

**Mission**

*The Cannon Beach Arts Association supports, funds, and enhances the arts and artists in Cannon Beach and the region through education, events, and exhibits.*

**Vision**

*The Cannon Beach Arts Association has a passion to support local arts and artists, and we will collaborate and involve all residents to provide integration of the arts to build our community.*

The Cannon Beach Arts Association is a 501(c)3 nonprofit organization founded in 1986 with the intention of enhancing the vitality of the arts in Cannon Beach and the surrounding area. The CBAA continues to fulfill this goal today by bringing a wide variety of programs to members of our community and to visitors to our part of the Pacific Northwest coast. CBAA programs also provide opportunities for over 200 artists each year.

Cannon Beach Arts Association (CBAA) is an important arts resource on the Oregon coast. CBAA has been involved in supporting art and artists in the region since 1986 and has identified several priorities including stimulating interest in the arts; nurturing talent and furthering engagement; and supporting artist careers.

The Cannon Beach Gallery is CBAA's flagship program. The gallery exhibition program is essential to underpinning many of the board's aspirations in developing increased educational and outreach activities. CBAA has a membership of 150 members, consisting of both artists and patrons. The gallery maintains a separate mailing list of over 600 artists who have exhibited or submitted work to the gallery in recent years. We hold three open-submission, juried shows yearly. Within the gallery there is a small retail area providing an additional outlet for locally made jewelry, fine crafts and original printmaking. Many of the gallery volunteers are accomplished artists, and frequently display their work on the gallery's Volunteer Artist Wall.

CBAA commission new artwork by Cannon Beach artists through its Individual Artists Grant program. The 2016 Grant has been awarded to a local visual artist, Drea Frost, who will be creating a new body of work, which will be featured in the 2017 program. Another popular program is the CBAA's weeklong program of art classes in July, tutored by Oregon artists, offered to both children and adults. The Summer Intern program provides young artists and aspiring art professionals with important gallery and project experience.

**CBAA Objectives:**

* Operate the Cannon Beach Gallery to provide a venue for diverse arts in the community.
* Provide Cannon Beach with an annual schedule of programs in the arts for children and adults.
* Provide financial resources for individual artists to complete projects that are shared with the community.

**Programs, Past and Present**

* Gallery
* Summer Concerts in the Park
* Children’s Summer Art Camp
* Individual Artist Grant
* Chamber Music Series
* High School Scholarships
* Support of Art Programming in Schools
* Events

**Demographics**

Cannon Beach has a year-round population of 1,700 and Clatsop County has a population of 40,000. Tourism brings an estimated 750,000 annual visitors to the city (Cannon Beach Chamber of Commerce). Over the course of the season visitors from all over the world visit Cannon Beach. Most out of town visitors are from the Portland and Seattle metro areas, and reflect the diversity of those cities.

The gallery has 100 daily visitors during the peak summer months and 30 daily visitors in the winter. The gallery attracts many return visitors who have established a sense of connection to the location, but there are also a high proportion of new visitors every year. A 2005 audience survey showed that 65% of gallery visitors were Oregon residents, 24% being from Cannon Beach.

Data analyzed in previous strategic planning efforts indicate that most residents in Cannon Beach earn less than $25K per year, and are primarily tourism and service workers, while this data is outdated the income gap has likely grown in that time-period, most Cannon Beach residents fall within the 55-64 age group. Clatsop County's ethnic majority (86%) is non-Hispanic white. Hispanic or Latino is the largest minority group, recorded at just over 8%. Anecdotal data from the Hispanic Council in Astoria suggests that this is closer to 25%-30%.

Staff: The CBAA staff includes a Program Director, an Art Camp Director, an Art Camp Assistant, and a summer intern.

Board - The Board consists of nine members with terms of three years, with no more than two consecutive terms. There are four elected officers, including a President, Vice President, Secretary, and Treasurer.

Gallery Committee: The Gallery Committee members consist of Barbara Temple-Ayres, Janet Bland, Don Frank, Susie Simon and Dmitri Swain, with additional advisors, Liza Jones, Susan Walsh, Kathleen Ryan and Ireta Sitts Graube.

Art Camp Director

Art Camp Assistant

 Contract position

 January to August

Board POC

Program Director

Program Director

Gallery

Art Camp

Individual

Artist Grant

Arts In

Education

Scholarships

Summer

Intern

Gallery Committee Volunteers

Gallery Docents

Art Camp Instructors

 Contract positions

Summer Intern

 Staff position

 Mid-Jun to Mid- Sept

 12 weeks

20 hours/week

CBAA Programs

Board POC

Program Director

Program Director

**Board**

Governance

Strategic Planning

HR Management

Payroll

W2/1099s/Taxes

**Program Director**

Program Data & Records Oversight

Membership & Artist List Maintenance

Mail & Email lists

Bookkeeping

Funding

Marketing

Membership

Fundraisers

Sponsorships

Grants

 Community

 TAF

 Program

Advertising

Publications

Website

Social Media

Press Releases

Hotel Partnerships

Gallery Group Rep

Organization

Board and

Program Director

Program Director

Program Director

CBAA Admin

**Programs**

Workshops: CBAA started the workshop program in 2016 and has offered between 3 and 8 workshops monthly. These workshops host between 3 and 10 students with costs ranging from $45 to $100. Cost of the workshops include materials and classes include journal making, painting, encaustic, and drawing.

Gallery:

The exhibition represents the diversity of artistic production in Oregon. The program was developed to allow mid-career artists opportunities to exhibit their work through our juried exhibitions. The program also provides small group and solo shows. The program aims to show a balance of media with focus on quality. The shows represent fine art and craft, giving each the same critical scrutiny. The exhibition program is the cornerstone to the organization's delivery of its mission to support and enhance the arts and artists in Cannon Beach and the region through education, events, and exhibits.

The planned 2017 exhibitions offer opportunities to experience excellent visual art, while supporting local artists and the broader coast art community. The Cannon Beach Gallery is unique as the town's only nonprofit gallery. The gallery promotes artists by sending press releases to over a dozen different outlets, providing information on social media, and direct mailing our member base. We also host a website that provides artist information and a calendar of events.

Grant funding, memberships, and donations allow CBAA to present the planned exhibitions. This funding provides paid staff time required to ensure the quality of curation, display, interpretation and documentation. It supports the production of engaging content, for gallery print and electronic supporting material, promotional releases, social media and blogs as well as shipping.

Art Camp: The CBAA currently presents a weeklong program of art classes in July, tutored by local artists, offering an introduction to the arts through participation. The development of an annual program of events connected to the exhibitions is underway and includes artist talks, studio and gallery tours, and workshops.

**2016/17 Jurors:**

* Henk Pander
* Compendium of Beasts
* Janet Bland - Plein Air
* Martha Lee
* Esther Moberg

**2016 Artists:**

* Henk Pander
* Jo Hamilton
* Jef Gunn
* Joan Stuart Ross
* Michael Southern
* Paul Miller
* Liza Jones
* Dmitri Swain
* Susan Walsh
* Jani Hoberg
* Bryn Harding
* Frank Boyden
* Heidi Preuss Grew
* Jackie Hurlbert
* Wesley Anderegg
* Mark Andres

**2016 Exhibits**

* From Life: 27 February – 26, Reception: Saturday, 27 February, 5 -- 7Pm Henk Pander
* Jo Hamilton: 2 April -- 1 May, Reception: Saturday, 2 April, 5 -- 7pm, Jo Hamilton
* A Compendium of Beasts: 6 May -- 5 June, Reception: Saturday, 7 May, 5 -- 7pm, Juried
* Landscape as Perception: 11 June – 10, Reception: Saturday, 11 June, 6 -- 8pm
* Oregon Printmaking: 16 July – 28, Reception: Saturday, 16 July, 6 -- 8pm Paul Miller, Liza Jones, Dmitri Swain, Susan Walsh, Jani Hoberg, Bryn Harding and Frank Boyden
* Narrative Ceramic Sculpture: 3 September – 16, Reception: Saturday, 3 September, 6 -- 8pm, Heidi Preuss Grew, Jackie Hurlbert, Wesley Anderegg,
* Mark Andres: 22 October -- 27 Reception: Saturday, 22 October, 5 -- 7pm
* 30th Annual Miniatures Show: 3 December -- 8 Reception: Saturday, 3 December, 5 -- 7pm

**2017 Exhibits**

* Angela Purviance: Exhibition Dates: January 14th – February 15th.
* Contemporary Portraiture: Exhibition Dates: February 15 – March 26, 2017.
* Drea Frost: Exhibition Dates: April 1– April 30, 2017.
* Frame of Reference: Exhibition Dates: May 5 – June 13
* Landscapes: Exhibition Dates: June 17 – July 16
* 12 X 12 Annual Fundraiser: Exhibition Dates: July 22 – August 20
* Diane Kingzett, Time Will Tell: Exhibition Dates: August 26 – September 30
* Baskets: Exhibition Dates: October 7 – November 14
* Miniatures: Exhibition Dates: November 18 – December 16

Art Camp: Our main youth program is the annual Summer Art Camp. All tutors, classroom assistants and volunteers undergo a police background check. Classes and lunch period are sufficiently supervised with a student/adult ratio of 1:7 for lunch and 1:5 for classes. The art camp is held in the community church and the CBAA has insurance for offsite activities.

Scholarships – 4 per year valued at $200 each to local high school students to spend on art supplies, this should be paired with in-kind donations of art supplies from local art stores.

Artist Grant – One annual grant selected by committee members, process facilitated by program director.

**Potential and Current Partners**

* Lightbox Photographic Gallery in Astoria
* New Charter School
* Public Schools
* Russo Lee Gallery
* City of Cannon Beach
* City of Seaside
* Manzanita, Nehalem, Wheeler
* Gallery Group
* Tolovana Arts
* Parks and Rec
* NCLC
* LNCT
* Hoffman Center
* Cannon Beach Historical Society
* Library
* Coaster Theater
* Cannon Beach Book Store
* Clatsop Community College
* Cloud and Leaf Book Store

**General Marketing Suggestions**

* Develop brand consistency with Gallery and Association
* Develop partnership opportunities with Tolovana Arts Colony
* Improve partnerships with Art Supply Stores, cobrand with donors
* Increase mentions of sponsors, donors, and grantors
* Use high quality paper for communications
* Develop graphic standard for printed materials
* Utilize branded emails for online communications

**Marketing Strategy**

* **Social Media**
	+ Instagram - Promote monthly exhibits by sharing images of the artwork, show announcement, and tag artist page if appropriate (weekly posts)
	+ Facebook – Promote exhibits and events by creating events, liking the artist page, sharing posts to volunteers and friends, sharing images, posting newsletters and other materials, and following the community (twice weekly posts, paid promotion of events)
	+ Twitter – Share and retweet arts related stories, post newsletter and show announcements (biweekly posts)
* Print
	+ Newspaper – press releases regarding shows and workshops
	+ Gallery Guides – annual calendar posted
	+ Magazines – events posted to travel and arts magazines
* Radio
	+ KMUN
		- artist interviews on Arts and Culture Talk with Carol
		- monthly underwriting of show
		- calendar reading of events
	+ KTIL
		- Paid advertising of fundraising events
		- Interviews on Tillamook Today
	+ Podcast – discussions with artists posted on website
* Direct Mail
	+ Postcards – show announcements to members and former members
	+ Standups – rack card show announcements to hotels
* Word of Mouth
	+ Program Director attends other gallery events
	+ Board of Directors attend community events
	+ Board and staff teach community arts courses
* Website
	+ Wordpress – allow for registering for workshop and volunteering through SignUp link
	+ Etsy – Post all art work on Etsy, this will require significant resources
	+ Square – allows for customer interaction and tracking

**Fundraising Strategy**

* Memberships – Little Green Light tracking and Constant Contact or Mail Chimp Newsletter communications
* Donation
	+ Find a good system for allowing for online donations
	+ Thank all donors with annual letter
	+ Allow for tiered donation system with gifts
		- $35 – Friend: Thank you letter, $20 discount per workshop, 10% discount on purchases, 10% increase in commissioned work.
		- $55 – Family: Same as Friend, benefits entire family.
		- $100-199: Same as Friend, journal and pen set as thank you.
		- $200-$500: Same as Friend, artwork (print) as thank you
		- $500-$1000: Same as Friend, artwork (print) as thank you and named show sponsor if available (lottery)
		- $1000+: Same as Friend, artwork (print) as thank you, named show, thanked at annual gala, gift certificate to Newman’s.
* Sponsorship
	+ Business sponsors for shows (all named on sponsor page)
		- $250 – Shared sponsor rights of show which includes name on printed show material along with other shared sponsor.
		- $500 – Sponsor rights of show which includes name and logo on printed show materials and website link for the month of the show.
		- $1000 – Sponsor rights of show including name and logo on printed show materials, annual gala materials, and website link for year.
	+ Sponsoring an artist
		- $200 – Sponsor a high school student, match used to purchase art supplies
		- $500 – Sponsor art grant recipient, mentioned in art grant recipient show and printed materials, website link for month of show.
* Auction - Auction off artwork that hasn’t sold within a year