

# Venice Art Center Inc



## SUMMARY

### Mission

The objective of the Venice Art Center shall be to provide cultural resources to the community and to encourage the knowledge and appreciation of visual art in all forms.

### Contact Information

<b>Primary Address</b>	390 Nokomis Ave S Venice, FL 34285-
<b>Phone</b>	941 485-7136
<b>Email</b>	info@VeniceArtCenter.Com
<b>Website</b>	www.veniceartcenter.com
<b>Facebook</b>	pages/Venice-Art-Center/159686746942

### General Information

<b>Nonprofit</b>	Venice Art Center Inc
<b>Former Names</b>	Venice Art League
<b>Tax Exempt Status</b>	Public Supported Charity
<b>Incorporation Year</b>	1967
<b>State Charitable Solicitations Permit</b>	Yes Nov 2018
<b>State Registration</b>	Yes 0

# BACKGROUND & NEEDS

## Impact Statement

## Needs Statement

1. We have outgrown our classroom space. We are launching a campaign to raise \$350,000 to build two new classrooms. With two additional classrooms, we will accommodate our ever-growing number of the students who took our 410 classes in 2014. With this addition, we can offer 100+ additional classes. Increasing our class numbers will also provide long term sustainable income to VAC. Your gift will turn our vision into reality.
2. The Venice Art Center needs assistance in completing their landscaping. The atmosphere surrounding the Center is deteriorated and in need of new low-maintenance plantings. We are in need of \$40,000 to complete our project.
3. The HVAC system: The Art Center has ten (10) aging air conditioning units, two of which are in need of immediate replacement. The income of the Art Center is heavily dependent on the comfort of individuals attending classes and cultural events and it is therefore critical that we remain capable to keep our classes and events full and students comfortable. \$13,000.00
4. Outdoor Signage: The Venice Art Center is in need of Signs on the front and back of the building identifying the Venice Art Center. We also need to convert our existing outdated kiosk sign at the entry to the building with a digital color screen to display upcoming exhibits, classes and events. This would be more visually appealing and clearer to read and view. \$24,000
5. We need assistance with children's scholarships for summer camps.

## Background Statement

The Venice Art Center is the oldest community art center on Florida's cultural coast. The Art center began with a two-day art show in 1956 and by 1958 the Venice Art Association was formed and operating. Over the next ten years the Art Center's legacy of art education for all ages was initiated and outreach programs initiated. In 1968 the Art Center constructed its first building and became the Venice Area Art League.

The Art Center continued its rapid growth in the 1970's and 1980's and our name was officially changed to the Venice Art Center. The Art Center moved into its newly expanded building in October, 1996.

## Statement from the Board Chair

The Venice Art Center began in the 1950's as a organization which brought local artists together until 1964 when it officially became a non-profit organization, Venice Art Center has always been the center of artistic activity of Venice. It is known for its wide variety of classes, art exhibits, demos and social activities. During the last few years, they have established an extensive website, an electronic newsletter and a Face book page to communicate with its members and community. New community partnerships are being formed regularly. Venice MainStreet and VAC have run the Venice Chalk Festival for the past two years. Venice Theatre provides entertainment at several of the art exhibits receptions. The Venice Art Center, Venice Community Center, Venice Library and the Historic Triangle Inn housing the city of Venice's Museum & Archives have formed a collaboration to promote the Cultural Park. Venice Area Beautification Inc. and the Venice Area Garden Club are advising the VAC on their landscaping project. We are regularly recognized as the outstanding art center in our area. The receptions for opening night draw anywhere from 300 to 400 attendees to enjoy the new exhibit and make purchases. Our gift shop has the largest offering of original artworks, unique gifts, jewelry and accessories by local artists. All of our shows have sponsors, most of who return year after year. The Art Caffé runs a small eatery on site to provide meals and snacks for artists, students, visitors and volunteer staff.

Concerts are run several times a year to showcase local musical talents, serve good food and enjoy the surrounding art displays. Venice Art Center is fortunate to have talented and dedicated volunteers that help out in so many ways. The VAC Board takes great pride in the accomplishments of the Art Center. We have come a long way, but many more opportunities keep opening up for us.

We recently revised our by-laws and policies and procedures. There is a board matrix in place to help guide our governance committee when it comes time to consider new candidates for the board. Venice Art Center is poised to continue its role as an arts leader in the Venice community. Our community is passionately interested in the arts and we will continue to serve to the best of our abilities and beyond.

## Statement from the CEO/Executive Director

The Venice Art Center's top priorities are to continually work towards our mission and to expand and cultivate our programs while maintaining the integrity of the Art Center. It is very important that the Art Center remain a major artistic resource for the Sarasota County community and to collaborate with other organizations to make art available and accessible to everyone.

The Art Center's Board of Directors consists of 10-16 members. The Art Center currently has 12 Board members, an Executive Director and five employees. We have over 425 volunteers who contributed more than 4800 hours of volunteer time last year. In addition, the Art Center has a membership base of over 1400 active members.

The Art Center offers a wide variety of well-attended classes and hosts very successful opening receptions for our 12 exhibits each year. The Art Center has added Monday, Wednesday and Saturday demonstrations and lectures on various art topics and continues to expand its exhibition opportunities. The Art Center has increased its children's program by adding many new classes and art camps.

The Art Center collaborated and formed the Venice Cultural Campus together with the Venice Library, the Venice Community Center and the Venice Museum and Archives. We have hosted and supported other nonprofit organizations in the community, including The South County Jazz Club, the Boys and Girls Club, Loveland, the Senior Friendship Center, the Women's Resource Center, Sarasota County Schools and more. The Art Center hosts two concert series, annual tea, a very well attended Summerfest and a variety of additional cultural events. The Art Center has provided many musicians, poets, artists and theater groups a venue to show and display their skills.

In conclusion, I feel very proud to be a part of an organization that is making a cultural impact on our community.

## Areas Served

FL- Sarasota

FL- Manatee

FL- Charlotte

## Service Categories

<b>Primary Organization Type</b>	Arts,Culture & Humanities
<b>Secondary Organization Type</b>	Arts,Culture & Humanities
<b>Tertiary Organization Type</b>	Arts,Culture & Humanities

# PROGRAMS

## Exhibitions

<b>Description</b>	In 2016, there were 11 different exhibitions in the Pat Buster Gallery and 11 in the Selby, Altman-Vogt Salons. We have had up to 168 entries per show. All exhibitions have free admission and an opening reception. We also host the very successful and well attended South County School Show, in which all south county public schools participate.
<b>Budget</b>	\$14,000.00
<b>Category</b>	Arts, Culture & Humanities, General/Other Visual Arts Exhibitions
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	US US US
<b>Short Term Success</b>	The short term effects are artists selling and displaying more artworks. The number of attendees to view our exhibitions consistently increases with each show. The short-term effect is that more people have the opportunity to enjoy art and culture. The effect is readily demonstrated in the smiles on people's faces as they experience creativity and enjoy art here at the Art Center.
<b>Long Term Success</b>	Exhibitions support artists by providing each with the opportunity to show and sell their work. Admission to view the artwork and attend the opening receptions is free, which fulfills our mission to make the visual arts available to everyone. The ongoing success of these programs is continuing to produce quality exhibitions. We have seen a substantial increase in attendance at our exhibitions and an increase in the number of artists entering and displaying their work. The long-term effect of this success is to create a stronger cultural community.
<b>Program Success Monitoring</b>	We measure the success of an exhibition by the number of artist's entries, number of people viewing the show and the quality of the entries. We count people who view each show and the art pieces and artists are all tracked. We have seen a large overall increase in all of these categories throughout the last 3 years.
<b>Program Success Examples</b>	One example of the success was this year's Fall Member's Show. We had 350 people attend our opening reception with over 180 pieces of art entered on display. Over the course of the exhibition, we have over 1600 additional visitors to the Art Center.

# MANAGEMENT

## CEO/Executive Director

<b>CEO/Executive Director</b>	Mary Moscatelli
<b>CEO Term Start</b>	June 2009
<b>CEO Email</b>	mary@veniceartcenter.com

### Experience

Bio: Mary Moscatelli is the Executive Director of the Venice Art Center, a position which she has held since June, 2009. Mary attended the University of Minnesota-Duluth and majored in psychology with an art minor. Her professional job experience includes 25 years of management and administrative experience. Prior to working for the Venice Art Center, Mary developed and instituted the day treatment program at the Center for Independent Living in Sarasota and Manatee County. She also facilitated the Brain Injury Support Group for Sarasota and Manatee County. Mary moved to Florida from Duluth, MN in 2006. She served as the Executive Director of Ariel View, a residential facility for mentally ill and chemically dependent individuals in Duluth, Minnesota for 12 years. Mary has over 18 years of experience working with individuals with all different disabilities and has a passion for people. In her current position as Executive Director of the Venice Art Center, Mary has demonstrated her ability to both initiate and lead projects and programs successfully. During Mary's tenure at the Venice Art Center, she has increased membership, classes offered, exhibitions, and fund raising events. She has partnered with many for profit and nonprofit organizations to help make Venice and Sarasota County a cultural destination. Mary has participated in public arts projects one of which she is extremely proud of; the Sea Venice Project. Mary has been past board president of the Community Center for the Deaf and Hard of Hearing for Sarasota County and served on boards such as I Run for Michael (IR4) and the Childbirth Collective of Northern Western Minnesota. Mary currently serves as Secretary for the nonprofit, Nicodemus Inc. and is on the Public Art Advisory Board for Venice. Mary is a certified Red Cross CPR/First Aid trainer and previously a certified Doula. To sum it up, Mary has a passion for people, art and community. She loves her city (Venice) and her Sarasota County community.

## Staff & Volunteer Statistics

<b>Full Time Staff</b>	1
<b>Part Time Staff</b>	6
<b>Staff Retention Rate %</b>	100
<b>Professional Development</b>	Yes
<b>Contractors</b>	0
<b>Volunteers</b>	325
<b>Management Reports to Board</b>	Yes
<b>CEO/Executive Director Formal Evaluation</b>	Yes
<b>Senior Management Formal Evaluation</b>	Yes
<b>NonManagement Formal Evaluation</b>	Yes

## Collaborations

This year we have focused a considerable amount of our efforts on forming new relationships and partnerships with various profit and non-profit community organizations. We have collaborated with the following groups and organizations: Venice Circus Arts Foundations, Venice MainStreet, Venice Area Beautification Inc., Venice Historical Society, Sarasota Chalk Festival in Venice, Sarasota Film Festival, Suncoast Blues Society, All Faiths Food Bank, the Venice Gondolier Sun, Venice Symphony, Venice YMCA, HarborChase of Venice, Jacaranda Trace, Venice Theatre, Sarasota County public schools, Venice Boys and Girls Club, South County Jazz

Club, Venice Community Center, City of Venice, Venice Public Library, Venice Museum & Archives, Venice Chamber of Commerce, Venice-Nokomis Rotary, Suncoast BBQ, Sertoma, Women's Sertoma Club, American Association of University Women, Gulf Coast magazine, Gulf Coast Community Foundation, the Community Foundation of Sarasota County and numerous for-profit companies. We also have coordinated and participated in many community events. We have worked very hard to promote VAC and make VAC a strong community resource and presence.

# GOVERNANCE

## Board Chair

<b>Board Chair</b>	Steve Preleski
<b>Company Affiliation</b>	attorney/educator
<b>Board Term</b>	Apr 2017 to Apr 2018
<b>Board Chair Email</b>	sgprel@gmail.com

## Board Co-Chair

<b>Board Co-Chair</b>	Dorain Hardy
<b>Company Affiliation</b>	Director for the Venice Community Center
<b>Board Term</b>	Apr 2017 to Apr 2018
<b>Board Co-Chair Email</b>	dhardy@scgov.net

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Joanna Coke	Art Instructor	Voting
Victoria Dietz	VABI	Voting
Janis Fawn	Community Volunteer	Voting
Dorian Hardy	Venice Community Center	Voting
David Joyner	Joyner Insurance	Voting
Judith Keeler	Community Volunteer	Voting
Kathy Lahner	Realator	Voting
Michele Lamond	Buisness Owner	Voting
Paul Moseley	owner: Jimco Maintenance	Voting
Steve Preleski	retired Attorney & Sarasota County teacher	Voting
Emma Kate Scovil	Marketing Director, Sharkys	Voting
Karen Sheppard	Buisness owner	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	12
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

<b>Male</b>	3
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<b>Female</b>	9
<b>Not Specified</b>	0

## Governance

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	2
<b>Board Orientation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	11
<b>Board Meeting Attendance %</b>	74
<b>Board Self-Evaluation</b>	No
<b>Written Board Selection Criteria</b>	No
<b>Percentage of Board Making Monetary Contributions</b>	100
<b>Percentage of Board Making In-Kind Contributions</b>	100
<b>Constituency Includes Client Representation</b>	Yes

## Standing Committees

Board Governance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Finance

Nominating

Executive



# FINANCIALS

## Current Financial Info

<b>Fiscal Year Begins</b>	2017
<b>Fiscal Year Ends</b>	2017
<b>Projected Revenue</b>	\$616,210.00
<b>Projected Expenses</b>	\$616,210.00
<b>Total Projected Revenue includes "in-kind" contributions/ donations</b>	
<b>Endowment Value</b>	\$40,934.00
<b>Spending Policy</b>	Percentage
<b>Spending Policy Percentage</b>	4

## Capital Campaign

**In a Capital Campaign** Yes

### **Campaign Purpose**

We are embarking on a building expansion project which will add two new classrooms and a additional bathroom to the existing building as well as replacing our damaged and aged roof.

**Campaign Goal** 350000

**Dates** July 2016 to Dec 2017

**Raised To Date** 251000 as of Oct 2017

## IRS Form 990s

2016 990 Tax Return

2015 990

Form 990

2013 990 Tax Return

2012 990 Tax return

990 Tax return 2011

2010 990 tax return

2009 990 Tax return

Form 990

## Audit/Financial Documents

2016 Audit

Audit

2014 VAC Audit

2013 Audit

2012 Audit

2011 audit

## Solvency

## Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	16.01	12.80	34.21

## Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	0%	0%	0%

## Historical Financial Review

## Revenue and Expenses

Fiscal Year	2016	2015	2014
Total Revenue	\$706,422	\$583,089	\$568,632
Total Expenses	\$680,377	\$616,713	\$551,626

## Revenue Sources

Fiscal Year	2016	2015	2014
Foundation and Corporation Contributions	\$0	\$0	\$0
Government Contributions	\$27,966	\$20,245	\$31,517
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$27,966	\$20,245	\$31,517
Individual Contributions	\$196,937	\$104,810	\$67,754
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$380,319	\$354,666	\$374,471
Investment Income, Net of Losses	\$6,873	\$11,754	\$8,592
Membership Dues	\$64,450	\$57,980	\$57,020
Special Events	\$12,359	\$32,869	\$6,703
Revenue In-Kind	\$0	\$26,365	\$0
Other	\$17,518	\$765	\$22,575

## Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	\$618,243	\$561,246	\$480,034
Administration Expense	\$55,580	\$47,736	\$70,684
Fundraising Expense	\$6,554	\$7,731	\$908
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	1.04	0.95	1.03
Program Expense/Total Expenses	91%	91%	87%
Fundraising Expense/Contributed Revenue	3%	5%	1%

## Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	\$1,157,085	\$1,132,553	\$1,157,192
Current Assets	\$319,554	\$274,855	\$427,179
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$19,959	\$21,472	\$12,487
Total Net Assets	\$1,137,126	\$1,111,081	\$1,144,705

**Top Funding Sources**

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Top Funding Source &amp; Dollar Amount</b>	Art Class Instruction \$242,368	Art Class Instruction \$234,046	Art Class Instruction \$181,030
<b>Second Highest Funding Source &amp; Dollar Amount</b>	Contributions, gifts, grants \$196,937	Gallery Sales \$83,656	Gallery Sales \$165,285
<b>Third Highest Funding Source &amp; Dollar Amount</b>	Gallery Sales \$94,027	Membership Dues \$57,980	Contributions, gifts, grants \$67,754

**Comments****Financial Comments by Foundation**

Financial information taken from IRS Form 990 and audit documents. Individual contributions include foundation and corporate support. IRS Form 990 reconciles with audited financial statements, where provided. Based on their Federal 990s, Management & General expenses for 2012 were significantly higher than what was reported on their 2011 and 2013 returns. This difference was primarily due to \$72,759 of "all other expenses" reported as Management & General Expense in 2012.

# PLANS, POLICIES & LICENSES

## Plans

<b>Fundraising Plan</b>	No
<b>Communication Plan</b>	No
<b>Strategic Plan</b>	No
<b>Strategic Plan Adopted</b>	Feb 2015
<b>Years Strategic Plan Considers</b>	2
<b>Management Succession Plan</b>	No
<b>Continuity of Operations Plan</b>	No

## Policies

<b>Organizational Policies and Procedures</b>	No
<b>Written Conflict of Interest Policy</b>	Yes
<b>Nondiscrimination Policy</b>	No
<b>Directors and Officers Insurance Policy</b>	No
<b>Whistle Blower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes

## Government Licenses

**Is your organization licensed by the Government?** No

## Planning & Policies Comments

**Planning & Policies Comments by Organization**

**Planning & Policies Comments by Foundation**