

Art Center Update September 2020

Opportunities

Call to Artists: Design for San Marco Intersection and Crosswalks.

Read all about it at the link below. Deadline for submission October 21, 2020.

<https://www.culturalcouncil.org/crosswalks.html>

Just love this painting of San Marco Theatre by artist Teresa Cook Art



YoungArts 2021

Application Now Open

YoungArts is now accepting applications from visual, literary and performing artists ages 15–18 or in grades 10–12 through October 16, 2020.

[More Info](#)

The Cultural Council has created a directory for artists and art organizations. The Art Center joined

up right away, but you can also get included as an individual artist. A basic listing is free and an enhanced listing is \$35. You can find out more [here](#).

Every Single Artist Lounge

The October ESAL is going to be special, since we are hosting. It's on October 13th from 5:30-7:00.

The theme of this session is "Doing Business with Interior Decorators - - How to get your artwork placed in residential and corporate projects.

Speakers- Marsha Faulkner - Studio M Interior Designs and Amanda Webster - Amanda Webster Design

Have you ever wondered how to get your artwork in front of interior designers? Marsha and Amanda, two long-time, successful interior designers in Jacksonville, will share their experience with us and answer some of the following questions: How do they find artwork for your clients?

What stands out to them when they're searching for the perfect piece?

How is pricing handled when selling to a designer?

How are commissions handled, and more.

You can find more information here- <https://www.facebook.com/events/1089720661409305>.

This would be a great opportunity to talk to the speakers about the work

you have in the gallery and how it might fit their needs.

Sales

August was a very good month for sales at \$1460. The bulk of the sales were online sales, so it looks like **Lisa Lofton** and **Kim Beaulieu's** efforts each month are paying off. If you don't know, after curating Kim photographs each piece with a full lighting set up and black cloth background. Lisa then takes the photos and the information you filled in from the Curating Template and builds your gallery on the website.

One of the things Lisa also does is to create a description about the pieces you bring in to add a bit more "marketing" to your gallery. However, we think it would be better if you would provide that verbiage about your work and we'll be modifying the template to allow you to provide that input.

Cyndy Reynolds	49.00	Hanging Around #2
	450.0	
Dana Delarme	0	King Fisher
	450.0	
Dana Delarme	0	Ascension
		In Search of Nectar
Dana Delarme	65.00	
Dana Delarme	45.00	Three in a Nest
Denise Sawyer- Johnson	275.0	
	0	Colors of Covid
Elaine Bedell	6.00	Cards
Elaine Bedell	10.00	Flower Print
Douglas Mealing	60.00	Saxamite Abstract
Lisa Ramirez	50.00	Guitar

Two of these sales we from non-TAC artists that had their pieces sold out of the Tune In show. This is still helpful to TAC since we take a greater commission of non-TAC member sales.

TAC and the Community

Most of you probably know by now that we have undertaken a major fundraising effort to provide art supplies for school kids. Most art teachers, in the past, just had buckets of art supplies that were shared by the students. Covid-19 has eliminated sharing. On top of this, the letter to parents that discussed student supplies, neglected to add art supplies. We decided we could help.

Lisa Lofton contacted a number of schools in the Arlington area and three of them responded right away that they indeed needed art supplies. With some started donations from TAC members we started buying supplies. By the end of the first week we had accumulated enough that we distributed three boxes with enough supplies to meet the needs of 20 students each. The teachers were thrilled.

While that was going on we set up a GoFundMe/Charity page and things started to take off. So far we have netted nearly \$1400 from the GoFundMe and have continued to get cash and supply donations at the gallery. We've nearly received \$3000 I donations so far.

After our first disbursement we were contacted by former TAC member, Lauren Pumphrey, who is also an art teacher and was in desperate need of sketchbooks. We gave her 100 of these and another box of supplies and this week we're having the first schools come back for another box of supplies for 25 students.

We've hit Walmarts and 4-5 Targets and nearly bought them out of school supplies.



The pile today in our back room was about twice what this picture shows.

R know someone who would like to support our students, you can go to this [link](https://www.tacjacksonville.org/donate.html) - <https://www.tacjacksonville.org/donate.html>

So far we are supporting:

- Fort Caroline Elementary
- Merrill Road Elementary
- Holiday Hills Elementary

However, we'd like to expand, so more donations are needed.

We're Growing

We have been given an opportunity and the Board agreed at our last meeting to pursue it. The Jacksonville Cultural Development Corporation (JCDC), to which **Annelies Dykgraaf and Marsha Hatcher** belong, has space J1 in the Union Warehouse building, where we have our studios. J1 is a first floor space and we'll be moving in with additional studio space and we're calling it TAC III.

Unlike the studio spaces in C4 TAC II, we're planning to build enclosed studios, with real walls. Lisa and Anneleis and laying out the floor plan now and, if possible, we'd like to have a work day on October 17th to

start the build out. We're thinking that we could get 8-10 studios in the space.

We still have three opening in C4, so let any of your artist friends that are looking for a space know we have some to rent.

Members

Promoting on social media works.

People are starting to check out our YouTube channel, For the Purple Rain show we ended up doing videos of 22 of the 30 artists and juror involved with the show.

Here's a [link](#) to the Purple Rain video playlist.

We think this is helping popularize our shows and getting our name out there. This can also work for you.

We would like to take short videos of each of you to promote yourself, TAC and provide potential sales opportunities. We're talking about videos that are between 2-3 minutes long. For those who have been working on this, the easiest way to structure what you'll say is to base it on your artist statement.

Whoever is working in the gallery on weekdays has had experience creating these videos and can walk you through the process

Props to **Marsha Hatcher** for her participation in ColorJaxBlue mural.



Both **Marsha and Annelies Dykgraaf** had their work in the Artists Pick Artists project honoring Jacksonville musicians. It's a temporary display at the old Lee and Cates storefront on Forsythe St.

Marsha has been really busy and was thinking big, when she created this billboard. The project is called "Come To Your Census".



Programs and Shows

Purple Rain has been a big hit. We had 71 entries from 30 different artists and more than half of the entries came from non-TAC members. We think this is good, getting us established at a quality venue for shows.

We did a lot of marketing for this show and were happy both with the number of entries, but also the number of people that came to the gallery for the opening. We had over 50 visitors here and Kim did a very good job with the on-line broadcasts as well, grabbing a good number of live viewers.

We have been hearing very good feedback from those that entered and participated in the opening.

Now you need to get ready for the next show – **Unity and Equality**. A very timely theme. Submissions will be January 4th-9th.

Grants

This week is an intense one for the grant. We have to do our grant request defense on Wednesday. Kim and Lisa will be "virtually" before the whole grant committee to do a quick presentation and then answer everybody's questions.

They will then score us and after all the presentation are done, the committee will do the final determination to know exactly how much we will get this year.

We already know that Amy Palmer, head of grants for the Cultural Council really liked the grant application we did this year, so we're hoping for an improved score.

Thoughts

We have developed a much closer relationship with the Cultural Council in the last several years. They have also supported us to a greater degree than ever before. One of the reasons for this is the relationship we established with **Joy Young**, the latest Executive Director. We worked with her closely through a number of initiatives like the Art See and Shop pop up Christmas market, ESAL and the grant process. Then we developed a whole new relationship during the Covid-19 crisis. We had many weekly video conferences where all the grantees would get together to develop strategies and information on how best to handle the pandemic. This was a great service for us.

After all of this we were surprised when we recently heard that Joy had resigned and is leaving the cultural council. We wish her the best and are awaiting the new ED hunt. In the

meantime **Diana Donovan** is serving as the interim ED. Diana knows us from her days on the Grant Committee and the Cultural Council Board.