

## VISUAL ARTS CENTER

### MARGIN & MISSION IGNITION PROJECT SUMMARY

#### ABOUT US



The Visual Arts Center is a 501c3 nonprofit organization focused on the Visual Arts. We were founded in 1967 and offer art education and opportunities for artists to display, compete, market and sell their art. We are located in Punta Gorda, across from Fishermen's Village at the entrance to Punta Gorda Isles.

Our Vision is to provide everyone a place to enjoy the arts with opportunities to learn and appreciate all visual art forms. Our Mission is to inspire, explore, create and promote the visual arts.

We provide art education to all ages, 8 to 80+ through classes and workshops in fine arts, jewelry, pottery, stained glass, photography and more. We also have an extensive art library with more than 3,500 books, periodicals and DVDs. Artists exhibit and compete in three onsite art galleries offering more than 20 exhibits annually and display their art offsite in hotels, businesses and government facilities. Unique hand crafted items are featured in our gallery style art gift shop, as well as through our indoor and outdoor local and national art markets. Approximately 1/3 of all revenue received at the VAC is returned directly to local artists through instructor fees and art sales.

#### OPPORTUNITY

The Visual Arts Center was selected by the Patterson Foundation for its Margin and Mission Ignition Initiative to develop and implement earned-income plans to strengthen entrepreneurial capacity and become thrivable and sustainable for greater community impact.

We have an opportunity to put into action the first steps toward developing a long-term plan for financial stability for the Visual Arts Center. The goal is to initiate programs that can contribute to our bottom line so we are not continuously fundraising to support operating costs such as keeping the lights on, or the building operating. We are currently developing a business plan for an earned revenue project that is compatible with our mission.

The idea is to capitalize on a need of our current students and customers by opening an Art Supply Store. We currently have 22 VAC instructors teaching about 300 classes each year to about 2,500 students. The majority of instructors require students to purchase their own supplies prior to the first class from a supply list. Often, the supplies purchased are not high enough quality, are the wrong items, could not be found or are forgotten and not brought to class. Finding and purchasing supplies can be a frustrating experience, especially for beginners.



We can provide a solution for those students who value ease and convenience by offering exactly what is needed through prepackaged art supply kits for purchase, while providing an earned income opportunity for the VAC. The supply kits can be custom designed for each class and easily purchased in person, online or by phone.

Each supply kit can be personally delivered on the first day of class, and students can easily replenish individual items as needed from the on premise Art Supply Store. Our students will know that each art supply purchase supports our nonprofit mission and they make a difference with each and every dollar spent. Plus, we can enhance revenue by offering VAC logo and other retail items of interest to students, members, and VAC visitors.

### Items to Sell

- Class Supply Kits (Students)
  - Watercolor, Oil, Acrylic, Colored Pencils, Charcoal, Pottery, Jewelry, Stained Glass
- Class Focused Materials (Students)
  - Stones, Wire, Tools, Clay, Glazes, Glass
- Basic Art Supplies (Artists & Students)
  - Paper, Canvas, Brushes, Erasers, Paint, Pencils, Charcoal, Ink, Clay, Easels
- VAC Logo Items (Members, Students, & Visitors)
  - Aprons, Calendars, Cups, Glasses, Sun Visors, T-Shirts, Tote Bags, License Plate Holders, Magnets, Umbrellas, Thumb Drives, Mouse Pads
- \$1 Snack Bar (Members, Students & Visitors)
  - Sodas, Juice, Water, Coffee, Tea, Healthy Snack Packages, Cookies, Popcorn
- Under Consideration (Space Permitting)
  - Locker Rentals, Canvas Printing, Matting & Basic Frames

### Customers

- Primary Customers
  - 2,000+ Students attending 300 Classes
  - 1,000+ VAC Members
  - 30,000+ Visitors to VAC Galleries & Events
- Secondary Customers
  - General Public
  - Tourism Visitors
  - Other Art Centers
  - Artists working from Home or Independent Studios.



### Advantages

- Built-in Customer Market
- Ease & Convenience
- Value & Discount Package Pricing
- Supporting Nonprofit Mission
- Co-branding and integration into current marketing plan
- Website & Mobile Online Sales
- Integrate into existing POS and Online Sales System



**ART SUPPLY STORE CONCEPT**

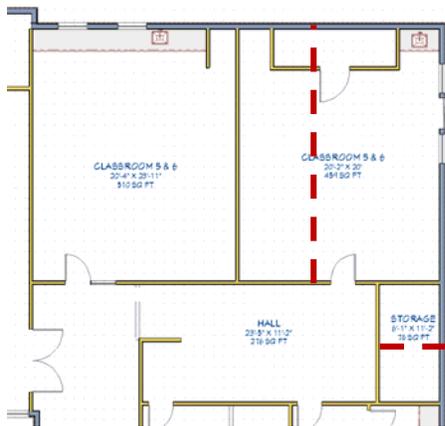
The VAC is extremely space challenged. During the season, every inch of space is used to capacity. To make the Art Supply Store a reality, we will need space for inventory display, inventory storage, a kit building counter, and an online packaging and mail center. We initially planned to add 345 sq. ft. of space by enclosing a covered porch off our main welcome area. Construction costs estimated at \$20,000 could be completed in time for a January 2019 opening.



When checking with the City for approvals, we discovered that an additional 345 sq. ft. of air conditioned space would put our 11,900 sq. ft. building over the 12,000 sq. ft. threshold and trigger the need for fire sprinklers throughout at an estimated cost of \$60,000. Our project took on a whole new cost level and forced us to rethink the plan. Instead of adding space, we considered if we could restructure our current space to accommodate the store. We decided on a plan that not only provides space for the Art Supply Store, but restructures our space more effectively and efficiently to serve us well into the future.

The challenge is that it has many moving parts with each phase dependent on the previous one to be completed before moving onto the next. Please see the diagrams below. A written explanation is also provided.

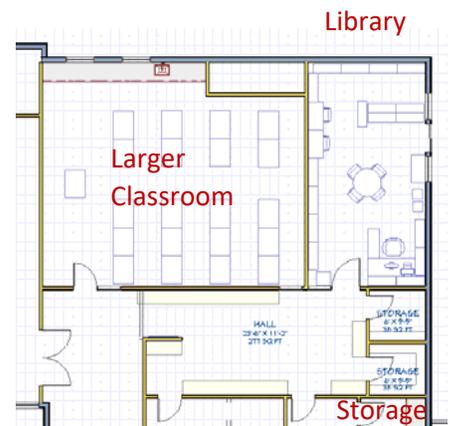
**1. Increase Storage Capacity:**



Currently, the VAC has a large classroom that is divisible into two classrooms with a movable wall. The back of one of the rooms stores excess gift shop materials as there is not any available space to accommodate the needed storage. This makes the room able to only accommodate a very small class. There is a janitorial closet outside the room (11' x 9 1/4') that can be divided into two spaces approximately 50 sq. ft. each (5 1/4' x 9 1/4'), one to accommodate janitorial supplies and one for storage. This requires building a wall, adding a lockable door, installing slat walls and relocating and building shelving.

**2. Library Relocation:**

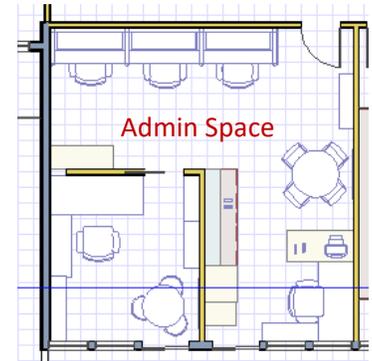
The Library currently occupies about 400 sq. ft. (20' x 20') but could fit into a more linear space without losing much book shelf space. Once the storage area has been converted into two, the materials in the back of the classroom can be moved out, the movable wall closed and 1/3 of the back section of the classroom can be converted into space for the library to move into by removing a portion of a closet, removing a sink, building an insulated wall, adding carpet, and painting the walls. After construction is complete, the movable wall can be removed and the library relocated into the new space approximately 320 sq. ft. (23' x 14') adding 6' more lineal feet of bookshelf space. The current shelving, furniture and fixtures should work in the new space, and the large table currently in the library will be replaced with a



smaller conference table with 4 chairs that will be purchased. The remaining classroom on the other side of the will be larger, more functional and accommodate more students.

3. Administrative Offices:

The administrative offices currently occupy about 400 sq. ft. and can be located across the hallway into the former library which is identical in size. Construction will require building two walls to create one office plus the purchase of three workstations, some cabinetry, and a small table with 4 chairs for meeting space. Once the library is relocated, the administrative offices can move.



4. Art Supply Store:

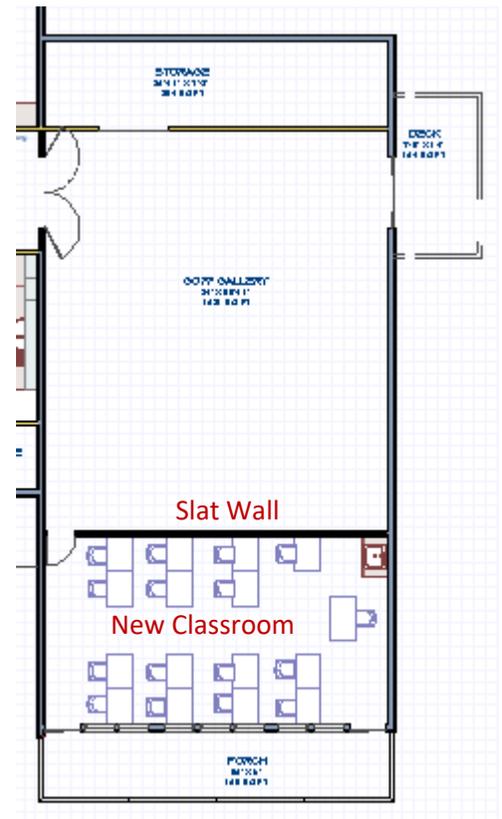


The former 400 sq. ft. administrative offices can accommodate the Art Supply Store. The existing wall can be extended across the room to create back-office space for the Art Supply Store, the online packaging and mail center, and with construction of an additional window, view can be added to the wall for convenient access to the Art Supply Store and Gift Shop Area enhancing management efficiency for both. After the VAC closes for the Christmas Holiday, the wall between the current gift shop and the newly build Art Supply Store back office and storage area can be torn

down, opening the space to the gift shop and welcome area to create approximately 200 sq. ft. of inventory display area, 50 sq. ft. of inventory storage area, and 150 sq. ft. of back office with a mailing and postal counter.

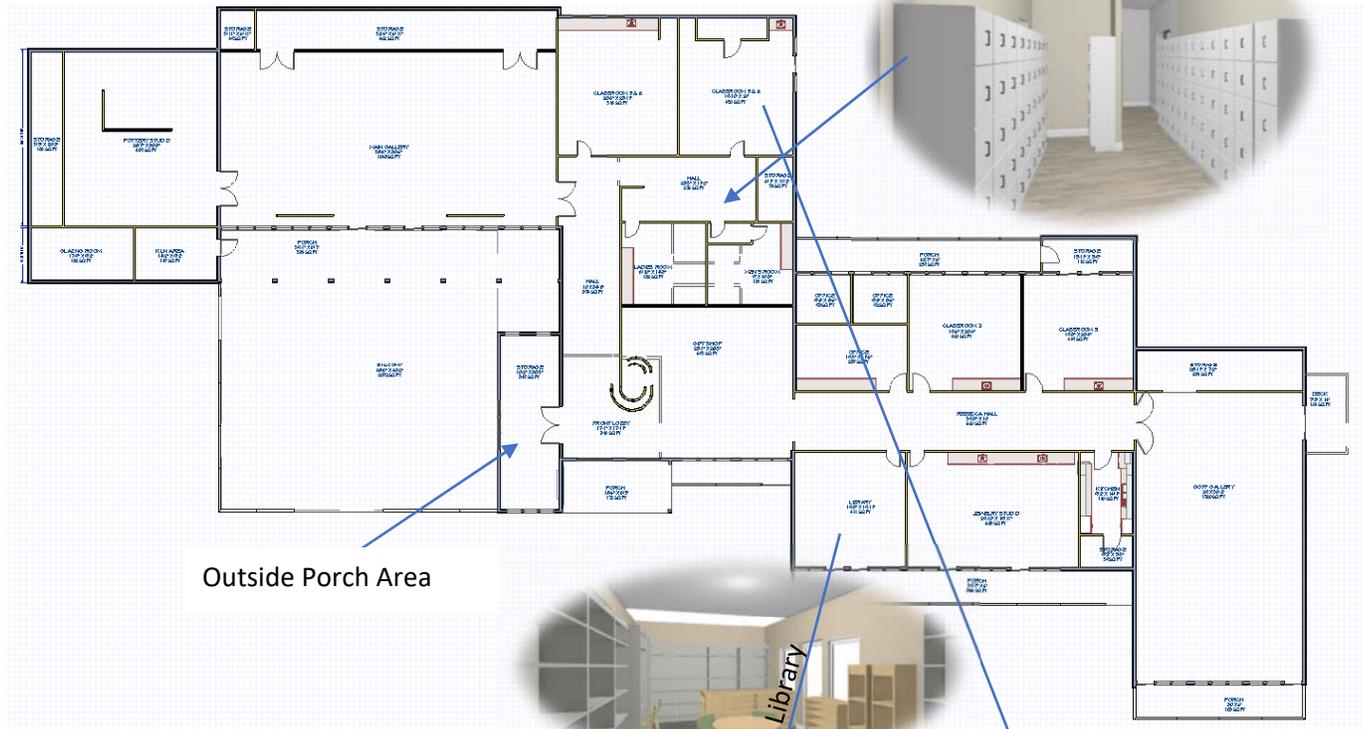
5. Classroom Space:

The classroom space displaced from the library relocation can be added to the rear 15' of Goff Gallery without losing any exhibit display space by building a wall across the rear of the gallery with 30' of slat walls for exhibit hanging. A portable sink will provide water for the new classroom. The classroom will be larger and more functional than the displaced classroom.



Overall, the improvements provide adequate space for the Art Supply Store inventory display area, inventory storage, back office area, packaging, mailing and shipping center, kit supply work area, plus improves administrative access to the front retail areas, more workstations for additional staff, a conference table for small meetings, and a library with additional book shelf space.

**Existing Space with Outside Porch Area Identified:**



**Proposed Internal Restructured Space:**



<b>Cost Summary</b>							<b>Direct Store Costs</b>
<b>Total Project</b>							
	<i>Staff</i>	<i>Contractors</i>	<i>Material</i>	<i>Suppliers</i>	<i>Total</i>		
<b>Construction</b>							
Storage Area	500	-	1,500	-	2,000		
Library	800	3,400	4,800	-	9,000		
Admin Area	450	1,900	2,800	5,850	11,000		
Art Store Area	1,800	2,700	4,500	7,000	16,000	16,000	
Classroom Area	500	2,500	3,000	6,000	12,000		
Locker Area	<u>300</u>	<u>700</u>	<u>-</u>	<u>10,500</u>	<u>11,500</u>	<u>11,500</u>	
	4,350	11,200	16,600	29,350	61,500	27,500	
Without Staff Time					57,150		
<b>Art Supply Store</b>							
Furniture & Fixtures	2,000	-	-	9,000	11,000	11,000	
Inventory	4,000	-	-	20,000	24,000	24,000	
Start-up Staffing	23,000	-	-	1,500	24,500	24,500	
Start-up Marketing	<u>500</u>	<u>-</u>	<u>-</u>	<u>5,000</u>	<u>5,500</u>	<u>5,500</u>	
	29,500	-	-	35,500	65,000	65,000	
<b>TOTALS</b>	<b>33,850</b>	<b>11,200</b>	<b>16,600</b>	<b>64,850</b>	<b>126,500</b>	<b>92,500</b>	
<b>Total Funds to Raise</b>					<b>125,000</b>	<b>90,000</b>	
<b>Less Funds for Art Supply Store</b>					<b><u>(90,000)</u></b>		
<b>Funds for Other Construction to Accommodate Art Supply Store</b>					<b>35,000</b>		