



# CITY OF CANNON BEACH

## Application for Funding Tourism and Arts Fund (TAF) FY 2023-2024

Dear Applicant,

**Since the funds you are requesting have rules, legal restrictions, as well as a desired purpose attached to them, you should make sure you have an understanding of what these are. Please read the following handouts:**

TAC Guidelines  
ORS 320.350  
Ordinances 10-06 and 15-01

**Now that you have read and understand the TAC Guidelines and Ordinance you should review the following forms that explain what you will be required to do in regards to your request for funds for your event or project:**

Tourism and Arts Fund (TAF) Application criteria, evaluation criteria, and checklist  
The TAF Award Agreement  
The TAF evaluation forms that you will turn in to us once your project has happened

**Now you are ready to fill out the actual application:**

TAF Application for Funding

Please note: the City requires a Special Event Permit Application for the following:

- Event with more than 50 people expected on either private or public property
- Event to be held on City Property
- Event to be held on Private Property, but may impact City
- Event will impact public facilities or resources

Completed applications should be sent to:

Cannon Beach Tourism and Arts Commission,  
Attention: City Recorder  
P.O. Box 368  
Cannon Beach, OR 97110  
[recorder@ci.cannon-beach.or.us](mailto:recorder@ci.cannon-beach.or.us) (applications submitted by email must be in one attachment)

Electronic copies of the application forms are available at [www.ci.cannon-beach.or.us](http://www.ci.cannon-beach.or.us). All information must be submitted on 8 ½" x 11" paper, single sided. No staples, and No colored documents please: these pages will not be copied in color. Applications may be submitted via email. Applications submitted by email must be in one attachment. Applications will be considered time-stamped and received by the City when they are received in the email inbox listed above. It is the applicant's responsibility to ensure that their submittal is received prior to the stated submission deadline.

**Applications must be received at Cannon Beach City Hall by 5:00 p.m., June 7, 2023.** Applicant interviews will be held June 21st & 22nd from 1:00 pm - 4:00 pm.

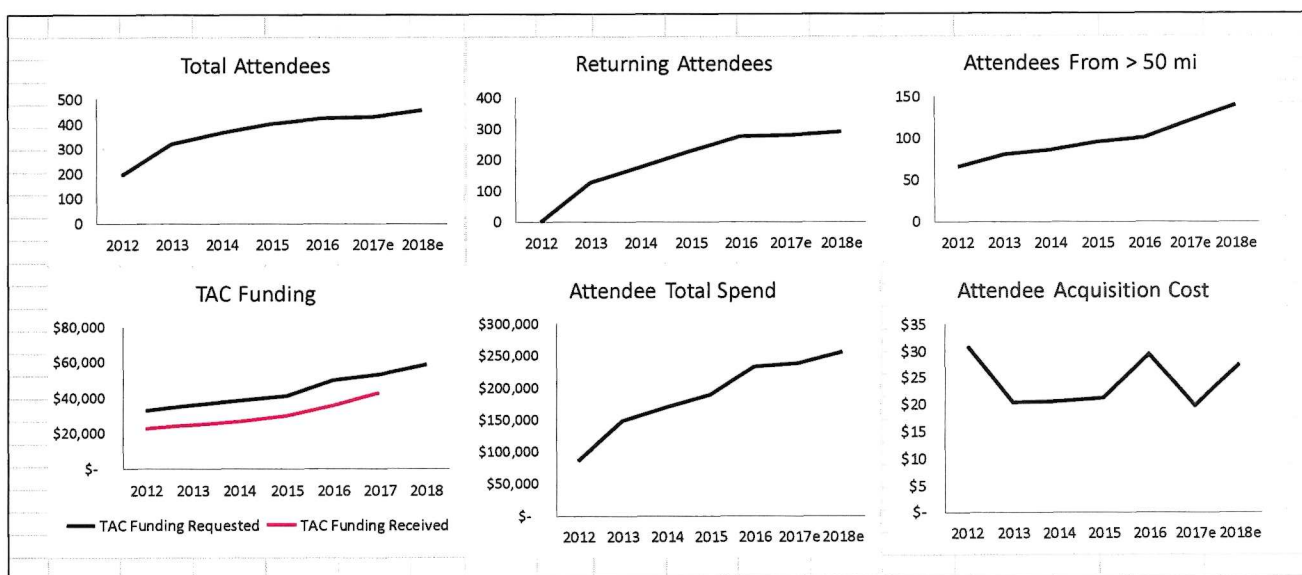
The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of June 7, 2023 and will make recommendations to the City Council. A final determination will be made within 75 days of the application closing date. Applicants will be notified by email of the Tourism and Arts Commission's recommendation, after the recommendation has been approved by the City Council. Applicants will be required to sign the TAF Award Agreement prior to any funds being distributed, preferably within 14 days of their notification of award. The award check for the 1st Quarter funding will be disbursed on or about November 15th and then every 3 months after that.

A Mid-Term evaluation will be due from each TAF recipient by March 15, 2024. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2024). Future ineligibility will result if evaluation forms are not received in timely manner.

## Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:  
Event Metrics Scorecard – 'event name'



## Application for TAC Funding

JUN - 5 2023

Received

### Contact Information

Event Contact Name: Lila Wickham

Event Contact Email: lilawickhamrn@gmail.com, director@cannonbeacharts.com

Event Contact Phone: (503) 504-0193, (972) 363-6340

Nonprofit Organization Name: Cannon Beach Arts Association

Nonprofit Tax ID #: 94-3027883

Nonprofit Address: PO Box 684, 1064 Hemlock St. Cannon Beach, OR 97110

Nonprofit Telephone: (503) 436 – 0744 Website (if applicable): www.cannonbeacharts.org

Name of Event: Art Exhibitions, Interactive Pop-Up Exhibit, Receptions, Workshops, Fundraisers, and book sales.

Date of Event: Repeating every five weeks during the shoulder season and Special events.

Duration of Event: October 1st, 2023 through April 30<sup>th</sup>. 5 weeks per exhibit, with a 2-hour artist opening per show. 2-week interactive pop-up exhibition to coincide with the Miniature show and Stormy Weather Arts Festival, November 1 – November 15, 2023 are planned. 2-hours educational and arts workshops. Fundraisers and special events are scheduled to coincide with art exhibitions.

Amount of funding you are requesting **\$28,000**

Amount of funding from TAC you were given last year **\$31,560**

I acknowledged all COVID-19 restrictions in place at the time of the event must be met. \_\_\_\_\_

Would you be interested in using the former Cannon Beach Elementary School site for your event in the future? Yes

### 1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The Cannon Beach Arts Association (CBAA) supports the arts and artists in Cannon Beach and regionally with exhibits, events, education, art camp, artist grants and scholarships since 1986. Our Gallery goal is to provide exhibition space for upcoming and established artists and to promote tourism by creating an education and engaging space. We are co-housed with a coffee shop and we promote cross-pollination in our shared space. We sold \$43,487.22 of commissioned art between October 1 2022 and April 30 2023. In collaboration with the History Center, we plan to offer 3 workshops starting in the fall with a fundraiser scheduled for November. One of our



workshops will coincide with Stormy Weather Arts Festival weekend. We published two books last year; A Fisher Poet illustrated anthology and a dog portrait book. The proceeds of the dog portrait book and the Fisher Poet book were given to the Fisher Poets and Disaster Animal Response Team totaled \$3,511.

### **Exhibition Program:**

CBAAs has offered multiple exhibiting opportunities in the grant cycle that just ended; invited artists and juried artists participated in the exhibitions. 110 artists received payments from their contributions to the exhibits between October 2022 and April 2023. We changed our community receptions to be held on opening day of the exhibition instead of the following weekend and have seen improved foot traffic. We have seen increased numbers of exhibit attendees once we emerged from covid precautions. The show schedule is complete through December and the 2024 show will be finalized in October.

#### **Textiles Exhibition**

- **October 6 – October 29, 2023**

The textiles exhibition is an all-female art exhibition. Featuring local artists Kyla Sjogren, Nguyen Le, Jan Priddy, regional artists Becky Devires-Wong and Tracy Taylor. Jan Priddy will be doing live loom weaving demonstration in the gallery during the exhibition.

**Event:** Artist Reception Oct 6 (4:30 to 6:30 PM)

#### **Miniature Show**

- **November 3 – December 3, 2023**

The Annual Miniatures exhibition is open to all local and regional artists. Featuring 2-D or 3-D artwork 6x6" or smaller.

**Event:** Stormy Weather Arts Festival Weekend (Nov 3, 4, 5) Artist Reception  
Nov 3 (4:30 to 6:30 PM)

#### **\*Pop Up: Visitor Interactive Art Exhibition – Doni Connor "Post-it Haystack"**

- **November 1 – November 15, 2023**

CBAAs, in collaboration with artist Doni Connor, will create an interactive Post-It mural based on one of her paintings. Visitors can decorate post-it notes, write their names, where they are from, and post them on the gallery wall. The result will be a 10x5' pop-art mural of haystack rock. An example is included in the application..

### **Artist Grants**

Three different artists received grants from CBAAs in October 2022. We will offer grants and select recipients in October 2023. Grantees are invited to display their final project in a group show, as a pop-up, or special event in the gallery.

### **Scholarships**

Two Seaside students received scholarships from CBAAs in May 2023. We will offer scholarships again in 2024.

### **Workshops**

We have resumed workshops and plan to use the collaboration with the History Center for the location. We currently have three scheduled for the shoulder season, a watercolor workshop with Linda Gebhart, photography with Bob Kroll, and Digital Collage with Jen Hoff.

### **Summer Art Camp**

The 21st Annual Summer Art Camp is scheduled at the Community Church from July 17 through the 21st. Students have already registered for 94 classes. On Saturday, July 22 from 10:30 – 12:30 am we have a “Camp Creations” pop-up exhibition at the gallery, which features student work from the week.

### **Community Service**

We will continue to sell the illustrated Fisher Poet book with proceeds going to the Fisher Poets Gathering. CBAA is also a drop off point for the CB community food pantry and Astoria Warming center.

### **Is this a new event or has it happened before? With or Without TAC funds?**

TAC has supported the CBAA exhibition program and associated events during the shoulder season for many years with successful outcomes. A new concept is an interactive pop-up exhibition where our off-season visitors work together to build a mural.

### **How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?**

More than 25% of exhibiting artists will travel two to three times from homes more than 50 miles away. This is because they drop off artwork in advance, return for opening receptions, and pick up paintings at the end of the exhibition period. Non-local artists typically bring their friends and family to the gallery and spend the night locally. A handful of exhibiting artists have a built-in collector base which brings visitors and collectors from across the region. We estimate 1,000 nightly stays will be purchased in correlation to our events for 2023 – 2024.

### **If this is a repeat event how many room nights did the event generate the previous year?**

Approximately 40% of our total visitors of 493 per month came from greater than fifty miles away. These visitors typically spend the night during the winter months.

### **Do you have a collaboration plan with the Chamber of Commerce or another non-profit or your own volunteers to do an accurate and credible survey of hospitality venues when your event is over, in order to determine how many overnight stays from people living more than 50 miles away your event generated?**

Currently, we have various ways to collect macro data on visitors. Our staff asks where our customers are from and if they are staying overnight. We can gather zip codes from participating artists and workshop registration through our website. The Chamber of Commerce provided us with a Datafy report.

We are making changes to our exhibition agreements to collect micro-data from our artists, by adding a direct question asking if they, friends or family are spending the night in Cannon Beach. We also are implementing a visitor sign – in book which guests participating in our reception can sign their name, where they are from, and if they are spending the night.

**What is the total budget for your event? Please attach a detailed budget to this application.**

The total budget for our shoulder season portion of our exhibition program is \$\$87,497. Our total CBAA budget is \$160,779.. Budget attached.

**What is the percentage of your budget you are asking for from TAC?**

We are requesting \$28,000, which is 32% of the shoulder season portion of our Exhibition Program.

**If the funding requested is not for an event, how will it be used?**

The Funding being requested for the shoulder season portion of the year along with the other projects to support winter tourism; exhibitions, pop-up shows, receptions, workshops, live artist demonstrations, and special events.

**Are you seeking other sources of funding?**

We requested funding from the Reser foundation to help support Summer Art Camp and the City of Cannon Beach Community Grant. Neither of these is for the same time period.

**What is your marketing plan?**

We will continue our emphasis on marketing it has increased our presence, sales, and ability to perform all our programmatic functions. We have enhanced our virtual presence and are getting strong positive feedback. We have a consistent uptrend people subscribing to our digital and physical marketing, and social media accounts.

**Direct Mail and Print Advertising**

- Postcards sent prior to each exhibit to 400 people, and distributed to public spaces
- Monthly Digital Newsletter
- Press releases to Astoria Hip Fish, Cannon Beach Gazette, Coast Weekend
- Listing in Preview Art Magazine & Gallery Guide

**Digital Advertising**

- Local and Regional Arts focused newspapers
- Chamber of Commerce Calendar of Events
- Coast Weekend Calendar of Events
- Coast Community Radio Calendar of Events
- North Coast BBQ

**Social Media**

- Facebook
- Instagram
- TikTok
- YouTube
- Next Door

**What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words, do you have a well thought out plan of action to accomplish your event?**

The CBAA Board consists of nine active members who assist with marketing and promotion, volunteer coordination, grant writing, event coordination, financial oversight. The Board has a Workshop Committee to design workshops and a Fundraising Committee to design fundraising events. We have a Gallery Committee to develop the Exhibit Schedule. One of our board members serves on the City of Cannon Beach Gallery Group Committee. We also have two part – time staff members:

Scott Johnson is our Gallery Director and curator, after four decades of life as an active member of the Portland Art Scene and co-owning a gallery, he now lives full-time amongst the art and artists of Cannon Beach. Scott feels that he has found his vocation supporting and enlivening his love of art and the healing it offers to the world.

Summer Peterson is our Marketing and Programming Director. She has spent the last six years working in fine art galleries and earned her degree in Art History. Summer is also a USPAP-compliant appraiser and Accredited Member of the ISA (International Society of Appraisers) specializing in Fine Art valuations. She manages educational and special event programming, day-to-day gallery operations, marketing, social medias, and website.

**Please describe how this event will enhance the arts and attract tourists to Cannon Beach.**

CBAA and the Gallery have been operating successfully as a 501(c)3 for over thirty years. Multiple generations of residents, visitors and artists have been engaged. We have more than 128 engaged members who promote the Gallery and more than 150 artists who promote sales by inviting visitors to the Gallery. We have monthly opening receptions with multiple attendees. There is a “night market” event planned to coincide with our exhibit in in July and a Stormy Weather fundraiser. I believe our sales speak to the engagement of the public locally and away. Our marketing plan is robust and effective.

**Do you plan to do this event every year and if so, when do you feel it would no longer need TAC Funding and be self-sufficient if ever?**

We have been doing this event successfully and multiple others for thirty years. Yes, we plan to continue with the event. As a non-profit designed to support artists we will always need funding to enhance our ability to maintain our infrastructure. The key word is non-profit. Our mission is not to create a profit it is to support art and artists and, in the process, give tourists a taste of the beauty of the north coast.

**\*\* Make sure your event is in compliance with the requirements of ORS 320.350**

### **Acknowledgment**

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2024.

By signing this application, I certify that the facts, figures, and representations made in this application are true and correct, that I am an authorized representative of the organization listed on this application, and that this application is made with the authorization and approval of the organization's Board of Directors.

Lib Wickham  
Signature

6/5/23  
Date

Lib Wickham, Treasurer  
Print Name and Title



**Please initial to verify that the following items have been included in the TAF application submittal.**

SW

Completed application form, signed by an authorized representative of the organization

A. Copy of Board of Directors list

SW

A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed

SW

A line-item budget for proposed program/project

SW

A copy of line-item organizational budget for the current fiscal year

SW

A financial statement for the most recent fiscal year

SW

Evaluation for last TAF award received, if applicable

SW

W-9 for City of Cannon Beach Finance Department (if applying for the first time)

\_\_\_\_\_

Special Event Permit Application must be approved prior to the event for the following:

- Event with more than 50 people expected on either private or public property
- Event to be held on City Property
- Event to be held on Private Property, but may impact City
- Event will impact public facilities or resources

SW

Metrics Addendum

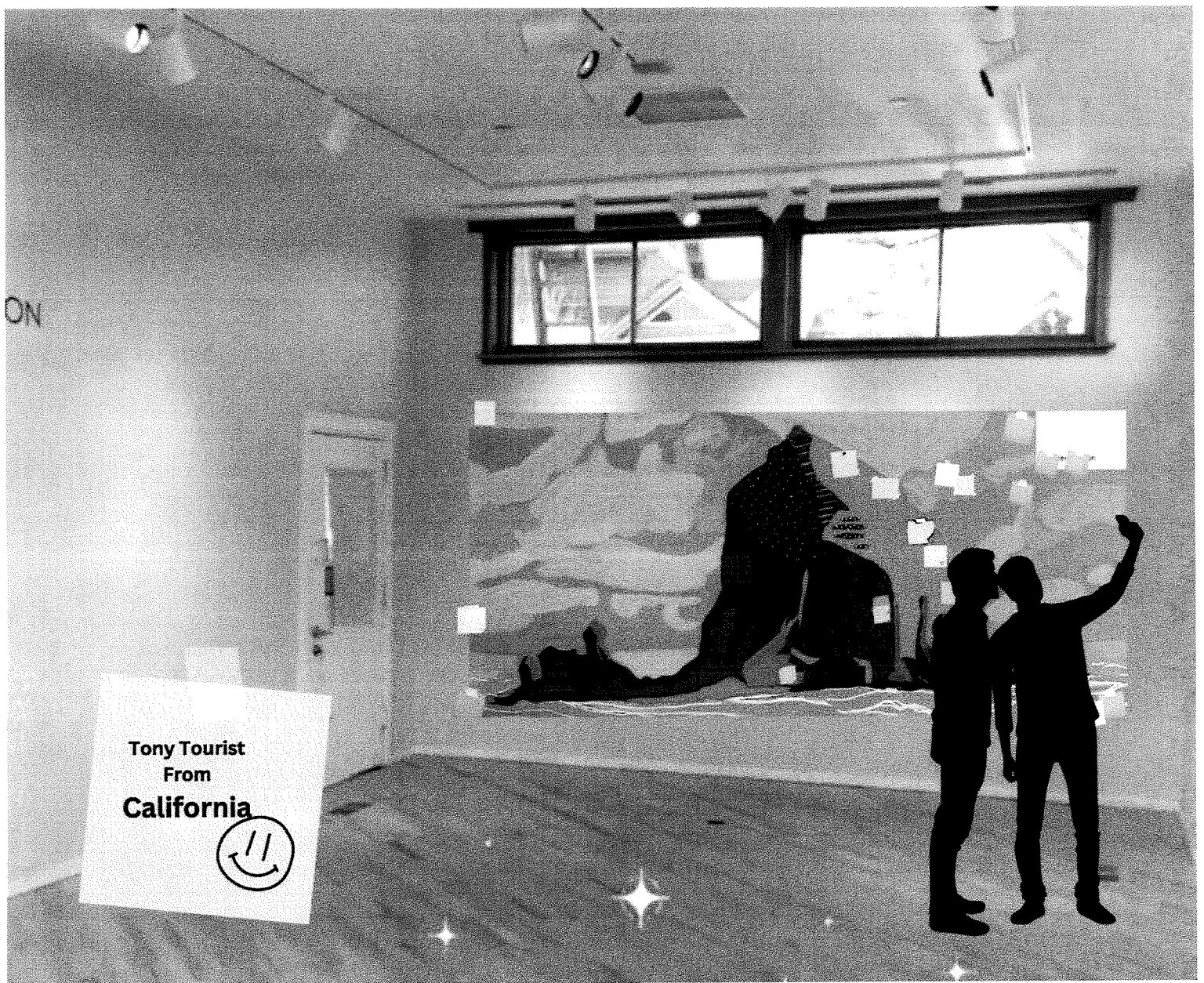
SW

Initialed copy of this Application Checklist and Receipt

SW

**All information is on white 8 ½" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.



Visitor Inclusive Project



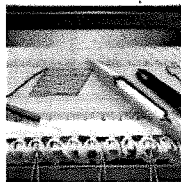
## EXHIBITIONS & EVENTS



### TEXTILES EXHIBITION OCT 6 - OCT 29, 2023

The textiles exhibition is an all-female art exhibition. Featuring local artist and CBAA artist grant winner Kyla Sjogren, Nguyen Le, Jan Priddy, regional artists Becky Devires-Wong and Tracy Taylor.

Jan Priddy will be doing live loom weaving demonstration in the gallery during the exhibition.



### TEXTILES: ARTIST RECEPTION

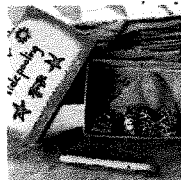
OCT 6, 4:30 TO  
6:30PM

Artist Reception Oct 6 (4:30 to 6:30 PM) Meet the Artists, View the work, and Enjoy Refreshments.



### MINIATURE SHOW NOV 3 - DEC 3, 2023

The Annual Miniatures exhibition is open to all local and regional artists. Featuring 2-D or 3-D artwork 6x6" or smaller.



### STORMY WEATHER ARTS FESTIVAL

MINIATURE SHOW:  
ARTIST RECEPTION  
NOV 3, 4:30 TO  
6:30PM

Event: Stormy Weather Arts Festival Weekend (Nov 3, 4, 5)

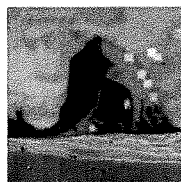
Artist Reception: Nov 3 (4:30 to 6:30 PM) Meet the Artists, View the Work, and Enjoy Refreshments.



### VISITOR INTERACTIVE POST-IT MURAL

NOV 1 - NOV 15, 2023

CBAA, in collaboration with artist Doni Connor, will create an interactive Post-it mural based on one of her paintings. Visitors can decorate post-it notes, write their names, where they are from, and post them on the gallery wall. The result will be a 10x5' pop-art mural of haystack rock.



Learn more at [www.cannonbeacharts.org](http://www.cannonbeacharts.org)

Cannon Beach Arts Association Board of Directors President Chairperson –  
Linda Gebhart P.O. Box 915, Cannon Beach, OR 97110 503-351-0145 gebhal@yahoo.com Math Teacher (r), Working Watercolor Artist Board Member since January 2017

Vice-President Chairperson –

Treasurer- Mary Lyn Gough 5933 N Haight Ave, Portland, OR 97217 415-250-4990 (Cell)  
marylyngough@gmail.com Program Manager for Providence, IT Business Consultant, MBA,

Secretary-

Frankie White P.O. Box 910, Cannon Beach, OR 97110 509- 994-7464 Rwhite9103@aol.com Art Professor (r), Working Artist in Paint and Ceramics Board Member since January 2015

Treasurer-

Lila Wickham P.O. Box 208, Tolovana Park, OR 97145 503-436-1340 (Home) lilawickhamrn@gmail.com 503-504-0193 (Cell) Public Health/ Environmental Health Director for Multnomah County, MRC Cannon Beach Leadership Team Board Member since March 2015

At Large Members-

Nancy Kroll PO Box 1365, Cannon Beach, OR 97110 503- 702-8482 (Cell) nkroll@comcast.net Registered Nurse, Neurosurgery, Hospice Case Manager (r), MRC Cannon Beach Leadership Team Board Member since January 2019

Bob Kroll PO Box 1365, Cannon Beach, OR 97110 503- 816-7900 (Cell) rakneuro@comcast.net Veterinary Neurologist (r), DART Coordinator, Cannon Beach MRC Leadership Team Board Member since January 2019

Marcia Zegar 3723 Coho Place Cannon beach, OR 97110 503-508-9645 (Cell) kmzegar@gmail.com Speech/ Language Pathologist Board Member since February 2020

Phyllis Bernt P.O. Box 999, Cannon Beach, OR 97110 503-436-4186 (Home) bernt@ohio.edu 740-447-4304 (Cell) Professor (r) Board Member since February 2016

Jen Hoff PO Box 875, Cannon Beach, OR 97110 (303) 642-6429 [jenhoff126@gmail.com](mailto:jenhoff126@gmail.com) Board Member since 2020

Association Staff Gallery Director- Scott C. Johnson (Gallery, Operations) 2019 – Present PO Box 684, Cannon Beach, OR 97110 503-310-6151 (Cell) [director@cannonbeacharts.org](mailto:director@cannonbeacharts.org)

Association Staff Marketing/Program Director - Summer Peterson 2018 – Present PO Box 684, Cannon Beach, OR 97110 972- 363-6340 (Cell) [info@cannonbeacharts.org](mailto:info@cannonbeacharts.org) (Marketing, Technology, Gallery/Operations)



DEPARTMENT OF JUSTICE

PORTLAND OFFICE  
500 Pacific Building  
520 S.W. Yamhill  
Portland, Oregon 97204  
Telephone: (503) 229-5725

February 9, 1987

Cannon Beach Arts Association  
P.O. Box 684  
Cannon Beach, Oregon 97110

RE: Registration Under the Charitable Trust and Corporation Act  
Annual Report for the Period Ending September 30, 1987

Ladies/Gentlemen:

This will acknowledge registration of your organization under the Charitable Trust and Corporation Act. Your registration number with this office is 53-13911.

Our records have been noted that your accounting period ends September 30. Annual reports which may be required by the Act are due not later than four months and 15 days after the close of your accounting period. Please note that our annual reports are in addition to and different from the annual reports that nonprofit corporations must file with the Oregon Corporation Division, Department of Commerce.

If you do not receive forms within 60 days prior to the due date for filing your report, contact this office to obtain the prescribed forms.

Please keep this letter with your permanent records as it contains your registration number.

Sincerely,

June Reed  
Administrative Assistant

JR/sn  
049/AL-1.1  
Disk I



## 2024 Proposed Budget

	Total Budget	Personnel: Scott Johnson & Summer Peterson	Total Exhibition Budget October - April	Actual TAF Expenses
Income	Budget			
40000 Direct Public Support	0.00			
40001 Restricted Donation	0.00			
40002 Grant funding	50,000.00			
40003 Sponsorships	500.00			
40004 Memberships	6,500.00			
40005 Donations	12,700.00			
40006 Fundraiser - Income & Donations	2,500.00			
Total 40000 Direct Public Support	\$ 72,200.00			
40010 Interest Income				
46400 Other Types of Income				
50000 Program Income	0.00			
51000 Sale of Artists' Work	0.00			
51001 Consigned Artwork	84,459.00			
51002 Sales of Artists' Product- Retail	4,000.00			
Total 51000 Sale of Artists' Work	\$ 88,459.00			
52000 Art Camp Grant	8,000.00			
52001 Art Camp Tuition	3,800.00			
53000 Arts Education	0.00			
53001 Workshop Registrations	650.00			
Total 53000 Arts Education	\$ 12,450.00			
Total 50000 Program Income	\$ 173,109.00			
54000 Other Income	0.00			
54001 Art Shipping Reimbursement	500.00			

Total 54000 Other Income	\$	500.00					
Square Income		0.00					
Total Income		\$ 173,609.00					
Gross Profit		\$ 173,609.00					
Expenses							
60000 Operational Expense		0.00					
60001 Business Registration, Licensing & Reporting		1,388.00					
60002 Contract & Professional Services		300.00			809		
60003 Accounting Fees		5,000.00					
60005 Subscription Services		2,053.00			2,900		
60006 Professional & Board Development		500.00			1,197		
60009 Insurance		2,500.00			1,458		
60011 Cannon Beach Gallery Rent		10,580.00			6,171		
60012 Utilities		550.00			321		
60013 Telephone, Telecommunications		1,837.00			1,072		
60014 Square processing fee		4,900.00			2858		
60015 Janitorial		0.00					
60016 Office Supplies		1,700.00			992		
60017 Gallery Improvements & Repairs		500.00					
60018 Gallery Packaging		100.00			58		
60019 Marketing		2,100.00			1,225		
Total 60000 Operational Expense		\$ 34,008.00					
61000 Shared Overhead & Costs		0.00					
61011 Postage, Mailing Service		1,800.00					
61012 Restricted Expense							
Total 61000 Shared Overhead & Costs							
70000 Payroll Expenses		0.00					
70001 Employee Salaries		64,627.00			\$37,699.00		
70005 Payroll Taxes		9,694.00			\$5,654.00		
70006 Pay Cycle P/R Processing Fees		0.00					
Total 70000 Payroll Expenses		\$ 74,321.00					
80000 Program Services		0.00					
81000 Retail Gallery		0.00					
81001 Retail Art Purchase		500.00					

81002 Retail Display	250.00			
Total 81000 Retail Gallery	\$ 750.00			
82000 Exhibition Program	0.00			
82002 Reception and Events	1,000.00		583	
82004 Consignment Payments	42,000.00		24,500	
Total 82000 Exhibition Program	\$ 43,000.00			
83000 Art Camp	0.00			
74003 Art Camp Director Support				
83001 Art Camp Instructor Salary	4,500.00			
83002 Class Supplies	700.00			
83003 Art Camp Rent Storage Unit	400.00			
83006 Art Camp Marketing	500.00			
83007 Storage Unit	900.00			
83008 Background Checks	100.00			
83009 Cleaning Facility	250.00			
Total 83000 Art Camp	\$ 7,350.00			
84000 Arts Education Program	0.00			
84001 Instructor Salary	750.00			
84002 Class Supplies	450.00			
84003 Rent	150.00			
Total 84000 Arts Education Program	\$ 1,350.00			
85000 Artist Grant	2,000.00			
86000 Scholarships	500.00			
Total 80000 Program Services	\$ 0.00			
88000 Fundraising Expense	1,350.00			
88001 Donation Expenses Grant Supported				
Other Types of Expenses	0.00			
Total Expenses	\$ 160,779.00		87497	
Net Operating Income	\$ 173,609.00			
Net Income	\$ 12,830.00			
Request at 32%	28,000.00			
Exhibition Program Income	\$44,879			

**2023  
Approved**

<b>Income</b>	
<b>40000 Direct Public Support</b>	
40001 Restricted Donation	19,600
40002 Grant funding	45,000
40003 Sponsorships	750
40004 Memberships	7,000
40005 Donations	7,000
40006 Fundraising	6,500
<b>Total 40000 Direct Public Support</b>	<b>66,250</b>
<b>40010 Interest Income</b>	
<b>46400 Other Types of Income</b>	<b>1774</b>
<b>50000 Program Income</b>	
<b>51000 Sale of Artists' Work</b>	
51001 Consigned Artwork	90,000
51002 Sales of Artists' Product-Retail	6,000
<b>Total 51000 Sale of Artists' Work</b>	<b>96,000</b>
<b>52000 Art Camp Grant</b>	<b>\$6,916</b>
52001 Art Camp Tuition	6,440
52002 Art Camp Donations Fundraising	2,580
<b>Total 52000 Art Camp</b>	<b>9,020</b>
<b>53000 Arts Education</b>	
53001 Workshop Registrations	500
<b>Total 53000 Arts Education</b>	<b>500</b>
<b>Total 50000 Program Income</b>	<b>96,500</b>
<b>54000 Other Income</b>	
54001 Art Shipping Reimbursement	100
<b>Total 54000 Other Income</b>	<b>100</b>
<b>Shipping Revenue</b>	<b>300</b>
<b>Square Income</b>	
<b>Total Income</b>	<b>173,944</b>
<b>Gross Profit</b>	
<b>Expenses</b>	
<b>60000 Operational Expense</b>	
60001 Business Registration, Licensing & Reporting	1000

60002 Contract & Professional Services	600
60003 Accounting Fees	4,000
60005 Subscription Services	2,300
60006 Professional & Board Development	500
60009 Insurance	2,250
60010 IT Software_Hardware	500
60011 Cannon Beach Gallery Rent	10,560
60012 Utilities	750
60013 Telephone, Telecommunications	1,600
60014 Square processing fee	3,500
60015 Janitorial	250
60016 Office Supplies	750
60017 Gallery Improvements & Repairs	1,700
60018 Gallery Packaging	175
60019 Marketing	2,500
Total 60000 Operational Expense	32935
61000 Shared Overhead & Costs	
61011 Postage, Mailing Service	2,250
61019 Restricted Expense	19,600
Total 61000 Shared Overhead & Costs	2,250
70000 Payroll Expenses	
70001 Employee Salaries	\$58,956
70005 Payroll Taxes	\$5,129
70006 Pay Cycle P/R Processing Fees	0
Total 70000 Payroll Expenses	\$64,085
78007 Other Miscellaneous Service Cost	
80000 Program Services	
81000 Retail Gallery	
73000 Artist Retail Area & Art Sales	
73003 Artist Retail Product Expense	
Total 73000 Artist Retail Area & Art Sales	
81001 Retail Art Purchase	600
Total 81000 Retail Gallery	750
82000 Exhibition Program	
82002 Reception and Events	1000
82004 Consignment Payments	54,000
Total 82000 Exhibition Program	55,600
83000 Art Camp	



<b>74003 Art Camp Director and Assistant</b>	<b>5,690</b>
<b>83001 Art Camp Instructor Salary</b>	<b>6,941</b>
<b>83002 Class Supplies</b>	<b>650</b>
<b>83003 Art Camp Rent</b>	<b>400</b>
<b>83006 Art Camp Marketing</b>	<b>350</b>
<b>83007 Storage Unit</b>	<b>900</b>
<b>83008 Background Checks</b>	<b>150</b>
<b>Total 83000 Art Camp</b>	<b>9,391</b>
<b>84000 Arts Education Program</b>	
<b>84001 Instructor Salary</b>	<b>500</b>
<b>84002 Class Supplies</b>	<b>500</b>
<b>84003 Rent</b>	<b>200</b>
<b>Total 84000 Arts Education Program</b>	<b>1200</b>
<b>85000 Artist Grant</b>	<b>2000</b>
<b>86000 Scholarships</b>	<b>500</b>
<b>87000 Art Day</b>	<b>4,000</b>
<b>Total 80000 Program Services</b>	<b>72,691</b>
<b>88000 Fundraising Expense</b>	<b>500</b>
<b>88001 Donation Expenses Grant Supported</b>	<b>650</b>
<b>Total Expenses</b>	<b>\$173,861</b>
<b>Net Operating Income</b>	<b>\$173,944</b>
<b>Net Income</b>	<b>\$83</b>

**CANNON BEACH ARTS ASSOCIATION**  
**Balance Sheet**  
As of September 30, 2022

	<u>Total</u>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10000 Checking - Columbia Bank	0.00
11000 US Bank Account	41,404.18
12000 Us Bank Savings	13,735.70
16000 CASH	0.00
16001 Cash Float	100.00
Total 16000 CASH	<u>\$ 100.00</u>
Total Bank Accounts	<u>\$ 55,239.88</u>
Accounts Receivable	
17000 Accounts Receivable	0.00
Total Accounts Receivable	<u>\$ 0.00</u>
Other Current Assets	
16003 Undeposited Funds	0.00
17001 Prepaid Expenses	0.00
19000 Inventory	0.00
Payroll Corrections	0.00
Payroll Refunds	0.00
Repayment	
Draw	0.00
Total Repayment	<u>\$ 0.00</u>
Total Other Current Assets	<u>\$ 0.00</u>
Total Current Assets	<u>\$ 55,239.88</u>
Other Assets	
18600 Other Assets	
18605 Prepays	0.00
Total 18600 Other Assets	<u>\$ 0.00</u>
18610 OFC Endowment Fund Long Term	51,115.88
Total Other Assets	<u>\$ 51,115.88</u>
<b>TOTAL ASSETS</b>	<u>\$ 106,355.76</u>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	0.00
Total Accounts Payable	<u>\$ 0.00</u>
Credit Cards	
20700 Credit Card	0.00
Total Credit Cards	<u>\$ 0.00</u>
Other Current Liabilities	

<b>21000 Payroll Liabilities</b>		
Federal Taxes (941/944)		3,274.65
Federal Unemployment (940)		96.39
OR Employment Taxes		107.27
OR Income Tax		208.44
OR Statewide Transit Taxes		14.67
Oregon Dept of Revenue		121.05
<b>Total 21000 Payroll Liabilities</b>	<b>\$</b>	<b>3,822.47</b>
Direct Deposit Payable		0.00
Square Tips		0.00
<b>Total Other Current Liabilities</b>	<b>\$</b>	<b>3,822.47</b>
<b>Total Current Liabilities</b>	<b>\$</b>	<b>3,822.47</b>
<b>Long-Term Liabilities</b>		
22000 Grant Funding Held for Following Year		0.00
<b>Total Long-Term Liabilities</b>	<b>\$</b>	<b>0.00</b>
<b>Total Liabilities</b>	<b>\$</b>	<b>3,822.47</b>
<b>Equity</b>		
30000 Opening Bal Equity		5,927.27
31300 Perm. Restricted Net Assets		0.00
31500 Temp. Restricted Net Assets		0.00
32000 Unrestricted Net Assets		91,401.09
Net Income		5,204.93
<b>Total Equity</b>	<b>\$</b>	<b>102,533.29</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$</b>	<b>106,355.76</b>

Saturday, Oct 08, 2022 03:45:24 PM GMT-7 - Accrual Basis



# CITY OF CANNON BEACH

## Tourism and Arts Fund Recipient Evaluation FY 2022-2023

☒ Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City **within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first.** For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 ½" x 11" sheets as necessary.

**Program/Project Title** \_\_\_\_:

Art Exhibitions, Virtual Exhibits, Opening & Artist Receptions, Workshops, Fundraiser and Book Sales

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**Evaluator Name/Position** \_\_Lila Wickham\_\_\_\_ **Date** \_5/19/23\_\_\_\_\_

### 1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

Our Gallery goal is to provide exhibition space for upcoming and established artists and to promote tourism by creating a lovely and interesting venue. We had five exhibits during this time frame, a pop-up show, a printmaking workshop, and hosted the Fisher Poets. We also had our first Tail Gate Party fundraiser with 50 + participants. We are tracking tourists greater than 50 miles on our Daily Sheets that include sales records. About half of our artist submissions are from people who live more than 50 miles away and secure hotels for when they drop off and pick up their work.

#### **September 28<sup>th</sup> to October 30, 2022**

The Northwest Printmakers included 29 artists with artists receiving \$8,934 in artist sales. We reprinted 19 additional copies of “Cannon Beach: A Place for Dogs” with proceeds from sales going to the Disaster Animal Response Team. We sold all but two copies.

#### **November 2<sup>nd</sup> to December 31, 2022**

The Miniature Show is a popular show for artists and attendees. We had 45 participating artists and sales of \$10,115. Unfortunately the coffee shop was closed most of December reducing our foot traffic. We also had a “pop up” show featuring Chris Beigun with 365 miniature vases. Chris sold \$912 in vases. We hosted an artist and opening reception during Stormy Weather Arts Festival weekend.

#### **January 6<sup>th</sup> to February 12, 2023**

Winter Salon with 14 participating artists and sales of \$3,732.

### **February 17 to March 26, 2023**

Figure and Face exhibition featured over 50 artists. The reception was very well attended with 85 participants. Sales figures for the figure and face exhibition \$9,260. On February 26<sup>th</sup> we hosted the Fisher Poets at the Gallery with 11 poetry readings, some from the "Fisher Poets Gathering" book that the Gallery printed last year. We continue to sell the poetry book, selling five more during the reading. The sales go directly to support the Fisher Poets Gathering. We featured Lara Messersmith Glavin who wrote *Spirit Things*. She read from her book about fishing knots and did a demonstration of the knots and their purposes. We are selling her book for her at the Gallery.

### **March 31 to April 30, 2023**

Photo Summit Exhibition, this exhibition featured local artists Roger Dorband, John Kirk, Bob Kroll, Marcia Zegar and regional artists Thibault Roland, James Redland, and Gene Tonry. Sales from this exhibition totaled \$7,443. We hosted an artist reception with close to 20 attendees.

**Art Scholarships** have been sent to two students for \$250 each with the Scholarship event planned for June 6<sup>th</sup>.

## **2. Program/Project Evaluation**

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.

The Exhibition activities were very successful supporting artists with sales in the amount of \$39,484 October 1 through April 30. Both books continue to be popular. Our grant recipient Chris Biegum was provided a special show and scholarships were distributed in April. Art Day took place at Seaside High School April 14<sup>th</sup> with seventeen teaching artists, Cannon Beach Academy on April 28<sup>th</sup>, with two teaching artists, combined we impacted about 400 students. We finally have achieved pre-pandemic numbers of participants at receptions. We have modified our food and drink at receptions to be single servings to limit the possible transmission of illness.

- b. Describe what could be done differently in the future to improve the program/event/project.

We continue to struggle with hard data concerning "heads in beds" numbers. We gather macro data by asking people when they are in the Gallery, use our Daily Sheets to track the numbers, use the zip codes on file for our exhibiting artists. At times we receive a large group and are unable to connect with every visitor. We receive numerous visitors from the coffee shop side of the gallery, approximately 7,460 during the shoulder season (data directly from Bald Eagle) who then walk through the exhibit and learn about the local arts and culture.

**\*Solutions:** We have implemented a visitor book where visitors can write down where they are from. Our exhibiting and open call artists fill out a consignment contract, on those contracts we will include a question about if they are staying in a hotel or vacation rental when they are either, dropping off artwork, picking up, or participating in the exhibit reception.

## **3. Budget**



- a. Briefly describe how the program/project did or did not meet its financial projections.

The total cost for the program was \$40,227

- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) <b>CANNON BEACH ARTS ASSOCIATION</b>	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____  <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>990</b>	
	Exemptions (see instructions):  Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____	
	Address (number, street, and apt. or suite no.) <b>PO BOX 684</b> City, state, and ZIP code <b>CANNON BEACH OR 97110</b> List account number(s) here (optional)	
Requester's name and address (optional)		

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number								
				-				

Employer identification number										
9	4		-	3	0	2	7	8	8	3

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** The IRS has created a page on [www.irs.gov/w9](http://www.irs.gov/w9) for information about Form W-9, at [www.irs.gov/w9](http://www.irs.gov/w9). Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

## Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

**Note.** If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

Events Metrics Scorecard- EVENT NAME

