

Venice Art  
Center's Board of  
Directors

Venice Art Center  
Annual Report 2010

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*Our Mission:  
To provide cultural  
resources to the  
community and to  
encourage the knowledge  
and appreciation of  
visual art in all its forms.*

V E N I C E  
A R T  
C E N T E R

See Art.  
Feel Art.  
Create Art.





In 2010, the Board of Directors, along with the Executive Director worked together to continue to develop and expand our programs, community outreach and collaboration, marketing efforts, and financial stability of the Venice Art Center. Here are some of this year's highlights:



**Membership:** We formed a committee which has initiated a Membership Drive for 2011. Our current number of members has risen to 918, which is an increase of 100 members from last year.



**Building:** Over the course of the year we painted walls and floors in the classrooms and office. We landscaped and built a concrete ramp off the back door of the building. We repaired part of the roof and replaced one air conditioner.

**Staff:** We created a new part-time position (office manager) and hired a new employee. We are much more efficient and have the ability to grow with the addition of this staff person. The Executive Director completed the nonprofit management course and many additional training sessions. The Executive Director became certified as a Red Cross CPR/First Aid trainer and will certify the employees in both. We hold monthly staff meetings, which also increases efficiency, communication and morale.

**Café:** The owners of Java Café opened a second location here at the Art Center called Java Café at the Arts. They opened in October 2010 and have been very well received.



**Education:** During 2010 we offered 371 adult classes and six workshops, which is up from 258 classes in 2009. We have added an additional 19 instructors. We served 1,884 students, which is up from 1,776 in 2009 and 1,348 in 2008. Adult Class income for 2010 was \$182,500, which is up from \$156,000 in 2009. This is an overall increase of 17% from 2009, and a 29% increase from 2008. Our talented instructors continue to share their knowledge with our students.

Our children's programs offered 117 classes for ages 4 to 18. This is up from 107 classes in 2009 and 60 classes in 2008. We started kid's night out, spring break camp, teen encounter, and Christmas camp. We served 332 students under the age of 19 in 2010.



**Volunteers:** The Art Center has a volunteer base of over 690 dedicated volunteers who contributed over 11,800 hours of service in 2010. In 2010, we have had two volunteer training sessions and a volunteer appreciation party to celebrate the contributions of our volunteers.



**Visitors:** In 2010, we welcomed 16,293 visitors to our Art Center. This is up from 7,924 on 2009. (This figure does not include the individuals who are taking classes on a daily basis).

**Audit:** This year a successful financial audit was completed by a independent accounting firm.

**Exhibition:** In 2010, there were 13 different exhibitions in the Pat Buster Gallery and 12 in the Selby, Altman-Vogt Solons. Each show consisted of between 89 to 160 entries.

Shows for 2010 were:

- 3D Show
- Mind's Eye-Three Points of View
- Paint Out in Paradise
- Members Only Landscape & Seascape
- South County Schools
- Absolute Abstract
- Fine Arts Show
- Found Objects
- Summerfest
- Anything and Everything
- Flora and Fauna
- Members Only: Show Us Your Best

**Satellite Galleries:** We have four satellite galleries with rotating exhibitions which has increased our presence and visibility the community and promoted our member's artwork. These galleries are the Back Eddy Bistro, Jacaranda trace, Inn at the Beach and the Mitzi Volker Gallery at the Venice Theater.

**Outreach and Community Collaboration:** This year we have focused a considerable amount of our efforts on forming new relationships and partnerships with various community organizations. We have collaborated with the following groups and organizations: Venice Circus Arts Foundations, Venice Mainstreet, VABI, Venice Historical Society, All Faiths Food Bank, the Gondolier Sun, Venice Symphony, Venice Theater, Island Village Montessori, Epiphany Cathedral School, Venice area public schools, Loveland, West Coast Black Theater Troupe, South County Jazz Club, Venice Community Center, Venice Public Library, Venice Chamber of Commerce, Sertoma Club, AAUW, and more. We have coordinated and participated in many community events such as Sun Fiesta, Bowls of Hope, Venice Chalk Festival, the art in downtown windows project, Holiday lights, and a variety of booths and community outreach opportunities. We have worked very hard to promote VAC and make VAC a strong community resource and presence.

**Marketing:** We created a new website from scratch. We are able to maintain and enhance the website in-house. We provide steady communication with our members though weekly email blasts. We launched a branding campaign in which we have created signs, posters, newsletters, class guides, and promotional materials in-house. We adopted a new logo which is a contemporary design, that allows us to adapt this very versatile logo to our materials.

Statement of Financial Activities	2010	2009
Revenue and Support	447,819	405,069
Expenses	412,254	347,913
Net Ordinary Income	35,565	57,156
Depreciation	31,566	31,706
Net Income After Depreciation	3,999	25,450

Statement of Financial Position	2010	2009
Total Assets	1,028,516	1,022,308
Total Liabilities	9,965	7,756
Total Net assets	1,018,551	1,014,552
Total Liabilities and Net Assets	1,028,516	1,022,308



**In conclusion...**

**As you can see from our Annual Report, the Venice Art Center is hard at work fulfilling our mission to provide cultural resources to the community and encourage the appreciation of and education in the visual arts in all of its forms. This could not be achieved without our dedicated staff, instructors, volunteers, members, sponsors, donors and the Board of Directors. Thank you all for making this a successful year!**

**We are on track for another successful year ahead. I hope to see you at many of our upcoming events this year at the Art Center.**

**Sincerely,**

**Julie Baxter**

**President**

**Board of Directors**



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