



NEOTERIC
...ART PROJECT...

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Dear Flagler County Public School Board Members,

Thank you for allowing me the opportunity to present you with this proposal. It is my hope that you will see its potential, and consider allowing this conversation to continue. If you chose to allow me this opportunity, please know that I will work tirelessly to make it a success, and I will not do it alone. I am surrounded by some of the most wonderful people I've ever worked with. We firmly believe we can create a legacy for the Arts here in Flagler County. We would like you to be part of that legacy, and allow the creative spirit to flourish. It could be Magical.

Sincerely,
J.J. Graham

Owner/ Artists/ Curator Hollingsworth Gallery (Named after my Grandmother, Lois Hollingsworth, who raised me, and remains my greatest inspiration.)



A BRIEF HISTORY OF HOLLINGSWORTH GALLERY & S.E.C.C.A

In June of 2008 at Hollingsworth Gallery opened its doors. After having a successful first opening, S.E.C.C.A. (South Eastern Coalition of Contemporary Artists) was founded. What initially started as a gallery and studio workspace quickly expanded to include three adjacent spaces, transforming them into a schoolroom and adding studio spaces for resident artists. In its first year Hollingsworth Gallery began to pair outstanding local artists with reputable artists from outlying communities, strategically, this approach provided support for local artists, and succeeded in bringing in artists and their entourages from other cities.

In order not to compete with The First Friday Art Walks in St. Augustine, Hollingsworth Gallery chose to promote "Second Saturday", as the day it would hold exhibitions. After a year of record breaking attendances (in what at that time was a practically abandoned shopping center), the Flagler County Arts League moved to City Marketplace, Second Saturday grew to become Palm Coast's Art Walk, and Palm Coast began to get a reputation as a budding arts community.

From the beginning Hollingsworth gallery devoted itself to educating the community in the arts, fostering programs for youth, as well as adults. The K.A.R.E. program (Kids Art Renaissance Experience) offers after school programs, provides a classroom environment for a growing number of homeschoolers, and hosts a Summer Art Camp. Workshops and Adult Classes have been successful in equipping participants with the skills and confidence they need to achieve success in the arts. Many of our students have gone on to have their first showings in our gallery, and have succeeded in obtaining exhibitions in other venues. It has always been our goal, as professional artists and educators, to equip our students with the knowledge and skill set they seek, and provide them with the launchpad they need to become our contemporaries.

At present day Hollingsworth Gallery has hosted sixty six exhibitions, two of which have included international artists. Thanks to local news organizations, who have embraced our efforts, many articles have been published in print and online. We now publish a yearly magazine entitled, "Synapses", which focuses on the arts, and includes literary works by local authors. Our Facebook page has the largest following of any art gallery in this area, our emails go out to over one thousand recipients, and our presence in social media continues to expand. Hollingsworth Gallery is committed to supporting local businesses, organizations, and non-profits, who wish to benefit from the exposure our gallery openings offer. Our community of artists and patrons continue to be committed to sharing and nurturing the creative spirit. With continued efforts, we envision it will one day grow to become one of the most viable and authentic art movement in this region.





PROPOSAL TO TRANSFORM A1A CENTER INTO A SELF SUSTAINING ARTS CENTER

Current Revenue Streams That could Easily Be Transported to A1A Center Classes

- **Currently our homeschool program has 26 students , and our after school program has 8 students**

- Presently, I only have one classroom - Younger students share a classroom with older students- this creates a bit of a strain because I have to continue to create projects that hold the interests of the younger students, while challenging the older students. A1A center would give me the opportunity to divide them into 2 separate classrooms, thus eliminating this issue.

- **Adult Classes/Workshops**

- Currently we have of 3 primary instructors.
- Frequently we invite visiting artists to conduct workshops.
- Currently we have 18 adult students.
- Again A1A Center would allow these facets to expand.

- **Studios Rentals**

- Presently we provide studios for 11 artists.
- This alone covers much of our current operating expenses.
- I have a waiting list of six more artists that would like to obtain studio space.
- At this time I cannot expand this program due to lack of space.
- The portable building at A1A center could easily be converted into studio spaces.



Current Revenue Streams That could Easily Be Transported to A1A Center Classes

● Openings/ Exhibitions

- Our openings, on the second Saturday of each month, have a record for being uniquely different, we like to take chances and keep our audiences guessing what we are going to do next. Themed shows sometimes challenge participating artists to tackle important issues, and raise awareness. We like to mix up the decorative with the thought provoking. Originality is what we seek most in the artists we chose to exhibit. We often exhibit children's work.(just because we love it and it is hugely popular.)
- Exhibitions not only provide opportunities for sales, they also provide fundraising opportunities that can allow patrons to participate in the growth and development of this center. For instance I would request a floor plan from you for the existing buildings. Once received, a step by step plan can be developed. A presentation of this plan can be creatively displayed at the entrance. Patrons can then chose which projects they would like to contribute to, and receive recognition for their contributions.
- This organic approach works I have witnessed it in action.

● Sponsorships

- Sponsorships are an important source of revenue in any arts organization.
- Innovative approaches can garner much support.
- Example- recently we invited guests to take a cell phone picture of their favorite work of art in the gallery, and then they were instructed to take a picture of a poster with the logos of our participating sponsors. They could then use their snapshot as a coupon at participating venues.

● Magazine

- Petra Iston, our graphic artist is currently working on a new issue of Synapsis
- This venture continues to grow and support her as a graphic artist and provides additional revenue to the gallery.

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Additional Revenue Streams Envisioned That Can Also Benefit Flagler County Schools

● Visiting Artists Residences

- Artists Residencies are highly sought after and are huge revenue generators.
- Submission fees for residencies generally range from \$25 to \$45
- With the amount of residencies far outnumbered by the artists submitting to them, they have become prestigious and look good on any artist's resume. Thousands of artists would love to spend a month in Florida. When you do the math, this program alone could finance much of our operation expenses.

● A Collection

- When invited to participate in a residency an artists is often required to teach a workshop and leave one work of art with the residency.
- Any works of art obtained through this process would be donated to Flagler County Schools to be auctioned or retained in their collection, and to be placed where they see fit.
- Sculptures could be placed around our county, and our Government offices could look more like museums.
- If we choose artists wisely, over time we may be able to create a collection for Flagler County Schools that surpasses the value of the property.
- That may seem to some to be a bit far-fetched, but I could provide you with some examples where it has actually happened.

● Educational Opportunities/ Student Internships

- Visiting Artists often need assistants. (Especially sculptors) Earthworks are exciting projects and often require a group effort. These would be great opportunities to involve students who are interested in pursuing the arts.
- Hollingsworth Gallery has in the past accepted High School interns; three have gone on to college, one of which is graduating this year. We would expand this program at A1A. I believe that students who already have an internship under their belt have an added advantage, and a greater potential for success. Student interns can assist in classrooms, get curatorial experience from installing shows, and learn first-hand the amount of work it takes to run a gallery.

B

Additional Revenue Streams Envisioned That Can Also Benefit Flagler County Schools

● **Outdoor Concerts**

- Interest has been expressed in having music classes @ A1A. WE would be willing to collaborate with anyone who wishes to do so, and create a win, win approach to this endeavor. Outdoor concerts are a great idea and would bring in more community support.

● **Coffee Shop**

- Many people have already expressed interest in seeing this happen. Currently residents must drive across the bridge or travel to Flagler Beach to find a nice coffee shop. There is potential in transforming the small cafeteria into a successful coffee shop. Coffee, tea, and cold drinks could be available. Customers could relax and peruse the art. Seating areas could be arranged inside and outside the facility to provide a unique atmosphere. A donation box or small wishing well could be created for Flagler County Schools, so that patrons could give small offerings that would accumulate over time.

● **Festivals**

- Creating a two day annual arts festival would also be on our agenda. Currently Deland, New Smyrna, and St. Augustine have successfully capitalized on this venture. We would like to create a highly curated fair that could grow to garner national and statewide artist recognition. Local artist Paul Baliker, has participated in the Grand Rapids Art fair, and has witnessed first-hand its economic impact. He has expressed interest in seeing this happen in the Hammock. If artists and galleries continue to work together this could become a reality.

● **Current Classes and Tenants**

- We could make arrangements with you to keep existing successful Adult Ed classes related to Arts and Crafts at the A1A center.
- We plan on working extremely hard to accomplish our goals, having the Massage Therapist remain as our tenant would be nice on our backs.



Current Operating Expenses of Hollingsworth Gallery and Incoming Revenue (The Numbers)

● **Expenses - Monthly**

Our current rent is 2,000.00 a month
Electric ranges from 500.00-600.00 approx. per month
Water ranges from 90.00-120.00
Insurance - 90.00 (liability)
Wifi-80.00
Basic Supplies (paper towels, etc.)- 150.00
Receptions (Openings) 200.00

● **Incoming Revenue Monthly - Bi-Monthly**

Studio Rentals -2,400.00
Homeschool classes- 900.00- 200.00 for supplies (1day a week 9 months a year)
After School Program- 640.00 (6wk) 9months a year
Adult Classes (taught by me) -1,800.00 (6 or 8 wk sessions)

● **Other Expenditures Annually**

Interior Costs (painting walls, changing filters, light bulbs, etc.)-1500.00
Accountant- 960.00
Sales Commissions (payout to artists %50) 7,500-12,000.500
Employee(s) Primarily Graphic Designer/Web Design 13,240.00
My Salary -18,000.00



Current Operating Expenses of Hollingsworth Gallery and Incoming Revenue (The Numbers)

● **Additional Revenues Generated Yearly**

Gallery Rentals-3,600.00

Adult Classes (teachers other than myself) \$3,500.00 approx. (This # varies on their availability to teach throughout the year.)

Entry Fees- 4,500.00 (this # also varies depending on amt. of artist submitting to group Shows)

Advertising-2,500.00 approx.

Sales (Art) A bad year- 15,000.00 Good year 25,000.00

Summer Camp –generally brings in \$4,000.00 -5,000.00

● **Gross/Net**

Gross income on Average 90,360.00

Annual Expenditures 80,860.00

Net profit (On Average Year) 9,500.00

This is how our business operates on average, and these numbers fluctuate depending on different variables. There have definitely been months where I have had to waive my salary to keep the business ahead. Fortunately Petra Iston and I have other sources of income. She works as a freelance graphic artist and substitute teacher, and I do considerably well by artist's standards with commissions and sells of my artwork outside of the business. This combination, and the fact that neither us are overly extravagant, has allowed the gallery and us to weather the economic downturn our nation recently experienced. Although the Gallery has weathered a few storms I am proud to say that we have managed to stay out of the red each year.

Although it would be more expensive to operate the A1A center, I think we could profit from the increased visibility. Currently, people only know about us if they are connected to the arts community, receive our emails, follow us on Facebook, or read about our exhibitions in the local papers. While our openings are hugely attended, the traffic generally dies down afterwards. With all the traffic on A1A, this could change dramatically, especially if we creatively made the building and signage more attractive.

D

RE – BRANDING

Hollingsworth Gallery has been a success. When I first opened the gallery, I was told by someone, who was overly opinionated, that we wouldn't last three months and that "Palm Coast wasn't ready for us." I thank God that my inner voice was strong enough to convince me otherwise. At present we are the longest running gallery in the history of Palm Coast. Often people mistakenly refer to me as JJ Hollingsworth, not realizing that I named the gallery after my Grandmother, Lois Hollingsworth, who raised me. I had always wanted to do something in her honor, it was very personal. Hollingsworth Gallery will always be my first attempt at something much larger than me.

In this new venture I would like to start a fresh canvas. In art we try to continuously leave behind our mistakes and bring with us the things we learn, to be expanded upon in our next creative endeavor.

When Petra Iston, and I put our heads together to the task of what we would call this project, if we are so fortunate to get your approval, we created something very original. The Salvo Neoteric Art Project abbreviated it spells S.N.A.P. Salvo means to celebrate or salute, and neoteric means, the new. Petra is already doing some amazing things visually with her logo design skills. I have often said that we cannot compete with St. Augustine's title as being the oldest city. We should be proud of being new.



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E IS FOR ENDING THIS PROPOSAL

When I approached Bhagwan Asnani, the former owner of City Marketplace, and asked him if he would be interested in having a gallery there, he asked me for a proposal. I decided to create a proposal that would illustrate how I could make a gallery support itself, even if it never sold a painting. I illustrated to him that I felt that I could bring life to what was at the time an abandoned shopping center in a City where the housing market was taking a huge crash, and people were reluctant to open new businesses. All I asked him for was six months to get out ahead. He laughed after he read the proposal, and told me he had never read a business proposal written by artists. He gave me the six months. I started working, but not alone, a whole community of artists and creative people showed up and started helping me. They're still helping me, and they are very excited that we may have this opportunity.

*It is important to note that Hollingsworth Gallery pay it forward. In 2010, the gallery allowed John Sbordone to create City Repertory Theatre. For 2 years C.R.T operated for free, covering only their utilities and operating expanses. Now it is a successful organization with sell out performances and able to afford to pay rent to the gallery.

Mike Judd said, at a meeting in the Hammock, that the A1A gives around \$4,000 to \$5,000 a year to the Public Schools. The gallery raised 2,700.00 for local nonprofit, Love for Alyssa in one night. It is not impossible to imagine that we could do this for you. Please consider allowing my team and I to take over operating expenses at A1A and transform it into an Arts community and school. Please consider giving us a year to get out ahead of the curve, and update the building. Then Let us give back to Flagler County Schools. Let us become an asset.

People I Would Like to Acknowledge for Contributing To This Proposal

Christopher Goodfellow, who has been a valued patron, friend, and advisor. Chris currently serves on the Hammock Beach Committee. He has expressed interest in playing a much welcomed important role in the development of this Arts Community. He has an astute business mind, lots of experience working with artists, and a good sense of aesthetics. If you provide us with this opportunity I feel that he will be an important part of the legacy of this adventure.

Petra Iston who has been by my side for two years now. She is hands down the most uniquely talented graphic artist I have ever met. She has experience in logo design, branding, and advertising. She has worked for many esteemed agencies, including Satchi & Satchi. She has continued to play an invaluable role in the success of this gallery. Currently we share a studio together. We have become inseparable, we hardly ever argue.

Frank DiMasi. Frank has offered to act as an ambassador to the Flagler County Public School Board. Frank was previously employed as a Vice Principal at West Warwick High, in Rhode Island, he has also served as Vice Principal of Flagler Palm Coast High School, where he currently teaches Economics, Government, and History. Frank understands how school boards operate, and can provide valuable insight on how we can work to benefit you on many levels. In a sense Frank would be our bridge.