

ANNUAL REPORT 2018

AUGUST 1, 2017 - JULY 31, 2018



TO THE PAL COMMUNITY EXECUTIVE DIRECTOR & CEO



Dear Members and Friends,

The past year has seen Pacific Art League (PAL) strengthen its position as a uniquely welcoming and engaging place in downtown Palo Alto, for people of all ages and backgrounds to come together and enjoy art. From the moment people walk into the building, we want them to feel they are part of a tradition, echoing a time when a small group of Stanford academics and enthusiastic amateur artists, gathered in a club like setting to enjoy and produce art, nearly 100 years ago.

We work hard to honor that tradition but at the same time innovate and bring new ideas to PAL, to keep us relevant and ensure we are a dynamic part of Palo Alto culture. In doing so, over the last 12-months we have added new classes, instructors, and media including improved photography programs, comprehensive after school programs, beginners art instructional classes, along with venturing into artist talks and music, all of which add to the vibrancy of 668 Ramona.

First and foremost, we are an art school, a place to hone skills as artists, but we are also a wonderful gallery space, offering the unique opportunity for our students to enter their work into juried shows. No other art institution in our region offers the chance for a total beginner to attain a level of artistic expression worthy of inclusion in a respected group show environment.

For many years PAL has provided a broad range of classes for adult students and as we evolve and grow we have introduced a more comprehensive kids art program for children of all backgrounds. PAL's after school art program offers a much-needed artistic outlet for local children, while also introducing new families to PAL. In collaboration with Santa Clara County, we have also developed an innovative expressive art program for local underserved and at risk youth.

Additionally, we should never forget that part of our mission is also to serve our faculty of talented instructors, helping them to work and live in this super heated environment, to nurture their skill and the joy they bring to the 2500 students who now join PAL on a yearly basis.

Over the past year we have enhanced the ways we present ourselves to the community through our marketing, the look and feel of the building and with professional staff and experienced gallery management. We have also initiated meaningful relationships with many local arts organizations, to avoid working in a vacuum, but working together to strengthen the visual arts in the region.

Our strong financial success in FY '18 is a true barometer of the demand in our community, people want to take art classes, they want an artistic outlet and to be part of a community. PAL is well placed to satisfy that need, a place for art for all, for the last 97 years and for many years ahead.

Jon Graves
Executive Director & CEO

PACIFIC ART LEAGUE BOARD REPORT

BOARD PRESIDENT



Dear Members, Students and Friends of Pacific Art League

Pacific Art League completed another very successful year in which we reached several major milestones. For the first time, education revenue exceeded a half-million dollars, with an increase over the prior year of +37%. Contributed income from the annual gala event, donations and grants exceeded \$160,000.

Our vision is to further enhance our organization as a prestigious and highly professional art center, consistently striving for excellence in all aspects of our operations, mirroring the sophisticated and highly educated level of Palo Alto and surrounding communities.

Under the spirited and competent leadership of our Executive Director and CEO, Jon Graves, we have secured an outstanding team of dedicated, professional and enthusiastic artist instructors, staff, and volunteers.

It is our mission to provide access to the arts for all, including the underprivileged members of our communities, with a special focus on bridging the art gap for youth. As part of that effort we have recently introduced a comprehensive program of after-school art classes on our premises. This new program adds to our existing after school classes we have held for several years in Menlo Park public schools and our teen art classes at 668 Ramona.

In the last year we have also been fortunate in securing several new board members changing our demographic mix and bringing new skills to our team, including professional art experience, corporate management and educational expertise.

Earlier this year we launched a program with Santa Clara County in providing expressive art classes at the Bill Wilson Center for Youth-at-Risk and we expect this well received program to further expand in the coming years.

We are planning to sustain the growth in education and event revenue, while increasing our membership and grants from local foundations. Your continuing support of Pacific Art League is greatly appreciated.

Theo Keet
Board President

EDUCATIONAL PROGRAMS

The core of Pacific Art League's mission is to offer the broadest range of art classes in all media and at all levels. PAL has worked hard in attracting and retaining talented and experienced instructors respected in the regional art community for their own exceptional work. PAL's faculty continues to grow, with new first-time instructors teaching new media and many returning to PAL, with a commitment to keeping the arts alive in downtown Palo Alto.

RECORD BREAKING YEAR



\$520k +
Education
Revenue



15 New
Instructors
on Staff



2500+
Students
Enrolled



30 summer
camps with
250+ campers

MORE HIGHLIGHTS

- More classes and media offered than ever before
- Launch of "Beginners Art Series" attracting new student base
- New Photography workshops and free seminars taught by respected and high-profile professional photographers
- Introduced new "After School Programs" in partnership with Art Works Studio
- Growing partnership with Bill Wilson Centers to provide art education for youth at risk
- Continued successful partnership with several public schools in Menlo Park
- Successful one-year contract with ALT School

COMING SOON

- Art Appreciation evening classes and salons
- Art Critiques
- Kid's Art + Pizza Nights
- Family Art Days



COMMUNITY PARTNERSHIPS

BILL WILSON CENTER - PARTNERSHIP FOR YOUTH AT RISK

In January of 2018, Pacific Art League launched a significant new “Expressive Art” program for youth at risk, partnering with Bill Wilson Centers (BWC) in three locations throughout Santa Clara County.

Between 25-30 young people from high school age and into their early 20's enjoy creative classes and self-expression on a weekly basis, taught by two experienced PAL teachers. We recruited instructors who have expressive art experience and know how to work with at risk youth in a caring and fun way.

PAL gratefully acknowledge the support of Supervisor Joe Simitian and the County of Santa Clara for funding this important program and all of the great staff at BWC for their active support.



"We are delighted to support a pioneering program of expressive art developed by The Pacific Art League, in close partnership with Bill Wilson Centers. This important program offers a much needed creative outlet for youth at risk in our district, young people who have had challenges in their lives and can find some positive and empowering solace, from art. We hope the program will continue to flourish and grow in future years"



- Supervisor Joe Simitian -
District Five - County of Santa Clara



COMMUNITY PARTNERSHIPS

MID-PENINSULA BOYS AND GIRLS CLUB - AFTER SCHOOL ART PROGRAM



Partnering with Mid-Peninsula Boys and Girls Club of San Mateo, PAL launched a much needed, creative after school art classes for 2nd through 5th grade children. On a weekly basis PAL provides a fun, warm and caring experience for 15 students at the John Dore Club House. We are grateful to all our kind donors at the 2018 Gala, for supporting our "Fund a Need" which means hard working parents struggling to hold down two jobs, don't need to pay for this important and nurturing program.

ALT SCHOOL - ART CLASS PARTNERSHIP

We had an extremely positive experience hosting 70 children (Pre-K through 8th grade) from the innovative private ALT School. We built a curriculum and hosted classes in our building over three semesters and had excellent feedback from the school, parents, and students. Sadly, the Alt school closed at the end of our first year of partnering, but we were able to take the lessons learned from this program and the staff involved, to launch our new after school program here in the building, welcoming Art Works Studio of Palo Alto, as part of PAL.



MENLO PARK SCHOOLS - AFTER SCHOOL ART PROGRAM



We continue to provide a dynamic program of after school classes for Encinal, Oak Knoll and Laurel schools in Menlo Park, supported by the PTA groups from each school. Across the three campuses we teach nearly 50 kids on a weekly basis and also offer our unique "Design Thinking" program as one of the classes. We hope to take the experience of offering this innovative STEAM based program into underserved communities in 2019.

EXHIBITION HIGHLIGHTS

Pacific Art League's beautiful exhibition space serves a unique function, not only a place to appreciate and buy original works of art, but also as a place for our growing body of students to exhibit their work, after taking classes at PAL.



+10%
average increase
in art sales
across all shows
vs. last year



+8%
average increase
in submissions
revenue
vs. last year



+20%
average increase in
attendance to all
First Friday openings



330+
record breaking
attendance to
"Africa, The Struggle of
Beauty"
First Friday opening

MORE HIGHLIGHTS

- Streamlined the number of shows, introducing longer duration exhibits leading to enhanced quality
- New Photography Exhibitions bringing new communities to the galleries
- Partnered with WildAid for "Africa, The Struggle of Beauty" for our first cause based exhibition
- Successful 96th Anniversary show, a significant yearly celebration and fundraiser
- Recruited new high profile jurors adding to the quality of shows, including Emmy winner Andy Wegst
- New Gallery Manager - effective professional installations



August 2017
Science, Technology
& the Future of Art



September 2017
96th Anniversary
Exhibition



October 2017
Landscape, Seascape
& Cityscape



November 2017
Photography



December 2017
Holiday Art Market



January 2018
Members Exhibition



Feb & March 2018
Works on Paper



April 2018
Abstraction



May & June 2018
Photography and the
Creative Eye



July 2018
The Great
American West



August 2018
The Human Form



Sept & October 2018
Africa the
Struggle of Beauty

CAUSE BASED EXHIBITION "AFRICA THE STRUGGLE OF BEAUTY"

Pacific Art League's "Africa, the Struggle of Beauty" wildlife photography exhibition was the first of a new initiative of annual "Cause Based" exhibitions at PAL. In partnership with WildAid, a prestigious wildlife advocacy organization, this successful show was designed to raise awareness of the loss of wildlife in Africa, by leveraging the power of art to create awareness and promote advocacy to an influential Silicon Valley audience.

This dramatic exhibition featured over 35 works by Emmy Award winning cinematographer and photographer Andy Wegst in both the Main Gallery and Studio One. The exhibition was supported by fine art photography in The Central Gallery by world renowned photographer, Sebastiao Salgado; Black and White Photographer of the Year, Oliver Klink; and local favorites, Igor Pilawski and Teri Vershel.

MORE HIGHLIGHTS

- Significant press coverage in Palo Alto Weekly, with full page article and Webcast, full article in Palo Alto Pulse
- 750 attendees over the two openings during this 2-month exhibition including a new audience and consistently good feedback ("Best show ever at PAL!")
- Developed professional video feature of the show, a first for PAL
- Built momentum for our openings and greater credibility for PAL as a professional exhibit space



SPECIAL EVENTS

ANNUAL GALA - "20TH CENTURY ARTISTS AND THEIR ART"



Becoming famously known as THE art party in Palo Alto, last February PAL hosted our most successful Gala to date, increasing our fundraising by more than +40% over the previous year. With the theme of "Great 20th Century Artists and their Art", guests were invited to dress as their favorite artist or interpret their art. By leveraging new communities from staff and Board members, we delivered a new audience of successful Palo Altans, a dynamic group of business leaders who are motivated to protect and support an evolving and much-loved art institution in downtown Palo Alto. We were pleased to welcome new sponsors and to enjoy the support of new donors hosting tables.



Welcome Directional



Thank You to Sponsors



Mission Fund-A-Need



Table Seating Chart



Silent Auction Pick Up Reminder



Silent Auction Winners



Corporate Sponsors



Supporting Sponsors



SPECIAL EVENTS

FIRST FRIDAY ART OPENINGS



Throughout the year, PAL has seen a steady uptick in attendance at First Friday Art Openings. This monthly event is attended by members, artists, families and art enthusiasts from the community. We have strived to include known and respected art professionals as jurors, adding to the prestige of the shows for all our accepted artists. It's always a fun evening out and a great way to start a weekend.

ARTIST TALK - FRED LYON MASTER PHOTOGRAPHER

In the early spring PAL was honored to host veteran master photographer Fred Lyon with the first of our high-profile artists talks. Lyon has been called "San Francisco's Brassai," and has been compared to Cartier-Bresson, Atget, and Andre Kertesz, but with a San Francisco twist. His nonstop career reaches back to the early 1940s and embraced news, fashion, architecture, advertising, food and his picture credits were everywhere from Life to Vogue and included in many published art books.

With his inimitable charm and wit, this 92-year-old natural story teller ensured we had a memorable experience, surrounded by some of his iconic images of the city he loves so well, San Francisco.



SATURDAY NIGHT MUSIC SERIES



Our unique historic building, with our main gallery nestled on the corner of Ramona and Forrest, is the perfect venue for intimate musical experiences. We experimented with hosting the Palo Alto based The Corina Quartet and the acoustics of the building proved a perfect complement to talented professional musicians.

The Corina Quartet also composed a special interpretation of the great John Barry's iconic theme from "Born Free", to complement our Africa show. There is no better location in the area where people can come and enjoy an evening of both art and music.

PARTNERSHIPS & SPONSORSHIPS

PARTNERSHIPS



Over the last year PAL has strived to collaborate with local galleries and arts organizations. As a prominently located downtown non-profit it is beneficial for PAL to collaborate with other local arts organizations by promoting shows and events to our growing community. As such we have partnered with PACE gallery with field trips for our ALT program; hosted the United Nations Association Film Festival (UNAFF) as their HQ and closing party location; and launching PAL workshops at The Foster in 2019. PAL's weekly e-blasts now host a community section highlighting significant openings and happenings in our region, helping our partner galleries.

SPONSORSHIPS



PAL enjoyed a one-year sponsorship from Sheppard Mullin with a satellite show at their corporate office in Palo Alto. Additionally, we are grateful for their continuous support of "Kids and Art Foundation", a nonprofit organization that provides art workshops to children with cancer and their care circles, hosted here at PAL.

ART IN THE WORKPLACE



This year PAL launched "Art in the Workplace", bringing art workshops and experiences to local companies. With the launch of this program, we were proud to host significant businesses here at PAL, for creative team building experiences. This year we welcomed iconic design firm IDEO, AT&T Foundry and a private financial institution. We look forward to building upon this success and to collaborate with more local companies to tailor art programs either on-site at PAL or off-site.

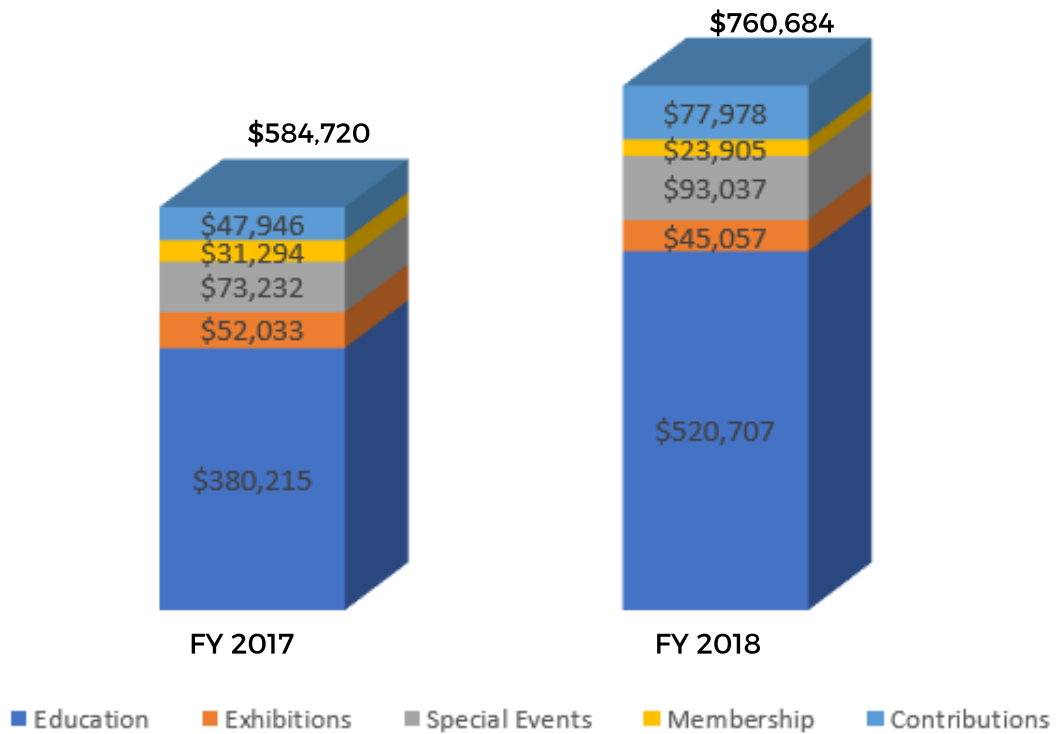
ART APPRECIATION PROGRAMS AND SALONS - COMING IN 2019!

We are excited to launch a new program in early 2019 for engaged and curious people to learn about the history of art, to appreciate, understand and debate the role of art today in society. The format will encompass artist talks, presentations, film screenings and free flowing discussions, adding a new energy and activation to evenings at PAL.

FINANCIALS AT A GLANCE

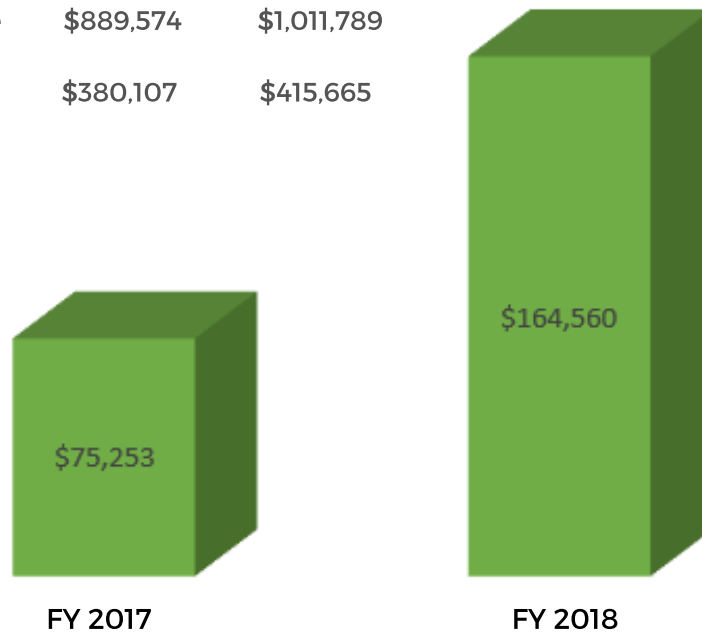
YEAR-OVER-YEAR

REVENUE



	FY 2017	FY 2018
Total Operating Expense	\$889,574	\$1,011,789
Net Property Income	\$380,107	\$415,665

NET INCOME



THANK YOU TO OUR DONORS AND SUPPORTERS

CORPORATE SUPPORTERS

Avid Bank
Pacific Union Realtors
Sheppard Mullin
Shinola
Shuman Snyder
Wealth Architects
WX Brands
Zane MacGregor



INDIVIDUAL DONORS

Kaleen Abel
Milo Abadilla
Vibha Akkaraju
Linda Alessi
Tina and Steve Bono
Diana Brady
Melissa and Ken Brenner
Phil Brosterhous
Thierry Bui
Scott Carlson
Jane and Jonathan
Chadwick
Martha and Paul
Chamberlain
Joy Chase
Paul Clifford
Oliver Colvin
Kay Culpepper
Maureen and Bryan
Deierling
Kevin Deierling
Corinne Derringer
David Doolin
Francisco Echeverri
MJ Elmore
Abraham Farog

Richard Feldman
Patricia Freitas
Chuck Fuller
Al Gfroerer
Kathy and Jeff Hamilton
Christina and Gregory Hood
Shelley Jones
Hazel Keelan
Elza and Theo Keet
Berton Keith
Lisa and Darren Kerr
Nirmy and Kully Kooner
Dan Kostenbauder
Sonja Kramer
Sue Krumbein
Lisa and Peter Levin
Marty McKay
Kay Melchor
Bill Miklos
Walter Moore
Mark Moragne
Sondra Murphy
Cherryl Pape
Celeste Parisi
Andrew Peek
Theresa Peek

Clifton Poon
Mitchell Portnoy
Vidya Rajagopalan
Brendon Reutebuch
Dan and Abbie Rich
Annette Ross
Sribalan Santhanam
Robin and Robert Scholl
John Schultz
Kay Sedonya
Beth and Bob Shuman
Josephine Shuster
Corrie Sid
Carole and Jared Sines
Kent Smith
Jeanese and Jeff Snyder
Murari Srinivasan
Scott Tierney
Mindy Williams
Kimberley Wong
Marina and Michael Zago-Campbell
Joseph Zotter
Teri and Mark Vershel

PACIFIC ART LEAGUE

EXECUTIVE DIRECTORS

Theo Keet, President
Dan Kostenbauder, Treasurer
Clifton Poon, Secretary and Chair of Events Committee

BOARD MEMBERS

Kathryn Culpepper
Patricia Freitas
Hazel Keelan
Christine Loreda
Caroline Mustard
Carolina Moura
Celeste Parisi
Brendon Reutebuch
Teri Vershel

ADVISORY COUNCIL

Ken Brenner, Avid Bank
Lis Kniss, City Councilor and Mayor of Palo Alto
Pamela Krudop, Avid Bank
Steve Oliver, Oliver & Company
Analisa Pratt, Pratt Law

STAFF

Jon Graves, Executive Director and CEO
Natasha Cook, Finance Director
Denise Curti, Education Director
Aly Gould, Marketing Director
Hiba Ahammou, Education Services Manager
Yogita Kandpal, Office and Membership Manager
Donny Foley, Gallery Manager



THANK YOU TO OUR VOLUNTEERS

VOLUNTEERS



Gina Bae
Monica Barletta
Livia Bednarz
Liam Blum
Michael Campbell
Tara Chafey
Ansh Chaurasia
Priscilla Connelly
Ben Conway
Max Daneri
Kundan Das
Milan Dhawan
Halbert DuBiel
Daniella Dysinger
Sylvia Flores
Laurie Frankel
Kyra Fung
Sophie Greenberg
Kazuki H
Supriya Hall
Anjali Hamanda
Mary Henry
Sonia Hernandez
Paris Herzog
Alice Huang
Jessica Huang
Ryan Hwangbo
Hamsa Jambulapati
Helen Ju
Nikita Karnik
Lauren Kerr
Rashida Khan
Declan Kopper
Stephanie Kristen
Elisa Kung
Marci Lamb
Nicolas Lang
Zander Leong
Lindsey M

Connor Mallory
Sergi Mata
Malachi Mcknight
Hillary Mclaughlin
Nidhi Nama
Katie Newcomer
Samantha Newell
Linda Nguyen
Annelia Palima
Patille Papas
Trushna Patel
Aadit Rai
Pratibha Ramasamy
Robert Rivera
Catherine Rowell
Grace Rowell
Oriana S.
Saalini Sastry
Robin Scholl
Lennon Seiders
Lori Shoemaker
Josephine Shuster
Aasia Singh
Adrian Smith
Jeanese Snyder
Annie Stephens
Sundeeep
Kelsey T
Heleen van Veen
Reuben Vinluan
Ziyu Wang
Ryu Watanabe
Joshua Yang
Tzy Ying
Jacqueline Yoan
Marina Zago
Cathy Zander
Edward Zhang



PACIFIC ART LEAGUE

668 RAMONA STREET
PALO ALTO, CA 94301
WWW.PACIFICARTLEAGUE.ORG