

Welcome

The Arts Council's State incorporation date is November 25, 2008. The Arts Council adopted its bylaws on February 11, 2009. Our official non-profit status issuance date is August 18, 2009. Our fiscal year runs from July 1 to June 30. And so, today, in the convoluted evolution of legal moveable feasts, we're three!

We've been taking "baby steps," growing and learning, and we've made much progress. The credit goes not only to wise minds who lend their expertise on our board and advisory board, but also to input from our supporters and like-minded arts advocates.

We're fortunate to have many patrons who believe in this nascent concept of a regional approach to arts advocacy.

We thank our funders:

PNC Bank, and Glenn Kinard, in particular
The EDA of Fredericksburg, and its JumpstArt! initiative
The Virginia Commission for the Arts
The National Endowment for the Arts
The Gordon C. Willis Charitable Trust



Individual members and organizational memberships for their ongoing financial support and advocacy for the arts.

We thank, in particular, the Fredericksburg Area Museum and Cultural Center for its ongoing support.

We also thank, in particular, the Fredericksburg Center for the Creative Arts, and Carrol Morgan, Curator, for graciously providing the Arts Council with a regular meeting place for our board.



WHO WE ARE

The mission of the Council is to advance the arts and cultural life of the central Rappahannock region by supporting and strengthening the region's arts and cultural organizations, and its arts and cultural offerings, for the benefit of all its citizens.

The goals of the Council, in fulfilling its mission, are

1. To establish and sustain communication and cooperation among arts and cultural organizations in the region;
2. To strengthen member organizations in delivering services and programs to their membership and to the region at large;
3. To promote quality arts and cultural activities by building public awareness and a positive image for arts and culture;
4. To support outreach efforts and activities that make quality arts and cultural experiences accessible region-wide;
5. To contribute to regional economic development and long-range planning as a regional unified voice for the arts and culture.

2011-2012 BOARD & ADVISORY BOARD

Carolyn Van Der Jagt, *President*
Kathryn R. Willis, *Vice President and Recording Secretary*
Linda Monner, *Corresponding Secretary and Membership Chair*
Anne Betz, *Treasurer*

DIRECTORS

Nancy Fahy
Sue Henderson
Judy Laxague
Carrol Morgan
Ana Rendich
Linda Silk
Sviland
Carl Thor
Joyce Thor

ADVISORY BOARD

Harvey Gold
Dana Herlong
Johnny Johnson
Debby Klein
Susan Landess
Scott Lyons

Highlights OF 2011-2012 FISCAL YEAR 2011-'12 ACCOMPLISHMENTS

From the Arts Council's annual meeting in June 2011, two major directives for our fiscal year emerged: 1) increase organizational efficiency and 2) expand and develop the Council's website directory, arts-along-the-river.org. Additional activities focused on strengthening the organization, launching an online newsletter, and participating in arts-focused activities.

Following is a summary of the accomplishments in satisfying these directives.

ORGANIZATIONAL EFFICIENCY

- Established online bill-pay through PNC for issuing checks
- Secured a Visa credit card linked to our checking account for streamlining purchasing
- Cut monthly expenses
 - Renegotiated service agreement with Verizon
 - Began sharing office space and expenses with Rappahannock Youth Symphony (Sept. 2011)
- Verified and expanded database for web-based communications list
- Synchronized e-mail distribution list for newsletter distribution with the database
- Updated and standardized treasurer's reports for profit and loss statements
- Decided to postpone other projects (Sustainability workshops, for example) in favor of total focus on developing the website.

WEBSITE EXPANSION

- Rebranded the Arts Council's online presence under *Arts Along The River*, a clearer descriptive of mission and service area
- Completed initial year-long work with Creative Color, Inc.
- Assumed internal responsibility for design and content of website using a Wordpress platform and Trumba Corporation database for the Calendars and Directories
- Created an Arts Along the Rappahannock River Facebook page
- Secured URL(historyandart.org) for future sites linked to the Council's site, anticipating the cultural tourism initiative (Come for the History, Stay for the Arts)
- Designed architecture of site for easy link to related sites (artist's blogs, webpages, other newsletters, arts promotion and tourism sites, etc.)
- Designed architecture of site with scalability in focus (expanded regional coverage, additional information, calendar that could link to other online calendars, etc.)
- Considerably expanded categories, number of entries, and search engine tools
- Projected management of site to include professional design and consultation.

Board and Internal

BOARD CHANGES:

Since 2011, several Board Members completed their terms: Charlie Booth, Harvey Gold, Dana Herlong, Susan Landess Debby Klein, and Di Thompson—all of whom gave invaluable service in the creation and early days of the Council. We are grateful that several continue to serve on the Arts Council's Advisory Board.

We welcomed new board members:

- Anne Betz, VP of BB&T Bank, and active community volunteer
- Nancy Fahy, Realtor, real estate Associate Broker, and fan of the arts
- Sue Henderson, artist, arts advocate, and arts management professional
- Ana Rendich, artist and member of Art First
- Linda Silk Sviland, graphic designer, artist, and arts advocate
- Joyce Thor, co-owner JarrettThor Galleries of Colonial Beach
- Carl Thor, co-owner JarrettThor Galleries; member, Colonial Beach Artists Guild

A complete listing and bios of current board members and advisory board members is available on our website.

FISCAL STABILITY:

- Our balance in June 2011 was \$6,783.47
- Our balance in June 2012 is \$12,746.10

EXPANDED SERVICE AREA

We amended our bylaws to include Westmoreland County and the arts-rich Colonial Beach area; we include a "downriver" dropdown menu on our website to project the Arts Council's eventual inclusion of Tappahannock, Kilmarnock, and other cities and towns throughout the Northern Neck.

REASSESSMENT

In October, we completed a workshop/SWOT analysis, to orient new board members to the Arts Council and to focus on priorities for the 2011-'12 year. From this workshop, we narrowed our focus for the year on the two principle goals: efficiency/stability and the website.

External/Service

LAUNCH OF NEWSLETTER

We have now published three quarterly online newsletters of *Arts Along the River*, which informs all on the email distribution list of regional arts activities, and spotlights exceptional arts events/organizations. Of the 341 email addresses on the distribution list, we note that over 2/3rds of the addressees open the newsletter.

FISCAL SPONSORSHIP/ARTFUL DIMENSIONS FUNDS TRANSFER

In 2011, the Arts Council amended its bylaws and offered its services to the arts community to serve as fiscal agent for arts-related projects. The Council may now receive tax-deductible contributions for artists for particular projects, and fledgling arts groups seeking 501(c)(3) status, and then grant tax-deductible acknowledgment for donor contributions on behalf of the project or organization. Working with the Foundation Center, the Arts Council has created a packet of materials, available online, that explains the benefits and responsibilities of this agreement.

Artful Dimensions, Fredericksburg's three dimensional arts gallery, was the first organization to take advantage of this service, and has now been granted its 501(c)(3) status. As fulfillment of our fiscal sponsorship role, all funds collected by the Arts Council on their behalf have now been transferred to their account.

CIVIC EVENTS PARTICIPATION

- The Arts Council manned an information booth for the 4th of July Heritage Day festivities.
- The Arts Council manned an information booth for Via Colori in September, and sent 80+ invitations to regional arts groups to participate. Four groups displayed info booths: Rappahannock Youth Symphony, Fredericksburg All Ages, Rappahannock Pops Orchestra, and Strings Without Borders.

ARTSPACE SURVEY

Because of the fiscal pinch that many arts groups are experiencing, the Council decided to assess the interest of arts and cultural groups of sharing rental space and administrative costs at one location.

The Arts Council launched an informal survey to several arts groups in the region to gauge possible interest. Response to the proposal was weak. The Board decided to table the concept for the present time.

ARTS ALONG THE RIVER:

Going with the Flow

2011-12 brought new changes to the Arts Council: new board members, new strengths and visions, a concentration on web-based presence, a new look, and new services, including an online newsletter, fiscal sponsorship, and shared office facilities.

We've concentrated on strengthening foundations while planning for next steps: widening service territories, including government and tourism professionals in communications, and populating the website with a broad spectrum of the region's arts assets.

2011-12, in many ways, was a publicly quiet year, but internally, the Arts Council is the stronger for having limited its scope of tasks.

As we launch this greatly expanded website, arts-along-the-river.org, we hope to enlist everyone in the region to participate in this mutually beneficial endeavor, whose central mission is to promote, support and sustain all-things-art in this lovely place along the rivers that we call home.

TREASURER'S REPORT

ACCR Main Account

Profit & Loss

July 1, 2011 through June 18, 2012

06/18/12
Accrual Basis

	<u>Jul 1, '11 - Jun 18, 12</u>
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43410 · Corporate Contributions	6,000 .00
43450 · Individ, Business Contributions	2,000 .00
Total 43400 · Direct Public Support	<u>8,000 .00</u>
44800 · Indirect Public Support	
44830 · EDA Grant	2,450 .00
Total 44800 · Indirect Public Support	<u>2,450 .00</u>
47200 · Program Income	
47230 · Membership Dues	874.18
Total 47200 · Program Income	<u>874.18</u>
Total Income	11,324 .18
Expense	
60900 · Business Expenses	
60920 · Business Registration Fees	25.00
60930 · Business Memberships	200.00
60940 · Business Exp. Marketing Enterta	150.00
Total 60900 · Business Expenses	<u>375.00</u>
62800 · Facilities and Equipment	
62890 · Rent, Parking, Utilities	1,395 .00
Total 62800 · Facilities and Equipment	<u>1,395 .00</u>
65000 · Operations	
65020 · Postage, Mailing Service	18.90
65030 · Printing and Copying	196.28
65040 · Supplies	120.01
65050 · Telephone, Telecommunications	1,444.27
65060 · Web Services	
65061 · Web Maintenance	442.53
65062 · Web Design	750.00
Total 65060 · Web Services	<u>1,192 .53</u>
Total 65000 · Operations	2,971 .99
65100 · Other Types of Expenses	
65110 · Bank Fees	-11.60
Total 65100 · Other Types of Expenses	<u>-11.60</u>
Total Expense	<u>4,730 .39</u>
Net Ordinary Income	6,593 .79
Other Income/Expense	
Other Expense	
80000 · Ask My Accountant	0.01
Total Other Expense	<u>0.01</u>
Net Other Income	-0.01
Net Income	<u><u>6,593 .78</u></u>

06/18/12
Accrual Basis

ACCR Main Account
Balance Sheet
As of June 18, 2012

	<u>Jun 18, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
PNC-1 · ACCR - Checking	<u>12,746 .10</u>
Total Checking/Savings	<u>12,746 .10</u>
Total Current Assets	<u>12,746 .10</u>
TOTAL ASSETS	<u><u>12,746 .10</u></u>
LIABILITIES & EQUITY	
Equity	
30000 · Opening Balance Equity	2,467 .18
32000 · Unrestricted Net Assets	3,685 .14
Net Income	<u>6,593 .78</u>
Total Equity	<u>12,746 .10</u>
TOTAL LIABILITIES & EQUITY	<u><u>12,746 .10</u></u>