



# TAOS CENTER FOR THE ARTS ANNUAL REPORT 2018-2019



### FINANCIAL REPORT

The Taos Center for the Arts’ Fiscal Year is September 1 to August 31. An audited report is not required as the center’s budget is under \$500,000. A summary of the last three fiscal year financials is as follows:

	Actual: 2016 -2017	Actual: 2017 -2018	Actual 2018-2019
Income	\$452,403	\$459,140	\$486,368
Expenses *(includes COGS)	\$392,476	\$435,907	\$438,693
Net	\$59,927	\$23,233	\$47,675

The TCA’s approach to financial sustainability is through monitoring of cash flow and both short term and long-term budget and expense planning. Monthly oversight is provided by the Board of Directors, which takes an active role in the review of fundraising goals related to donors, sponsorships and grants.

Significant changes in income from fiscal 2017-2018 to fiscal 2018-2019 include a total of \$20,220 in fundraising events (one major event Evening at the Encore: A Fine Art Lottery and a smaller event) and an increase in auditorium rental income of \$8,482.

### PROPERTY, BUILDINGS AND REAL ESTATE

Andean Software has occupied the front gallery shop since February 2014. Donabe restaurant has a lease for three years for the front space and smaller space for a restaurant that opened in November 2018. Los Jardineros Garden Club of Taos continues to support the TCA’s garden and grounds through volunteer maintenance.

The Manby House and Stables Gallery continue to have a number of deferred maintenance issues, which are currently being addressed.

TCA worked with the Town of Taos to schedule the availability for rental and use of the Taos Community Auditorium during the summer season when the Town holds events in Kit Carson Park.

### TCA PRESENTS

During the Fiscal Year 2018-2019, attendance for movies and events in the Auditorium was 30,000 for films, performances and events. The TCA offered events on 330 days of the year and many of those days featured multiple events. TCA Presents includes National Theatre of London in HD, Metropolitan Opera HD Simulcasts, TCA's weekly art film series, Missoula Children's Theatre. In 2018-2019, highlights of TCA-sponsored events and collaborations included:

- Dia de Los Muertos Event (co-sponsored by Rivera Family Funeral, Mountain Home Health and Golden Willow Retreat)
- The Smithsonian's "What It Means to Be American" event
- A Reading with Ngugi wa Thiong'o
- Lights Up: A Costume Exhibition
- Stand Up: Students Respond to Bullying (with Taos Behavioral Health)
- The 1<sup>st</sup> Annual Oo-Oo-Nah Art & Cultural Center Student Art Exhibition

TCA's film series continues to be sought-after and loved among community members. TCA Film Fans hosts an informal, monthly discussion in the Encore Gallery after a Sunday matinee.

TCA Film Program 4-Year Review

Fiscal Year	Total attendance	Gross dollars	# movies per year	Avg. attend per movie
2015 - 2016	9,245	58,716	50	184
2016 - 2017	12,166	79,225	51	238
2017 - 2018	12,379	82,427	51	243
2018 -2019	10,921	70,541	53	206

**TCA EXHIBITS**

TCA Exhibits continued to be central to TCA's support of artists in the community in 2018-2019 in both the Encore Gallery and at The Historic Taos Inn. The Encore Gallery hosted 13 exhibitions; Taos Inn hosted 3 exhibitions. The Stables Gallery hosted 15 exhibitions and events. The Encore Gallery featured a number of solo shows, and it also provided space for a juried Self-Portrait show, a Members' show and other community shows. TCA continued to display works by The Taos Book Arts group in the Encore Gallery. The Stables Gallery, as well as the TCA, remains a highly sought-after space by renters Renters included 203 Fine Art, Taos Folk, Pressing On, Wholly Rags, Celebrando and others.

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## RENTALS (EVENTS)

The theater was utilized for rehearsals, performances and other events by both for-profit and nonprofit renters. 24 non-profit renters utilized the auditorium and, often, multiple days at a time. Renters vary from performance and lecture and film use, and they include notable organizations such as Taos School of Music, PASEO, Environmental Film Fest, Taos Shortz Film Festival, AMP productions, SOMOS, Pecha Kucha, Ballet Taos, Taos Opera Institute and Academy of Performing Arts among others.

## COMMUNICATIONS & MARKETING

The TCA continued to implement its new logo and concentrate on the development of a new website, launched in May 2019. The new site features a calendar that is user-friendly and also used locally by other nonprofit art organizations in an effort to collaborate with streamlined local calendaring.

A concerted and focused effort at marketing has included the following: an up-to-date calendar on the TCA website, a new branding/creative campaign in the Taos News, and moving away from a weekly ad in the Tempo. Beyond this, the TCA website/calendar content also feeds the social media channels, which include Facebook, Instagram and Twitter. Finally, timely content is shared through regular communication with the TCA News, an e-newsletter distributed on Wednesdays that reaches 1,989 subscribers.

The TCA has also expanded its reach beyond print and social media in a focused way in 2018-2019 by continuing its radio presence with KNCE and Cultural Energy. In addition, the TCA began its own radio show every other Monday, from 9am to 10am on KNCE. This highly curated radio show highlights TCA programming through compelling interviews and music with a goal toward including and developing a wider audience.

The TCA has stepped up support for renters' events through marquee, website and social media. It is TCA's position that helping our renters succeed in their projects and increasing attendance for their events is important for the greater community of Taos.

At the end of the fiscal year and looking forward, the TCA began implementing new membership and ticketing systems.

## DEVELOPMENT

### BUSINESS SPONSORS

Sponsorships for TCA programs included support from 30 businesses in 2018-2019. Sponsors received recognition in various ways depending on the level of contribution. Sponsorships from community businesses totaled \$24,000. In July, the TCA made changes to the business sponsorships' levels and benefits. In addition, in August, the TCA incorporated an option for a nonprofit sponsorship level to encourage local nonprofits to be involved and share important work they do with a wider audience.

### DONORS

Donations for the fiscal year 2018-2019 designated for general operations totaled \$81,270. There were additional restricted donations for renovations to the Stables Gallery and Manby House. These generous donations came from both anonymous and known donors and totaled \$32,864. In addition, the TCA launched an initiative, the TCA Theater Seed Fund for projects specifically connected to returning live theater and performances to the TCA; donations for that project totaled \$2487.49.

### BEQUEST

The TCA received a \$250,000 bequest from a former TCA Board Member, Christine L. Wells. Ms. Wells was a TCA Board Member for more than five years and was actively involved in projects related to TCA facilities and diversity initiatives. The TCA Board devoted significant time and effort in determining the best stewardship of this gift and decided to use part of the funds to complete the much-needed renovation of buildings within the TCA campus and to preserve the rest for a fund that would generate income needed for replacement and refurbishment of the property. This "building reserve" will provide funds in perpetuity to maintain the three buildings of the TCA Campus – Manby House, Stables Gallery, and Carriage House. This bequest will also be used to launch the TCA Legacy Community, which will encourage others who share a love for the Taos Center for the Arts to consider a gift that can assure its future.

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## TCA & MAINSTREET

The TCA requested and received a Service Contract through MainStreet in order to develop a TCA Campus Redesign. This important support enables the TCA to receive technical and professional consultation from architects affiliated with MainStreet in order to develop a campus redesign plan. The consulting is estimated at up to \$30,000 and will enable the TCA to have a professional plan from which it will be able to acquire grant funding for the implementation of the plan. The TCA Redesign Committee is expected to meet regularly through 2019-2020 with a plan developed by spring 2020.

## BOARD

The TCA's Board continues to be an extremely active, engaged and involved entity. Its' very active participation in the day-to-day work of TCA, in fundraisers, membership and donor cultivation are essential to the financial sustainability of the TCA.

## MEMBERSHIP

TCA held its fourth annual Membership Drive in October 2018. During the drive, 190 people joined or renewed (which was just short of the goal of 200). Of that 190, 141 were renewals and 49 were new members. The drive generated \$18,075; \$6,680 were memberships and \$11,395 were donations in excess of set membership amounts (for example, from President's Circle and other higher membership levels). The TCA is currently holding its annual membership drive this month (October 10-24).

## FUNDRAISERS

Evening at the Encore: A Fine Art Lottery generated \$16, 294.

## GRANTS RECEIVED IN FISCAL YEAR 2018-2019

1. Taos Community Foundation; \$10,000
2. New Mexico Arts: \$6018
3. Taos County Lodger's Tax Funding: \$3257.13
4. U.S. Bank: \$1500
5. Nusenda Foundation: \$1500
6. Betty Thom Foster Fund (through TCF): \$1500
7. Nancy Ann Mellen Foundation: \$1500

## STAFF

TCA's core full-time staff remained at 4 employees. TCA added a part-time position dedicated to Marketing and continues to employ part-time Tech/Projectionist Staff for the Theater. Staff is supported by a team of theater volunteers who work at the box office, concession and as ushers. In addition, TCA events are also supported by separate groups of volunteers, managed by the TCA Board.

## STRATEGIC PLANNING 2019

On August 19, 2019, TCA's Board and staff met to develop a strategic plan for Fiscal year 2020 and a long-range plan for five years into the future. Our goals for both short- and long-term growth include the following themes: Collaboration, Diversity & Inclusion (to include Board, Staffing and Compensation), TCA Campus, and Financial Sustainability.