

SARANAC LAKE ARTWORKS 2016

Organization background

- ArtWorks began in 2008, establishing a professional membership at \$150/year and a supporting membership of \$25/year.
- The professional fees would be devoted to group advertising.
- Professional membership has ranged from around 30 to 50 a year and includes individual artists, galleries, businesses, and not-for-profit organizations.
- In 2015 the professional membership fee was increased to \$175 for galleries and they were given priority on the home page of the website and in our advertising.
- Supporting membership has always been much smaller (10-30/year), mainly since no one really put much time into recruiting supporting memberships among the community.
- In 2013 a Business Sponsor program was established to seek major contributions from local businesses interested in supporting the arts. This has ranged from 13 to 16 per year at \$150-\$500.
- The Business Sponsor funds were divided up and given to the ArtWorks events organizers with the intent that they would not request any further donations from these businesses.
- Approximately \$54,000 has been collected in membership fees over the 9 years ArtWorks has existed and the majority of that money went into advertising to promote Saranac Lake as an “arts destination”.
- Approximately \$10,000 was contributed over the past 4 years by our Business Sponsors.
- ArtWorks has held meetings every month, sometimes several a month during a busy time, since November 2008. All our meeting notes are available on our website at: <http://saranaclakeartworks.com/meetings.htm>
- By-laws were established, but a lack of interest in positions of leadership resulted in the organization basically being run by a Steering Committee that consisted of whoever attended the monthly meetings. By-laws are on our website at: http://saranaclakeartworks.com/ArtWorks_Bylaws.pdf
- ArtWorks has never been formally organized.

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ArtWorks Activities

Artists At Work Studio Tour

| YEAR | Art Sales | Artists | Visitors |
|--------------------|-----------------------|---------------------|-------------------------------|
| 2009 SH + DL | \$3800 | 36 | 1345 |
| 2010 SH + DL NYSCA | \$9004 | 40 | 1612 |
| 2011 SH + DL NYSCA | \$4326 | 36 | 1290 |
| 2012 SH + DL NYSCA | \$6000 | 80 | 1200 |
| 2013 CW + DL NYSCA | ? | 40 | ? |
| 2014 CW NYSCA | July & Sept Tours | mandatory workshops | ? |
| 2015 SH - no grant | 3 Last Saturday Tours | 12-20/each tour | some did well, others did not |

Studio Tour has potential to be very productive but is lacking leadership and organization in recent years. It's important to keep accurate records and get evaluation forms, attendance and sales results from artists. With more advertising, it could be very successful.

Plein Air Festival

| YEAR | Art Sales | Artists | Donations to Arts Orgs | Show Visitors |
|---------------|-----------|------------|--|--|
| 2009 - 3 days | ? | 27 | \$1000/1000 - SLYA | 100-150 |
| 2010 - 4 days | ? | 34 | \$1275/1275 - Blu | 250-300 |
| 2011 | \$8600 | 40 | \$2500+/2400 - HSL | 250 - 300 |
| 2012 | \$10,070 | 56 | \$3000+/2500 - Pendragon | 300-400 |
| 2013 | \$16,820 | 75 | -\$4200- SLAW | ? |
| 2014 | \$15,800 | 82 | \$4803/1000 - SLCS Arts | ? |
| 2015 - 5 days | \$20,405 | 55 limited | \$3920 1/2 to artists \$1000 to SLCS Arts | Preview Party 300-400 Show & Sale 300-400 |

- The artists make money from their individual sales. In 2015, 35 out of 55 artists sold paintings.
- local artists keep it local
- visiting artists spend money on meals, lodging and gas while participating
- visiting buyers also spend money on meals, lodging and gas.
- In the 7 years of the Plein Air Festival, the Silent Auction has generated **\$11,175** for local arts related not-for-profits.

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Saranac Lake Art Galleries

- **Adirondack Artists Guild** - In business since 1997. Approximately 5000+ visitors per year. All artists are local, and 70 – 80% of sales go back directly to artists. The remainder supports the business. (Past 3 years: about \$47-57,000/year with \$37-4700 in sales tax collected each year.) Benefit Show each year - donates approximately \$2000 to a local not-for-profit each year.
- **NorthWind Fine Arts** – In business since 2011. Similar to Guild (70 – 85% to artists)
- **Mark Kurtz Studio** - professional & fine art photographer
- **Piece by Piece Quilt Gallery** - fabrics, classes, quilt displays
- **The Pink House Gallery** - just opened in 2015, classes, workshops, & exhibits
- **Small Fortune Studio** - always at work; prime location
- **BluSeed Studios** - since 2001; exhibits (local & guest artists), live performances, open mics, classes, workshops, artists-in-residence, juried shows, kids programs
- **Pendragon** - over 30 years of live theatrical performances! Live music, gallery in lobby, kids programming and summer camp
- **Cape Air** - new in 2015 - ArtWorks member work on display in office; receptions
- **VIC** - monthly art exhibits
- **Adirondack Carousel** - a work of art in itself (many local artists worked on animals and paintings); exhibit /workshop space available
- **Bookman Designs/Moose Maple Books** - new in 2015 - rustic furniture & accessories
- **Lake Placid Center for the Arts** - joined in 2015 - joint promotion of exhibits and events; new Main St Store reaches an expanded audience; promotes ArtWorks events & businesses
- Art in public places: hospital, Chamber office, restaurants, etc.

Summer Art Walks

- Four events each summer season (June, July, August, September)
- Venues: 20+/event (Tim would have more accurate records)
- Donations from businesses: \$900 (for season)
- Artists participating: 40/event (including gallery members?, library shows?, etc.?)
- Stipend for performers: 4 locations x \$50 = \$200/event
- One paid coordinator: \$800 (for season)
- Attendees: 500-1000+/event

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Hobofest - free, 1-day outdoor music event featuring local and visiting performers; run by ArtWorks members

Adirondack Regional Art Trail

- ArtWorks Idea - a digital art trail to identify and promote all the artists and craftspeople throughout the Adirondacks; approached ANCA about applying for NCREDC funding; partnership of ANCA, TAUNY, BluSeed, and ArtWorks
- ANCA developed and is hosting website; 2015-16 marketing and promotion; <http://northguide.org/arttrail>

Community/Regional Involvement

- Represented Saranac Lake at Glens Falls Adirondack Living Show in 2009
- Saranac Lake Area Chamber of Commerce Board Member
 - o Provide art for cover of Visitors Guide
 - o Art images, text, full page ads in VG
- Rep on Tourism Council - working with ROOST
- Rep on Downtown Advisory Committee
- Communications with other Adirondack Arts Centers - VIEW, St Law Co Arts Council, Plattsburgh/Strand Theatre, etc.
- Involvement with VIC/Paul Smith's College & North Country CC
- ArtWorks named 2013 "Business of the Year" by Chamber
- Representation at Farmers Market (limited)
- Rep on Pendragon Project
- Partnered with Village on several grant opportunities

Advertising - about 90% of annual membership dues (\$125-175/member) goes towards group marketing & advertising. Print, online, and brochures. It is believed advertising the number of artists, galleries, and events is what makes Saranac Lake attractive. ArtWorks has been promoting Saranac Lake as an "arts destination".

See: <http://saranaclakeartworks.com/ads.htm> for a sampling of 2015 ads

Brochures - 10,000 brochures were printed in 2015 and distributed throughout the Adk Park.

Website: Over 114,000 visitors in 2014, directing visitors to member websites & events

- Definitely needs a professional redesign to make use of more contemporary web options and to make it 100% mobile compatible
- Needs professional SEO optimization.