



TFAC CEO Board of Directors Report April 15, 2016

GENERAL

- Mural project on loading dock door almost completed, dedication reception being planned
- Artwork for ad campaign with National Harbor being worked on by Visit Alexandria staff
- PIF for historic designation complete, trying to submit for April 21 deadline
- Three month lease extension requested through the City Manager's office
- Got quote on new door counters
- Attended Culture Capital workshop with Lisa Schumaier
- Gave tour to delegation of city planners from Dayton
- Met with Museum Hack, Gary Baker, Margaret Vanderhye (ED of the Virginia Commission for the Arts), Heather McHahon, Arts Forum
- FY2017 budget planning underway
- Staff evaluations are underway

PROGRAMS

- **March150 Art Party**
 - We sold nearly 200 tickets for this year's Art Party and raised over **\$4,400** in ticket/bar profits (compared to only \$3,000 last year) and **\$12,670** in Art Exhibition Profit, beating out all previous years totals.
 - We had a very diverse crowd for the party, evenly mixed between all ages, genders, and ethnicities.
 - **Society Fair** provided a delicious medley of foods and desserts for visitors.
 - **Kyera Dalesandro** (upcoming bodypainting artist on the Skin Wars TV show), created an artistic masterpiece on her model, which met with overwhelming praise by partygoers.
 - **Yelp** provided the gift prize for our DIY project "Make Your Own March150 Art Panel" – a project that brought in over 22 contributions throughout the night.
 - The **Photo Booth** station had high attendance, with over 40 participants, including our very own Mayor Silberberg.
- **Second Thursday Art Night**
 - **March Second Thursday Art Night** – "Women in the Arts" - Our March Second Thursday was very well-attended. Some highlights:
 - A collaborative DIY project with the TFAA and the **National Museum of Women** in the Arts in honor of #5womenartists, a campaign dedicated through Women's History Month to raise awareness of women in the arts.
 - Archaeology Museum's lecture on a woman Confederate spy in Alexandria during the time of Mercy Street, opening reception in The Associate Gallery and a reception for Bev Ryan's art class exhibit in Site 2 and 3.
 - We welcomed back jazz ensemble 2nd Independence, provided through DC's Different Drummers, a non-profit LGBT-focused music organization that fosters pride and engagement in the greater Washington DC music scene.

- **April Second Thursday Art Night – “Recycling and Reuse”** - We had decent attendance considering there were no receptions in the two major galleries on the main floor. However, there was better engagement with our projects than in March. Highlights:
 - Our DIY Project featured a collaboration with **UpCycle**, as well as participation from Factory artists.
 - Archaeology Museum’s talk about the recently excavated 18th-century ship brought in curious Alexandrians.
 - Two Artists receptions helped attract visitors to all three floors – Sheep Jones/Cindy Richmond’s Fish Stories Reception and Marsha Staiger’s Negative Painting reception.
 - Lisa Kellner hosted visitors during her live installation of her piece “Always Into Now”
 - Bluegrass band **Hearts & Spades** entertained visitors in the main hall.
- Planning is underway for our **May Second Thursday** – a pet-focused evening that will be sure to bring in many visitors and their beloved pets. Also: **Heloisa Escudero** will provide an interactive piece for the evening.
- **Community Partnerships**
 - **The Capital Area Photographers** hosted a talk on Off-Camera Lighting with Procopio Photography on March 14, and then a talk about Impact with photographer Greg Pak on April 11. Both events had high attendance (over 50 diverse young photographers). I spoke at the beginning about the Torpedo Factory and highlighted our many programs, including March150.
 - **Thursday March 24: SIGGRAPH** hosted an evening with Paras Kaul and the Boolean Girl Project on Thursday, an initiative designed to give young girls the opportunity to learn basic programming skills and empower them to pursue technology careers.
 - **Tuesday March 15: The Friends of the Torpedo Factory** presented the Beau Soir Ensemble for a night of classical music. More than 20 attendees were present.
 - **Sunday March 20: Musician Tom Teasley** (praised as a “multi-instrumental genius” by the Washington Post) brought his unique blend of ancient instruments and digital technology for a one-night engagement. We had over 30 attendees.
 - **Saturday April 9:** The Friends of the Torpedo Factory hosted their Mentorship Program Student Exhibition reception. Previously, we had invited the Friends to host their exhibit in the New Project Studio, as a way to raise awareness of the program to the greater Alexandria community. I was present to make sure the reception ran smoothly and to congratulate students. Many guests attended the event, including Mayor Silberberg.
 - **Sunday April 10: The American Institute of Architects (AIA)** partnered with the Torpedo Factory to host a special talk on Art + Architecture in celebration of National Architecture Week. This talk featured a panel of AIA architects and TFAA artists and was moderated by Rebecca Cross from Cross Mackenzie Gallery. We also hosted a diverse display of AIA member architecture designs in our main hall throughout the week.
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- **Upcoming Community Partnerships:**
 - Daniel in conversation with **Story District** for a storytelling event here. New conversations include a talk with **Reel Abilities**, a film festival dedicated to promoting awareness of the lives and stories of people with disabilities. Upcoming conversations include **Creative Mornings**, **ArtTable** and **CapitalBop**.
 - A performance is scheduled with **Heloisa Escudero** for the May Second Thursday. This will be a continuation of her “Everyone is a VIP” performance, which won an Alexandria arts grant.
 - Daniel in conversation with **Eames Armstrong** to do a performance at the Torpedo Factory on May 20. An artist talk will occur after her piece to help introduce Alexandria attendees to the DC performance scene.
- **Post Graduate Studio**

- **Wednesday March 30: Post Graduate Talk - Paulette Palacios** completed her 3-month residency at the end of March. An artist talk occurred on Wednesday March 30 to focus on her work as a printmaker in relation to her heritage, her time at the Torpedo Factory, and her thoughts as a young woman in the arts. The talk was moderated by **Elizabeth Klimek**, adjunct professor of printmaking in the Corcoran art program at George Washington University, and brought in over 20 attendees, many from DC and Maryland.
- **Saturday April 2:** Anne Smith (George Mason) began her 3-month Post Graduate Residency and will stay on board through Friday July 1.
- **New Projects Studio**
 - We have begun scheduling community-focused programs in the space. The studio offers a short-term space to test new program ideas, spotlight underrepresented voices, and enhance community engagement. Projects will rotate on a regular basis.
 - The four goals of the studio are:
 - Support new creative collaborations with neighboring organizations and partners
 - Strengthen the connection between our resident artists and the greater creative community
 - Provide opportunities for new audiences to engage with our building and artists
 - Inspire the next generation of artists, innovators, arts supporters, and diverse voices
 - **Current and Upcoming Projects:**
 - **April:** Friends of the Torpedo Factory Mentorship Program Student Exhibition begins in Studio 8 (through Saturday April 30)
 - **May:** The Art League will oversee the residency of artist Andy Yoder as he developed a collaborative veterans-focused piece with Pat Sargent.
 - **June:** I am in talks with St. George Gallery to host the studio for one month. They are inviting acclaimed Ethiopian artist Daniel Taye to work in the studio and offer an artist talk about his projects both in DC and Ethiopia.
 - **Future projects:** Daniel in conversation with several diversity-minded groups, such as minority-focused organizations and galleries in the DMV, special needs organizations and film festivals, Union Arts, jazz-focused nonprofits like CapitalBop, past CRAVE artists, and ArtTable organizers. I am reaching out to select contacts in the DC arts scene and other community partnerships to help reach out to their networks for key candidates. More updates in the next week.
- **The Factory Society**
 - The young patrons group hosted a special pre-party mingle for March150. Future plans include summer mingles, a few destination excursions, and a tentative gala for next spring.
- **CRAVE**
 - Talks are underway to create a new CRAVE dinner sometime this summer. We hope to bring in more submissions and reach out to new and diverse groups for this upcoming event.

FUNDRAISING

- **Wednesday April 20:** Spring2Action
 - The first email blast went out to our subscribers. A follow-up message will go on the day-of to promote even more donations.
- More community partnerships are underway for the 2016 calendar year (as listed above), in hopes of bringing new ticket sales and sponsorships to our space.
- Daniel continuing outreach to other young patron groups in the area, such as the Emerging Art Leaders of DC and Mount Vernon's developing young patrons group, the MV Underground. The eventual goal is to foster a lasting relationship and a shared list of new professional donors for our ongoing fundraising campaigns.

VISITOR SERVICES

In the process of interviewing more interns for Summer 2016 (May-August) for the Target Gallery Internship and the Marketing & Programming Internship.

Tours

- Friday, March 18th- J. Michael Lunsford Middle School Day at Work Field Trip
- Saturday, March 19th- Contemporary American Folk Artists Tour
- Thursday, March 24th- Lancaster High School Visual Arts Students Tour
- Tuesday, April 5th- Sheridan Elementary School Tour
- Tuesday, April 12th- Dayton Development Coalition Tour
- Wednesday, April 13th- York Catholic High School Tour

Volunteers

Info Desk- 6 volunteers regularly

Regular Special Events Volunteers- 40 Volunteers

April 2nd Thursday- 8/8 volunteers

RENTAL EVENTS

2015-2016			
July	2	Vanessa Esch/Perry, Cory and Leteace	Nomadic Jazz
August	5	IllMuslims, Kara, Eric/Hallie, Laura/Dave, Leah	Woman Investment Seminar (target gallery)
September	8	National Arts, Sally, Rebecca and David, Katie, Julie/Nick, Stacy, Megan, Kirk	DC Opera
October	6	Daniel and Ari, Ryan and Sam, Liz and Harry, Courtney, SSSAS, Ruth	
November	5	Alex/Doug, Maureen, Gretchen, Glory Days, NFSA	
December	5	Julia, Promotory holiday party, First Night, Nancy holiday party, Charles Koch	
Jan			
Feb	3	Jeff/Meredith, Lily Batmitzvah, Longwood U	
March	3	16th, Bday party (Elaine), Jackie and Ryan, Mclaughlin Ryder	Drumming (Tom)
April	4	Alicia & Devin, Seth and Megan, Nicole, Black Opal Gala	AIA, Mentors
May	4	Jada, Juliet and Matthew, CRC event, Jesse	
June	5	Julia/David, West Springfield Prom, Jim and Myra Chris and Emilia, Jenn	
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2016 - 2017			
July	5	Tara/Jeff, Ben/Susan, Aaron/ Danielle, Bess, Heather	
August	3	Sona, Telecom for change, Kate	
September	5	Alli, Leah, Sam and Eric, Lamiya, Kelly	
October	5	Martha, Laura, SSSAS, Heidi, Lisa	
November	1	Jen/Chris	
December	2	First Night, Amy and Andy	
January	1	Hana/Rob	
Feb			
March	1	Christina and Jeff,	
April			
May			
June			
Total	23		

Total inquiries: 30

Tours: 11

Referrals responded to from VisitAlex: 3

Bridal brochure in final editing

MARKETING

	March
WEBSITE (Google Analytics)	
Total Sessions (new & returning)	16,729
Sitewide Pageviews (new & repeat)	49,791
Pageviews 1 (new & repeat)	Home - 21.54%
Pageviews 2 (new & repeat)	Artist List - 8.14%
Pageviews 3 (new & repeat)	Classes - 6.11%
Pageviews 4 (new & repeat)	Visit - 4.51%
Pageviews 5 (new & repeat)	Calendar - 4.25%
Referral Site 1 & session count	visitalexandriava.com - 23.49%
Referral Site 2 & session count	facebook.com - 7.92%
Referral Site 3 & session count	m.facebook.com - 5.75%
Referral Site 4 & session count	t.co - 2.89%
Referral Site 5 & session count	savoredjourneys.com - 2.55%
FACEBOOK (Facebook Insights)	
Facebook Likes (end of month)	13,479
Total Daily Check-ins	718
Post Likes	212

Post Comments	33
Post Shares	41

TWITTER (SumAll)

Twitter Followers (end of month)	2,615
Retweets	20,800
Retweet Reach	549
Mentions	72

INSTAGRAM (SumAll)

Instagram followers (end of month)	1,238
Likes	805
Mentions via hashtag #torpedofactory	137
Location tags for Torpedo Factory	184

PINTEREST (Pinterest Analytics)

Pinterest Followers (end of month)	372
Original Pins Created from torpedofactory.org	41
Repins of Content Created from torpedofactory.org	1,624
Average Daily Impressions of Pins from torpedofactory.org	8,739

KLOUT SCORE (end of the month)	62.99
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E-NEWSLETTER

Subscribers	9,353
Open Rate (Industry Average 24.5%)	15.6%
Clicks (Industry Average 3.7%)	1.2%

ONLINE REVIEWS

Yelp Review Count	2
Average Yelp Stars	5
Trip Advisor Review Count	23
Average Trip Advisor Stars	5

March 2016

Yelp Review Quotes

Positive

- We decided to take a peek inside and I'm so glad that we did. This is such an interesting place! ... We had a great time just walking around and seeing all of the pieces of art. There building is mostly windows so there is plenty of natural light. There is also several benches throughout the building, so it was also nice to take a couple of minutes to sit and rest our feet. It's very peaceful. I definitely enjoyed this place and will be back.
- This is a great hidden gem. ... The art work in here is breath taking. I met a lady in the elevator (one of the artist) and she was so sweet. It was awesome to go to each floor and see the different studios, and artist hard at work.

Not-So-Positive

- I have lived in the area for quite some time and I never have been inside until recently.
- I've lived in Alexandria for years and never knew that the Art Center was here.

Trip Advisor Review Quotes

Positive:

- I love the Torpedo Factory. Every time you go, there is something new to see. MANY talented artists -- especially on the third floor where there lots of studios. Love the glowing balls in the fluid-filled towers and the ceramic kimonos.
- This is a great spot to check out when you are in old town. A lot of the time you get to meet the artist, which gives the art another layer. ... It is great fun.
- What a fun place to go to! There is a historic value in reading about the Torpedo factory during WWI etc. but the great part are all the artist studios and galleries. The artists are sometimes working there and it is really fun to talk to them. From pottery, to paintings, to sculptures to jewelry, you will find something that will take your fancy! Don't rush, it is worth a few hours.
- ... this restored and renovated torpedo factory and munitions storage warehouse is a part of Alexandria you must experience!
- An art lover may find many interesting things here - several floors of small and larger shops and galleries. Some pieces of art may be really cheap - good place to start decorating a new house or an apartment.
- I am not artistic but I really did enjoy watching the locals create their latest work before my eyes.
- If you are an art lover, this could be a great place to spend an afternoon.

Not-So-Positive

- The adaptive reuse of a torpedo factory to an art workshop is great. If you are not interested in buying art then there's not much else to see. I expected more shops and food or a better mix of users. We didn't stay long. The pier outside was more impressive.
- ... it would be very nice for more resources to be placed toward this building's World War II history. Not only would some pictures or an exhibit regarding its function as a torpedo factory be interesting (beyond the couple of torpedoes on display and a scale), but completely missing is its history as being the first repository of a major portion of the Nazi government files, documents, and artifacts following their capture by American forces at the end of World War II. It was here that those papers were analyzed and forwarded to their eventual resting places, wherever that may have been. It would seem there is space to invest a room as large as the Archeology Society's exhibits for exposure to each of those topics.
- Large variety of artists, many have very abstract creations. Worth looking around but it won't be everyone's cup of tea.

TARGET GALLERY

Visitation March 9, 2016 – March 8th, 2016: **5,074**

Visitation for FY16 to date: **27,235**

Sales (3/09-4/14) - \$7,010

March150 (artwork sales)- \$6,950

Exploring Abstraction (artwork sale)- \$60

Press

Lisa Kellner:

East City Art- blog and advertising, anticipated coverage/article (reporter coming in 4/15/16)

Northern Virginia Magazine- advertising

Exhibitions

March150: 6th Annual Exhibition Fundraiser

Exhibition Dates: March 5 - 20, 2016

Art Party: Friday, March 18 • 7 – 10 pm • Tickets: \$15 advance / \$20 door

Target Gallery and the Factory Society raised money for special exhibitions and outreach programming with the 6th Annual Exhibition Fundraiser, March150. The exhibition included 170 pieces of original artwork on 10" square panels created by local and regional artists. All of the artwork was \$150 each, until the night of the Art Party on March 18 when the work was discounted to only \$100.

Newly Juried Artists of the TFAA

Exhibition Dates: March 26 – April 10, 2016

Reception: April 10 • 3 – 5 pm

Target Gallery and the TFAA present the 2016 14 Newly Juried Artists of the Torpedo Factory: Therese Carroll, Naomi Christianson, Kristine DeNinno, Marcel Artes Deolazo, Hannah Elmer, Michael Fischerkeller, Richard Greenway, John Gosling, Cathrine Hancher, Hyun Jung Kim, Nan Lopata, Drew Parris, Stephen Sherwin, and Gale Wallar.

Lisa Kellner: Always Into Now

Exhibition Dates: April 16 – May 29, 2016

Reception: April 16 • 3 – 5 pm • Artist Talk at 4pm

Always into Now is site-responsive installation that is both an environmental sculpture and a painting in space. Using silk organza in a painterly process, she sews thousands of bulbous shapes and creates structures that seem to grow from the walls and ceiling. The work is immersive, yet intimate, and will envelop the entire gallery in a room-sized singular form. Kellner plays with the translucency of the organza to further cast color and shadows across the walls, floors, and viewers, inviting them to become part of the painting.

Site 2 & 3 Exhibitions

Exploring Abstraction: Bev Ryan's Art League Class

Exhibition Dates: March 1 – March 31, 2016

Reception: March 10 • 6 – 8 pm

Negative Space: Marsha Staiger's Art League Workshop

Exhibition Dates: April 1 – April 30, 2016

Reception: April 14 • 6 – 8 pm

Upcoming Projects

Please Touch applications are closed and applications are currently being reviewed by the juror, Cynthia Connolly. Open Exhibition calls for proposals are out, with jurors Phil Hutinet and Victoria Milko. We are continuing to work on planning calendars and prospectus' and securing jurors for the Curated Exhibition and the Contemporary Textiles exhibitions.

We plan to start preparing for our 2017 calendar once Kaitlyn gets back from Australia on April 25th. Our goal is to secure jurors *before* 2017 (or at least 6 months before the exhibition opening) so that we can open calls out for entries months in advance, so that we can accumulate more entries.

FACILITY

	March 2016	March 2015
Visitation	46,409	42,631
Gift Shop Sales	\$ 9503.98	\$9000.32