

PACIFIC ART LEAGUE

ANNUAL REPORT 2019

AUGUST 1, 2018 - JULY 31, 2019



WELCOME



Dear Members and Friends,

Over the last year the Pacific Art League (PAL) has continued to flourish as a welcoming place with a strong sense of community, focused on the enjoyment of art for ALL. This annual report tells an exciting story of a much-loved Palo Alto institution, growing in strength with an ever-increasing roster of quarterly classes, a vibrant, expanding student body, a uniquely talented teaching faculty and a dynamic roster of press worthy, high caliber exhibitions.

2018/2019 was a successful year and we are especially proud of our continued expansion and augmentation of our art outreach programs for under served children and young people. “PAL Community Youth Art Programs” are providing valuable access to the joy of creative expression to those who most need it and are helping to fill the art learning gap for young school children.

With a strong foundation for future success, it is a good juncture for new leadership at PAL. We are delighted to announce Lisa Coscino, a nationally respected museum and art professional, will join us as PAL's new executive director, leveraging her curatorial expertise, talent for fundraising and love of art education. Lisa ushers in an exciting chapter for PAL's increasing profile as a respected art institution, befitting the position Palo Alto holds on the world stage.

Over the last few years under our combined leadership, PAL has seen a growth of over 60% in the revenue we generate from our combined operations, we both feel that the organization is set for an exciting trajectory.

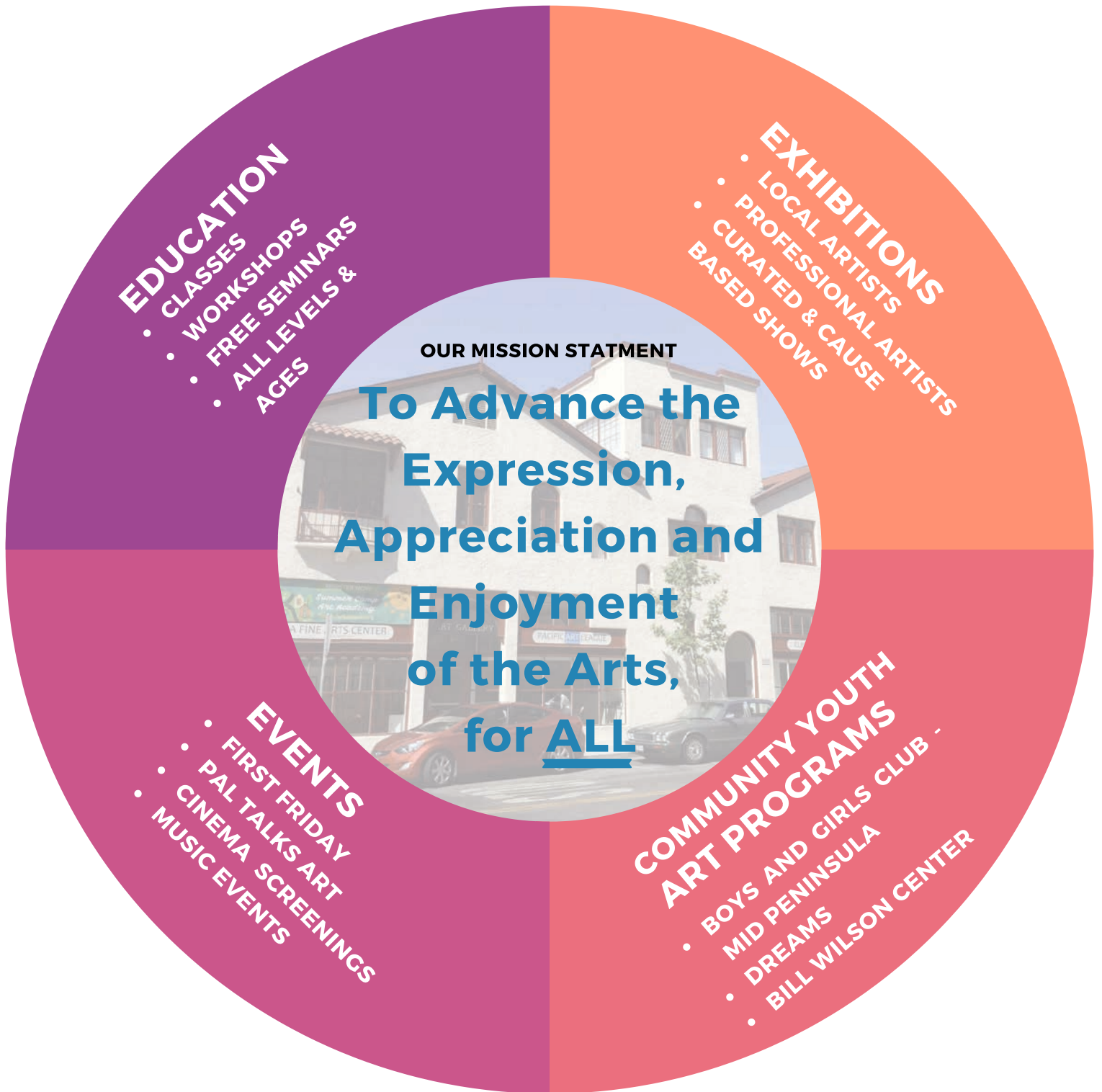
The talented PAL staff have worked hard to enhance all that we do at 668 Ramona and elevate the reputation we have built together. We would like to thank them for all that they have achieved over recent years. We would also like to thank our Board of Directors, who donate a great deal of time and energy to ensure PAL's ongoing success. Finally, we want to thank you, our members, students, faculty and friends of PAL, a unique community of art lovers who support this wonderful organization in so many ways.

In 2020 we are confident that PAL will reach new heights of excellence as a dynamic art center with increasing artistic excellence. In 2021 we all look forward to celebrating 100 years of PAL making a unique contribution to the culture of Palo Alto.

Jon Graves
Executive Director & CEO

Theo Keet
President, Board of Directors

MISSION STATEMENT



EDUCATIONAL PROGRAMS

Over the last year PAL continued to expand all educational programs both onsite and offsite. During the year PAL focused on attracting artists at all levels from the expansion of the Beginner Art Series; to the creation of intermediate next-step courses; and continuation of advanced single medium focused instruction. PAL expanded offerings in several media including drawing, painting, encuastic and photography, and continued to add new experienced instructors to our faculty along with talented professional art school staff.

ANOTHER RECORD BREAKING YEAR



\$639k+
Education
Revenue
(+24% vs. last year)



+10
New
Instructors



3000
Students
Enrolled
(+20% vs. last year)



25 summer
camps with
263 campers
(+20% vs. last year)

HIGHLIGHTS

- Increased number of classes, workshops and media
- Introduction of new instructors to the PAL Faculty
- Expansion of “Beginners Art Series” and introduction to next step intermediate classes
- Continuation and expansion of Youth and Teen After School Programs
- Expansion of successful partnership with several public schools in the Menlo Park and Los Altos
- Record breaking year for summer camps with a 20% increase in revenue

QUARTERLY CATALOGS



EDUCATIONAL PROGRAMS

YOUTH AND TEEN AFTER SCHOOL

Pacific Art League's after school program entered its second year in partnership with Art Works Studio. Due to its popularity the program expanded and now includes teen focused classes including comics/zines, drawing and painting. Youth artists were also given the thrilling opportunity to exhibit their work during many of PAL's First Friday opening receptions.

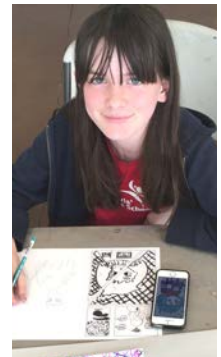
OFF SITE AFTER SCHOOL PROGRAMS

Pacific Art League continued to successfully expand its off-site after school program with additional schools added within the Menlo Park and Los Altos.

- Encinal Elementary School (Menlo Park School District)
- Oak Knoll Elementary School (Menlo Park School District)
- Laurel School Upper Campus (Menlo Park School District)
- Laurel School Lower Campus (Menlo Park School District)
- Las Lomas Elementary School (Las Lomas Elementary School District)
- La Entrada Middle School (Las Lomas Elementary School District)
- Gardner Bullis Elementary School (Los Altos Elementary School District)

SUMMER CAMPS

Over 8-weeks between June and August, PAL welcomed over 260 campers into our studios making it one of the most comprehensive summer art programs on the Peninsula. Campers were able to choose from 25 different sessions in everything from drawing, fashion drawing, cartooning, print making and ceramics. This summer PAL increased it's summer camp revenue by 20% (vs. the year before).



CORPORATE PARTNERS & SPONSORS

ART IN THE WORKPLACE



Now in our second year of providing engaging corporate team building experiences, PAL continued to host many high-profile local companies encouraging participants to explore their inner creativity and connect with co-workers in a uniquely fun social environment. We see happy faces leaving the class with an art piece they can be proud to share with friends and family.

The following companies have joined us for team building art programs over the last year.



PARTNERS AND SPONSORS

Over the last year PAL has strived to collaborate with local galleries and arts organizations. As a prominently located downtown non-profit it is beneficial for PAL to collaborate with other local arts organizations by promoting shows and events to our growing community. As such we have partnered with PACE gallery for special events; hosted the United Nations Association Film Festival (UNAFF) as their HQ and closing party location; and launched PAL workshops at The Foster in 2019. PAL's weekly e-blasts now host a community section highlighting significant openings and happenings in our region, helping our partners.



- UNAFF
- PACE
- The Foster
- Palo Alto History Museum
- Avid Bank
- Shuman Snyder
- WX Brands
- Punch Magazine
- Palo Alto Weekly
- NASA
- Environmental Volunteers
- Sierra Club
- Foot of the Bed Wineary

COMMUNITY YOUTH ART PROGRAMS



The cornerstone of PAL's mission is to provide the community access to meaningful art education, with a focus on bringing the joy of creativity to underserved children and youth. PAL currently provides art instruction for underserved youth of all ages in San Mateo and Santa Clara County.

BILL WILSON CENTER - PARTNERSHIP FOR YOUTH AT RISK

Last year PAL was honored to receive the generous support of Santa Clara County, and Supervisor Joe Simitian, to launch a new program of therapeutic expressive art classes, for youth at risk, partnering with Bill Wilson Center (BWC). Over eighteen months PAL provided expert instructors teaching weekly classes at three Bill Wilson Centers. The highlight of the year was to present many of the budding artists work in a well-attended artist showcase event in San Jose, celebrating individual creativity.

The reaction from students and staff alike at BWC, has been very positive. The program has been accepted as an important tool to help young people in their late teens and early 20s, to develop a sense of self and express their feelings. With this success PAL received increased funding which commenced in September of 2019. We now teach at six BWC locations and have also doubled our student body to approximately 60 youth at risk (per week).

Program Supporters & Sponsors: We gratefully acknowledge the generous support of Santa Clara County.



COMMUNITY YOUTH ART PROGRAMS

MID-PENINSULA BOYS AND GIRLS CLUB

After another successful “Fund A Need Campaign” at the PAL Gala in February 2019, we are delighted to have extended our support to our friends at Mid-Peninsula Boys and Girls Club (MPBGC), bringing a much-needed service to hard working families in the mid-peninsula. With this program we ensure that children can also enjoy free, fun art classes which help young developing minds to concentrate and develop critical thinking skills.

Program Supporters & Sponsors: Fund-a-Need donations from the Pacific Art League 2019 Gala.

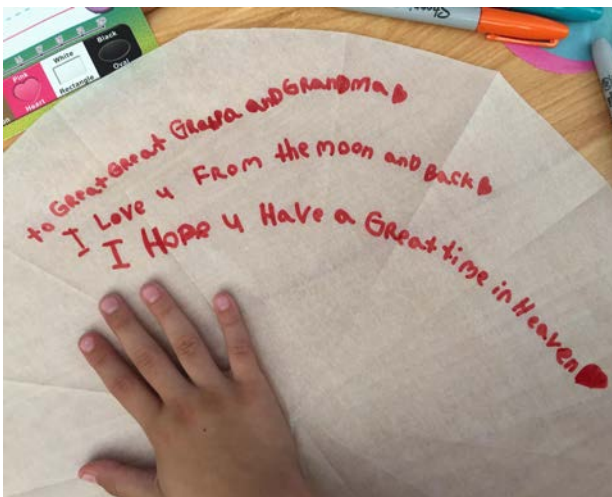
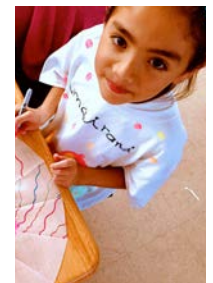


COMMUNITY YOUTH ART PROGRAMS

D.R.E.A.M.S

DREAMS (Design, Reading, Engineering, Art, Math and Science) is a design-based program which utilizes an artistic approach to Common Core Curriculum, making material learned in the classroom relevant and fun. Art standards are combined with academic standards and their mutual importance is highlighted by projects students create. DREAMS has been designed by PAL instructor Dana Shields, who has pioneered this concept on a small scale, as a volunteer at Ravenswood School District. The purpose of the DREAMS program is threefold: to develop minds, engage hands and build cultural awareness through designing and creating artistic projects.

Program Supporters & Sponsors: A special thank you to Facebook, Rotary Club of Palo Alto, Rotary Club of Menlo Park and the PAL 2019 Annual Gala Fund-a-Need donors for the generous support of the DREAMS program.



EXHIBITION HIGHLIGHTS

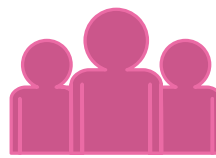
Pacific Art League's beautiful exhibition space serves a unique function, not only as a place to appreciate and buy original works of art, but also as a place for local professional and amateur artists to proudly exhibit their work. This year, PAL's gallery continued to improve its reputation as a respected gallery.



+12.5%
increase
in art sales revenue
(vs. last year)



+12%
average increase
in submissions
revenue
(vs. last year)



225
Average attendance
to PAL's monthly
exhibition openings



"The Blue Marble: Art for the Environment" included 7 highly esteemed artists and partnerships with local and global organizations

MORE HIGHLIGHTS

- Success with "1st Annual Artist Showcase" giving artists the opportunity to exhibit several works in one dedicated area for a show-within-a-show experience
- "Asia Art Now" featured works by 3 prominent female PAL artist/instructors and attracted interest from collectors and art institutions
- Expansion of Photography themed exhibitions with a show dedicated to black and white photography with the "Noir" show
- Partnerships with NASA, Sierra Club and Environmental Volunteers for "The Blue Marble: Art for the Environment" for PAL's second cause based exhibition
- Successful annual fundraising exhibition, "97th Anniversary Show", with a revenue increase of +15% vs. last year
- Increased press coverage for PAL exhibitions and featured artists



CAUSE BASED EXHIBITION

THE BLUE MARBLE: ART FOR THE ENVIRONMENT


Pacific Art League's "The Blue Marble: Art for the Environment" exhibition was the follow up cause based exhibition after last year's successful "Africa: The Struggle of Beauty" show at PAL.

In partnership with NASA, Sierra Club and Environmental Volunteers, this successful exhibit was designed to raise awareness of the pressures being placed on the natural environment.

This exhibition featured seven prominent environmentally focused Bay Area artists, including Barbara Boissevain, Sukey Bryan, Steve Curl, Joe Decker, Michele Guieu, QT Luong, and Hannah Rothstein.

PACIFIC ART LEAGUE

THE BLUE MARBLE ART FOR THE ENVIRONMENT




SEPTEMBER 6-25, 2019
OPENING RECEPTION SEPT. 6 (5:30-8PM)

FEATURING ARTWORK BY: BARBARA BOISSEVAIN, SUKEY BRYAN, STEVE CURL, JOE DECKER, MICHELE GUIEU, QT LUONG & HANNAH ROTHSTEIN

PACIFICARTLEAGUE.ORG 668 RAMONA STREET | PALO ALTO, CA

IN PARTNERSHIP WITH



MORE HIGHLIGHTS

- Complete press coverage in Palo Alto Weekly, with full page article
- Successful cross-promotional partnerships
- Continued momentum for our openings and greater credibility for PAL as a professional exhibit space
- Goal of the exhibit was to use it as the launch pad for a new art and the environment program PAL will announce later this year "Art Hikes for Kids"

IN PARTNERSHIP WITH



SPECIAL EVENTS

ANNUAL GALA - ART WITHOUT BORDERS

Officially now known as THE art party in Palo Alto, last February PAL hosted yet another record breaking Gala event increasing our fundraising by more than +10% YoY. With the theme of “Art Without Borders”, guests were invited to join us in this world art inspired event to celebrate art and community.

By continuing to leverage new communities from staff and Board members, we delivered a new audience of successful Palo Altans, a dynamic group of business leaders who are motivated to protect and support an evolving and much-loved art institution in downtown Palo Alto. We were also pleased to welcome both previous and new sponsors to this year's event.



Corporate Sponsors



SPECIAL EVENTS

FIRST FRIDAY ART OPENINGS

Throughout the year, PAL has seen a steady uptick in attendance at First Friday Art Openings. This monthly event is attended by members, artists, families and art enthusiasts from the community. We have strived to include known and respected art professionals as jurors, adding to the prestige of the shows for all our accepted artists. It's always a fun evening out and a great way to start a weekend.

Many years ago, the PAL First Friday openings formed the core of an art walk in downtown Palo Alto, when more galleries were evident. As the number of galleries waned, we continued to be the one place you can still enjoy a sense of community and art, on the first Friday of the month.

This year PAL continued to enrich the First Friday experience by forming partnerships with local wineries and musicians for live performances.



PAL TALKS ART

Our curated program of art appreciation lectures, "PAL Talk Art" is now acknowledged as one of the prominent cultural activities available in downtown Palo Alto. The intent of this program is to offer high caliber presentations about prominent artists, major movements in art history and discussions around the role of art in a modern social political context. We have seen the program grow from its inception in the last year, to a respected and fun regular offering, further building our profile and community.

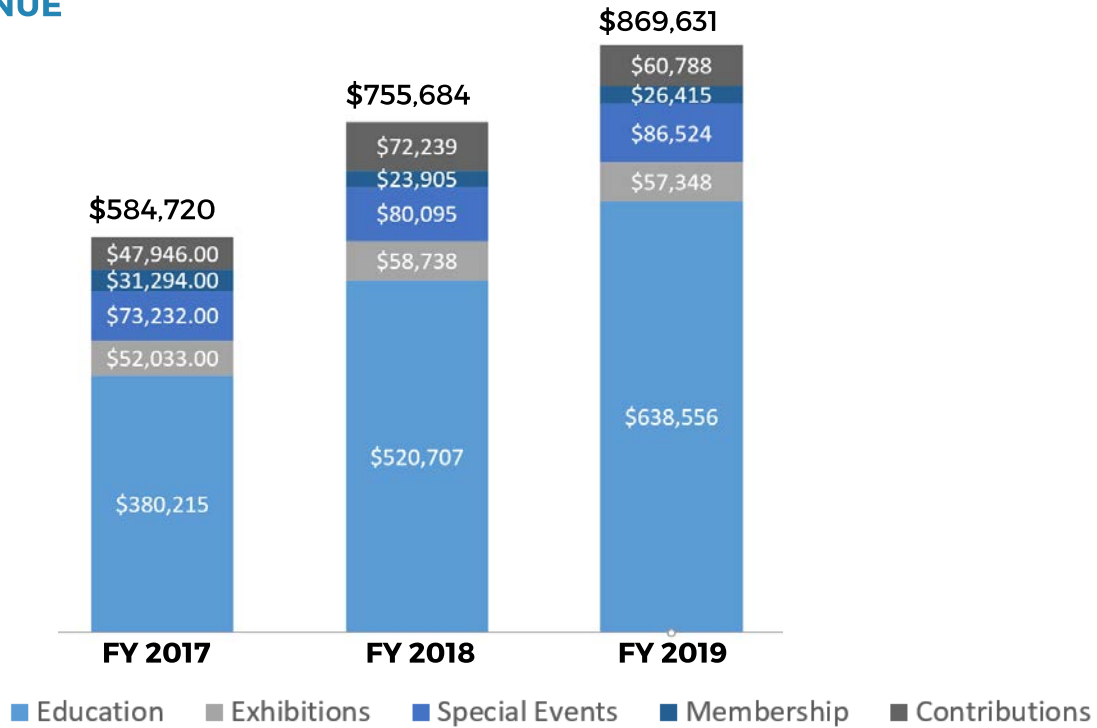


- Jim Caldwell - "Monet: Shape of Water"
- Basaki Das Gupta - "An Artist in India"
- Denise Erickson - "Klimt and the Vienna Succession"
- Ric Ambrose - "The Art of Drawing"
- Rick Guidice - "Beyond Earth"
- Patrick Hunt - "Caravaggio"

FINANCIALS AT A GLANCE

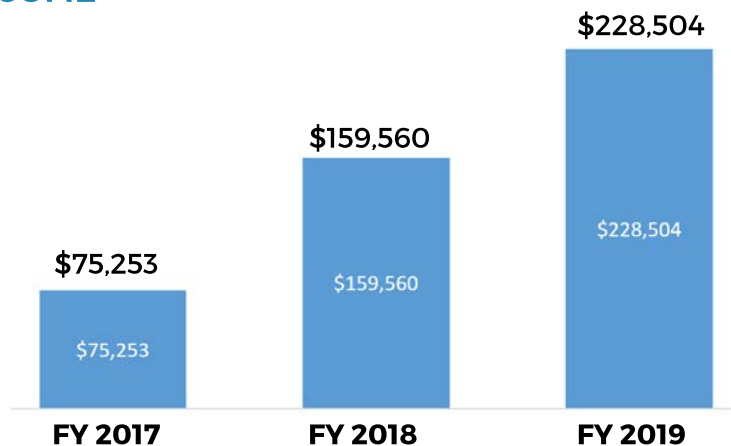
YEAR-OVER-YEAR

REVENUE



	FYI 2017	FY 2018	FY 2019
Total Operating Expense	\$889,574	\$1,011,789	\$1,055,566
Net Property Income	\$380,107	\$415,665	\$414,439

NET INCOME



THANK YOU TO OUR DONORS AND SUPPORTERS

CORPORATE SUPPORTERS

Avid Bank
Pacific Union Realtors
Shuman Snyder
WX Brands
The Foster

GRANTS

Rotary Club of Palo Alto
Rotary Club of Menlo Park
SV Creates

INDIVIDUAL DONORS

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Amy Rattner
Anna MacAlister
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Nirmy Kang & Kully Kooner
Sriila & Oliver Colvin
Patricia Freitas and Brendon Reutebuch
Paul Kobayashi
Ronjon Nag
Sally-Ann Rudd
Steve Curl
Steve Pierce
Susan Stark
Tara de la Garza
Teri & Mark Vershel
Theo & Elza Keet
Trudy M. Reagan
Vidya Rajagopalan & Sribalan Santhanam

THANK YOU TO OUR DEDICATED VOLUNTEERS

2018 /2019 VOLUNTEERS

Gina Bae
Monica Barletta
Livia Bednarz
Liam Blum
Michael Campbell
Tara Chafey
Ansh Chaurasia
Priscilla Connelly
Ben Conway
Max Daneri
Kundan DasMilan
Dhawan Halbert DuBiel
Daniella Dysinger
Sylvia Flores
Laurie Frankel
Kyra Fung
Sophie Greenberg
Kazuki H
Supriya Hall
Anjali Hamanda
Mary Henry
Sonia Hernandez
Paris Herzog
Alice Huang
Jessica Huang
Ryan Hwangbo
Hamsa Jambulapati
Helen Ju
Nikita Karnik
Lauren Kerr
Rashida Khan
Declan Kopper
Stephanie Kristen
Elisa Kung
Marcia Lamb
Nicolas Lang
Zander Leong
Lindsey M
Jeanease Snyder
Cathy Zander
Ellie Javadi

Sergi Mata
Malachi Mcknight
Hillary Mclaughlin
Nidhi Nama
Katie Newcomer
Samantha Newell
Linda Nguyen
Annelia Palima
Patille Papas
Trushna Patel
Aadit Rai
Pratibha Ramasamy
Robert Rivera
Catherine Rowell
Grace Rowell
Oriana S.
Saalini Sastry
Robin Scholl
Lennon Seiders
Lori Shoemaker
Josephine Shuster
Aasia Singh
Adrian Smith
Jeanese Snyder
Annie Stephens
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Ryu Watanabe
Joshua Yang
Tzy Ying
Jacqueline Yoan
Marina Zago
Cathy Zander
Edward Zhang
Marc Lamb
Marina Zago
Warren Packard
Kay Culpepper
Sam Patton



PACIFIC ART LEAGUE

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Aly Gould, Marketing Director
Donny Foley, Gallery Manager
Hiba Ahammou, Education Manager
Yogita Kandpal, Office and Membership Manager





PACIFIC ART LEAGUE

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