



FISCAL YEAR 2020 ANNUAL REPORT

Our Mission: To advance, cultivate and champion excellence in fine craft.

We pursue that mission through educational programming, leadership initiatives, marketplace strategies and support services.

A message from the Executive Director

Given the uncertainties and crisis of recent months, it is difficult (but rewarding and important!) to remember that the year ending March 31, 2020 was a strong one for the League. Here are some of the highlights from my point of view.

The 86th Annual Craftsmen's Fair: The changes that we made at the 2019 Fair were an unqualified success. The new location and format for Art, Craft and Design: The Exhibition (formerly "Living with Craft" and "CraftWear") were enthusiastically received by visitors and craftsmen alike. In addition to being fabulously beautiful and easily accessible, the Exhibition increased sales of the special pieces created by our juried members.

The new food offerings from the region's artisanal chefs were a huge success, our marketing brought more young buyers (20 to 40 year olds) than ever before, and our visitors loved the demos and hand-on experiences. Invited guest artists enlivened the mix of faces and media, and many visitors commented to our staff that the Fair had a new energy and a "different feel."

We were fortunate to have many volunteers of all ages helping, and I am grateful above all to our craftsmen, who represent the League's ideals so beautifully in their respective media at our annual flagship event.

Board and Committees: Behind the scenes, innumerable volunteer hours from trustees and committee members helped the League evolve and grow into a more professional, capable, and resilient organization.

- The Board streamlined our committee structure, addressed badly needed updating of By-laws, and embraced more efficient and focused ways of operating.
- The Standards Committee moved toward establishing new and more expansive media categories and strengthening our jury practices.
- The Events Committee helped to re-envision the Annual Craftsmen's Fair and helped launch our new show: CRAFTED in Portsmouth.

We also worked with our gallery managers to help them create more robust online and social media presences.

Finances: We were poised to end FY 2020 with a surplus, but investment losses related to the pandemic will leave us with a small deficit, reminding us that the Strategic Plan goal of expanding and diversifying our income streams remains a high priority. Overall, the League is financially better positioned to weather the pandemic than many of our sister organizations are, although the crisis is likely to force some painful austerity decisions on us in the coming year. In the meantime, we are laying the groundwork for a more robust long-term business model.

Personal note: The end of FY 2020 marks the third year of my tenure as Executive Director. When I started, the challenge was to "right the ship," a task that could never have been accomplished without the extraordinary staff we are so lucky to have. I am grateful for the many ways they have supported me and the organization in this time. Adoption of the Strategic Plan in July decisively marked the end of that phase and beginning of a new chapter -- taking the League to the next level. I am excited about the vision we created together in the Plan and feel blessed to be pursuing it alongside the colleagues, trustees, volunteers, and members who make the League what it is. For who you are and what you do, thank you.

Miriam Carter



A message from our Board Chair

It has been a pleasure sitting at the head of the board table this past year. Last year, I reported it had been a year of transition. I am happy to report that this past year has been a year of execution. The League has made progress towards several high-priority goals as defined in our Strategic Plan:

- The newly streamlined committee structure allows for more comprehensive engagement.
- An ad hoc Gallery Advisory Committee is seeking to enhance the capabilities and effectiveness of our galleries.
- The Standards Committee is working towards new protocols for accepting additional media categories. This step will help us in our goal of expanding membership.
- The League is pursuing the goals of increasing geographic reach, diversifying income streams and providing new marketplaces by developing a more robust online sales capability. Due to the current pandemic, there has been a greater sense of urgency to develop this platform.

While the current pandemic has us all in a time of uncertainty, please rest assured that The League of New Hampshire Craftsmen is here for YOU, our juried members. We are here to offer support and assistance. Together we will get through this and come out the other side brighter and bolder.

Cheryl Coletti—Lawson

Board of Trustees FY 2020

Cheryl Coletti-Lawson, *Chair*
 Susan Woods, *Vice Chair*
 Charlotte Williams, *Treasurer*
 Jacob Marvelley, *Secretary*
 Deb Fairchild
 Kristin Kennedy
 John MacLean
 Michelle Motuzas
 Kurt Sundstrom
 Tom McGurrin, *Events Committee Chair*
 Donna Zils Banfield, *Standards Committee Chair*
 Melinda LaBarge, *JMAB Chair*

Deb Fairchild is leaving the Board this year. We thank her for her service to the organization as a member of the BOT.

Staff

Miriam Carter, *Executive Director*
 Jasmine Esser, *Finance Director*
 Catherine Green, *Standards & Gallery Manager*
 Denise Kirk, *Hooksett Fine Craft Gallery Manager/Event Manager*
 Sarah Nyhan, *Communications and Administrative Director*
 Stacy Broulidakis, *Administrative Assistant*
 Julie Hamel, *Receptionist/Administrative Assistant*
 Christina Rodimon, *Bookkeeper*
 Carolyn Wright, *Gallery Weekend Receptionist*

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BLACKSTONE VOLUNTEER AWARD WINNER

Eric Danielson

One of the most prestigious honors presented by the League, the Blackstone Volunteer Recognition Award recognizes the selfless efforts of a League volunteer. Each year the League membership nominates volunteers who have given in extraordinary ways to support our organization. The final selection is made by the Executive Committee of the Board of Trustees.

This year the honor was bestowed upon Eric Danielson. Many know Eric through his work as our Fair electrician. This past year however, Eric invested many volunteer hours on behalf of our organization to assist in the development and implementation of a new model for our Fair exhibitions. With his generous gift of time and attention to detail, the Art, Craft & Design space came together to create a true showcase of talent in an accessible and central space on the Fairgrounds. The League presented Eric with the Blackstone Award at the Craftsmen’s Dinner during the Fair. For just a moment, our loquacious friend Eric was almost speechless.



**STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED MARCH 31, 2020**

Income	
Admissions Revenue	300,771.80
Application & Booth Fees	426,331.16
Awards	7,550.00
Concessions	1,717.50
Contributions & Sponsorships	79,567.33
Dues & Membership	89,937.13
Franchise Fee	5,000.00
Galleries Marketing Contract	8,292.81
Galleries Shared Ad Income	1,982.88
Galleries Shared Exp Income	2,548.00
Grant	126,198.66
In-Kind Donation	19,024.00
Interest & Dividend	14,004.94
Non-Craftsmen Tent Rental	9,230.00
Other Income	5,503.20
Room & Equipment Rental Inc.	3,961.50
Royalties from Galleries	47,369.56
Sales	434,092.81
Shipping	2,346.67
Tuition	4,285.00
Unrealized Gain (Loss)	(22,345.43)
Total Income	<u>1,567,369.52</u>

Expense	
% of Ticket Sales	13,461.50
Accounting	16,158.50
Advertising	108,640.25
Award Expense	8,700.00
Bank & CC Fees	36,673.03
Building Maintenance	332.50
Contract Services	104,139.44
Cost of SOM	8,439.88
Damages	601.00
Demonstrators & Workshops	11,779.00
Depreciation	53,856.93
Discounts	16,205.55
Dues & Subscriptions	7,300.41
Edu Program Enhancement Grant	4,999.25
Education Ops Assistance Grant	18,000.00
Employee Benefits	2,518.75
Equipment Maint	643.75
Equipment Rental	23,689.62
Instructors	200.00
Insurance	40,161.47
IT Services	312.50
Item or GC Donated	2,492.70
Juror Services	1,300.00
LNHC Fee	21,545.98
Marketing	83,323.75
Meals & Entertainment	7,793.12
Membership Distribution	16,281.94
Misc Exp	3,552.87
Musicians	9,645.00
Occupancy costs	67,778.38
Ornament Exp	22,109.00
Packaging	7,774.95
Payment to Craftsmen	238,243.28
Payroll Expenses	4,713.15
Payroll Taxes & Wages	442,920.78
Phone/ Internet	9,523.33
Postage & Shipping	11,512.03
Printing	17,680.95
Professional Development	2,351.85
Scholarship	1,780.00
Security & Emergency	19,557.25
Signage	4,444.38
Site Rental	7,900.00
Storage	2,653.61
Supplies	10,536.11
Tent Expense	58,403.50
Travel	10,345.16
Utilities	3,600.71
Website	7,497.83
Workshop for Craftsmen	6,150.00
Total Expense	<u>1,580,224.94</u>
Net Income	<u>(12,855.42)</u>

A message from our Treasurer

Dear Members and Friends of the League,

It has been my pleasure to serve the organization as Treasurer this year. I began my tenure with excellent financial management and oversight systems that had been put into place and which continue to work actively to protect the assets of the organization. The 2019 Fair, with its exciting changes, was a big success and I enjoyed meeting many of you during the event. Similarly CRAFTED was a terrific addition to 2019 and it was nice to be able to visit the event on the Seacoast.

The League spent the majority of this fiscal year with a budgeted gain or surplus due to mindful spending, a successful fair and fall events, as well as significant grant writing success (an increase of \$50,000 over FY2019). The COVID-19 pandemic took hold in March 2020 and its initial financial effect took shape in investment losses for the organization. This leaves us with a small net operating loss for FY2020 of \$12,855. After a strong FY2020 my attention and focus are on weathering this pandemic and serving the League in the best way that I can through FY2021. With all of you, our volunteers, our Board of Trustees and Miriam and her team, I am confident the League of NH Craftsmen will emerge stronger than ever.

Charlotte Williams

At the end of FY 2020, the League membership consisted of nearly 700 Juried Members, and over 460 supporting members (in current status). Our supporting members share a love of fine craft and a desire to support the history, tradition and future of our organization. Our Juried Members represent all ages and backgrounds, and reside in every county in New Hampshire as well as towns just across the border in Maine, Massachusetts and Vermont. Their work exemplifies a standard of excellence in craft today.

Annual Craftsmen's Fair 2019

The 86th Annual Craftsmen's Fair, held at the Mount Sunapee Resort for the 55th year, featured 197 booth holders (including both booths in the tents and the demo-sales booths) and an additional 9 guest booth holders all of whom were invited artists from outside the organization. 95 additional craftsmen were represented in our Art, Craft & Design: The Exhibition tent, the Sculpture Garden and The Shop at the Fair. Some members served as demonstrators and workshop leaders. Attendance in 2019 was 21,111 an increase of over a thousand guests from the prior year. Our visitors came from all across the US and some from across the globe. Reported sales by craftspeople were over \$2.3 M. Our Fair exhibitions were radically changed, moving the former Living with Craft and CraftWear areas into a combined exhibition in a tent, centrally located on the Fairgrounds.

In 2019, Fair food options were increased to include Thai and Southwestern fare in addition to the wood-fired pizza, and resort operated dining options.

An 86th Anniversary Raffle was held with proceeds of over \$13K helping to offset the rising costs of producing the event. Thank you to all of our craftsmen and invited guests for their very generous raffle donations, and to our gallery owners, managers and staff who assisted in working at the raffle tent over the course of the event.



Horn Blowing at the Fair in 2019

Pictured here L to R are Governor Sununu, Representative Wolf, Alex Kalish, Wendy Jackson, Michael Updike, Shana Brautigan, and Dan Dustin.



The League's Fine Craft Galleries

The League's nine Fine Craft Galleries provide juried members with marketing opportunities as well as offering educational programs for the general public. Combined gross sales in FY2020 were over 2.1 million dollars, up 4.76% from FY2019. This does include the addition of the Keene Gallery in 2019, which accounts for the increased overall revenue.

The Fine Craft Galleries are the face of the League year-round, working with newly juried members to establish their name in the craft community, as well as with long-standing members to continue to keep their work in front of customers.

Gallery managers work with many NH residents as well as vacation-season tourists to provide personalized shopping experiences as well as explaining the value of locally-produced handmade items.

Our Fine Craft Galleries are located in Center Sandwich, Concord, Hanover, Hooksett, Littleton, Meredith, Nashua and North Conway. The Keene Gallery is currently seeking a new brick-and-mortar location.

Our 2019 Annual Ornament



"Tidings of Joy" by Meggin Dossett

The League of New Hampshire Craftsmen's 2019 Annual Ornament, *Tidings of Joy*, was hand formed and cast in pewter by Meggin Dossett of Lebanon, NH. Inspired by the happiness of winter and influenced by vintage designs, *Tidings of Joy* represents the joyful spirit of celebration during the Holiday Season. This ornament is still available for purchase in the League's webstore or at any of our Fine Craft Gallery locations.

Thank you League Volunteers! Whether helping in booths, workshops and the information tent at the Fair, sitting on committees, or serving as jurors, our volunteers assist us in doing the work of the League, year after year. We whole-heartedly thank them for their countless donated hours to our organization.



Held on Main Street in Concord, the League again partnered with the City of Concord, generous sponsors and enthusiastic local businesses to bring this event to the city for a weekend celebrating Fine Craft. Capital Arts Fest had 76 participants, including 63 League members and 13 invited guest artists, in this juried show. The gross revenue for the event was \$50,550.25. Craftsmen gross sales totaled \$120,495.

CRAFTED

sip • shop • sample • savor • swoon

In November of 2019, the League produced a new event in Portsmouth, NH, showcasing the work of 44 League members and partnering with a NH distillery to offer a new experience for our guests. Visitors could choose to purchase a "drink" ticket and sample NH made wines, craft beer and spirits as they shopped for beautiful handcrafted gifts. Gross income for the event was \$32,761.98. Craftsmen gross sales totaled \$76,563.



Images above (L toR) - The street at Capital Arts Fest 2019; Laury Nichols at CAF 2019; Jim Lamberts work at CAF 2019; the Then and Now Exhibition at League HQ; panorama of CRAFTED 2019 in Portsmouth, Stephanie Young's booth at CRAFTED 2019.

The Exhibition Gallery at League Headquarters

Managed by a volunteer committee and a staff member, the Exhibition Gallery located at League Headquarters presented four exhibitions over the last year, transforming our space with each new exhibit. **In fiscal year 2020, the Gallery saw more than 5,300 visitors and gross sales totaling over \$30K, including over \$2K in sales of craftsmen ornaments during the holiday season.** We were pleased to serve as hosts again this year for the Concord Garden Club's Annual "Art and Bloom" event, and were also thrilled to hold a ribbon cutting to celebrate the naming of the David Campbell Gallery, honoring one of our most influential past Executive Directors. Two of David Campbell's children were able to attend and were very happy to be included in this special occasion. This gallery space will be used for special exhibitions throughout the year.

Newly Juried

In the last fiscal year, after **18** jury days, we have added **27** juried members to our ranks in **8** media areas. We are excited to share their new work in exhibitions at League Headquarters, in our Fine Craft Galleries, and also in exhibitions and booths at the Annual Craftsmen's Fair. Here is the breakdown by media category:

- 3 - Clay
- 4 - Fiber
- 1 - Glass
- 7- Metal
- 5 - Mixed Media
- 1- Non-metal jewelry
- 3 - Photography
- 3 - Wood

A special thanks to all of our volunteer jurors for their service!

Public Choice Awards

During each exhibition at League HQ we ask our visitors to vote for their favorite piece, and at the end of a show we tally the votes for our "Public Choice" award. Here are the winners for the past four exhibitions:

Patterns

Paula Barry

White Mountain Woolen Magic

Peg Irish & Sandra Grant (tie)

Then and Now: How Far We've Come

Glen MacInnis

Hidden Treasure

Carolyn Wright

Final Notes

League Educational Opportunities

The League continues to educate the public in many areas of art and craft, with **classes and demonstrations held in our Fine Craft Galleries** in North Conway, Littleton, Meredith, Center Sandwich, Hanover (Fine Craft Gallery and Craftstudies), Nashua and Concord, as well as **workshops and demonstrations at the Annual Craftsmen's Fair**, and **demonstrations at Capital Arts Fest**.

The League also offers **business-related education** to its members through **low-cost webinars and workshops** offered by area consultants, such as Halvorson New Media which has been providing social media training in this first part of our 2021FY through affordable webinars regarding best practices in business social media.

In late 2019, the League embarked upon an exciting new venture—**ArtistsU**— a six-month professional development program. Thanks to grant funding, those selected for participation are able to take part free of cost to them.

ArtistsU dives into the ways that these small business owners can balance the creative side of their work with the business side in a manner that celebrates their artistry but encourages business sustainability. The League will see this program through into our 2021 FY and is looking into additional opportunities which will nurture and support our craftsmen.



**2020 Annual Ornament
Midnight Clear**
created by Ken Kanro

For this, the League's 33rd Annual Ornament, Ken Kanro took inspiration from the majesty of New Hampshire's mountains and the quiet of its starry winter nights. This is the fourth time Ken has been selected as the ornament producer for the League. He is celebrated as the creator of the League's very first Annual Ornament, *Dove*, in 1988.

The ornament is available for purchase for \$25 at all of our League Fine Craft Galleries, the Exhibition Gallery at League Headquarters, and various locations at the Annual Craftsmen's Fair each August. Those at a distance may also purchase online through the League's webstore nhcrafts.org/webstore

Annual Fund 2020

The Annual Fund supports the League's statewide education programs, scholarships and year round operating expenses. We did meet our 2020 goal.

Our 2020 Annual Fund campaign yielded a result of **\$32,626.33**. **We appreciate all of the donors who supported the League through this campaign.**

Grant Updates

Name	Amount	For	Breakdown by usage	
NEA	20,000.00	Education	Education	43,688.68
NH Charitable Foundation	20,000.00	Education	Gallery	1,000.00
NH Charitable Foundation	2,688.68	Education	Unrestricted/General	20,700.00
NHSCA (Fair)	1,000.00	Education	IT upgrade	17,500.00
Hochgraf, Norman and Gale	1,000.00	Gallery	Advertising & marketing	43,309.98
Doyle, Mary	200.00	General		126,198.66
Abbie F. Moseley Charitable Trust	5,000.00	General	During Fiscal Year 2020, the League was awarded over \$126,000 in grants. These grants are named here, and the manner in which funds may be used is outlined in the chart on the right. All grants noted here are designated gifts and this list does not include Annual Fund donations.	
NH State Council on the Arts	15,000.00	General		
Nordgren, Elizabeth	500.00	General		
Jack and Dorothy Byrne Foundation	10,000.00	IT upgrade		
Von Weber Trust	7,500.00	IT upgrade		
Division of Travel & Tourism Development	43,309.98	JPP		
	126,198.66			