



# Friends of the Hendersonville Arts Council



## General Information

### Contact Information

<b>Nonprofit</b>	Friends of the Hendersonville Arts Council
<b>Address</b>	1017 Antebellum Circle Hendersonville, TN 37075 0000
<b>Phone</b>	(615) 822-0789
<b>Web Site</b>	<b>Web Site</b>
<b>Facebook</b>	<b>Facebook</b>
<b>Twitter</b>	<b>Twitter</b>
<b>Email</b>	hartsdirector@gmail.com

### At A Glance

<b>Year of Incorporation</b>	2015
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# Mission & Impact

## Statements

### Mission

To increase opportunity through the arts, and to engage the community by creating, educating, and promoting the arts in Hendersonville, TN and beyond.

### Background

The Friends of the Hendersonville is a brand new fundraising extension of the Hendersonville Arts Council (H.A.C.). It was established to expand funding opportunities. H.A.C. is 40 years old and has established itself as the area's central arts organization and cultural resource. Its mission is to educate, promote, and aid artistic development, while serving as a cultural beacon, for Hendersonville and beyond. The H.A.C.'s goals to its patrons are to educate, create opportunities, develop skills, and encourage more presence of the arts in its community. The H.A.C. manages a nationally registered historic home named Monthaven, which is part of the Civil War Trail and Ring of Fire. The H.A.C. produces Art classes for children, taught by licensed public, private, and home school teachers with college degrees. Classes emphasize technique, creativity, and the completion of works of art. Classes are nine months long, and serve as a strong educational tool to those attending. At the end of the classes, an exhibit is held to share what the students have learned during the year. These exhibits serve as an outreach that brings parents, friends, and others to the gallery. Additional shorter classes, or "camps," are held during the summer, which introduce students to diverse and intensive projects in fine arts and moving pictures. H.A.C. also provides creative instruction to adults. Classes are conducted by professional artists, or Masters of their craft, and have been taking place since H.A.C.'s inception. Creative drawing, oil painting, sculpture, pottery, music, watercolor, brewing, and digital imaging are some of the offerings. There are classes for the beginner as well as the more accomplished artist. Students are instructed in how to develop their artistic ability using a great diversity of subject matter and technique. Students are introduced to realism, abstract, portraits, and landscapes, as well as different media. The teachers also encourage the students to show, share, and exhibit their work. In addition to offering art classes, workshops, and seminars, the H.A.C. is a five-parlor Art gallery. Exhibits include local, regional, and world renowned artists, middle, high school students, colleges, affiliate groups, and musicians. Furthermore, an annual free concert series is produced, as well as cultural events throughout the year, supporting our mission to be the cultural epicenter of Sumner County.

### Impact

Accomplishments :

- 1 - SOLD OUT - 9 month Arts After School programs(4) and Summer Art Camps (8).
- 2 - Fundraised and refurbished Chip Manis Art Room for children.
- 3 - Nominated for Governors Award in Arts Leadership twice in three years
- 4 - Provided Art Class scholarships to low income and single family units.
- 5- Providing weekly FREE arts after school classes for a local low income elementary public school
- 6-Partnered in weekend Sumner County Artist Studio Tour (aka art crawl).
- 7-Produced a Summer Concert Series (10 years), now Sunset Fest on steps of historic venue, free for the community.

Goals :

- 1 - Expand Arts After School to Sumner County Schools.
- 2 - Fundraise to hire a Development Director
- 3 - Attract a diverse board of directors with leaders from the community
- 4 - Become more active with Center for Non-Profit Management
- 5 - Fundraise to develop high profile programs and provide our teachers with adequate resources

### Needs

Needs :

- 1) Financial - to employ additional permanent staff. \$30K
- 2) Promotions / Marketing - to make the entire GROWING community aware of us and our resources. \$15K
- 3) Supplies - teaching tools, tables, and chairs are falling apart and need to be updated. \$10K

**Other ways to donate, support, or volunteer**

One can visit us and / or mail checks to :

FOTHAC

1017 Antebellum Circle

Hendersonville, TN 37075

We accept credit and debit cards only in person.

**Service Categories**

**Primary Organization Category**

Arts,Culture & Humanities / Fund Raising & Fund Distribution

**Secondary Organization Category**

Arts,Culture & Humanities / Arts & Humanities Councils & Agencies

**Tertiary Organization Category**

Arts,Culture & Humanities / Art Museums

**Areas of Service**

**Areas Served**

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TN - Sumner

Our service covers the city of Hendersonville, TN, Sumner County, and the region of Middle Tennessee.

**Board Chair Statement**

The passion with which I became a board member of the Arts Council and Friends is still, at the core, that of an artist. However, that passion quickly took on another dimension as it became apparent that the Arts Council might be a hidden cultural gem in our community. It was happenstance three years ago when I took a painting class there and first learned of the council's existence. If I had lived here many years, unaware of its existence, how many others might not know of the great resource it is for our community. This quickly led me to believe there may be many others in our community like me.

When I became Chair last year there were many changes in progress. The profile of the board was evolving as seats were vacated and, more importantly, we interviewed and hired a new Executive Director who brought in new energy and exciting ideas. With our newly formed board, he was able to develop and acquire 501c3 status for the organization, first time since the inception of the council forty years ago. He is sorely underpaid for his professional acumen, maturity, limited staff, and the additional hours he puts into the organization.

Board governance is a strong part of my responsibility as Chair. Last July, before assuming my new role on the Board, I attended a seminar at The Center for Nonprofit Management on Developing a Dynamic Board. As a result, I funded a consultant to conduct a day long strategic planning session with all the members on our Board. Recently we included a small training and script for board members to make calls and ask for membership. We have established ourselves as a working board and are challenged to increase membership, contributions, sponsorships and grants. As most charitable groups, money is tough to raise but paramount to our success. The grant you provide will help us sustain a very dynamic Executive Director, grow the organization, reach our short and long term goals and provide a greater service to our community.

**CEO Statement**

We believe that everyone benefits from the Arts and we strive to make them accessible to everyone. We achieve this by offering gallery exhibits, affordable creative classes, workshops, camps, concerts, and special events to the entire community. Our organization is diverse, our standards are high and our offerings are produced exclusively by the most educated and experienced individuals from our community.

# Programs

## Programs

### Arts After School

**Description** Art after school programs for grades 1-9, everyday of the week.  
**Population Served** , ,

### Concert Series

**Description** A free concert series that celebrates genres representative of the heritage of Hendersonville (Gospel, Americana, Roots, Country) and genres deserving of exposure to the community (Jazz, Blues, Rock & Roll, electronic)  
**Budget** 20,000  
**Category** Arts, Culture & Humanities, General/Other Music Festivals  
**Population Served** General/Unspecified, General/Unspecified, General/Unspecified

### Summer Camps

**Description** Art and Film Camps for children, adolescents, and teenagers.  
**Budget** 20,000  
**Category** Arts, Culture & Humanities, General/Other General Arts Education  
**Population Served** K-12 (5-19 years), ,

### Art Exhibits

**Description** Fine Art and Artifacts in our 5 parlor Art Gallery  
**Budget** 10,000  
**Category** Arts, Culture & Humanities, General/Other Arts, Culture & Humanities, General/Other  
**Population Served** General/Unspecified, General/Unspecified, General/Unspecified  
**Long term Success** Higher quality Art and artifacts from the entire world.

## Scholarships for Creative Classes

<b>Description</b>	A fund created to provide equal opportunities in the Arts for those who cannot afford the admission fees.
<b>Budget</b>	30,000
<b>Category</b>	Education, General/Other Afterschool Enrichment
<b>Population Served</b>	Poor, Economically Disadvantaged, Indigent, K-12 (5-19 years), Families
<b>Short Term Success</b>	Short term success means that a stronger percentage of our population participates in the Arts.
<b>Long term Success</b>	Long term success of this program means that a stronger percentage of our population goes on to college.
<b>Program Success Monitored By</b>	Increased class sizes documented within our extensive spreadsheet system.
<b>Examples of Program Success</b>	A generous donor in the community provided a scholarship for a teenager to participate in our Film Camp (\$400 value). After combing through many deserving applicants, one was chosen and this person, the very next year, received a \$40,000 scholarship offer to study Film at a prestigious institute in Chicago.

### **CEO Comments**

Challenges :

1- Funding for Marketing/promotion.

Addressed by partnering with TN Achieves / TN Promise to accept graduating Seniors community service with us. Additionally partnered with the City of Hendersonville to provide a place for community service workers to work off their traffic violations. Most students and traffic offenders were previously unfamiliar with what we do but have returned on their own to volunteer, have become donors, and even board members.

2- School participation.

Addressed by meeting with school principles and county board members.

3-Staffing.

Addressed by acquiring interns from local colleges.

Opportunities:

1-To provide previously unaffordable opportunities to the underserved community.

2-To provide more teaching opportunities for instructors of the Arts.

3-To steer the community to become successful business owners, inventors, and entrepreneurs as a direct result from exposure to art and music (arts exposure as it relates to career success was proven from a 2013 Michigan State University study).

From the Vice President:

A major challenge to our organization and it's programs is the growth of the area served. In the 40 years of Hendersonville Arts Council's existence the population for zip code 37075 has increased from approximately 5000 to 60000. The new influx of young families to the area has brought a renewed interest and opportunity to provide exciting classes for all age groups served. There is an abundance of qualified instructors and they are constantly being vetted and added to our roster of exceptional leaders. Large businesses who will partner with our efforts will enable growth and additional opportunities for exiting new classes as well as offering diverse

concerts and workshops at little or not charge to members of the community.

# Governance

## Board Chair

<b>Board Chair</b>	Lynda Shaw
<b>Company Affiliation</b>	Business Owner
<b>Term</b>	Apr 2015 to Apr 2017
<b>Email</b>	blkshaw@comcast.net

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Kathy C. Lehman	Retired	Voting
Elaine Synder	Retired	Voting
Dan Titcomb	Executive Director	Voting
Charles A. Young CPA	CPA/Business Owner	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	2
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	8
<b>Hispanic/Latino</b>	1
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

<b>Male</b>	3
<b>Female</b>	8
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	2
<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	90%
<b>Written Board Selection Criteria?</b>	Under Development
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Constituency Includes Client Representation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	6



## Board CoChair

**Board CoChair**

John Pitcher

**Company Affiliation**

Writer

**Term**

Apr 2015 to Apr 2017

**Email**

john@artnash.com

## Standing Committees

Board Development / Board Orientation

Education

Executive

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

### **CEO Comments**

Challenges:

1-Board is comprised of volunteers.

Addressed with the formation of committees who can meet at leisure outside of board meetings.

2-Available time of volunteer board members.

Addressed by courting retirees.

3-Fundraising.

Addressed by delegating specific events to multiple board members.

Opportunities:

1-Leadership development.

2-Expansion of organizational network.

3-Community engagement in the Arts.

# Management

## Executive Director/CEO

**Executive Director** Mr. Daniel Titcomb  
**Term Start** Apr 2015  
**Email** artscouncil@monthaven.org

### Experience

#### RELEVANT EXPERIENCE

HENDERSONVILLE ARTS COUNCIL 2013-Present, Executive Director

THE SILK AGENCY / AGENCY COALITION 2011-2013, Agent / Partner

PROGRESSIVE GLOBAL AGENCY 2001–2011, Booking Agent

D.O.S. PRESENTS (concert promotion & production company) 2002–2009, President

Disc Jockey 1994-Present

#### EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY 2001

DALE CARNEGIE INSTITUTE 2017

Bachelor of Science

#### SOFTWARE/TECHNICAL PROFICIENCIES

Wordpress, Public Address Sound Systems, Audio Engineering, Mac and Microsoft operating systems.

Microsoft Office (Outlook, Excel, Word), Adobe Suite (Photoshop, Illustrator, In Design, Premier), FileMaker Pro, "Cloud" based booking, contract, management, and calendar system development. Digital native.

#### COMMUNITY INVOLVEMENT

Hendersonville Rotary, Tennessee Presenters, Inc – Secretary, First Media – Technical Director, Sumner County Lacrosse Association, Society of Leaders in Development, Big Brothers and Big Sisters, Hands on Nashville.

## Staff

<b>Full Time Staff</b>	1
<b>Part Time Staff</b>	1
<b>Volunteers</b>	20
<b>Contractors</b>	10
<b>Retention Rate</b>	100%

## Plans & Policies

**Does the organization have a documented Fundraising Plan?**

Under Development

**Does the organization have an approved Strategic Plan?**

Yes

**Number of years Strategic Plan Considers**

5

**When was Strategic Plan adopted?**

Jan 2015

**In case of a change in leadership, is a Management Succession plan in place?**

Yes

**Does the organization have a Policies and Procedures Plan?**

Yes

**Does the organization have a Nondiscrimination Policy?**

Yes

**Does the organization have a Whistle Blower Policy?**

No

**Does the organization have a Document Destruction Policy?**

No

**Awards**

**Awards**

<b>Award/Recognition</b>	<b>Organization</b>	<b>Year</b>
Governor's Award in Arts Leadership nomination	Tennessee Arts Commission	2017

**CEO Comments**

Challenges:

Sufficiently funding our executive director, professional conferences, leadership development courses, travel, and his requested permanent staffing needs (assistant, development, bookkeeping, and marketing).

This is being addressed with the production of more fundraisers and board committee development.

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	July 01 2016
<b>Fiscal Year End</b>	June 30 2017
<b>Projected Revenue</b>	\$100,100.00
<b>Projected Expenses</b>	\$100,100.00
<b>Endowment Value</b>	\$0.00
<b>Endowment Spending Policy</b>	N/A
<b>Endowment Spending Percentage (if selected)</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Total Revenue</b>	\$0	\$0	--
<b>Total Expenses</b>	\$0	\$0	--

### Revenue Sources

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Foundation and Corporation Contributions</b>	\$0	\$0	--
<b>Government Contributions</b>	\$0	\$0	\$0
<b>Federal</b>	\$0	\$0	
<b>State</b>	\$0	\$0	
<b>Local</b>	\$0	\$0	
<b>Unspecified</b>	\$0	\$0	
<b>Individual Contributions</b>	\$0	\$0	--
<b>Indirect Public Support</b>	\$0	\$0	--
<b>Earned Revenue</b>	\$0	\$0	--
<b>Investment Income, Net of Losses</b>	\$0	\$0	--
<b>Membership Dues</b>	\$0	\$0	--
<b>Special Events</b>	\$0	\$0	--
<b>Revenue In-Kind</b>	\$0	\$0	--
<b>Other</b>	\$0	\$0	--

### Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	\$0	\$0	--
Administration Expense	\$0	\$0	--
Fundraising Expense	\$0	\$0	--
Payments to Affiliates	\$0	\$0	--
Total Revenue/Total Expenses	--	--	--
Program Expense/Total Expenses	--	--	--
Fundraising Expense/Contributed Revenue	--	--	--

### Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	\$0	\$0	--
Current Assets	\$0	\$0	--
Long-Term Liabilities	\$0	\$0	--
Current Liabilities	\$0	\$0	--
Total Net Assets	\$0	\$0	--

### Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	--	--	--

### Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	--	--	--

### Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

## Capital Campaign

Is the organization currently conducting a Capital Campaign for an endowment or the purchase of a major asset? No

Capital Campaign Goal \$0.00

Capital Campaign Anticipated in Next 5 Years? No

## State Charitable Solicitations Permit

TN Charitable Solicitations Registration Yes - Expires Dec 2017

### Organization Comments

Financial Challenges :

1 - Limited space in our venue to conduct classes. This translates into limited class income.

-We are addressing this challenge by expanding programs outside of our venue.

2 - Limited space in our venue to conduct music events. This translates into limited Artist bookings because we can only charge so much per ticket and buy Artists only at a limited profile / level.

- We are addressing this challenge renting other facilities and partnering with additional organizations to maintain high profile events.

3 - Limited staff. We only employ one person who is writing the grants, programming classes, workshops, concerts, and booking special events.

- Our board of directors are addressing this challenge by developing new committees.

Asets :

1 - Venue (no mortgage and we can rent it out for special events)

2 - Large network of professional licensed teachers, all with college degrees (makes our classes the most respected in Sumner County)

3 - Executive director is known as a linchpin (former business owner and very well connected in the community)

+Opportunities

1. Strong creative class and event participation from the community.

2. Positive relationships within the school system, providing space for our larger classes and events.

3. Respectable network of active participants, growing with the community.

#### **GivingMatters.com Financial Comments**

This organization filed a 990-N form with the IRS, which does not provide specific financial information. Most small tax-exempt organizations whose annual gross receipts are normally \$50,000 or less (\$25,000 for tax years ending after December 31, 2007 and before December 31, 2010) are required to electronically submit Form 990-N, also known as the e-Postcard, unless they choose to file a complete Form 990 or Form 990-EZ instead. Comment provided by Kathryn Bennett 12/22/16.

