



**OFF THE HOOK ARTS
PERFORMANCE & EFFECTIVENESS REPORT 2020-2021**

Off the Hook Arts 1001 Harmony Fort Collins, CO. 80525	Phone: (970) 305 2261	Email: director@offthehookarts.org Website: offthehookarts.org
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Preamble:

The Off the Hook Arts (OTHA) Fiscal year runs from August 1st through July 31st. The fiscal year 2020-2021 continued to be impacted by the Covid-19 pandemic. OTHA was able to “reinvent” its presence in the allowed conditions (social distancing, limited or non-existent indoor performance opportunities, capacity limitations, etc.) and brought new programs to fruition. We are including metrics and numbers relative to the activity we were able to conduct, but for which we do not have a reference baseline given the context.

High level description of the 2020-2021 Season activities

- ✓ Chamber Music Academy program for youths and young adults: 27 students enrolled in the Fall semester and 20 students enrolled in the Spring semester
- ✓ Introduction of the Arts Alcove series on our website showcasing local artists, intended to raise funds for these artists
- ✓ Virtual Virtuoso series, on line live interviews of OTHA artists by our Artistic Director
- ✓ Introduction of the Garden Series Concerts. The series continues into the Fall 2021.

Measures and criteria used to assess effectiveness

Program/Activity	Measure
Chamber Music Academy	# of students enrolled
Events or Festivals	Ticket Sales
General	Individual contributions and donations this FY vs. Last FY

Assessment and general evaluation

General evaluation:

What worked well:

- The organization was able to sustain its activity due to the success of the Garden Concerts, with a low cost of production and success in bringing renowned musicians to Fort Collins
- We continued to have a strong team of interns (26) as well as volunteers (10-17 volunteers per Garden concert), with specific skill sets, coordinated and managed by the Office Manager
- On boarding of a part-time communications staff to help with the web design and outbound communication, in coordination with our office manager, yielding much higher quality and pertinence of our communication effort
- Smaller but diverse types of events mixing performance, interviews, fireside chats, presentations – throughout the year
- Structuring of our Grant application process with a more rigorous tracker, increased number of grant applications
- New Board Members bringing in new skills to the Board

Assessment:

This year was another difficult year for OTHA as for all other arts and culture organizations. Despite the challenges presented by Covid-19, the organization continued its momentum, maintained its level of individual and foundation contributions and donations, and remained visible in the community. The role and involvement of our Executive Director, Jephtha Bernstein, remained instrumental in keeping the organization going as she maintained relationships, contacts, appeals to donors and foundations, and pledges to keep us active.

While the Chamber Music Academy operated at a smaller scale, it remained a relief and a necessity for those students who were able to continue. A special “zoom live concert” was broadcasted and recorded end of 2020, featuring some of our best Chamber Music Academy students. The Meadowlark program, focused on providing music instruction to young students primarily from limited resource environments, had to be suspended for the year due to Covid-19 operating restrictions.

The Board made the decision to function with an Executive Committee (per our bylaws) which met every two months (Executive Director, President, Vice President, Treasurer, Secretary), while the Full Board met the alternate months. The current composition of the Board is provided at the end of this report; several movements happened this year, with the resignation of three Board members, including the Treasurer, and the arrival of three new Board members. A new Treasurer was elected in July 2021.

A Grant-writing committee was created composed of several Board members as well as our pro bono grant writer. This allowed for more focus on foundations and grants to contact. This still remains a difficult activity given our size, but we have been able to increase our visibility by applying to foundations that did not know us previously.

At the end of the fiscal year, the Board made the decision to hold a retreat, with the pro bono help of two consultants, during which we discussed Re imagining and Re Branding OTHA. This retreat took place on September 12th. The proposed re branding and mission statement are as follows:

Enjoy music as you never have before.

Off the Hook Arts' mission is to enrich the lives of children and adults in our community by providing unique musical experiences that spark imagination, learning and joy.

One of the expected outcomes is also the rethinking of the Board and its role to help in the recruitment of new Board members.

In addition, post the Retreat and before calendar year end, the Board will review and revise its Bylaws as well as considering Board member terms for reelections.

The Board modified the Office Manager position to full time in the Spring; this is a key role for our daily operations. In this role Rebecca Neiman is efficient and focused on the success of OTHA. This change allows our Executive Director to focus more on fundraising and establishing contacts in and outside of the community.

2020 -2021 Activity

Summary of events held during the Fiscal year:

Garden Series Concerts: 8 concerts held during the Fiscal year

Bosendorfer Series: 6 recorded and streamable recitals by renowned pianist Carlo Grante, with prelude discussion with our Artistic Director, Bruce Adolphe

Arts Alcove: monthly feature on our website of a local artist

Virtual Virtuoso series: 4 between September 2020 and December 2020, featuring our Artistic Director in live interview discussions with world renowned artists: Kelly Hall Tompkins, Shai Wosner, Anthony McGill and Jeffrey Kahane

Fireside Chat with the Executive Director: 2 sessions

Special Event: Musical Instrument Looting during the Nazi era: presentation and discussion with Pascale Bernheim with multiple attendees from out of State (over 80 attendees on the virtual event).

2020 – 2021 Metrics

Program/Activity	Measure	Assessment
Chamber Music Academy	# of students enrolled	27 students in the Fall, 20 students in the Spring
Garden Concert Series	Ticket Sales actual	\$19,370 sales - \$7,810 artist fees = net \$11,560 (all other expenses donation in kind)
General	Individual contributions and donations	FY 20: \$78.5K Individual: \$70K Corp. Donations: \$8.5K Budget FY 21: \$95.2K (+20%/ previous FY) Individual: \$84K Corp. Donations:\$11.2K

Grant writing activity

This year, OTHA put together a structured tracking system for grant applications; its development is still work in progress and will allow us to generate our grant awards and to leverage information on potential grants.

This past year, the organization applied for in excess of \$55K of grants. Over \$31.5K was granted, including inflows from foundations and organizations not usually granting to OTHA. At the time of writing this report, not all funds had been credited, hence our financial closure documents (cash basis) do not yet reflect that information.

From our recurring grantors, we obtained funding from the City of Fort Collins including COVID relief for a total amount of \$13K.

Major awards and recurring donations (all categories, grants, donations, sponsorships)

1. Don Park Foundation – recurrent and awarded \$20K
2. Fan Foundation – recurrent and awarded \$20K
3. City of Fort Collins Project Fund and Fort Funds – awarded \$13K
4. New York Life – awarded \$10K
5. Peyton Foundation – awarded \$10K (second year)

Financial report

Off the Hook Art's Fiscal year runs from August 1st through July 31st. As such, our performance report includes a fiscal year financial report.

Our accounting is done on a cash basis.

The fiscal year 2020-2021 ended with a net revenue of \$81K compared to a net of \$6,657 in the previous fiscal year. The net \$6,657 was later corrected to \$4,909 due to about \$2,000 wrongly accounted for. This is due to a continued level of individual contributions and foundation awards combined with very limited operating costs for our events. The FY21 surplus will support planned growth in our education and event programming, assuming sustained progress in returning to a more typical operating environment for ourselves and the general community.

The Balance Sheet as well as the Summary of financial activity for the fiscal year are attached as separate documents to this annual report.

Goals and objectives for the upcoming season

- ➔ Continue the Garden Series Concerts which has been very successful
- ➔ Plan for WinterFest 2022 – an alternate plan will be put in place should community health restrictions not allow the Festival to take place
- ➔ Reinforce our support of local artists through various events and promotions such as Arts Alcove
- ➔ Resume the Meadowlark program with three dimensions (as will be allowed). This program is entirely free of charge for the participants and is geared to those who do not have direct access to musical education or to the learning of an instrument. OTHA has secured some initial grants as well as donations of instruments in order to conduct the program. OTHA plans to hire a temporary part time Education Coordinator to run the program in the coming months.
 - ➔ Instruction at the Boys and Girls Club of Loveland
 - ➔ Matching of students with professors
 - ➔ Academy of Arts and Knowledge group lessons

Board of Directors:

OFF THE HOOK ARTS
BOARD OF DIRECTORS
Effective September 2021

Jephta Bernstein	Executive Director, ex-officio member
Nathalie Rachline	President
Joseph Vander Linde	Vice President
Frank Reid	Treasurer
Nancy Tellez	Secretary
Pete Frosio	Emeritus
Nancy Bryan	Member at Large
Anne Cleary	Member at Large
Jeannette Hoffman	Member at Large
David Lehman	Member at Large