



**TFAC CEO Board of Directors Report  
June 15, 2015**

**Update on Consultant Search**

We did not receive any proposals for the first deadline, so it was extended to June 15<sup>th</sup>. As of this writing, we have received two proposals for the Business Plan development from Curtis Anderson and Fran Walish. We are expecting proposals from Marshall Ginn, Cheryl Hargrove, Wolf Brown (Fairfax), and Martin Cohen.

We are almost definitely looking at a revision to the Scope of Work based on our limited funding. Conducting a public input process with a statistically meaningful sample size was particularly mentioned as an expensive component beyond the reach of our budget.

**Progress on CEO Goals (Spring 2015)**

***Goal #1: Build political support with City Council and City staff for long term TFAC sustainability (external)***

**Indicators of success:**

Obtain TFACB funding	Received \$25k in FY16 City Budget towards consultant fee to develop Business Plan
Receive approval for CIP request	\$250k added to FY18 CIP budget for facilities
Secure 10 year lease with the City	See above
Ongoing presences at all Waterfront Committee mtgs.	Ongoing

***Goal #2: Build public support for TFAC initiatives among the general Alexandria community (external)***

**Indicators of success:**

Increased community awareness and buy-in as indicated by more people reporting awareness of TFAC programs and offerings	Presentations scheduled: Old Town Business Association ACT for Alexandria Visit Alexandria
Gather new information on community needs that informs programming	Incomplete, to be conducted as part of new consultant project

**Goal #3: Continue to communicate and build relationships with artists and Art League (internal)**

Indicator of success:

A co-produced event or program between TFAC, Art League and TFAA	Working on a collaborative monitor system for joint calendars, Board mtgs. moved to bldg., CEO reports added to website
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**GENERAL**

- Building attendance during L’Hermione visit nearly tripled (11,537 vs. 4,330 same week last year)
- Scope of Work completed and sent to consultants, questions fielded, deadline extended to June 15
- Post-Graduate Residency application completed and distributed to schools
- Loading Dock Door mural selection completed, fundraising/final selection begins (see materials)
- Pop-Up Makerspace scheduled to take place during King St. Arts Festival (Arts Activated)
- Invited to speak on a panel “Mapping the Community-Museum Nexus” at the Regional Conference of the United States Society for Education Through Art in NYC

**FUNDRAISING**

- Confirmed receipt of two major donor gifts to the Post-MFA residency (totaling \$10,000)
- VCA notification scheduled to arrive in next two weeks
- Final report for City of Alexandria Cultural Funding program submitted
- Sponsorship levels and packets are complete
- Fundraising Committee moving forward on Mardi Gras (date set for Sat., Feb. 6, 2016)
- Applying for new Marketing Fund project (July deadline)
- Revising Cultural Data Project stats for upcoming Cafritz application
- Creating end of fiscal year personalized e-blast targeting lapsed donors

**RENTAL EVENTS**

Events booked for next year:

July	2	Vanessa Esch/Perry, Cory and Leteace	Nomadic Jazz
August	4	Kara, Eric/Hallie, Laura/Dave, Leah	
September	8	National Arts, Sally, Rebecca and David, Katie, Julie/Nick, Stacy, Megan, Kirk	
October	6	Daniel and Ari, Ryan and Sam, Liz and Harry, Courtney, SSSAS	
November	4	Alex/Doug, Maureen, Gretchen, Glory Days	
December	3	Julia, Promotory Holiday party, First Night	
Feb			
March	1	Jackie and Ryan	
April	1	Seth and Megan,	
May	2	Jada, Juliet and Matthew	
June	3	Julia/David, West Springfield Prom, Chris and Emilia	

	34		
July	1	Tara/Jeff	
August			
September	1	Alli,	
October	1	Martha,	

37 Inquiries

10 tours

**MARKETING**

May	
<b>WEBSITE</b> (Google Analytics)	
Total Sessions (new & returning)	13,961
Sitewide Pageviews (new & repeat)	42,217
Pageviews 1 (new & repeat)	Home - 10,215 (24.2%)
Pageviews 2 (new & repeat)	Alpha. Artists List - 3,907 (9.25%)
Pageviews 3 (new & repeat)	TAL Classes - 2,788 (6.6%)
Pageviews 4 (new & repeat)	Artists Search - 1,748 (4.14%)
Pageviews 5 (new & repeat)	About Us Overview - 1,683 (3.99%)
Referral Site 1 & session count	visitalexandria.com - 577 (19.67%)
Referral Site 2 & session count	4webmasters.org - 316 (10.77%)
Referral Site 3 & session count	pinterest.com - 105 (3.58%)
Referral Site 4 & session count	northernvirginiamag.com - 74 (2.52%)
Referral Site 5 & session count	theknot.com - 73 (2.49%)

<b>FACEBOOK</b> (Facebook Insights)	
Facebook Likes (end of month)	12,001
Total Daily Check-ins	510
Post Likes	451
Post Comments	50

Post Shares 51

**TWITTER (SumAll)**

Twitter Followers (end of month) 2,128  
Retweets 36  
Retweet Reach 185,600  
Mentions 65  
Mention Reach 135,500

**INSTAGRAM (SumAll)**

Instagram followers (end of month) 582  
Likes 166  
Mentions via hashtag #torpedofactory 70  
Location tags for Torpedo Factory 110

**PINTEREST (Pinterest Analytics)**

Pinterest Followers (end of month) (available through paid TailWind) 199  
Average Daily Impressions of Pins from torpedofactory.org 4,749

**KLOUT SCORE (end of the month)** 48.69

**MEDIA COVERAGE**

Earned Media Placements (+ Blogs) Total 51  
Total Circulation 3,170,546  
Total Broadcast Reach 0  
Total Unique Monthly Visitors 68,691,372  
Sentiment % (the ratio of mentions that are generally positive to those that are generally negative) 100.0%  
Top topic Calendar Listing

## E-NEWSLETTER

Subscribers	8,404
Open Rate (Industry Average 24.5%)	25.7%
Clicks (Industry Average 3.7%)	1.3%

## ONLINE REVIEWS

Yelp Review Count	2.0
Average Yelp Stars	4
Trip Advisor Review Count	25.0
Average Trip Advisor Stars	4

### Yelp comments:

#### 3 Stars

This was an interesting place to visit. It is a collection of art studios owned by different artists. There was a few items on display and you can see some of the artists working on the pieces. I suppose they offer classes for some art students. There isn't much to do here. We did have some hot chocolate and coffee before heading back to the Metro.

#### 4 Stars

Walking around in one of the painting galleries, I thought THIS is what all of Williamsburg wants to be. Everything is beautifully laid out, there's great lighting and tons of space... Definitely make sure to go all the way to the top floor when you visit the Torpedo Factory galleries. It's definitely where all the best work to see (and buy) is to be found.

### Trip Advisor comments:

#### 4 Stars

Unfortunately, we arrived in late afternoon and didn't have enough time to see all the studios. It seemed that many of them had been closed for the day because of them being open on the Memorial Day holiday. Other studios were closing before their scheduled time of 6 pm. We did a lot of "Window shopping", but when entering the studios and galleries that were still open we were greeted by friendly artists willing to answer question. Go early so you get to see more.

#### 5 Stars

This place is very eclectic. You will see stuff you hate, and stuff you love. Stuff you think is a bargain and stuff you think is crazy expensive. But there are real artists here, and many of them are happy to chat about their work, even if you don't buy. But if you don't buy, have the good graces to praise the art to the artist.

#### 4 Stars

The Torpedo factory is a great place whether you are an "art lover" or not. Interesting people, and new things to see especially if you take the time to talk with the artists and take in the surroundings. Highly recommend. We have been stopping in for a some as we live in the area, and always find something new and interesting.

5 Stars

If you are in Old Town, the Torpedo Factory Arts Center is definitely worth a visit. In this repurposed Torpedo Factory (natch), you can find a variety of small artist studio space with offerings from jewelry to paintings to sculpture and more. There is modern and more traditional arts to view and purchase. The space itself is lovely and has interesting installations detailing the history of the factory. They also have social nights you can go and meet the artists and community members over a glass of wine.

## **TARGET GALLERY**

Visitation May 12 – June 8: **4,482**

Visitation to date for FY15: **28,215**

**Visitation for Dispersed Family: 8,916**

***Highest visitor count for exhibition on digital record (2009-present)***

## **Sales (5/13 – 6/8) - \$572**

Eunsook Lee: \$132

Borders & Boundaries: \$440 (pending)

## **Press**

**Eunsook Lee: Dispersed Family**

**Voice of America** – video feature

**Washington Post** – galleries section review (no image), going out guide

**East City Art** – press release with image

**Patch.com** – press release with image

**Culture Capital** – event listing with image

**Borders & Boundaries**

**East City Art** – press release with image

**Culture Capital** – event listing

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## **Exhibitions**

**Current – *Borders & Boundaries***

**Exhibition Dates: June 6 – July 19**

**Reception: Thursday, June 11 • 6-8 pm • Gallery Talk with Juror Clint Mansell at 7pm**

*Borders & Boundaries* examines work inspired by the outsider's perspective. The theme extends to geographical boundaries, personal boundaries, societal boundaries, and everything in between. Our juror was Clint Mansell, Director of Principle Gallery in Alexandria, VA.

**Upcoming – *Leigh Merrill: Cloud Seeding***

**Exhibition Dates: July 25 – August 30**

**Reception: Thursday, August 13 • 6-8 pm • Artist Talk with Leigh Merrill at 7pm**

Texas-based artist Leigh Merrill shows photography and video in her solo exhibition *Cloud Seeding*. Merrill’s work examines the construction of desire, fiction and beauty in urban landscapes by digitally compositing thousands of images and videos into imaginary spaces. She was selected as the winner of our annual Open Exhibition competition by jurors John James Anderson and Amy Boone-McCreesh. A catalog will accompany the exhibition.

**Upcoming Projects**

Laura Roulet has selected a curator and exhibition for our new Open Call for Curatorial Proposals slot. Roulet selected curator Anya Antonovych Metcalf who will be showing work alongside Samantha Jones, Kari Van Tine, and Heather Lyon in *Angel Soldier Dance Sublime*. All four artists are from the Blue Hill Peninsula in Maine and the exhibition will explore ideas of femininity in a purportedly post-feminist climate.

**FACILITY**

	May 2015	May 2014
Visitation	62,238	64,947
Gift Shop Sales	13486.55	13089.28

Fixed Leaking toilet 3<sup>rd</sup> floor women’s room

Fixing faucet 1<sup>st</sup> floor women’s room

Replaced parts in HVAC unit #1 to correct startup problem

Plunged sinks first floor women’s room

Worked with Weatherbug Camera people to get the camera working again

Two fire alarms on Thurs. June 11, faulty detector identified and disconnected, City will fix this week