



2016

ANNUAL REPORT





INTRODUCTION

Dear Friends,

In the Pottery Lab, we are surrounded by a constant flow of creation - raw material transformed by hand, chemistry, and fire into beautiful work that feeds body and mind. In this way there is constant, tangible reward for our efforts in the studio. Yet, quantifying success of the larger organization can be elusive, because for those not compiling the data, it might be determined by the feeling of a place or the vibrancy of community - things that are subjective at best. As Director, I am one of the few who gets to measure one against the other, both the atmosphere and the numbers. This is why I am so excited to share the annual report because all the evidence, ephemeral and physical, shows that 2016 was an incredible year.

The pages that follow are brimming with positive, exciting information. I'm hard-pressed to pick out those few accomplishments that best represent a year so full. As you will see, a significant increase in volunteer and paid staff has enabled us to serve more students and provide better service to the local community in a wider range of programming than ever before. Print, glass, fiber, and metal arts were incorporated into our fundraising events last year and will increasingly play a larger role in programs. In 2016, we set the stage for a self-sustaining and stable Pottery Lab program - a long-held hope that is now becoming reality. Studio Arts Boulder is stronger and more productive with a clear and exciting strategic plan for the future.

The fact is, this report is merely evidence - a statistical representation of incredible generosity and staggering hours of hard work. I love the Pottery Lab because everyone who comes here gets to play with clay. There are no judgments, no expectations, just plenty of support because this place comes with friends - a community of interesting and creative people. It's exciting to think about serving a similar community of creatives through an expanding range of art forms. So, I encourage you to look beyond the numbers. See the clear joy in the faces of the students and instructors. Witness what it means when so many people give their precious time to benefit the well-being of others. This letter is not only to highlight our achievements, but also to convey my profound respect and admiration for the people who make it possible. I get to work at a place that welcomes me every day, with friends and colleagues I admire, students who are engaged and curious, and the challenge of maintaining and growing a wonderful, historic, creative institution.

Please join me in celebrating what we've accomplished. It is clear that together, this organization and the community we serve will continue to do remarkable work.

Sincerely,

Aaron Winston
Pottery Lab Director



OVERVIEW

Studio Arts Boulder took over management of the Pottery Lab on January 1, 2015. Our agreement with the City of Boulder Parks and Recreation Department outlines a three-year transition period. The purpose of this transition is to make sure the Lab can succeed as part of an independent nonprofit. At the mid-way point, 2016 was full of promising developments.

1,676 - total number of program participants

22,174 - client-hours of programming

A few major accomplishments of 2016:

- hired three key staff members to permanent full-time positions:
 - Aaron Winston, Director of the Pottery Lab
 - Colleen McCarthy, Operations Manager of the Pottery Lab
 - Hannah Hanssens-Reed, Manager of Advancement
- adopted the organization's first-ever Strategic Plan
- added Renate Mairie of Flatiron Press, a key studio art partner, to the Board of Directors
- launched a new website and dramatically increased social media presence
- our studio art partners taught programs and actively participated in fundraising
- held our first-annual Chili Bowl street party, attended by over 1,000 people



ADULT CLASSES



40 - number of weeks of adult class
17.5 - hours of adult class time each week
40.5 - hours of open lab time each week
660 - total number of adult students in 2016

Adult classes continue to be the backbone activity and primary source of earned income for the organization. Classes operated at full capacity throughout 2016, with waitlists growing each session.

WORKSHOPS

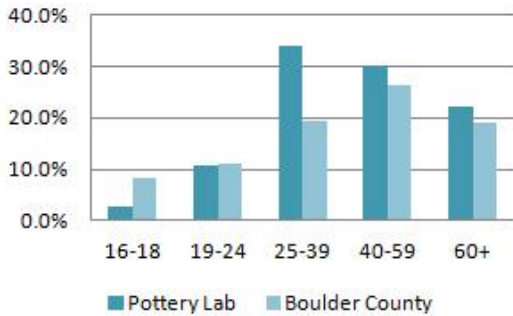


Workshops ranging from Succulent Planters to a seven-day Anagama Wood-firing offered adult students additional opportunities to expand their repertoire and try something new.



ADULT STUDENT DEMOGRAPHICS

The organization took an important step in 2016 by implementing the first-ever demographic survey of our adult students. This information is critical for understanding who we serve and for seeking grants and other funding. We discovered that our adult students match Boulder County on several characteristics and differ in a few key areas.



Age (graph)

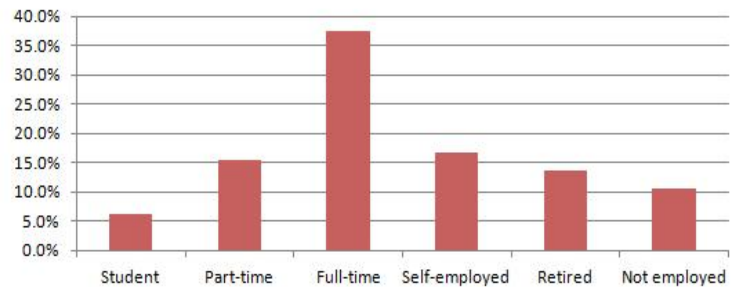
More of our adult students are under 40, compared to Boulder County.

Gender

Adult students are predominately female, outnumbering males 5-to-1.

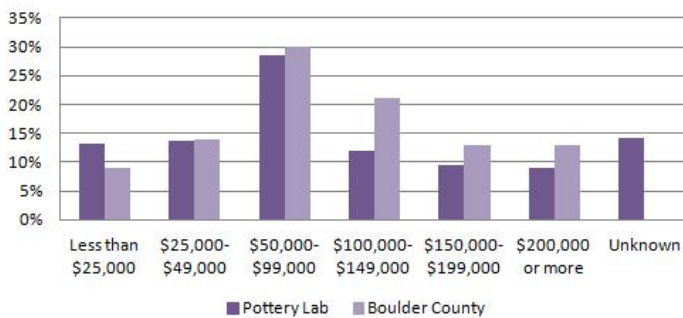
Employment Status (graph)

The majority of our adult students are employed full- or part-time.



Education

Our adult students are well-educated, with 74.9% having a bachelor's degree or higher, compared to 58% of Boulder County.



Household Income (graph)

Medium income for our students is similar to Boulder County, around \$93,000.

Race - Like Boulder County, our adult students are predominately Caucasian (86.2%). The second-largest segment of Boulder County is Latino (14%) but only 3.2% of the adult students at the Lab describe themselves as Latino and 6% as multi-racial/multi-ethnic. Improving service to the Latino community is an important priority for the organization moving forward.

YOUTH CLASSES

Overall enrollment in youth classes reached record levels in 2016. Child/parent classes begin at age 4. Hand-building classes are offered for ages 4-12, and wheel-throwing for ages 8-16. The greatest demand is for pre-teen wheel-throwing, so classes and camps were added in that area.



37 - number of weeks of youth class
11 - number of youth classes each week
370 - total youth class enrollment



SUMMER CAMPS

Our camps continue to be popular, some spilling over onto waitlists. In 2016 we added a printmaking camp, taught by our partners at Flatiron Press. Like youth classes, demand for pre-teen wheel-throwing was highest.

19 - number of camps
210 - total campers



YOUTH SERVICES INITIATIVE

Youth Services Initiative (YSI) is a division of the City Parks and Recreation Department that offers after-school programs for youth in low-income housing, 85% of whom are Latino. The Pottery Lab has hosted YSI visits for many years, typically 2 to 3 per month during the school year.

13 - number of YSI visits
94 - total number of YSI visitors



EXPAND / FRIDAY AFTERNOON CLASS

Exciting Programs, Adventures, and New Dimensions (EXPAND) is also a division of the City Parks and Recreation Department. EXPAND offers recreation and leisure activities for people with disabilities to enhance overall well-being and improve quality-of-life. For years, the Pottery Lab has offered a Friday Afternoon Class (FAC) for adults with mild traumatic brain injuries. The class includes both hand-building and wheel-throwing and meets September through May.

27 - number of adults with mild traumatic brain injuries in FAC

SPECIAL PROGRAMS

22 - parties (kid birthdays or adult gatherings)
213 - total number of partygoers
7 - date & family nights
102 - total special program enrollment

In between classes, camps, and open lab hours, the Lab has hosted birthday parties and other private celebrations over the years. Instructors have also been sent out into the community to conduct various programs each year.



Increasing use of the existing facility is key to the long-term financial sustainability of the Pottery Lab. In the summer and fall, new programs such as Date and Family Nights, Raku Sunday, and drop-in Child/Parent classes were also added. Demand for special one-time programs is very high, so Date & Family Nights were an immediate hit, often filling waitlists for each evening.

STAFF

As programming and enrollment grew, the operations and teaching staff at the Pottery Lab also expanded in 2016. In addition to filling the full-time Director and Operations Manager positions, the roster of volunteer teaching assistants grew to two per class. This greatly enhanced the robustness of our human resources and increased our capacity for providing a quality learning experience for each student.

31 - amazing staff members
4 - core/full-time
10 - part-time
17 - weekly volunteers



VOLUNTEERS

The Pottery Lab has enjoyed a vibrant volunteer community for a long time. As a nonprofit, it's important to measure the investment of volunteers, so we ran the numbers for 2016. The all-volunteer Board has 8 members and the regular volunteer "staff" is now up to 17 people. These volunteers work tirelessly each week to support every aspect of the organization. In addition, over 125 volunteers helped run fundraising events in 2016, including the first-annual Chili Bowl street party in September.



5,600 - volunteer hours in 2016
\$108,500 - value of this in-kind service

FUNDRAISING

2016 included four fundraising events. Each provided an opportunity to promote our studio art partners: Flatiron Printmakers, Boulder Metalsmithing Association, Ambrosia Glass Art, and Shuttles, Spindles, & Skeins, as well as the Pottery Lab faculty and other local artists, who received commissions for their work sold. The auction dinner at Dagabi Cucina included both live and silent auction items, such as a stay at the La Napoule Art Foundation chateau in France. The Dushanbe Tea Festival provided a booth for our handmade tea-themed pieces. And the Holiday Sale in prAna's community room allowed us to have a presence right on Pearl Street during peak shopping season.



But the highlight of 2016 was the Fall Pottery Sale & first-annual Chili Bowl street party in September. Mateo, The Kitchen, Dagabi, West End Tavern, Leaf, Bramble & Hare, and The Corner all provided chili and Eldorado Springs provided water for free. Innisfree Poetry Bookstore & Cafe, Boulder Ice Cream, Left Hand and Upslope breweries rounded out the menu. Local musicians played live music and Open Studios had a kid's art table while demonstrations of printmaking, metalsmithing, and pottery showed visitors the unique attraction of each studio art form. From throw-a-thons to rolling up the fence after sundown, over 100 volunteers put in over 650 hours to make the street party a huge success. We are excited about how this event will continue to grow in the future.

1,052 - people attended Chili Bowl I
1,986 - chili tastings sold
\$7,297 - artist commissions from sales
\$55,545 - gross revenues from events



FINANCES

The primary purpose of becoming an independent nonprofit was to improve the long-term sustainability of the Pottery Lab. With record enrollment and new paid programming, 2016 brought us closer to that goal, improving the financial health of the Lab and increasing fund balances for the entire organization.

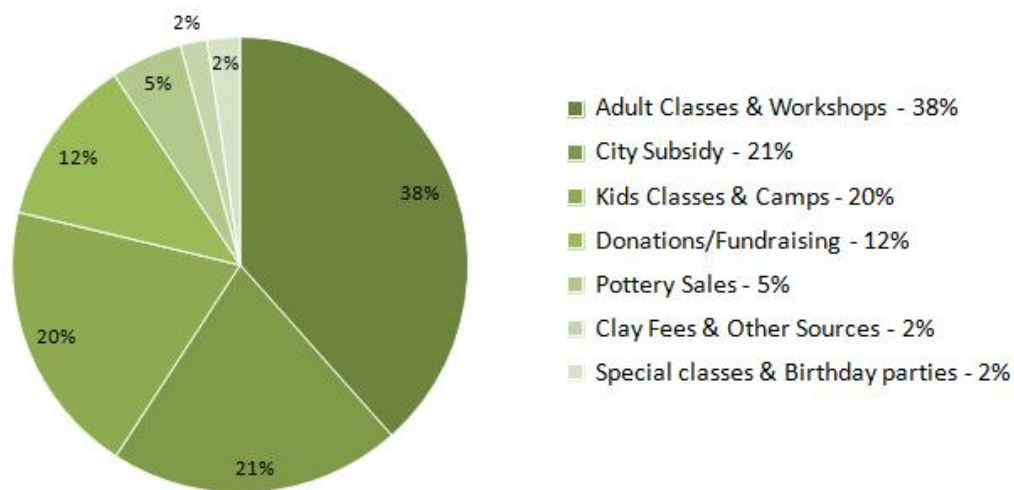
Key financial accomplishments of 2016:

- Closed the operations deficit to just over \$52,000 (down from a high of over \$117,000 in 2009)
- Applied for 17 grants in 2016, receiving 4 (so far) totaling \$19,000 over two years
- Established a new scholarship program and awarded:
 - 9 scholarships to adults, and
 - 15 scholarships to kids for classes and camps

Income

As in years past, earned income from paid programs was not enough to cover the cost of providing those programs. Thus, the annual subsidy from the City of Boulder Parks and Recreation Department was still critical to operation of the Pottery Lab in 2016. Donations/fundraising increased in 2016, but expanding earned income is still a priority.

2016 Revenue Sources

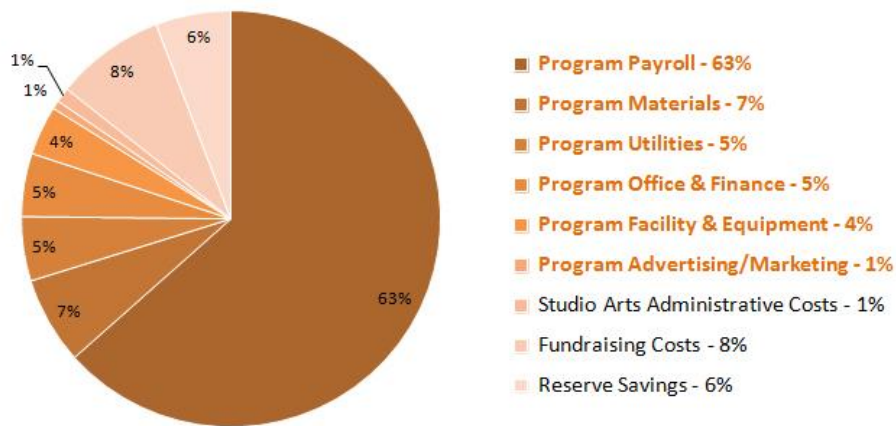


FINANCES

Expenses

The Pottery Lab faculty and staff is our most valuable asset and comprise the largest expense of the organization. We made the strategic decision to increase our investment in fundraising in 2016. Yet direct program expenses and reserve savings still comprise 91% of total organizational outlays.

2016 Expense Categories



Cash Balance

Grant-writing combined with fundraising events, increased enrollment, expanded programming, and the City subsidy, all added up to a positive financial outcome for the year. With reserve savings, our combined cash balance puts the organization in a good position heading into 2017.

Opening Cash Balance on 1/1/16	\$74,247
Net Revenue in 2016	+ \$33,668
Reserve Savings in 2016	<u>+ \$19,000</u>
Total Closing Balance on 12/31/16	\$126,915

CONCLUSION

With solid data-gathering and sound decision-making, 2016 has set the course for success. Every aspect of the organization, from the strategic plan to one-time special programs, is aligned to further the mission and secure the future of the Pottery Lab. The staff and board continue to work as a team to build a thriving organization based on a foundation of excellent programs and nonprofit best practices. The investment of volunteers also continues to be the cornerstone of our community and brings the promise of *community art education* into reality.

THANK YOU

Huge thanks to all our volunteers, students, partners, and sponsors for the unending support and enthusiasm as we move into our third year!

