

WALKILL RIVER SCHOOL
Annual Meeting - January 16, 2021
2020 Annual Report

Chairman's Report

Penny Thelman

2020 is over. My heart and deepest regret goes out to everyone for the troubles and sorrow that everyone has endured. I am also deeply grateful that WRS has survived despite the challenges of 2020. We were able to continue to operate and fulfill our Mission: To cultivate art and creativity in individuals of all ages and to use art to strengthen our community and attract cultural tourism. Our goal is to accomplish this by providing classes, exhibits, cultural forums, plein air painting on farms, open spaces, historic sites and creative placemaking projects throughout the region. This goal supports artists by offering opportunities to teach, exhibit, mentor and work with nationally established artists. Your support is what allowed us to continue. Our gratitude is beyond measure.

2021 is here. While we are not able to return to normal as yet, we expect to work towards that. Actually, with your continued support we expect to go beyond "normal" and do even better. THANK YOU!

President's Report

Chuck Tudor

I don't have to tell anyone how difficult this past year was, but The Wallkill River School of Art is alive and well! We have adjusted to the times and now many of our classes are online. Visit our website to sign up or to purchase from our art gallery. Stay Safe!

Executive Director's Report on 2020

Sarah Fortner Pierson

2020 was an extraordinary year, a crucible for our organization, our nation and the world. Like everyone else, Wallkill River School's plans for 2020 were disrupted last spring as we responded to the COVID-19 Pandemic sweeping the planet. It was a stressful and humbling time as we struggled to find our way as an art organization in a quarantine. Despite the challenges we faced, we have quickly learned to identify and address weaknesses and rapidly new skills which have brought us into 2021 with hope and optimism that we will emerge from these troubles as a stronger organization.

We closed the gallery from March 17th through July 13th which meant we cancelled a full slate of classes, exhibits and programs. Staff worked remotely during the closure with reduced hours, though the workload escalated as we rushed to apply for funding, coped with new technology and restructured the year's programming. We converted our annual 100 for \$100 fundraiser to an online event and began offering online classes.

By summertime, New York State's guidance allowed us to re-open with precautions such as enhanced cleaning routines, logs, social distancing, masks and screens. We offered a limited Children's Summer Art Program outdoors, hung an exhibit drawn from the Weekly Art Challenge and began offering some in-person classes in addition to our online offerings. Senior Drop-in converted to virtual meetings through Facebook Rooms and newsletters. Our customer service hours were re-organized due to staffing constraints, but we were able to expand our gallery hours to cover the full weekend, Friday through Sunday afternoons, which is important for supporting our fine art gallery and weekend tourism.

I am proud to say that, due to the support of our members, Wallkill River School has survived 2020 financially and as a community. Many businesses and arts organizations have been shuttered this year. Fundraisers, government funding and careful budgeting each played their role, but really it is the support of our members which made the difference. In previous years we have received some large donations, but this year, our donations totals were higher than in previous years, but composed of smaller donation amounts, mostly under \$100 each. Thank you to everyone who has supported us with donations, bravely tried an online class, participated in the Weekly Painting Challenge and shared with us over social media. You are the reason we are here today!

Thank you for supporting the arts. By choosing to enrich your own life with art, you are also making it possible for our programs to run and be available to your friends and neighbors. Our whole community is elevated by the decisions of individuals that art is important in their lives.

Community Programs

Community is at the core of our programming at Wallkill River School, some of our community initiatives this year were:

- Free weekly senior drop-in classes for anyone over 65 years of age
- Scholarships for children to attend our Summer Art Program
- Free tuition for veterans
- We raised \$429 directly and, more indirectly, for the Humane Society of Walden
- Free community meeting space for local non-profits and clubs
- Free and discounted Scout badge programs
- Volunteer and internship opportunities for young people
- Free artist demonstrations and community activities
- Weekly Art Challenge, during the pandemic closure, followed by a public exhibit
- Art exhibits and receptions which are free and open to the public

Acknowledgements

There is a tremendous amount of work to be done to keep our operation running and, as in years past, we are deeply grateful to the people who generously contributed time, skills and funding in 2020. There are so many people who support us, through acts both large and small, it is difficult to distill it to a brief list, but here are a few of the folks who have helped us this year through volunteer hours or significant donations and sponsorships:

- **WRS Board of Directors** for volunteering their time and expertise every month and for their exceptional fundraising efforts this year. They have pitched in with time, advice and donations when it was critically needed.
- **Our Teachers**, especially **William Noonan, Pat Morgan, Shawn Dell Joyce** and **Lana Privitera**, who bravely embraced online teaching, generating income when no in-person classes could be held.
- **100 for \$100 Ticket Holders** for buying tickets even though there wasn't an in-person viewing.
- **Donors** who gave at **Hudson Valley Gives** and **Giving Tuesday** events
- **Susan Roth** took over leadership of the Hudson Valley Plein Air Festival this year and through her dedication, skills and copious amounts of time, made a success of the festival during this COVID year.
- **Facebook Donors** who contributed to two **Network for Good Fundraisers on Facebook** which helped pay for artist awards and the fees for the CAFE entry site for the Hudson Valley Plein Air Festival.

- **Orange County Arts Council** for their grant which helped fund the Hudson Valley Plein Air Festival.
- **Hudson Valley Plein Air Festival Sponsors** who helped fund the festival and the awards.
- **Vicki O'Neill** has been exceptionally dedicated and took on the challenge of holding the senior group together through phone calls, emails as well as managing a Facebook group, virtual meetings and newsletters.
- **Debbie Ajrens** has been publishing a senior newsletter full of community news, art, jokes and puzzles since the quarantine began.
- **Lily Norton** and the Cornell Cooperative Extension Master Gardeners Program filled the gallery with exceptionally beautiful flowers during our open months, working outside or dropping off finished arrangements after the pandemic began. We are looking forward to their *Art in Bloom* exhibit coming in June of 2021!
- **Lily Norton, Joan Cortright and Judy Boyd-Persen** volunteered their time to make charming cornucopia flower arrangements which we sold as a fundraiser this fall.
- **Tom Sprague**, who handles building maintenance and always answered our calls for help.
- **Bernice Fury**, who frequently lends a hand and gave us donations of baskets and other materials for future fundraisers.
- **Di Ann Riker** for joining Nick Riker in manning our farmer's market booth for the season.
- **Shane Daley**, co-owner of Daley Professional Web Solutions, donated his time to rebuild our aging website and bring it up to date with modern security and e-commerce.
- **Randi Picarello**, Eat this Bakery, donated over \$1,000 worth of art materials and equipment.
- **Orange County Arts Council & Goshen Art League** for their partnership in promoting local artists through Joint Artist Memberships and the Next Step Seminar Series.
- **Sandra A. Anderson** established the Sandra Anderson Fund for the benefit of the Wallkill River School of Art. An artist, major supporter and friend of the school, she passed away on May 8, 2020. May the memory of her be kept by us.
- **Derrick and Allison Wynkoop**, donors
- **Judi Silvano & Joe Lovano**, donors
- **Connie DeSantis**, donor
- **Maureen Crush and Robert Whelan**, donors
- **Penny Thelman**, donor
- **Chuck Tudor**, donor
- **William Leuszler and Janet L. Campbell**, donors
- **Jim Rathbun**, donor
- **Wesley-Kruger Family Foundation**, donor
- **Crush and Varma Law Group**, sponsor
- **Maria Beltrametti, Recycled Style**, sponsor
- **Walden Savings Bank**, donor
- **Arthur Patchett, Joseph Patchett and family** have been wonderful supporters over the years and provided us with much needed donations in 2020. We are extremely proud that they support our use of their family home.
- **Mark and Ed Devitt** who continue to be critical supporters of WRS and as landlords, worked with us to defer rent payments when we had little income.

School Report

School Income:	
Regular Tuition	\$ 49,474
Children's Summer Art Program Tuition	12,289
Private Lessons	3,257
Materials fees	40
Gift Certificates	250
	<u>65,310</u>
School Expense:	
Instructor Fees	34,940
Art Supplies	463
	<u>35,403</u>
Net Income from School	\$ <u>29,907</u>

The closures and restrictions on in-person activities hastened our adoption of online classes which have long been championed by Shawn Dell Joyce. Initially our online classes were attended by students who normally attended in-person classes, but as time went on, we attracted students from out of the area and even internationally to our classes. One silver lining to the restrictions is that both our teachers and our students have become more receptive to virtual art classes which has generated income for us this year, during our need, but has also demonstrated that online classes are a viable source of income for the school going forward.

To support our teachers during this immediate crisis and planning for future expansions to our online classes, WRS has invested in equipment and software licenses to set up a video suite for the use of our instructors.

The Children's Summer Art Program which had been published in March of 2020 was cancelled. However, when we were able to re-open in July, we launched a modified program which offered six weeks of in-person classes out-of-doors at Benedict Farm Park in Montgomery on weekday mornings and online in the afternoon. We required social distancing of children not in the same household, mandatory masks and cleaning and sanitation requirements. We had strong attendance despite COVID concerns and offered six scholarships.

2020 Children's Summer Art Program

Revenue:	
Summer Program Tuition	\$ <u>12,343</u>
Expenses:	
Instructor Fees	7,280
Art Supplies	255
Refreshments	0
COVID Supplies	125
	<u>8,100</u>
Net Summer Program Income	\$ <u>4,232</u>

Gallery Report

Gallery Income:	
Art Sales	\$ 5,433
Hallway Cards, Prints & Crafts	284
WRS Gallery Merchandise	174
Jury and Hanging Fees	1,786
Art Shipping & Handling	100
	<u>7,777</u>
Gallery Expense:	
Artist Commissions	5,019
Receptions	151
Art Shipping	63
Gallery Supplies and Equipment	15
	<u>5,248</u>
Net Income from Gallery	\$ <u>2,529</u>

Note: HVPAF art sales and jury fees were included in these figures, but their event expenses are not because they were paid for by a combination of grant and sponsorship funds. Please see report on the Hudson Valley Plein Air Festival for details.

The Gallery was closed for three and a half months, from mid-March, through the end of June, which meant our planned exhibits were cancelled.

Filling this gap, Janet Campbell conceived of the *Weekly Painting Challenge* to spark creativity with our artists and chip away at the isolation caused by the quarantine. Weekly submissions, of any subject and in any painting medium, were submitted weekly and shared online. WRS Board Members voted on 1st, 2nd, and 3rd place winners every week. At the end of nine weeks, the winners were invited to bring their works for a group show which opened on August 1st and was on display through October 11th.

Starting during the gallery closure in March, we supported our shows with extra virtual promotions such as online galleries of images, curated e-blasts, social media postings, video walkthroughs and online art sales.

The pandemic accelerated our planned expansion into online art sales. Online sales through our website were kicked off in October with 115 pieces from the Hudson Valley Plein Air Festival. Approximately 25% of the art sales in the last quarter of 2020 were online purchases. Hallway themes and exhibits will be offered for sale online, in addition to in the gallery, going forward.

In May of 2020, Liam Vogel resigned as Gallery Director after 3 years of service, to pursue personal goals and new career opportunities out of state, with our best wishes.

2020 Exhibits	Main Gallery Exhibits	Hallway Themes
January	<i>Member's Exhibit</i>	Shades of Red
February	<i>Artists Who Teach</i> <i>Textural Visions in Color, a solo exhibit by</i> Nicole Asendorf	Cats
March	<i>PAWS: Paintings by Adoptable Dogs</i> Presented by the Humane Society of Walden <i>Unleashed, a solo exhibit by Joseph Sundwall</i>	Architecture

	<u>Unconditional</u> , a group exhibit juried by Joseph Sundwall	
April	Galleries Closed	Galleries Closed
May	Galleries Closed	Galleries Closed
June	Galleries Closed	Galleries Closed
July	Galleries Closed	Ocean
August	<i>Weekly Art Challenge</i> , group exhibit juried by WRS Board of Directors	Impressionism
September	<i>Weekly Art Challenge</i> , group exhibit (cont)	Portrait
October	<i>Weekly Art Challenge</i> , group exhibit (cont) <i>Hudson Valley Plein Air Festival (Oct 18th)</i> Jurors of selection were Olena Babak, Kirk Larsen, and George Van Hook. Awards were adjudicated by Rebecca Leer.	Blue
November	<i>Hudson Valley Plein Air Festival (cont)</i>	Candlelight
December	<i>Hudson Valley Plein Air Festival (cont)</i>	White

Membership

We had 181 members in 2020, up from 173 in 2019, and our membership revenue was a stunning \$12,272 as of December 31, 2020. As of the writing of this report, our membership roll for 2021 has already reached 116 members.

The Joint Artist Membership, combining artist memberships in the Orange County Arts Council, Goshen Art League and Walkkill River School, continues to attract new members.

Next Step Seminars

Next Step is a program conceived of and promoted by the Walkkill River School, Orange County Arts Council, and the Goshen Art League. It is a seminar series for local artists with the goal of increasing the professionalism of local artists, by covering topics and skills such as writing artist statements and resumes, applying to juried shows, photographing artwork, self-promotion, and more. Seminars are free for Joint Artist Members and have a nominal fee for non-members. Scheduled sessions were put on hold in 2020, but we hope to move forward in 2021.

Grants

2020 proved to be a difficult year for grants at the school; many of the grants we normally apply for were unavailable or we were unable to plan and hold grant funded programs because of the pandemic. The NEA had strict eligibility requirements for their grant programs to streamline their application process this year and unfortunately, we did not qualify. There were other special funding programs to support operating expenses, however there was stiff competition and most of the programs we tried to apply for had reached capacity for applications overnight or even within hours of being announced.

We did receive an Orange County Arts Council 2020 Community Arts Grant for \$850 which made it possible for us to hold the 5th Annual Hudson Valley Plein Air Festival in October.

Fundraising

Fundraising was, as always, a tremendous group effort, from members, board members, artists, and local business owners.

Total fundraising for 2020 was \$10,564. Our annual “100 for \$100” art event took place on June 13, 2020 and raised \$7,150, despite the pandemic, by switching to a virtual event over Google Meet. The frame & yard sale and cornucopias raised an additional \$509. The Hudson Valley Plein Air Festival raised \$2,905 through soliciting sponsors and Facebook campaigns.

Donations

Total donations for 2020 were \$22,508, as noted in the Treasurer’s Report, \$1,500 of this was earmarked for the Capital Campaign and \$9,500 was a withdrawal from the fund at the Community Foundation of Orange and Sullivan from the unrestricted funds held there. The remaining balance of \$11,508 was generated by amazing support from our community, especially during the following donation events:

- Giving Tuesday Now, May 5, 2020, received \$1,170
- Hudson Valley Gives, May 20, 2020, received \$1,436
- Giving Tuesday, December 1, 2020, received \$801 in donations, of which \$651 is still outstanding but expected in January, 2021.

If you shop on Amazon, please consider shopping through smile.amazon.com and selecting Wallkill River School as your charity. Amazon donates a portion of your purchases to the charity of your choice at no cost to you.

Advertising & Website

Social media has been, and continues to be, our most successful and economical choice for advertising. We are set up on Hootsuite, a social media marketing web portal, that includes, Facebook, Twitter, and Instagram. We have a continually growing Facebook following of 1,529 members, with an active Facebook group following of 1,026 members, 389 Instagram followers. We are also on Yelp, Mapquest, and belong to several local advertising sites, such as NewYorkUpstate.com, HVMag, as well as Chronogram and an account with Eventbrite, which has proved to be beneficial in organizing and tracking our special events.

Mail Chimp email and social media has continued to be the primary way we communicate with our subscribers and members about upcoming classes, exhibits and events. We have a growing mailing list of over 2,500 recipients.

We have participated in numerous outdoor markets this year, including multiple events in Montgomery and Washingtonville and offered classes, merchandise and free activities. Our primary goal at these events was to advertise our gallery, upcoming classes and support the community.

Wallkill River School’s website was overhauled and modernized in 2020 through the volunteer hours of Shane Daley, co-owner of Daley Professional Web Solutions, Montgomery, NY. Software and plugins were updated which was important for stability and security, and new event software with search engine optimization (SEO) and e-commerce features were added, including single cart check-out for classes and merchandise.

In 2021, we plan to continue developing the website and taking advantage of newly available features such as promo codes, member only areas, downloadable content, and integration with Zoom for online classes and events.

Treasurer's Report

Mitchell Saler

The Wallkill River School 2020 finances reflect the unusual and challenging year. Provided for you are the 2020 Statement of Activity and the proposed 2021 budget along with actuals for multiple past years given for comparison because of the different circumstances of 2020.

When the gallery and school had to temporarily shut down due to COVID-19 concerns, the Wallkill River School acquired three loans—PPP loan for \$9,750, EIDL loan for \$4,000, and SBA loan for \$79,600 (\$79,500 was received after \$100 fee). In addition, the Wallkill River School drew \$9,500 of unrestricted monies from the School's Community Foundation of Orange and Sullivan Fund account in April. Also, the Wallkill River School was granted rent deferment and did not pay full rent amounts in April, June and July of 2020, so we owe \$3,000 in rent. The Wallkill River School has applied for forgiveness for the full amount of the PPP and EIDL loans and are hopeful that we will not have to pay back \$13,750. The SBA loan obtained in June 2020 has an interest rate of 2.75% and 12-month deferment.

We would like to thank all of you who generously donated to the Wallkill River School and participated in our fundraising events this past year. Donations total \$22,508, including the \$9,500 drawn from the CFOS fund and the \$1,500 donation to the fund. Income of \$10,564 came from fundraising in 2020. Despite having to shut down the gallery and cancel many of the planned exhibits, we still generated \$7,777 in gallery sales and fees. With our plans and optimism for the upcoming year, we project gallery sales to rise in 2021. We are thankful to have received a grant of \$850 from the Orange County Arts Council for the Hudson Valley Plein Air Festival 2020. We would also like to thank our new and renewing members, which has brought in income of \$12,272 for 2020. Despite the shutdown and pandemic concerns, tuition income is \$65,310, benefiting from heavily building our online class offerings. The total taken in for 2020 is \$212,555, including interest of \$23 and the loans. Without the SBA loan, the income is \$133,055. Without any of the loans, the total income is \$119,305.

Expenses were kept lower than originally budgeted, which was needed considering the difficult circumstances of 2020, and there were less exhibits, receptions and events to spend on. Expenses included investing in upgrading technology, which enhances our online class capabilities that are critical in these times. The Wallkill River School's website was updated to be effective with today's technology, allowing classes, art, and more to be sold online, which is pivotal when less can happen in-person. Marketing costs were lower due to less exhibits, in-person classes and events to advertise, and the Wallkill River School used low-cost approaches to promotion, such as e-mail campaigns, which proved effective. Total expenses were \$126,599.

Total net loss for the year was -\$7,294 without the loans included. With the loans, net income was \$85,956. When the amount received for the SBA loan of \$79,500 is subtracted out, the total net income is \$6,456.

Due to our changed financial position, the Wallkill River School did not go forward with purchasing the property. The funds earmarked for the Capital Campaign are still at the Community Foundation of Orange and Sullivan. Currently, there is a total of \$111,009.65 in the Community Foundation account. We will reevaluate purchasing when the pandemic concerns are less, and we will continue to delay purchasing at this time.

The budget for 2021 reflects optimism for improvement in situations, especially by mid-2021.

WALLKILL RIVER SCHOOL
Budget & Activity
For the Year Ended December 31, 2020

Revenue:	2020 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YTD
Donations	\$ 10,000	304	3,393	1,166	9,600	2,273	200	1,360	50	222	22	233	2,250	\$ 22,508	225%
Fundraising	\$ 16,000	-	250	500	850	4,096	3,700	400	220	485	1,347	152	-	\$ 10,564	66%
Gallery Fees	\$ 3,000	-	-	-	-	-	177	543	343	704	-	100	20	\$ 1,886	63%
Gallery Sales	\$ 13,000	367	548	355	-	-	-	102	195	170	2,275	925	955	\$ 5,891	45%
Grants	\$ 3,000	-	-	-	-	-	-	850	-	-	-	-	-	\$ 850	28%
Interest											3	10	10	\$ 23	
PPP Loan	\$ -	-	-	-	9,750	-	-	-	-	-	-	-	-	\$ 9,750	
EIDL Loan	\$ -	-	-	-	4,000	-	-	-	-	-	-	-	-	\$ 4,000	
SBA Loan	\$ -	-	-	-	-	-	-	79,500	-	-	-	-	-	\$ 79,500	
Memberships	\$ 10,000	4,175	515	170	100	320	270	-	30	30	352	3,290	3,020	\$ 12,272	123%
Rental	\$ 1,000	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	0%
Tuition	\$ 120,000	8,053	5,826	3,325	730	3,785	6,545	11,210	5,408	2,576	10,704	5,094	2,055	\$ 65,310	54%
Total Revenue	\$ 176,000	\$ 12,898	\$ 10,532	\$ 5,516	\$ 25,030	\$ 10,474	\$ 10,892	\$ 93,964	\$ 6,245	\$ 4,187	\$ 14,703	\$ 9,803	\$ 8,310	\$ 212,555	121%
Expenses:															
Advertising & Marketing	\$ 6,000	400	132	528	38	38	85	65	75	65	65	68	68	\$ 1,626	27%
Art Supplies	\$ 1,800	-	167	72	-	-	133	63	-	27	-	-	-	\$ 463	26%
Artist's Commissions	\$ 9,100	228	312	248	-	-	-	34	109	116	2,728	577	667	\$ 5,019	55%
Bank Fees	\$ 3,500	343	159	114	74	198	326	448	185	122	398	282	198	\$ 2,847	81%
Contract Labor	\$ 2,200	160	160	120	-	-	-	-	-	-	-	-	-	\$ 440	20%
Donation Transfer to CFOS Capital Campaign		-	-	-	-	-	-	-	1,500	-	-	-	-	\$ 1,500	
Equipment/Tech	\$ 800	-	177	97	-	-	-	-	80	360	628	46	-	\$ 1,388	174%
Fundraising Expense	\$ 1,000	-	-	66	-	35	30	-	-	-	-	9	-	\$ 140	14%
Gallery Expenses	\$ 3,000	24	71	90	300	-	-	15	-	450	2,132	-	63	\$ 3,145	105%
Instructors	\$ 66,000	3,482	3,682	1,769	158	1,415	1,564	3,637	5,855	3,333	3,871	3,666	2,510	\$ 34,940	53%
Insurance	\$ 3,000	532	-	-	-	-	984	533	300	188	138	910	-	\$ 3,585	120%
Professional Fees	\$ 800	-	-	-	-	-	-	-	750	-	-	-	-	\$ 750	94%
Office Supplies	\$ 2,500	365	99	183	-	22	66	236	165	74	117	137	130	\$ 1,632	65%
Other Business Expenses	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	
Payroll & Payroll Taxes	\$ 50,000	4,398	4,327	3,586	2,716	4,070	5,962	3,301	3,286	3,399	3,894	3,246	5,235	\$ 47,420	95%
Rent	\$ 18,000	1,500	1,500	1,500	-	1,500	500	1,000	1,500	1,500	1,500	1,500	1,500	\$ 15,000	83%
Software	\$ 2,300	134	155	193	118	118	268	118	118	154	498	152	362	\$ 2,386	104%
Utilities	\$ 5,000	944	-	1,008	127	255	251	403	126	301	252	524	127	\$ 4,318	86%
Total Expenses:	\$ 175,000	\$ 12,511	\$ 10,940	\$ 9,573	\$ 3,530	\$ 7,650	\$ 10,169	\$ 9,853	\$ 14,048	\$ 10,088	\$ 16,222	\$ 11,117	\$ 10,860	\$ 126,599	72%
Net Income (Loss)	\$ 1,000	\$ 387	\$ (407)	\$ (4,058)	\$ 21,500	\$ 2,824	\$ 723	\$ 84,112	\$ (7,803)	\$ (5,901)	\$ (1,518)	\$ (1,313)	\$ (2,550)	\$ 85,996	

WALKILL RIVER SCHOOL
Proposed Budget for 2021

	2018 Actual	2019 Actual	2020 Actual	2021 Proposed Budget
Revenue:				
Donations	7,952	7,394	22,508	10,000
Fundraising	7,167	16,645	10,564	16,000
Gallery Fees	?	2,676	1,886	2,000
Gallery Sales	17,569	12,645	5,891	10,000
Grants	1,750	2,000	850	2,000
---Loans Received	-	-	79,500	-
---PPP & EIDL	-	-	13,750	-
Interest Income	-	-	23	-
Memberships	12,910	9,880	12,272	11,000
Rental	250	-	-	-
Tuition	115,887	105,749	65,310	110,500
Total Revenue	\$ 163,485	\$ 156,989	\$ 212,555	\$ 161,500
Expenses:				
Advertising & Marketing	3,990	6,488	1,626	2,500
Art Supplies	1,940	1,991	463	1,500
Artist's Commissions	8,554	9,330	5,019	6,500
Bank Fees	4,280	3,509	2,847	3,500
Contract Labor	6,661	2,150	440	-
Charitable Contribution	-	-	1,500	500
Equipment/Tech	355	1,674	1,388	1,000
Fundraising Expense	1,073	692	140	500
Gallery Expenses	3,425	3,513	3,145	1,000
Instructors	69,240	58,697	34,940	58,000
Insurance	2,698	2,994	3,585	3,500
---Loan Repayment	-	-	-	2,040
Professional Fees	750	750	750	760
Office Supplies	2,320	2,325	1,632	2,000
Other Business Expenses	534	374	-	-
Payroll & Payroll Taxes	42,797	49,008	47,420	49,000
Rent	18,000	18,240	15,000	21,000
Software & Website	?	1,977	2,386	2,400
Utilities	5,681	4,622	4,318	5,000
Total Expenses:	\$ 172,298	\$ 168,334	\$ 126,559	\$ 160,700
Net Income (Loss)	\$ (8,813)	\$ (11,345)	\$ 85,996	\$ 800

Teachers Committee
Chuck Tudor

We currently we have 15 teachers representing our school. Our kids' summer program was smaller but successful. New to WRS is a fully equipped studio for teaching online. Sarah is available to train teachers to use this equipment on request. Sarah and I met with the teachers once in person and once via zoom. Our teachers are the backbone of our school and we are grateful for their creativity and hard work.

Capital Campaign Report 2020
Maureen Crush

The Capital Campaign went quiet as the pandemic began. We did receive \$3,000 in donations during 2020 and hope to start the Campaign up again as soon as events can be safely held. The fund balance at the Community Foundation as of 12/31/2020 was \$111,009.65.

We continue to thank you all for putting your belief in WRS into action through this difficult year.

When the Capital Campaign reignites, please support our final push for the balance of the closing costs and establishment of small reserves for future maintenance of this beautiful home – do not consider your donation too small – all matter.

Continued special thanks to Robert Whelan and Maureen Crush and Bill Leuszler and Janet L. Campbell for their special gifts this year to our campaign.

Hudson Valley Plein Air Festival
Janet Campbell

2020 Hudson Valley Plein Air Festival took place October 13, 2020 to October 18, 2020. 33 competing artists were accepted out of 40 applicants (an increase of 13 from 2019). Eleven artists entered the non-competitive component, new this year. There were 13 prizes totaling \$2,275.

The 2-month exhibit at the School of 110 paintings brought in over 70 people to the reception and an additional 300 visitors viewed the exhibit before it closed.

Gallery and online sales, plus sales from the Quick Draw at West Point, Town of Highlands Farmer's Market brought in \$3,897. Income came from OCAC grant, generous sponsors, 30% commission from art sales, entry fees, two Facebook fundraisers and donations. Net proceeds came to near \$1,000.

A committee of dedicated volunteers, led by Susan Roth, helped create a successful plein air festival for the 5th year despite numerous COVID-19 impacts and less available grant money. Success was aided by a beautiful week during the peak of our local fall color.