



SHORELAKE ARTS
annual impact report

OVERVIEW

01

*31 years cultivating
creativity and inspiring
our community
through the arts*

ShoreLake Arts Mission



Letter from The Executive Director

*“Creativity and the Arts
are needed more during
times of crisis, not less.”*

Friends of ShoreLake Arts,

In 2020, the pandemic brought monumental changes to our lives and reinforced that creativity and the arts are needed more during times of crisis, not less. I am so proud that ShoreLake Arts was able to deliver creative opportunities and joyful arts moments to our community. We successfully navigated the challenges of the year and accomplished many of our big goals thanks to all of our donors, sponsors, and partners.

1 | We Set a New Strategic Vision

Our Board of Directors completed the most comprehensive strategic planning process we have ever undertaken. The result was a new 3 year Strategic Framework and a new Values Statement, setting a clear direction for moving forward and defining more clearly who we are, what we believe, where we want to go, and how we plan to get there.

2 | We Used Creativity to Connect Community and Stay Nimble.

We leveraged the flexibility afforded to us by our low overhead to stay nimble, thought quickly on our feet, and mixed in a level of plain ol' stubbornness in order to offer our programs in new, creative ways despite the impact and restrictions caused by COVID-19. Within the restrictions, we continued to offer some in-person programs, including our summer Drive-In Movie series, the Battle of the Bands Finale, and a Dia de Muertos community altar and scavenger hunt outdoors. Some of our signature events, including the Shoreline Arts Festival and Concerts in the Park were cancelled,

programs moved online, creating new opportunities for friends and families to connect through art.

3 | We Invested in Staff and Re-branded

We added a full-time employee, Programs Manager, Terri Price, and made Publicity Manager, Kevin Sheen, full-time. We also welcomed a new Education Director and Development Coordinator to the team, following staff departures. We also invested in new technology to help us work more effectively, and improved our front end and back end processes. This included a complete rebuild of our website and the launch of a major organizational re-brand featuring a new logo and our new name, ShoreLake Arts.

4 | We Redoubled Our Efforts on Equity

As the national reckoning on racial divides came to the forefront this summer, our board engaged in anti-racism training. For 7 months we worked with trainer Natasha Martin to continue the conversation around issues of race and how to serve our community in an equitable and inclusive way. In 2021 you'll see a new fellowship opportunity encouraging students from diverse backgrounds to create new programming inside ShoreLake Arts and a refreshed Artists-in-Schools program that puts equity at the center.

5 | We Continued to Lead in Our Community

Throughout the pandemic, we maintained vital local, regional, and statewide connections. ShoreLake Arts proudly represents the cities of Shoreline and Lake Forest Park at 4Culture's Local Arts Agency meetings, and I'm thrilled to sit on the board of Inspire WA and the Shoreline Chamber of Commerce, amplifying the voices of small arts organizations. During the pandemic, I deepened our connected with other local nonprofit arts and culture leaders, starting an Executive Director Zoom Happy Hour. In this safe space, we could share resources and support each other during trying times.

I've never been prouder of the work we do, the people I get to do it with, and the community we do it in. Thank you for expecting the best of us, I hope we can always rise to the challenge.

Lorie Hoffman

Executive Director

PS. On a personal note, I want to thank Interim Director Caitlin Pontrella who took the helm for the first three months of 2021 while I was on maternity leave.

OUR IMPACT 2020



23,000
Program Participants



+275,000
Online Views

Despite the impact of COVID, our public events and educational programming reached over 23,000 people, of all ages and dimensions of diversity. Our online platforms had over 275,000 views from King county and beyond!



\$66,726
Paid directly **to over 900 Artists** to support the creation of art and art experiences



1,057
Children reached
through youth
education programs

FINANCIAL REPORT

Our financial sustainability is critically important to our ability to deliver high-quality programs and services to our community.

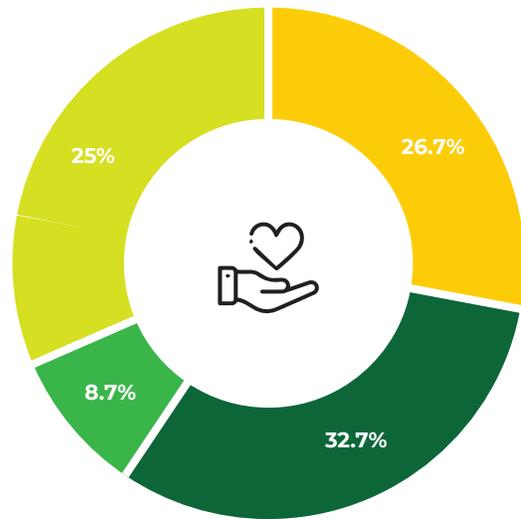
We are pleased to report that ShoreLake Arts was able to finish in a healthy financial position despite the challenges of 2020.

ShoreLake Arts received several critical grants from federal, state, and local resources, enabling us to retain all of our staff at full wages and hours.

In April we received a \$9,000 Economic Injury Disaster Loan and a \$43,700 Paycheck Protection Program Loan from the Small Business Association. Additional COVID-19 relief funding emerged from Arts WA, 4Culture, and Working WA.

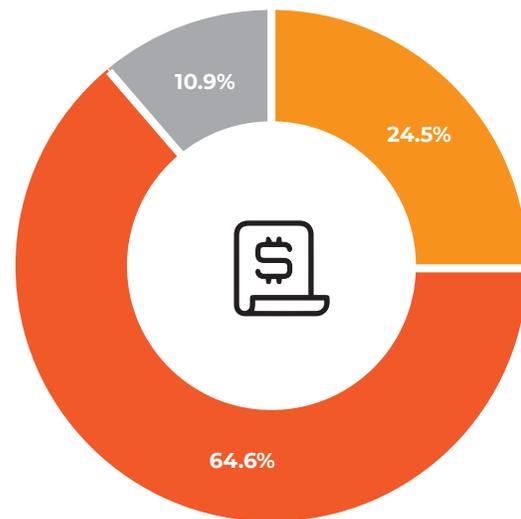
We also were able to move the majority of our programs online, enabling us to continue to earn revenue despite closures.

We also had higher than average admin expenses in 2020 due to pandemic response and staff turnover.



REVENUE

● Earned Revenue (26.7%).....	\$104,600
● Donations / Sponsorships (32.7%).....	\$125,058
● Fundraising Events (8.7%).....	\$34,267
● Sustained Gov't Support (25%).....	\$98,000
● Grants (6.1%).....	\$128,319



EXPENSES

● Programming (64.6%).....	\$257,051
● Administration (24.5%).....	\$97,485
● Fundraising (10.9%).....	\$43,449

FINANCIAL POSITION

Assets	\$355,750
Liabilities	\$95,058
Equity.....	\$260,691

Gloria Bryce Endowment Fund
\$112,997

OUR PROGRAMS

02



SHORELINE SHORT SHORT
FILM FESTIVAL

EVENTS HIGHLIGHTS

“An unusual year full of challenge, creativity, and unexpected connections.”

2020 programs started off with a bang -- The sold out Short Short Film Festival played to a standing-room only audience. And then the COVID restrictions began. We quickly pivoted and reimagined our programming, moving what we could online and reformatting others. We could not hold the Shoreline Arts Festival or our traditional Concerts in the Park, but we launched four new programs: our 8X8Photo show and sale, the ShoreLake Battle of the Bands, a virtual Cosplay Costume Contest, and our Drive-In Series. We missed the in-person connections that our events provide the community, but we also saw the value and far-reaching impact of online event programming. In 2021 and beyond we will continue to offer a mix of online and in-person activities.



SHORELINE SHORT SHORT FILM FESTIVAL

 **16**

Films Screened

365

Attendees

We received 43 short short films. Our expert jurors selected 16 for screening and awarded six Golden Sasquatch awards. The sold out film festival played to a standing room only audience. Many of the filmmakers and friends moved on to an after-party at Monka Brewing in Shoreline.

Best Picture | Jeremiah Williams
Best Comedy | John Helde
Best General | Deborah Tahara
Best Student | Ruby Chisham
Best Music Video | Julia & Mike McCoy
People's Choice | Jeff Schick



EDIBLE BOOK FESTIVAL



63

Submissions

900+

Online Views

Shortly before scheduled, we went into our first lockdown and pivoted quickly online -- our first ever virtual event. Our entries doubled and the online format allowed a much larger audience to appreciate the display of literary and culinary creativity (and punditry). For the first time we saw the power of an online event to provide a creative outlet for people during lockdown and to bring friends and families together, remotely, as they chatted about entries and voted for their favorite entries.



JUNE

SHORELINE ARTS FESTIVAL JURIED ART SHOW

154

Artists

396

Submissions

25,870+

Online Views & Engagement

Even though our in-person arts festival was canceled, we were able to run the Shoreline Arts Festival Juried Art Show online. With both youth and adult categories, we showcased over 250 pieces from 154 different artists in all varieties of 2D/3D art and photography. Thank you to our jurors Marsha Lippert and Lauren Heerschap!

DECEMBER

COSPLAY CONTEST



7000+

Online Views

New this year, our online Cosplay Costume Contest featured individuals modeling their unique (hand-made) cosplay costume. Participants entered categories including TV/Film, Comics/Video Games, Art History, Make-Up Design, and Recycled Material



AUGUST

SHORELAKE BATTLE OF THE BANDS



32

Bands

5000+

Views

Brand new in 2020, this event was adapted to an online format due to COVID-19. We hope to support emerging and developing musicians in Washington State and encourage appreciation for the art of music in our community. The finals featured a drive-in style concert at Lake Forest Park Town Center that was also live streamed.

1st Place | The Mercy Ray

2nd Place | Marina and the Dreamboats

3rd Place | Hyaline

Peoples Choice | Clear the Chaos



DECEMBER

HOLIDAY MARKET

Our virtual market highlighted 40+ artists and crafters through an online shop that ran for two weeks. We featured many artists on social media, taking you behind the scenes to see their creative process.



NOVEMBER

DIA DE MUERTOS



780

Participants

Not deterred by COVID-19 restrictions, we transformed our Dia de Muertos celebration into a multi-faceted event. Teaming up with the Kruckeberg Botanic Garden, we invited the public (in small socially-distanced groups) to view our community altar and invited kids to participate in a scavenger hunt and to pick up a craft pack and sugar skull on the way out. We followed that with a drive-in movie night showing of "Coco." We also launched our first ever LatinX Art Show online throughout November.



SUMMER

DRIVE IN SERIES



840 28

Attendees Films

When lockdown restrictions eased, we brought back a beloved tradition from the our past – the drive-in. Not quite Concerts in the Park, our drive-in movie series still allowed people to get out of the house, connect with others in a safe, socially distanced environment, and communally enjoy a night out. We featured old classics and films from our Short Short Film Festival.

6X6NW ART SHOW



674

Artworks Displayed

59,300+

Online Views

a unique event where artists of all ages show off hundreds of original artworks – all 6X6 and \$36 a piece - was moved entirely online to huge success. Images of the art had more than 59,000 views and we sold more pieces than in previous years.

8X8PHOTO

958

Photos Displayed



19,000

Online Views

Playing off our 6X6NW event, in July we launched a new online "8x8" Photo event, highlighting amazing photographers both young and old. Each image sold was printed in an 8X8 format. Our online show featured 958 photos and had more than 19,000 views .

EDUCATION HIGHLIGHTS

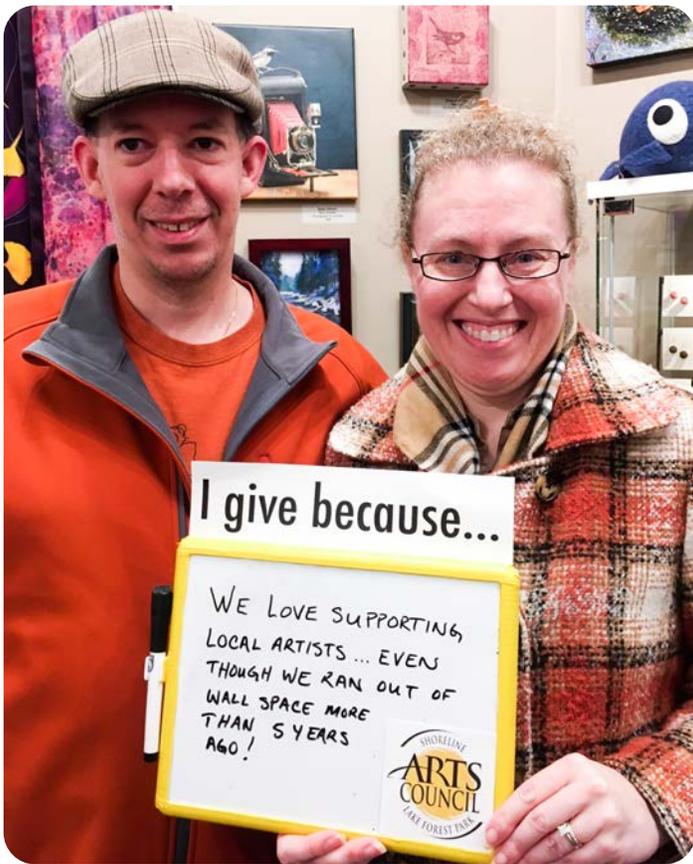
“He looked forward to it every day and came home in a great mood. He completed his work and brought home amazing art!!”

Courtney Orlander, Parent

ARTISTS IN SCHOOLS > CREATIVE PODS

ShoreLake Arts responded to the unique needs that families faced during the COVID-19 crisis by partnering with Ronald United Methodist Church to temporarily adapt our Artists in Schools program into the Creative Learning Pod. Eight Shoreline School District students met in person with robust health and safety measures in place to receive full-day remote learning support and to do extraordinary arts and dance projects with professional local artists. We are proud to have provided full-tuition scholarships to four of these students. Many thanks are owed to the small and mighty team of professional educators and artists who worked to make this service possible, as well as to Ronald UMC who generously donated their fellowship hall to the Pod.





CREATE & MAKE

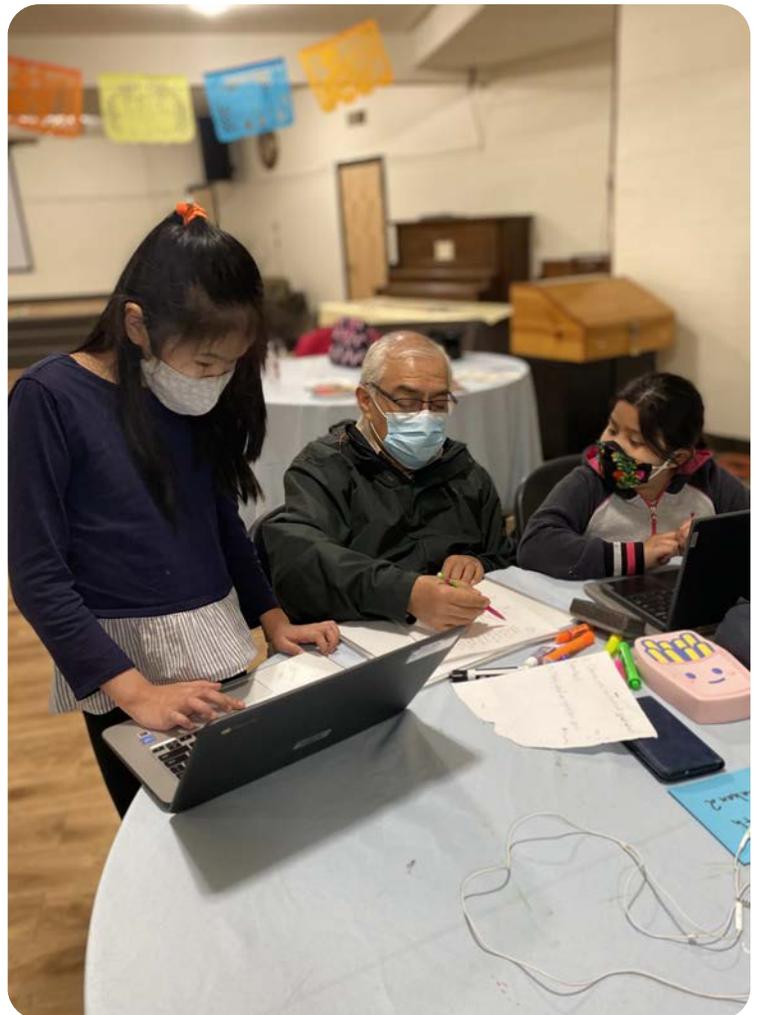
6

Workshops

65+

Participants

Create & Make went online for its adult arts workshop series. Nearly three dozen people had loads of fun creating art, learning new techniques, and socializing in our three virtual workshops led by outstanding local artists. Fall 2020 Create & Make workshops included Frame Loom Weaving with Allyce Wood, West African Dance with Etienne Cakpo, and Zine Making 101 with Mercer Hanau.



GALLERY HIGHLIGHTS

3,371

Visitors to the Gallery

"The arts are always important, but during times like these they are essential in feeling connected to others through a shared experience." Brandi Young
Local Artist

ShoreLake Arts Gallery is a non-profit gallery and gift store featuring art, jewelry, pottery, paper goods, glass, and textiles all made by local artists from the Puget Sound area. Gift items rotate in the store regularly and art exhibits on the wall change every 6 weeks.

In 2020, we had to shut-down in mid-March - early June, and reopened on June 9th. In August we opened up an online gallery shop.

We hosted 3 collage workshops featuring artist Elsa Bouman. In February we held a 2-hour in person workshop, in May we turned the event into a collage kit via mail that we sent out to 27 participants and in October we went virtual and Elsa created a 14 minute "how-to" collage video which is posted on the gallery webpage.



A customer at the gallery holding one of artist Salyna Gracie's encaustic paintings.

7

Rotating Exhibits

145

Artists Displayed

Rotating Artist Exhibits



Jimm Nawrocki
Seth Sexton
Mycah Higley
Megan Teutschel
Kimberly Leo
Brandi Young
Naoko Morisawa
Lisa Sheets
J. Gordon
Amy Redmond
Odette Allen
Peggy Curtis

"The Arts Council is doing great things for the art community. The support they give to artists goes above and beyond. It's important to keep local art relevant and accessible." - Bruce Rivera, Local Artist

4 STRATEGIC PRIORITIES



Promote racial equity, access, and inclusivity in arts experiences and opportunities for our diverse community



Expand our program offerings in order to serve over 55,000 people annually.



Expand our financial resources to fund programmatic growth by increasing revenues to \$650,000 by December 2023.



By December 2021 make an informed decision on whether to pursue a Capital Campaign to build an Arts Center in North King County.

BEHIND THE SCENES

03

The ShoreLake Arts Board successfully navigated the uncharted territory that was 2020. Moving seamlessly to a virtual meeting space, we supported staff's creative programming pivots and maintained a watchful eye on the budget implications. We also approved adoption of a new name and a rebrand of the organization.

Importantly, we focused on strengthening our internal and external voices:



We adopted a new 3-year Strategic Framework after completing an intensive year-long planning process



We recruited three new board members and created a pipeline for adding new board members in 2021.



We updated our Values Statement, choosing the values of Inclusivity, Fiscal Responsibility, Community, Inspiration, and Respect/Kindness.



We engaged in anti-racism training and reaffirmed our commitment to diversity, equity and inclusion in both our Values Statement and in our Strategic Framework.

And, as always, we remained passionately committed to helping ShoreLake Arts achieve its mission of cultivating creativity and inspiring our community through the arts – even in the midst of a pandemic.

Tracy Thorleifson
Board President

Thank you!

Thank you to our all our donors, partners, and volunteers who share our mission and vision for cultivating a more creative community.

Read more about our community, programs, and accomplishments at ShoreLakeArts.org

STAFF

Lorie Hoffman, Executive Director
Caitlin Pontrella, Interim Executive Director
Lisa Palmatier, Gallery Director
Kevin Sheen, Publicity Manager
Terri Price, Arts & Culture Program Manager
Dr. Jonathan Booker, Arts Ed Coordinator
Nathan Forman, Development Coordinator
Barbara Angersbach, Gallery Assistant
Jennifer Munson, Gallery Assistant

BOARD OF DIRECTORS

Tracy Thorleifson, President
Nancy Malek, Vice President
Tracy Furutani, Secretary
Bob Pfeiffer, Co-Treasurer
Darryl Miller, Co-Treasurer
Phillip Attipoe
Josh Beerman
Becky Blixt
Katrina Brede
Herb Bryce
Sarah Cohen
Nancy Graves
Louis Uhm
Amber Clarke
Vu Nguyen

COMMUNITY PARTNERS

The City of Shoreline
The City of Lake Forest Park
Kruckberg Botanic Garden
Shoreline Community College
Shoreline Film Office
Shoreline Public Schools
Shoreline-LFP Senior Center
Third Place Commons

GRANT FUNDERS

4Culture
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ArtsWA
Glaser Foundation
Knossos Foundation
Lake Forest Park Rotary
Norcliffe Foundation
Port of Seattle

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