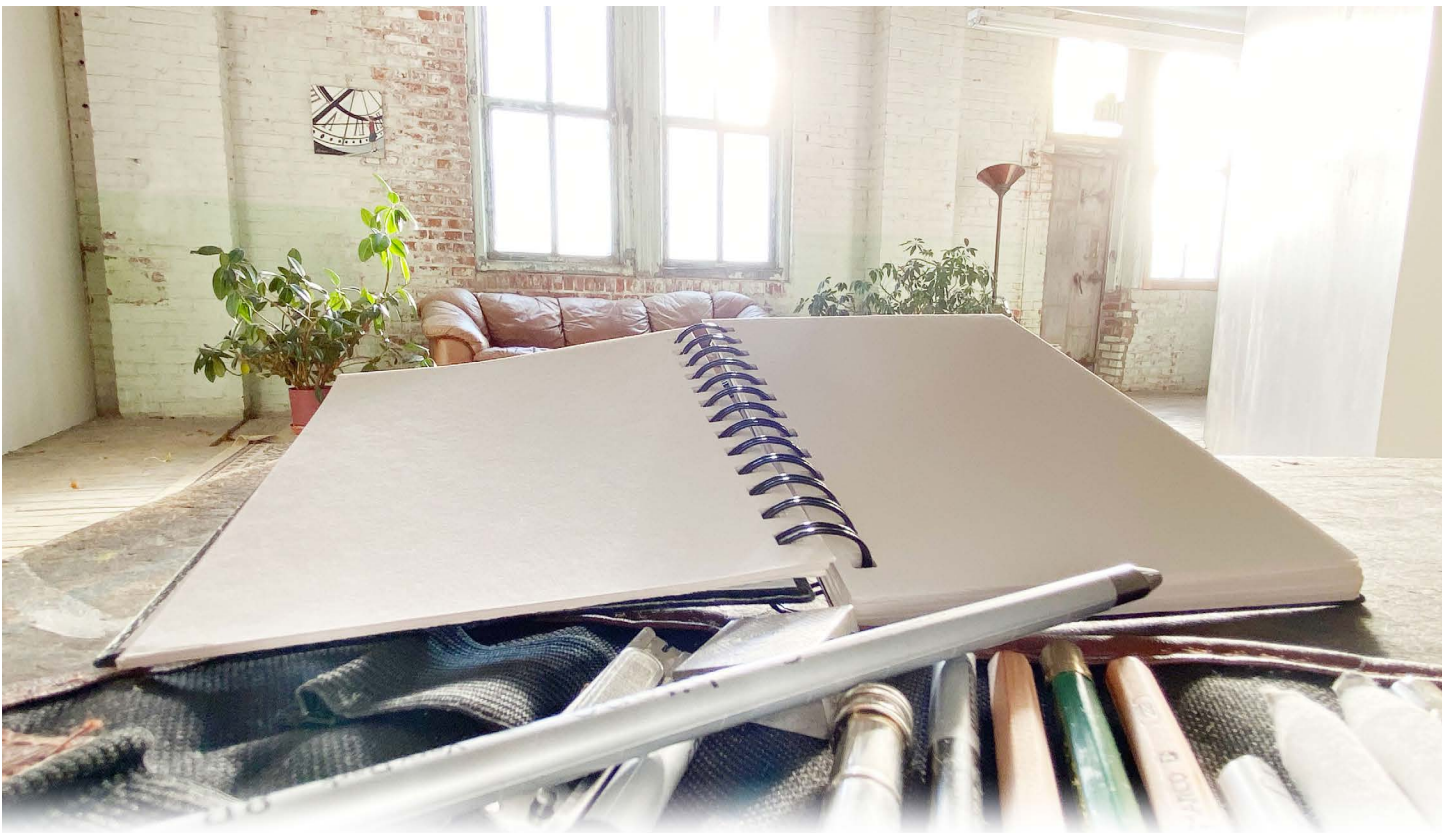




2020 End of Year Report

Our first year of operation for the nonprofit was certainly one to remember. While we don't recommend launching in a pandemic, with creativity and passion, there is a way.

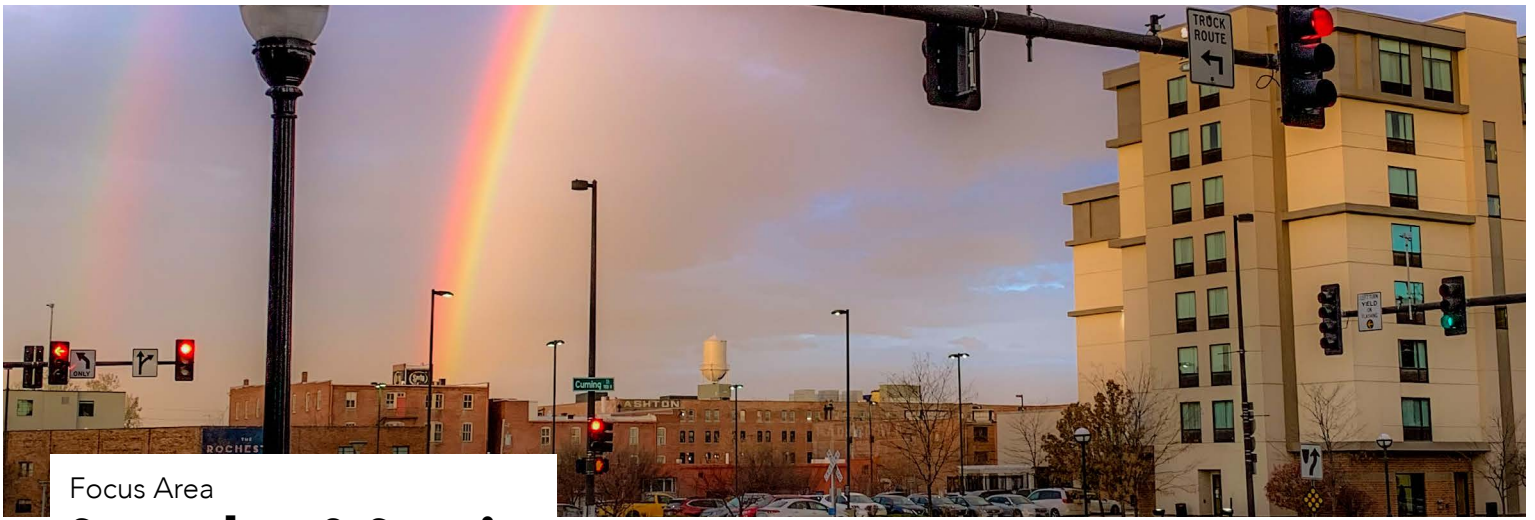
"2020 left us with more blank pages to fill than ever before. It's time to fill that negative space with positive." - Tim Barry



MISSION - To be a place where ideas, dreams and what ifs are explored, created and shared.

VALUES - We celebrate the individual through education, inspiration and creation, providing a place to share and develop ideas and creative expressions.

VISION - We will be an educational hub for exploring creativity for a variety of artistic and creative processes.



Focus Area

Strengthen & Sustain

We will build the foundation to help strengthen and sustain the Hot Shops. In order to expand into a working educational arts center, HSAC will form a foundation. This foundation will allow us to build capital to strengthen and sustain the organization.

Strategic Direction 2020

Set up new structure	Measurements
<ul style="list-style-type: none"> • Create a membership and benefits structure • Board Development • Operating budget, payroll/operations 	<ul style="list-style-type: none"> • 9 board members recruited • \$120,000 capital raised for operations, education, etc. (Revised. 30,000 needed in donations) • 160 memberships sold generating \$350,000 income (Revised. 12 artist=\$1,200, 6 public=\$4,000)

We successfully set up the nonprofit structure and received our 501c3 designation, we recruited and engaged our board members and did some initial fundraising all the middle of a pandemic. We were able to on board many more artist members than we initially planned. We were unable to sell as many public memberships at the higher rate as we hoped. We know the pandemic was one issue with that, if they continue to not sell well, we may need to look at the benefits again and see what we can add to make them more attractive.

Progress Report

- Membership/benefits and pricing structure created and implemented
- Budget and 3-year projections created
- 9 board members recruited
- Process and purchase agreement ready for transfer of building
- 1023 application formally accepted. 501c3 Status achieved.
- 29 artist memberships and 4 public memberships sold
- Received \$15,515 in public donations and \$12,000 in grants
- Total Raised - \$30,490



Focus Area

Education, Tours & Partnerships

We will provide a variety of education opportunities for students and the general public. We will also provide resources for other nonprofit organizations.

Strategic Direction 2020

Education, Tours, Resources	Measurements
<ul style="list-style-type: none"> • Raise awareness, consistency and increase frequency of community events/programs • Provide educational opportunities for students and general public • Become the partner organization for CreativeMornings/Omaha and provide monthly programming • Monthly curated gallery shows • Placards describing artists and process for educational displays and tours • Guided tours • Key partnerships to other nonprofits to help with their missions 	<ul style="list-style-type: none"> • 72 student and public educational programs • 12 CreativeMornings/Omaha lectures • 24 guided tours • 24 gallery shows • 5 collaborative partnerships including (but not limited to) Visit Omaha, Greater Omaha Chamber, Kaneko, Bemis and more.

Our initial goal to offer 72 educational programs/classes was set conservatively as we worked to on board artists that could teach, understand what was being offered already and what could be expanded on. We blew our goal out of the water, and in the middle of a pandemic where we were shut down for several months. We pivoted due to the shutdown and created demonstration videos to keep engaging and inspiring the public. We switched to online lectures for CreativeMornings series and created virtual options for some of our gallery shows. We also did two virtual open houses, engaging over 2,500 people online with scheduled demonstrations and artist 'show-and-tells.' The high number of public engagement was due to the number of views online. We are uncertain that will continue to be that high, year-to-year as we go back to more in-person. The magic of what we do it in-person, actively engaging someone in the creative process. Video in the future can complement but should not replace in-person classes.

Progress Report

- 222 Educational Programs/Classes
- 23 demonstrations
- 12 CreativeMornings/Omaha lectures
- 20 tours
- 12 Gallery Shows
- 23 Partner collaborations with Munroe-Meyer, Midwest Lampworkers Guild, Omaha Public Schools, Heartland Family Service, QLI, Inter cultural Senior Center, Prairie Stem, Greater Omaha Chamber, Visit Omaha
- 21,769 members of the public through educational programming and video demonstrations



Focus Area

Community Spaces

We will provide enhanced/expanded community spaces for the benefit of members and the public.

Strategic Direction 2020

Create Community Spaces	Measurements
<ul style="list-style-type: none"> • CreativeMornings/Omaha Studio • Community Studio • Shared kitchen and eating area 	<ul style="list-style-type: none"> • Engage 200 CreativeMornings members through studio use and activities • Engage 100 children and adults in the community studio • Create eating area where members can bring lunch to sit together • Create kitchen area with refrigerator, sink, dishwasher and coffee and filtered water that is accessible to members • Open a community studio that is accessible to members and stocked with art supplies

We opened up the CreativeMornings studio on 2nd floor and were able to host a few events up there prior to shut down. Some members of the CM community are regularly using the space, for photo shoots, meetings and podcast creation. We anticipate usage will grow in 2021. We are currently sharing the Community Studio with the CreativeMornings Studio. As usage grows, we will need another space to welcome in artist members that do not have their own studio and community that have purchased memberships. We were able to open up an eating area as well using furniture from the Session Room. We hope perhaps they will donate the few tables and chairs we are currently using. These are high-top tables; we will need to add a low-top table in the future to better accommodate people with disabilities. A potential space has been identified for the kitchen area and a dishwasher was donated from Securities America. Build-out of this area will begin in 2021.

Progress Report

- 151 CM members in the studio
- Community studio will be shared with CM studio until another space becomes available. There was no community use this year.
- Received a donation of used supplies from Blick
- Eating area has opened with tables, and chairs added to the bar in the Nicholas St. Gallery. This furniture is on loan from the Session Room.



Focus Area

Community Awareness and Outreach

We will leverage our brand for increased awareness and support of our mission

Strategic Direction 2020

<ul style="list-style-type: none"> • Create a 24-month development plan • Develop a strategy and materials for a capital campaign • Create a marketing plan that supports the development plan • Develop and engage fans/followers online 	<p>Measurements</p> <ul style="list-style-type: none"> • Development plan complete • Materials created • Plan executed • Social audience growth and engagement #s • Send email newsletter quarterly
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We have created several marketing materials and working documents that can be used for fundraising and for selling memberships and corporate experiences. We launched a new website that is hosted by our new neighbors at Flywheel. This is a Word Press site which makes our ability to keep the site updated with fresh content that much easier. We also launched Instagram, Linked In and YouTube accounts. All accounts have seen growth except Twitter. Our most engagement is currently on Facebook.

We have also begun sending out monthly emails with blogs, classes and gallery information. These have been well received and are helping to fill classes. We saw tremendous decrease in engagement and increase in unsubscribes when we sent out emails asking for donations during Giving Tuesday. We sent two emails out about that day of giving. We received a significant number of media at the end of the year, the highlight being the Shop the Heartland feature by Serese Cole. This was a 4-minute spot featuring the Hot Shops.

Progress Report

- Development plan and strategy working document
- Materials created include, donor letter, donation booklet, pledge card. Excel list with potential donors and contact information
- Social Media #s
 - Hot Shops: FB: 8,511, Twitter: 2,037, Instagram: 1,331, Linked In: 53. Growth: +1,054 across platforms
 - CreativeMornings: FB: 869, Twitter: 390, Instagram: 1,597, Linked In: 69. Growth: +198 across platforms
- Email : Full list – 1,977. Open Rates: approx. 25%. Artist list – 81. Open Rates: approx. 70%
- Website: Users – 10,654. Page views – 32,304
 - Top pages: Home, Education, Artists, Open House, Hot Studios
- Media
 - Greater Omaha Chamber blog - <https://www.omahachamber.org/shopaholics-guide-small-business-saturday/>
 - Family Fun in Omaha blog - <https://familyfuninomaha.com/10-free-omaha-events-in-december/>
 - KMTV Shop the Heartland story - <https://www.3newsnow.com/news/local-news/shop-the-heartland-for-the-holidays-hot-shops-art-center>
 - KETV Greeting Card Maker story (mention) - <https://www.ketv.com/article/greeting-card-maker-inspired-by-father/34956064>
 - Visit Omaha blog - <https://www.visitomaha.com/omaha-gifts/>
 - Share Omaha radio interview - <https://soundcloud.com/share-omaha/local-1290-interview-101920>
 - KETV Chronicle: <https://www.ketv.com/article/chronicle-creative-professionals-pivot-during-pandemic/35062706>