



2021 End of Year Report

In 2019 we began the work of becoming a nonprofit educational art center and in 2020 we received our 501(c)3 designation. Now, after our first full year of operations, we are proud to have provided more than 12,000 individuals educational art experiences unlike any other.

We are just getting warmed up.



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 - To be the fire that helps spark a more open and creative community. To teach all who want to learn and help them think critically, understand others and create.



Focus Area

Strengthen & Sustain

We will build the foundations that will help strengthen and sustain the Hot Shops.

Strategic Direction 2021

Set up new structure

- Board Development
- Form Advisory Committee
- Create operating budget with building
- Operations/education funding
- Bids on elevator

Measurements/Report

- Three new board members recruited to fill gaps in expertise
- Formed an advisory board, purpose, and recruited the first two members
- \$151,721 capital raised for operations, education
- Operating budget created that includes building items and bids requested on a new elevator.

We were pleased to welcome several new board members that brought a variety of new strengths to the board this year. Michael Pallesen with Cline Williams, BJ Reed with UNO, Robb Steffes from Kiewit Corporation brought strengths that include legal, educational and construction expertise. We also did a soft launch of our advisory committee, with a basic purpose and structure and we welcomed our first two members, Rick Spellman and Karen Lindner.

While we were unable to fully raise the \$218,000 that was initially in the budget, we were able to cut some program offerings, and some operational expenses so we would end the year in the black. We are proud to have broad support through 45 different donors and foundations.

We were also pleased to have 18 public members join this year. Some of those members joined as a way to show support, some were interested in discounts on education, and others were interested in utilizing the community studio.



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 2021

Education, Tours, Resources <ul style="list-style-type: none"> • Provide educational opportunities for students and general public • Monthly programming for CreativeMornings/Omaha • Monthly curated gallery shows • Placards describing artists and process for self-guided tours • Guided tours • Key partnerships to other nonprofits to help with their missions • Special programming to meet current community needs 	Measurements/Report <ul style="list-style-type: none"> • 358 Educational Programs/Classes reaching 2,565 creative learners. 11 programs for underserved children and 17 for the special needs community • 85 demonstrations and 92 tours • 8 CreativeMornings/Omaha lectures • 11 Gallery Shows • 19 Partner collaborations • One online class. Bridge Builder postponed until 2022 • 12,372 members of the public through educational programming and public events
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The pandemic continued to impact our plans at the beginning of 2021. However, by March, we welcomed our first school tour back from Stromsburg, NE. We provided hands-on workshops, tours, demonstrations and special events to 12,372 members of the public in 2021. Many classes are held for anyone who wants to register and learn. Some are organized as collaborative workshops with schools and after school clubs. However these creative learners came to us, they showed up ready to connect in-person and create. The sudden shift back to in-person caused us to reflect deeper on the need for the online art class catalog. We know the magic of what we do happens in-person, so after creating just one online course, we shifted gears so we could accommodate the influx of requests from those who were ready to come back.

Groups came to us for tours and experiences from a variety of places. From UNMC we hosted a group of OBGYN residents whose mentor had the goal of getting them out of the hospital and into the community, hoping to help them avoid burnout. BVH Architects brought their staff in to creatively reconnect after working in isolation for a year.

We welcomed 27, K-16 schools and clubs for programming. A new collaboration with Collective for Youth allowed us to hold classes for underserved children. In April we began to see our special needs groups back in the building for self-guided tours. We held 17 classes for special needs individuals from places like UNMC Munroe-Meyer, Heartland Family Service and QLI. Mosaic also did a week-long pop-up exhibit in our event space. They were so inspired by seeing their creations hung in a professional setting, they asked the staff if they could create more and came back the next day to hang again! Ollie Webb Center participants are holding visual and performance art classes in our event space every Tuesday and Thursday. Art is truly therapy and healing for so many.

One highlight-worthy partnership this year was with Lauritzen Gardens. Thirteen Hot Shops artists collaborated with the staff at Lauritzen Gardens to create the Fantastical Folklore Exhibit. Several activities were created at the Hot Shops and the Gardens that worked to engage the public and promote each others locations. The exhibit has been nominated for an Omaha Entertainment and Art Award!



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/Report
<ul style="list-style-type: none">• CreativeMornings/Omaha/Community Studio• Shared kitchen and eating area	<ul style="list-style-type: none">• 36 members engaged in the Community Studio• Donations of microwaves, a refrigerator and dishwasher have been received.• Eating area near the gallery is open

We saw the building slowly coming back to life after nine-months of being shut down. Artists were coming back and once again opening their doors to the public. We began to average around 75-100 visitors daily.

We were excited to see the CreativeMornings/Community Studio usage grow. We have several individuals painting, creating podcasts, video editing and teaching classes on a regular basis in the space. The studio also served as the perfect spot for our December Creation Station, where almost 200 children and adults stopped by to create their own reindeer mask.

We were able to open up an eating area using furniture from a neighboring restaurant. Impromptu happy hours and lunch gatherings began to slowly take hold in the space. While we had hoped the restaurant might donate the tables, they ultimately needed it back when capacity limits were lifted. We have temporary classroom tables in the area as a replacement. These tables are not as welcoming for informal gatherings, and no gatherings have taken place since. We will continue to look for a replacement in the future.



Focus Area

Community Awareness and Outreach

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

Strategic Direction 2021

<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 	Measurements/Reports <ul style="list-style-type: none"> • Development plan completed. Updated monthly. • Marketing materials created. • 19 community outreach meetings to make connections, inform and learn from others. • Social media audience growth of 1,469 over four channels • Monthly email newsletter was established. Audience growth of 131 individuals, to 2,073 and engagement rose to 34% open rates for some emails. • 42,790 people viewed our website and 43,000 visitors passed through our doors
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Our development plan has become a useful tool for planning and tracking progress on fundraising goals. We created several new marketing pieces to support the development plan which included a brand charter, sponsorship and membership materials, an informational rack card, and a new vision piece that will become key in fundraising for 2022. We are continuously updating content on our website and received accolades from a story in The Reader as to our improved efforts on the site and in our communications in general.

Our most significant impact in community awareness was the number of awards we received this year.

- Omaha Metro Tourism Awards - 2nd Place Best Attraction in Douglas County (First place, Omaha's Henry Doorly Zoo)
- Omaha's Choice Awards - 2nd Place Gallery (First place, Joslyn Art Museum)
- Fantastical Folklore, with Lauritzen Gardens - Omaha Arts & Entertainment Award Nominee