working on a possible virtual event.
- Ekphrasis – working with Off The Beaten Path, Steamboat Magazine, Writers Group. Rescheduling for very first days of September. Possible hybrid event, or totally virtual.

Facility: The roof unit for the store air conditioner is being replaced this week. **Cost \$5,300.** A freon leak that cannot be repaired without disassembling the old unit requires a new unit. The store unit has been a problem for the past several years.

Marketing & PR:

- Website structure has been completed and we have started to move content. Chris has been totally focused on this task.
- Puzzle of the Week campaign is an amusing success and creative way to advertise events and exhibitions. Puzzles are now on the website. Getting 27% open rate.
- Monthly newsletter getting 30% open rate.

Education

- Youth museum visits are scheduled: Kids Kabin pre-school which includes a scavenger hunt and in studio hands on quilt project.
- Dona continues to reach out with virtual projects for Yampa Valley Autism Group, Casey's Pond, Partners...

Workshops/talks:

- All workshops that would have been held inside the museum have been cancelled. Plein Air Workshops are taking place with very enthusiastic participants.
- Stephen Henry Plein Air Workshop was held July 10,11,12 with 5 people.
- Dennis Pendleton Plein Air Workshop will take place July 24 – 26.
- Joshua Bean (Plein Air Judge) workshop scheduled Sept 26 – 28.
- Staff will be brainstorming on possible safe events to bring people into the museum.

SAM Store: To date – the store is showing an approximate \$24,000 loss due to closure. Summer sales are strong. \$8,000 gross for June (surpassed 2019 June), on track to meet \$16,000 gross sales for July. Sales are very strong with consignment inventory – Susie is spending much less on purchased inventory. Store payroll is reduced from 2019– Susie is only Store employee as of April because Mona left town. The Store has only 1 returning volunteer – museum staff is assisting Susie. The store is very important flagship bringing people into the museum.

Grants \$9,250 additional grant commitments since May.

- Community Arts Coalition 2020 (City funds) granted \$17,000. 50% is paid, \$8,500 due in July (not received to date).
- 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. Use of funds has not been determined.
- \$250 received from Sotheby's toward new Website
- \$7,500 granted from CCI for COVID relief fund. (Not received to date)
- \$1,500 received from YVEA/Operation Round-Up for Website
- \$5,000 submitted to YVCF for operations.
- \$15,000 COVID relief request from Colorado Endowment for Humanities denied.
- Being written: El Pomar. Berenice Gates Hopper, Kettering

Policies and Guidelines: With the organization at its current stage of maturity, we are focusing on completing the needed documents for policies and best-practices guidelines. In 2019, collections policy was completed. The Museum Code of Ethics will be the next document to be completed. First step is to subscribe to the American Alliance of Museums Code of Ethics (attached). SAM will then individualize their own Code of Ethics.

Financials:**Current Bank balances: 7/20/2020**

Store: \$11,105 plus \$1,900 in payables

Museum: \$19,055 plus \$13,000 in net receivables

Capital Acct: \$17,048

PPP: \$36,690

Education Fund: \$ 7,735

Budget was reforecast and approved as of 5/13/2020. I continually work on reforecasting the budget, based on changes in income and expenses. With the launch of the challenge and new “push” for artists for Plein Air event, within the month, we will have a much more accurate estimate of the potential budget. See notes below for possible changes from approved May budget.

- PPP Funds use forgiveness period was extended to the end of the year. All \$60,000 will be spent and forgiven.

Line items that could improve from May reforecast

- #4000 Any art sales with quilt exhibit.
- #4012 Donations
- #4020 Grants
- Store Income. Reduction of extra employee could create a break even or better income.
- #4005 Workshop and Outreach income

Line items that could deteriorate from May reforecast

- **#5043 - Building maintenance: Installation of new air conditioner for store. \$5,300**
- #4012 - Total Memberships and Contributions
- #4016 - Plein Air/ Total fundraising events
- Store income
- #5041 - Increased Computer, software and equipment costs to meet virtual demand
- #5025 - Increased Contract and Professional Fees to meet the need for talented digital managers.