

# 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 2017
<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 We also need to convert our existing outdated kiosk sign at the entry to the building with a digital color screen to display upcoming exhibits, classes and events.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 2015, there were 11 different exhibitions in the Pat Buster Gallery and 11 in the Selby, Altman-Vogt Salons. We have had up to 198 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

## Staff & Volunteer Statistics

<b>Full Time Staff</b>	1
<b>Part Time Staff</b>	5
<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, Venice area public schools, Women's Resource Center, 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, Venice 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. The Sea Venice Project was a collaboration of over 50 sponsoring organizations.

# GOVERNANCE

## Board Chair

<b>Board Chair</b>	Paul McCullough
<b>Company Affiliation</b>	attorney/realtor
<b>Board Term</b>	Apr 2016 to Apr 2017
<b>Board Chair Email</b>	plmesq@hotmail.com

## Board Co-Chair

<b>Board Co-Chair</b>	Tim Smolarick
<b>Company Affiliation</b>	Publisher of the Venice Gondolier Sun
<b>Board Term</b>	Apr 2016 to Apr 2017
<b>Board Co-Chair Email</b>	tsmolarick@venicegondolier.com

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Joseph Dalton	Owner: Babes Plumbing	Voting
Victoria Dietz	VABI	Voting
Dorian Hardy	Venice Community Center	Voting
David Joyner	Joyner Insurance	Voting
Paul McCullough	Attorney	Voting
Paul Moseley	owner: Jimco Maintenance	Voting
Steve Preleski	retired Attorney & Sarasota County teacher	Voting
Donna Roberts	CPA	Voting
Emma Kate Scovil	Marketing Director, Sharkys	Voting
Karen Sheppard	Buisness owner	Voting
Tim Smolerick	Venice Gondolier	

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	11
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

<b>Male</b>	6
<b>Female</b>	5

**Not Specified** 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>	12
<b>Board Meeting Attendance %</b>	78
<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>	2016
<b>Fiscal Year Ends</b>	2016
<b>Projected Revenue</b>	\$486,000.00
<b>Projected Expenses</b>	\$492,000.00
<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.

**Campaign Goal** 350000

**Dates** July 2016 to Dec 2016

**Raised To Date** 63000 as of June 2016

## IRS Form 990s

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

Audit  
2014 VAC Audit  
2013 Audit  
2012 Audit  
2011 audit  
2010 Audit

## Solvency

**Short Term Solvency**



Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	12.80	34.21	24.84

#### Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

## Historical Financial Review

#### Revenue and Expenses

Fiscal Year	2015	2014	2013
Total Revenue	\$583,089	\$568,632	\$483,919
Total Expenses	\$616,713	\$551,626	\$438,138

#### Revenue Sources

Fiscal Year	2015	2014	2013
Foundation and Corporation Contributions	\$0	\$0	\$0
Government Contributions	\$20,245	\$31,517	\$30,797
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$20,245	\$31,517	\$30,797
Individual Contributions	\$104,810	\$67,754	\$80,468
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$354,666	\$374,471	\$278,581
Investment Income, Net of Losses	\$11,754	\$8,592	\$12,238
Membership Dues	\$57,980	\$57,020	\$54,820
Special Events	\$32,869	\$6,703	\$11,627
Revenue In-Kind	\$26,365	\$0	\$0
Other	\$765	\$22,575	\$15,388

#### Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$561,246	\$480,034	\$375,176
Administration Expense	\$47,736	\$70,684	\$62,270
Fundraising Expense	\$7,731	\$908	\$692
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	0.95	1.03	1.10
Program Expense/Total Expenses	91%	87%	86%
Fundraising Expense/Contributed Revenue	5%	1%	1%

#### Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$1,132,553	\$1,157,192	\$1,138,917
Current Assets	\$274,855	\$427,179	\$278,627
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$21,472	\$12,487	\$11,218
Total Net Assets	\$1,111,081	\$1,144,705	\$1,127,699

#### Top Funding Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Top Funding Source &amp; Dollar Amount</b>	Art Class Instruction \$234,046	Art Class Instruction \$181,030	Art Class Instruction \$172,724
<b>Second Highest Funding Source &amp; Dollar Amount</b>	Gallery Sales \$83,656	Gallery Sales \$165,285	Contributions, gifts, grants \$80,468
<b>Third Highest Funding Source &amp; Dollar Amount</b>	Membership Dues \$57,980	Contributions, gifts, grants \$67,754	Gallery Sales \$59,955

## 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**