

Goals	Purpose	Timeline
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<b>Marketing Goals</b>	<b>To build awareness of Shepherd Gallery and Creativity Center as the premier provider of the arts in the area.</b>	
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HWY 52 signage	Direct tourists to the building	July 2015
Meet with teachers individually, prepare field trip and lesson forms	Reach youth and build the after school program	September 2015
Utilize marketing calendar	To organize events and marketing for those events	ongoing
Rebranding of organization	To create ubiquity and build consistency and trust	Winter 2015-16
Continue to enliven membership campaign	This includes surveys, logos, mission, and collateral materials To keep membership relevant and keep members engaged September-October 2015 drive	November 2015 ongoing
Participate in community events	Raise awareness and community spirit	ongoing
Keep an ongoing list of marketing ideas	To provide ideas and references when needed	ongoing
Provide free wifi to cafe customers	To attract youth to courtyard, offer an amenity to tourists	Spring 2016
Note:	The purposes of a marketing campaign are to be ubiquitous (everywhere all the time), have a presence with potential customers, service existing and previous customers well, and to increase the base of repeat clientele.	

<b>Sustainability Goals</b>	<b>To provide for long term financial stability.</b>	
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Open Artisan Cafe and Courtyard	To diversify audience and revenue stream	as funds are available
Earn 70% of revenue, 30% gifts and grants	To become self-sustaining	ongoing
Host one annual fundraiser dinner/open house/event	To reach a new audience and avoid donor fatigue	January 2016
Hire one additional part time staff	To provide Saturday support and assistance to staff	May 2015
Increase part time manager position to full time	To be better and do more!	July 2017
Boost the local economy by adding positively to Guttenberg's list of attractions	Because what's good for one is good for all.	
Create an online sustaining donor program modeled after Matter's to automatically withdraw a specified amount from donors' accounts each month	To increase available funds for operating expenses	October 2015
Gain financial support from the City of Guttenberg	To increase available funds for operating expenses	July 2015

Need Goals	To meet community needs through our mission and customer service.	
Meet biannually with advisory committee	To determine needs, public opinion, gather information	March and September
Become handicap accessible	To be accessible to all audiences	July 2017
Free admission, no studio fees	To be accessible to all audiences	ongoing
Partner with the school whenever possible	To increase our value in the community and strengthen our relationship with area youth	ongoing
Use a portion of Umbrella Arts River of Music donations to benefit an outside project	To increase our value in the community and strengthen our relationship with community members	fall 2015 and forward
Conduct after school student and parent evals annually	To better serve our student needs	Spring 2016
Conduct customer satisfaction surveys annually	To better serve student and community needs Students, parents, newsletter recipients, local artists, event participants, cafe customers, advisory board, Umbrella Arts, teachers, members, volunteers	Spring 2016
Attend board boot camp		Summer 2016
New medium of the year	Feature one new medium in the studio each year	ongoing
Feature live music three times per year in the courtyard	Support music and, enhance our value, draw new audiences	Summer 2015
Create unique exhibits that reflect the work of local artists 1-3 times per year	Support local artists, enhance our value, draw new audiences	Summer 2015
Recruit 20-30 scholarship students per year	meet our mission of serving youth	ongoing
Enhance programming by increasing quality of instructors, projects, and materials	meet our mission of serving youth	Fall 2015 fall 2015 and forward
Increase high school participation in after school program	meet our mission of serving youth	ongoing
Enhance community partnerships	Build awarness, increase our value in the community	ongoing
Continue work with Umbrella Arts	Provide fine arts and visibility outreach	ongoing

**GRANT OPPORTUNITIES**

Granting Organization	Grant Title	Grant purpose	\$ Amount	Match Amount	Due Date	Status	Spending deadline	Audit Date	URL
CCFF	Community Development	Stained glass	789.08	263.25	1/31/2015	received	12 months	10/31/2015	<a href="http://www.dbqfoundation.org/">http://www.dbqfoundation.org/</a>
Federal Government	Youth in the Humanities	After school support	10,000	0	2/2/2015	Denied			<a href="http://www.nahvp.org/how-to-3">http://www.nahvp.org/how-to-3</a>
DRA	Artisan Cafe and Courty	furniture			2/22/2015	Denied			<a href="http://www.drabubuque.com/g">http://www.drabubuque.com/g</a>
Mediacom	Arts and Culture Grant	to support a distinct aspect of the organization's arts activi			6/1/2015				<a href="http://www.dbqfoundation.org/">http://www.dbqfoundation.org/</a>
Theisen's	More for Your Communi	The program grants to agencies to jumpstart and/or sustain			8/1/2015				<a href="http://www.dbqfoundation.org/">http://www.dbqfoundation.org/</a>
Iowa Cultural Trust	Sustainability Grant	Sustainability plan	1245	1245	12/1/2015	received	6/1/2015	8/1/2015	
McElroy Trust	McElroy Trust Grant	opportunities that		25%?	rolling				<a href="http://mcelroytrust.org/grants/">http://mcelroytrust.org/grants/</a>
Isle of Capri Newman's Own	Community Aces	inspire and transform youi	15,000	0	3/20/2015	Denied			
Iowa Arts Council	Job Creation Grant	After School Teacher	1260	1260	5/1/2015	received			
UMGC	New roof	New roof			4/15/2015	Denied			
The Awesome Foundation		Kaleidoscopia exhibit			rolling				
Black Hills Energy		Kaleidoscopia exhibit			rolling	Denied			

**Artisan Cafe and Courtyard  
May 2015**

Done:	Cost	Completed	Notes
Pave & Landscape courtyard	2564	04/01/15	
Discussion with potential hires		04/01/15	
Discussions with students re:menu		04/01/15	
Acquire cooler	856	04/01/15	
Install sound system		05/18/15	
Paint courtyard	425	05/18/15	
Install furniture		06/01/15	

To do:	Cost	Deadline	Notes
Food license		08/01/15	
Meetings with local vendors/growers		03/01/16	
Final menu development		03/01/16	
Install lights		08/01/15	
Acquire wine license for summer events		08/01/15	
Acquire cash register		06/01/15	

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Total Capital Investment	3845
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Funds earmarked for cafe:

\$300 girl scouts fence paint

\$1400 RC&D

\$2000 Private Donor

\$1000 RAGBRAI

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\$4700 total earmarked for kitchen

Out of pocket expenses	855
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Goals:

Provide boxed meals for ROM

Increase gallery/studio traffic

Have a grand opening

Hire someone to make smoothies/coffee in mornings

Break even the first year



**Shepherd Gallery and Creativity Center**  
**Statement of Activities (Income Statement) and Change in Net Assets**  
**For the years ended June 30, 2014, 2015, 2016, 2017, and 2018**

	<u>Approved</u> <u>2016</u>	<u>Proposed 2017</u>	<u>Proposed 2018</u>
<b><i>Revenues, Gains, and Other Support:</i></b>			
Grants	\$2,260	\$2,486	\$2,735
Gallery	\$3,519	\$3,871	\$4,258
Studio	\$7,605	\$8,366	\$9,203
Events	\$19,687	\$21,656	\$23,822
Contributions: Donations	\$6,000	\$6,600	\$7,260
Contributions: Memberships	\$2,500	\$2,750	\$3,025
Consignment	\$3,584	\$3,942	\$4,336
Umbrella Arts	\$3,897	\$4,287	\$4,715
Artisan Cafe and Courtyard	\$500	\$550	\$605
Corporate Sponsorships	\$1,000	\$1,100	\$1,210
Uncategorized*	\$0	\$0	\$0
<b>Total revenues, gains, and other support</b>	<b>\$50,552</b>	<b>\$55,608</b>	<b>\$61,169</b>
<b><i>Expenses:</i></b>			
Program supplies	\$13,921	\$14,339	\$14,769
Events	\$2,306	\$2,375	\$2,446
Advertising	\$2,700	\$2,781	\$2,864
Loan Payment	\$4,154	\$4,154	\$4,154
Management & General	\$24,487	\$37,052	\$55,444
Artisan Cafe and Courtyard	\$500	\$515	\$530
Fundraising & Membership Development	\$0	\$0	\$0
<b>Total expenses</b>	<b>\$48,068</b>	<b>\$61,216</b>	<b>\$80,208</b>
<b>Change in Net Assets</b>	<b>\$2,484</b>	<b>-\$5,608</b>	<b>-\$19,040</b>
<b>Net Assets Beginning</b>	<hr/>		
<b>Net Assets Ending</b>	<hr/>		
<b><i>Program Expense Ratio:</i></b>	<b>\$16,727</b>	<b>\$17,229</b>	<b>\$17,746</b>
Program Service Expenses/Total Expenses	<b>\$48,068</b>	<b>\$61,216</b>	<b>\$80,208</b>
	<b>34.80%</b>	<b>28.14%</b>	<b>22.12%</b>

***Fundraising Efficiency:*** 0  
Fundraising Expense/Contribution Revenues

\*Uncategorized income was taken from bank statements July-December of 2013, prior to the hiring of the Gallery and Studio Manager who now tracks income

**Shepherd Gallery and Creativity Center**  
**Estimated Statement of Financial Position (Balance Sheet)**  
**As of March 1 2015**

**Assets**

*Current Assets:*

Cash	\$18,807.00
Short term investments	0
Accounts Receivable	1400
Supplies inventories	10,000
Contributions Receivable	0
<b>Total Current Assets</b>	<b>\$30,207.00</b>

*Noncurrent Assets:*

Land, Buildings, & Equipment, net of accumulated depreciation of \$AMOUNT (AMOUNT in previous year)	97923
Long term investments	
<b>Total Noncurrent Assets</b>	<b>97923</b>

<b>Total Assets</b>	<b>\$128,130.00</b>
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**Liabilities**

<i>Current Liabilities (due in 1 year or</i>	4152
Accounts Payable	
Grants Payable	
<b>Total Current Liabilities</b>	<b>4152</b>

*Noncurrent Liabilities*

Notes Payable	
Long term debt	10660.37
<b>Total Noncurrent Liabilities</b>	<b>10660.37</b>

<b>Total Liabilities</b>	<b>14812.37</b>
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**Net Assets**

Unrestricted	
Temporarily Restricted	
Permanently Restricted	
<b>Total Net Assets (equity)</b>	<b>\$113,317.63</b>

<b>Total Liabilities &amp; Net Assets</b>	<b>\$128,130.00</b>
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***Working Capital Ratio:***

Current assets - Current liabilities / Total expenses (measure of liquidity)	<u>\$26,055.00</u> \$38,170	68.26%
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How long we could sustain operations  
without generating new revenue: 8.19 months  
WC ratio x 12 = number of months

**Shepherd Gallery and Creativity Center**  
**Sustainability Planning Focus Group Results**  
**3/12/2015**

**Advisory Board Survey Responses**

**2 Responders**

What would you like to see Shepherd Gallery and Creativity Center accomplish in the next 1-3 years?

1. Make public a governing board's oversight, establish an advisory panel and together with Umbrella Arts members - widens its base of support.
2. Through said advocacy, achieve increased financial sustainability.
3. Through said increased stability, generate savings in time and energy for programming.

Greater visibility to locals and tourists alike. Better signage, consistent hours (better limited but always open than too broad and sometimes closed), more publicity etc

What are your concerns about Shepherd Gallery and Creativity Center?

There is a perception of the organization's strategic decisions and finances being too "private" but this is being addressed on several levels and changing already.

Need stable funding. Not sure how tho

What specific type of advice, wisdom, or skills could we call upon you for?

Donor relations

Art experience, teaching background but not with small kids

Please list three things we are doing well.

Children's programming, Gallery/retail merchandising, Growing new partnerships

Providing a fun and safe environment for all ages to experience the world of art, Providing a display and sales opportunity for local artists, Helping to preserve an historic building, Sponsoring additional art opportunities in community thru UA

Please list three things we could do better.

Publicity, ADA access, a frequent problem with old buildings, Attract the high school and young adult ages as participants in programs and as volunteers

Please list three programming, fundraising, or marketing suggestions you have for the organization.

Work with gov entities on signage to direct folks to you...ask MMCA how they got official signs put up

Try a capital campaign to attract funds for an endowment that could provide operating funds....ask MJ?

Consider moving part of gallery display to a more visible shopping location (share a window?) that could direct viewers to the CC for purchase

Are you confident in Shepherd Gallery and Creativity Center's long-term sustainability? Why or why not?

I am growing in confidence thanks to the staff and board's commitment to growing stakeholders.

Yes as long as the current staff and volunteers continue enthusiastic and can recruit more of same plus funding

**After School Art Program Survey Responses**

**2 Responders**

Are you familiar with Shepherd Gallery and Creativity Center's after school art program?

Both responded yes

Are you aware that we provide after school programming three days a week at no cost to students grades 5-12?

Both responded yes

Has your child received a scholarship to the program or attended our Monday night activities for students grades K-4? (If no, skip to question 9)

One yes, one no.

What is your child's favorite thing about the after school program?

She liked how there was a nice variety. Every week was something new and different to try.

What art medium has your child most enjoyed working with?

She enjoyed working with fabric, making the costumes from other items.

What art medium would your child like to work with, but hasn't been given the opportunity?

She would like to work with clay.

How well you feel the program is meeting you and your child's needs or expectations?

On a scale of 1 being very well, 5 not at all, responses were 1 and 2

Why or why not?

Great opportunity for her to be exposed to new art mediums.

What do you feel your child has gained or could gain from participating in this free or low-cost program?

She enjoys participating in plays at school, and now she has learned more about what it takes to support the cast from behind the scenes. Science is another interest of hers as she would like to be something like a physicist some day, so the program about robots was very interesting for her.

In your opinion, how could we improve the after school art program?



Not sure, you do a great job offering kids not only a way to learn new things in the art world, but also gives them something to do after school. Thank you.

Are there specific classes/workshops/events you would like to see offered?

Something with mosaic glass.

What does your child do outside of school?

Athletics, Chores, Electronics, Complains of boredom, Unsupervised play

Other organized extracurriculars, Chores, Electronics, Unsupervised play

## **CRCSD Teacher Survey Responses**

### **10 Responders**

Are you familiar with Shepherd Gallery and Creativity Center's after school art program?

3 no, 7 yes

Are your students familiar with the after school art program?

4 no, 6 yes

Do you feel the program is meeting a community need?

1 no, 9 yes

How could we better address that need?

I know of the program, but have not experienced it for myself. I feel it is a great tool for people to express creativity. It is a nice resources, especially in a smaller community. Perhaps you could have someone come to the schools and demonstrate some things the kids can do there.

Send newsletter about upcoming events to school to send home with kids.

I am not clear about the program and am not able to answer your questions.

I feel the gallery already does an excellent job providing activities for the community and we are very fortunate for a small community to have such a great service provided. Thank you

I am familiar with what is offered but not exactly how many take part in the program or how the students arrive at the program. With the proximity to school, I would think as a parent it would be nice if someone from the program was at the school to walk the children over to the program it would be helpful

more advertisement

How likely are you to utilize the Creativity Center for specific lessons? 1 very likely, 5 very unlikely

3 very likely, three 3s, one 4, 3 very unlikely

Why or why not?

I don't feel we can access that as easy as I'd like.

Not familiar with all the programs you are offering.

I am located in Garnavillo not Guttenberg.

Because I teach at the high school level I would not really utilize it. Also because it is after school it would be difficult to get everyone in a class to be able to attend a program especially with some elementary students riding the bus to Garnavillo and not having transportation home after bus routes.

Great resource!

I know nothing about it

not alot of time

What are some ways we can make partnerships more attractive to teachers?

Offering invites, or having a person come and show a sample of things the students can do.

Keep us informed of what you are doing and ask what we would like you to cover. Maybe come to classrooms to do activities with students or explain what you all offer.

Come to Garnavillo and present on the SS on units of study like Ancient China, Rome, Middle Ages Of- maybe we could offer your services as one of our monthly merit activities

I am not sure if the program is open to students/teachers attending during the school day. For events that occur after school there is a lot of competition for that time .

List ideas or topics that could be incorporated.

specific themes?

Are there specific classes/workshops/events you would like to see offered?

Make crafts (example May baskets) to give to Care Center/Assisted Living residents.

None that I can think of at that time.

Not sure what could be offered? I would love help with this area and how to make it work with my classroom activities.

How often does your class take field trips, and what is the average distance traveled?

Field trips 1-2 times per year and monthly activities

Have nt taken any tis year.

Within walking distance is a great advantage!

a couple

Please list a few examples of recent trips your classes have taken.

Maze Maize in Elgin

Osborne

Play to UD

Calmar /dairy

Osborne Nature Center

plays, different business tours

### Member Survey Responses

#### 3 Responders

What value have you gained from your membership?

Meeting individuals who are involved for the arts in our community

I enjoy receiving the monthly news letter. I don't always get a chance to stop in so it is nice to see all the progress the creativity center is making.

More interest in the Arts in general and desire to become involved in the arts on a personal level.

How could we provide more value to our members?

I am unsure of what u mean about value to our memers

I think you are doing a fine job. You have provided lovely opportunities to meet with the artists prior to their public showing.

Keep offering art participation programs and classes for members as well as for the community in general.

Does Shepherd Gallery and Creativity Center meet a need in the community?

2 yes, 1 no

If yes, what need is being met? If no, what need could/should be met?

Children's intruction to various aspects of the visual and performing arts,

You are providing a wide variety of classes to meet the needs of all ages in the community. Your classes appeal to both men and women.

There seems to be a lack of awareness in community to have more arts in the schools. When you cut art programs in the schools that is a reflection of little interest and/or desire to demand more.

Do you feel comfortable with your level of inclusion in Shepherd Gallery and Creativity Center happenings?

All said yes.

Do you feel adequately appreciated for your contributions?

All said yes.

Would you be willing to allow Shepherd Gallery and Creativity Center's bank to automatically withdraw \$5 each month from your bank account to pay your membership fee? 1 would allow, 5 would never allow

1 would allow, two would never allow

What would you like to see Shepherd Gallery and Creativity Center accomplish in the next 1-3 years?

continuing in the arts education, bringing artists into our community to share their work

I think continuing on with classes and special events to meet the needs of the public should be you number one priority.

More art classes for the public both adults and young people.

Are there specific classes/workshops/events you would like to see offered?

The painting classes with instruction

purchasing a hot beverage maker with a variety of choices available could be a possibility. The center could take donations for the pleasure of something to sip on while patrons enjoy the patio.

Keep offering more of the same offered now.

### Newsletter Survey Responses

#### 19 responders

Please list 1-3 programs you'd like to see continued or started.

Writing, adult classes for all levels and interests, Painting, i think a glass fusion class would be beneficial, Love the stained glass projects, Glass, Woodcarving and pottery, Painting Classes, Jewelry Classes, How to make frames and/or how to frame pictures, Photography, wheel pottery

Diva Night - 3 responses

Artisan Cafe

Canvas Uncorked - 4 responses

Support for Food and Fitness Team at CRHS

Gourmet themed dinners for fund raisers

gallery - 2 responses

programs for kids

Community outreach

Low cost intro art activities

community centered coffee house

art shows

Start something for 4-6 year olds

After school art program and scholarships - 7 responses

Do you find our events to be interesting, entertaining, and cost-effective?

VERY cost effective. Maybe too cheap...

Yes and my child has really taken a great interest in art which I didn't even know he had.

Yes, all of the above. Six responses.

Yes - I love watching the paper and the e-newsletter for the fun activities. I just need the courage to try something - a little intimidating if you have no art background. I wonder how we can reach out those of us who are like me to try a media.

Yes! Always!

yes, I always feel that I have made something that would have cost at least what I paid plus I have the pride that I made it!

some are very expensive

yes, love the classes and the prices are more than reasonable

Absolutely! I'm impressed with all the activities that are offered!

Not really. Not very open to new people, or those with little experience. Little outreach to other communities.

Programs are spoken of as open to public, scholarships for certain people, but no one knows who that is. Many folks in the county would love to take advantage of programs, but little/no knowledge of existence.

Yes, they are great cultural experiences for the community.

Yes, I have enjoyed everything I have come to or signed up for. For me, the cost seems just a little high, but manageable. Do think that for right now the community could't handle higher fees.

Yes, Divas can get spendy, but for a good cause

They sound interesting, and entertaining. I've heard recent complaints about costs being raised? I wouldn't know, just hear that.

Are classes and workshops offered at convenient times? If no, please make suggestions.

9 said yes.

Not sure. I'm not a good person to ask

Yes. Some Saturday mornings could be easily attended.

mostly

They are for me, but some folks need classes outside of usual work hours

Yes. Unfortunately, I've had several conflicts! Will continue to support monetarily, however, because good things are being done!

Not really. Sunday PM's might be good.

Needs to be more outreach, publicity and acceptance of persons outside of the "circle" of CC.

I have not participated in any workshops due to the distance I live from Guttenberg. However, I think that what is offered and the times are fine.

Yes, for the most part. Since I am retired, that isn't usually a consideration for me, but I know that wouldn't be true for others.

Do you feel comfortable with your level of inclusion in Shepherd Gallery and Creativity Center happenings?

18 said yes, 1 said, "No, I would like more inclusion."

Would you be willing to allow Shepherd Gallery and Creativity Center's bank to automatically withdraw \$5 each month from your bank account to pay an annual membership fee?  
1 willing, 5 not willing

2 ones, 1 two, 3 threes, 2 fours, 11 fives

What media do you most enjoy using in your own art practices?

Glass - two responses

Mixed Media - four responses

Photography - two responses

no experience

Jewelry - three responses

Paint - two responses

Writing

Knitting

wood

Clay

What new media would you use in the studio?

Glass blowing

weaving

recycled bottle caps

want to try the silver clay - two responses

Do not know

writing area

slumped glass

Photography related classes

What do you most look forward to in this newsletter? Choices given were: Calendar of events, Update on the state of the organization, Personal stories of featured artists, students, and others, and a write-in option.

Getting mor folks not the building

Calendar of events - 13 responses

Update on the state of the organization - 3 responses

not aware

all the above

### **Umbrella Arts Focus Group Responses**

#### **Five responders**

What is the number one need you see Shepherd Gallery and Creativity Center and Umbrella Arts already meeting in the community?

Support the arts in the community and keep up what you are doing.

Providing art education for students. The CC is so important because (at least at CR's elementary level) students only get 35 minutes of art class PER WEEK!

Working together to provide music in the park, annual sculptures, support for each other's projects.

Encouraging young artists they have value and to pursue their talent.

Do you feel Umbrella Arts has been adequately supported by Shepherd Gallery and Creativity Center? 1 strong yes, 5 strong no

2 ones

1 two

1 three

1 five

Why or why not?

Not being very active in the project, I'm not sure how to answer this.

The CC has helped to promote UA events and activities and provided help in the form of volunteers and ideas. Allowing UA to operate under their 501(c)3 is a major help to UA.

5013C support is very important in allowing various funding sources to receive tax benefits. Like-minded people working together to support and promote the ARTS is a big plus. I feel we need to select at least three or four things you really want promoted during the year and do our best to attend, ask others, and spread the word. I believe in your ability to be the center of studio art for Guttenberg and expand from there but I still feel a disconnect sometimes. I wish we could obviously give more to help with your financial needs. Beyond Umbrella Arts' generous monetary contributions, do you feel Shepherd Gallery and Creativity Center benefits from its relationship with Umbrella Arts? 1 strong yes, 5 strong no

1 one

2 twos

1 three

1 five

Why or why not?

I think the Creativity Center could benefit more from its relationship with UA. It would be good if more UA members were volunteers or more involved with the CC and gallery. From my own perspective, I value the exchange of ideas and opportunity to promote and support each other. I am happy to be involved in any way in the perpetuation of the ARTS.

Raises awareness with more people in the community that otherwise would not know about CC or have reason to be interested.

What could the two groups to do more successfully integrate?

I need to become more active in support of this before I can answer.

Communication

More collaboration on projects and activities, more UA members volunteering at the CC.

Center/shepherd Gallery. Being a member would constitute either "in-kind" (including volunteer hours) donations or a monetary commitment. 2016 MEMBERSHIP CAMPAIGN IN OCTOBER.

needs are and your vision to get there. Knowing these may assist UA in their ability to suggest and participate in ways to have CC receive more recognition from Guttenberg and a larger area. ADVOCACY

Do you feel comfortable with your level of inclusion in Shepherd Gallery and Creativity Center / Umbrella Arts happenings?

All responses were yes.

What concerns do you have about the organization?

The drop in instrumental music in the school though no fault of the director. We need lots of parent support and make the school board realize the iimportance of Instrumental music in the school.

I am concerned that UA is getting away from helping the CC.

some may think we are trying to accomplish too much. My personal philosophy is: "Never doubt a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has." Margaret Mead

I feel UA needs to narrow our focus on some areas and work harder on those and how they can impact our community and CC.

Please list three things we are doing well as a group.

I see the after school activities has a very good thing.

Education for youth

bringing arts to the community

Communicating with elected officials

Brainstorming ideas, planning projects, cross promoting UA and CC events.

We meet monthly.

We are sponsoring the second year of music concerts in the park.

We are excited about the possibilities the Arbutus Building, Artisan Café, and Courtyard hold for the near future.

Please list three things we could do better as a group.

Be more active between groups

We could recruit more volunteers

We could sponsor an event that will bring in \$\$

Devise a plan to gain more members

What do you envision as the ultimate result of a long term partnership between Umbrella Arts and Shepherd Gallery and Creativity Center?

More support throughout the community.

Continue to bring arts to our community and through communication with our media about the various activities that are available through the SG and CC

More arts events, classes, workshops, music, plays, etc., with more collaboration between the two groups. More arts in the community!

The ability to employ a full-time employee to oversee activities in The Creativity Center, Shepherd Gallery and the entire Arbutus Building.

I would like to see HS Art Classes operated across the street from the school which would alleviate some of the school's fine arts space problems.

Are there specific classes/workshops/events you would like to see offered?

Whatever you have the expertise to offer.

### **Volunteer Survey Responses**

#### **Six Responders**

Do you feel comfortable with your level of inclusion in Shepherd Gallery and Creativity Center happenings?

4 yes

2 would like to be included more

Do you feel comfortable performing your duties as a volunteer with the level of training you have received?

3 very comfortable

2 somewhat comfortable

1 needs more training

Are you satisfied with your experience as a volunteer for this organization? 1 very satisfied, 5 not at all satisfied

2 ones

2 twos

1 three

1 four

What could we do to make the experience more rewarding?

More kids....more money for kids

I think this survey is for your volunteers that had more to art talent to offer than myself.

I would like to have more interaction between volunteers. Everyone seems very enthusiastic and good ideas seem to come when we're together. But assigning action items To specific people is also important.

I just need to get in there more, also it would be great if you posted what the volunteer needs are for the month or so and let people work things into their schedule...I often don't hear about what is needed unless I run into one of you.

Need a little more training in certain areas, especially where things are kept.

I don't think you should have to do anything to make the experience more rewarding. The only suggestion I have may only be applicable to me, but I feel that if I had more training in the studio, I would be more confident in my volunteering and feel better about helping studio guests. SCHEDULE VOLUNTEER TRAINING. ASSIGN SPECIAL PROJECTS.

Do you feel adequately appreciated for your contributions of time and knowledge? 1 very appreciated, 5 not at all appreciated

3 ones

1 two

1 three

1 four

Does Shepherd Gallery and Creativity Center meet a need in the community? If yes, what need is being met? If no, what need could/should be met?

Yes....it provides options for kids who are pushed into sports and/or kids who cannot afford to participate in sports. We also provide structured, valuable after school time for latch key kids.

Art is the ultimate form of self expression. We provide that without judgement or criticism.

We provide and bring the arts to the community. Since we evolved, numerous other art events are being pursued and participated in. We have brought over 75,000\$ in grant money' most of it spent with local providers and vendors.

Yes, but there is always more that can be done, but you need the volunteers, space, time, funds, etc., etc., etc. We live in a world that is very competitive for time and resources. After school program is definitely a good thing. I think expanding it has been good. Summer day camp seemed to go over well also. I like the idea of getting people to the center with open time for specific things, ie open paint. Social outlet results getting more interest in center/gallery.

It is great, and a vital part of the community.

Definitely yes! People are very interested in learning more 'art' and 'craft' skills. Classes offered in this area are only available at the Center--no other place in Guttenberg is doing this.

they have so little of their school days dedicated to art. It's also important that adults have an artistic outlet. It's great that you offer so many classes for adults in the community to learn something new.

Do you have any concerns about Shepherd Gallery and Creativity Center? If yes, please list.

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Sometimes I think you ask (and possibly expect) too little. For example, \$5.00 per month memberships. Include more categories in your membership letter.

Sustainability of day to day operations. Budget and accounting concerns. Getting cafe off the ground.

Keeping momentum going, I imagine it is hard to see the progress when you are there so much, (Cindy) but there are good things happening. Hang in there! I feel the Gallery is in the wrong place to get the summer tourist people. Maybe the outdoor cafe will help with this. Also, the hours keep changing. I understand the need, but the inconsistency for the general community probably doesn't help the Gallery. I, also, feel that we are so focused on what we deem is 'art' that we don't offer enough in the of 'craft' type art. This community could use that also--knitting, crocheting, scrapbooking, etc.

What would you like to see Shepherd Gallery and Creativity Center accomplish in the next 1-3 years?

To demonstrate that that we have some value to the community

Getting more publicity. Don't rely on Facebook only. Utilize the entire Arbutus Building. Launch the Courtyard/Cafe experience for the warm months; add at least Iowa wines. Continue to Think big. Find a way to make use of additional space in Albertus building. New sources of income. Build relationship and further cooperation with community and school.

Make the cafe happen or not. If it doesn't get more support in another year, switch gears and move on.

Get recognition from a wider area and maybe statewide. be on the radar for traveling groups and tourists more. MORE LOCATIONS? TRAVEL IOWA

Continued growth and outlet for the community for classes in all sorts of mediums (arts and crafts). Reaching more children.

Cafe

Expand variety of classes (already doing a great job of this)

