

[FOUNTAIN STREET]

2019 Summary/2020 Goals

I feel so lucky to have the opportunity to work with each of you. We are building something unique, special and excellent, and it's because of our collaboration, camaraderie and shared vision that Fountain Street is the place that it is—a welcoming, approachable, cutting-edge gallery—*Best of Boston 2019!!*

Thank you!!

Marie

In a nutshell... overview of our progress in 2019

Exhibitions

- 12 Main Gallery exhibitions
 - 9 two-person shows
 - 3 group shows (Core, Associate, Juried)
- 8 Annex gallery exhibitions
 - 6 three-person Annex Shows, plus Juror's Choice award show
 - Core small works show

Events

- 12 First Fridays
- 16 Sunday Markets
- SoWa spring and Fall Open Studios
- 10+ Artist talks, performances, readings, other events

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Visitors

- First Friday and Gallery attendance similar to last year (Sunday hours changed to reflect attendance numbers)

Artist Roster Changes

- 28 Core Artists: 4 new core artists - Patty DeGrandpre, Georgina Lewis, Virginia Mahoney, Steve Sangapore (also Emily Brodrick, who left at the end of January) Brenda Cirioni, Iris Osterman and Gin Stone became Alumni.
- 15 Associate Artists: 3 new artists - Jill Pottle and past core members Susan Emmerson and Brenda Cirioni
- 18 Annex artists, plus 2 Juried Show winners

Publicity & Press

- Mailchimp Press List, 136 contacts
 - 29 press announcements sent
 - Began pushing press releases to Facebook and Instagram. (This has extended our press release reach on average to 600 additional individuals!)
- 18 Press Articles/Features from 15 different press venues
 - Includes: Art New England, Arts Fuse, Wicked Local, ArtSake, Boston Magazine, Dance Informa, Boston Hassle, The Fictional Cafe, Wonderland, What Will You Remember, Delicious Line, WBUR Artery, Boston Voyager, Improper Bostonian, Artscope
- 12 Months of Artist news (now also featuring Associate and Annex artists)
 - Website: 389 unique views
 - Social Media: 80 unique views average/per-story
- Boston Art Dealers' Association (BADA) Membership: BADA works to foster cooperation among the city's galleries. BADA membership increases FS' stature

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and visibility in the Boston art scene. BADA is planning a panel discussion 'On Art and Audience' which will take place on March 12.

- Call for Art
 - The Call for Art page is the 3rd visited page on our website with 3,812 unique visits
 - 185 Submissions (6.5% increase over 2018)
 - 630 Artworks (12.5% increase over 2018)
 - \$6,218 Income before fees (14% increase over 2018)

Marketing Initiatives

- NEW Logo/branding style guide
- NEW postcard templates and design process
- Mailchimp main list 2,303 subscribers
 - Purged non-responders in December 2019
 - 71 Mailchimp newsletters/announcements sent
- Blog: 23 posts, 535 subscribers (43% increase)
- Facebook: 1,726 page likes (7% increase)
- Twitter: closed account
- Instagram: 1866 followers (33% increase)
- Social Media Ads
 - In 2019 after walking away from Artsy we began paying for social media ads focusing on artwork sales and gallery events.
 - Goals
 - Sales: Direct buyers to our gallery or website store for purchases.
 - Discovery: Grow our Instagram audience to 5K.
 - We are still in the fetal stages of this, but there is no doubt more traffic is being driven to the profile, as well as the website.

Sales

Total sales in 2019: \$49,800; 10% increase over 2018 (see table below for details)

- In-Gallery sales: \$16,725 (30% increase over 2018)
- Online sales: \$31,284 (Artsy +1stdibs)

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Online Sales	2017	2018	2019
Artsy Sales	NA	0	1,850
Artsy Subscription	NA	-1,800	-4,320
1stdibs Sales	33,143	33,075	29,434
1stdibs Subscription	-3000	-3000	-3,950
Commission: To Artists	-19,885	-19,845	-18,770
To 1stdibs	-3,959	-4,961	-5,268
CC Handling Charges	-994	-992	-883
	11 artists made sales 30 Sales total \$1071 avg price	12 artists made sales 22 Sales total \$1503 avg price	14 artists made sales 29 Sales total \$1015 avg price

- We left Artsy in September due to a poor return on investment.
- 1stdibs Free featured listings ended in August which caused the number of views to drop by 50%.
- 1stdibs also increased their monthly fee in October to \$450 /month (from \$250/month)

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Financials



In 2019, membership fees and art sales each contributed about 45% of our revenue. Of art sales, 60% was paid out as artist commissions, 15% to 1stdibs (online sales only), 18% for executive compensation (2% each to owners, 8% to director, 5% to assistant director), 3% credit card processing. Juried Show fees are also an important source of revenue, as are (new last year) gallery rental fees. In the chart above, 'other' expenses include electricity, internet, insurance, property taxes, software subscriptions (Mailchimp, Quickbooks, Jotform, SignUP, etc).

In general terms, membership pays the rent and art sales cover operating expenses. The gallery borrowed \$12,000 in 2017 to finance the move to SoWa (to cover 1st and last month's rent plus renovation costs). We have repaid \$5,000 so far and are continuing to pay down this debt with 5% of sales.

Areas of focus for 2019: How did we do?

- **2019's focus was on content**
 - Press Release Upgrade **DONE**
 - Logo/branding Style Guide **DONE**
 - E-blasts Segmentation **IMPROVING**
 - Revamp Blog Content **BETTER**

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- Adding more studio visits and artist focused content outside of exhibition focus. **IN PROGRESS**
- Write more collector focused content, blog posts **IN PROGRESS**
- Additional content distribution channels (Medium, LinkedIn) **STARTING**
- **Sales:** Continue the groundwork laid in 2018
 - Focus on 1stdibs, leave Artsy **DONE**
 - Find more ways to engage collectors **HAPPENING**
 - Instagram paid ads **STARTING**
 - Private gallery events **HAPPENING**
 - Consistent follow-up **HAPPENING**
 - New sales receipts **DONE**
- **Gallery Improvements**
 - Remove hanging panels **DONE**
 - Clean-up storage closets **IN PROGRESS**
 - Build modular wall **DONE**
- **Member Focus**
 - Topics of interest to artists at Core Member Meetings **ONGOING**
 - 2019 topics/guests included
 - [Engaging the Collector](#) /Jessica Burko
 - [Building a Successful 2-person show](#)
 - [Tailoring the Artist Statement](#)

Greatest Impacts on Gallery in 2019

- **BEST OF BOSTON!!!**
- Publicity: Improved PR quality and consistency
- Online Sales: We left Artsy in September, 1stdibs monthly fee increased from \$250 to \$450 in October

Areas of Focus for 2020

Membership: In 2020 our focus is on ourselves as artists, as we continue to support one another and build on our individual and collective strengths as a community.

- **Skill-building:** Continue discussing topics of interest during member meetings
 - February 2020 Topic: Pricing Your Artwork

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- What would you like to see in June? September?
- Nov/Dec 2020: Networking
- **Exhibition Goals:** Exposure? Sales? Reviews?
 - Tailor/customize our marketing for each exhibition to better achieve each artist's primary goal through PR, marketing, sales or other channels.
- **Mentoring:** Each of us has skills to share and things to learn. We're all here for each other, we'd like to facilitate this exchange of knowledge.
- **Diversity:** On occasion, we have a 5-week month. We'll begin to use the extra week to offer exhibit opportunities to artist(s) who bring a different perspective to traditional galleries in Boston.
 - **First Event/Exhibit:** "*Fire in the Belly*" on view May 25–31 will be a week of performance art, curated by Allison Maria Rodriguez. (*more info to come!*)

Marketing/Sales: We're becoming more sophisticated in our understanding, implementation, and strategy of marketing channels and tools.

- Posting Instagram ads to drive sales
- Mining our data and numbers, personal follow-up on email clicks
- Growing our lists (i.e. instagram 5K, collector, designers, consultants, influencers and press contacts)
- Finding novel ways to grow collector and press opportunities (personalized art consulting?)
- Adding content to our blog (studio visits) and broadening our reach by posting that content to 3rd party platforms (medium, LinkedIn)
- Connecting with patrons (cultivating relationships, increasing interaction)

Gallery Improvements: Our wish list helps propel our goals and allows us to continue to increase our exhibition success and reputation. This list is meant to grow and change throughout the year depending on members preferences.

- New Gallery Sale Receipts **DONE**
- New open/back in 5 minutes signs **DONE**
- Additional gallery lighting to limit shadows on work and improve the experience
- Built-in artwork storage/shelving in at least one storage closet
- Another modular wall? (YES/NO)

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2019 Was Another Year of Amazing Exhibitions: We're continually raising the bar for excellence, a real testament to this group of incredibly talented and passionate artists. We continue to refine our content and systems, building a solid foundation from which to move forward. In 2020, we will continue to grow our reputation as one of the best artist-run collaborative galleries in Boston.