10.15. Primrose Park Art & Craft Centre - Joint Strategic Plan Review 2021/22

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ATTACHMENTS:

- 1. Primrose Park Art and Craft Centre Review [10.15.1 9 pages]
- 2. Primrose Park Art & Craft Centre Report 2021 2022 [10.15.2 8 pages]
- 3. Primrose Park Art & Craft Centre Balance Sheet 2206 [10.15.3 1 page]
- 4. Primrose Park Art & Craft Centre Profit & Loss 2206 [10.15.4 1 page]

PURPOSE:

To report on the annual review of Primrose Park Art and Craft Centre's Joint Strategic Plan with Council.

EXECUTIVE SUMMARY:

The Primrose Park Art and Craft Centre Joint Strategic Plan is a joint planning statement by Council and Primrose Park Art & Craft Centre Inc (PPACCI). A voluntary Management Committee runs the Centre.

Currently, the active groups at Primrose Park Art and Craft Centre are: Basketry, Calligraphy, Paper Arts, Photography, Textiles, and the 'Artists in the Park' painting group. Many of the groups maintained their membership during the Covid-related Centre closure July – 25 October 2021, and the six groups have a total of 380 members between them.

Despite the Centre closure, all of the objectives in the Joint Strategic Plan were completed. Groups maintained connections with their members via chat groups and virtual meetings, through creating virtual exhibitions online, and/or by participating in the virtual 2021 Sydney Craft Week event.

FINANCIAL IMPLICATIONS:

The building which houses the Primrose Park Art and Craft Centre is owned and maintained by Council. While Council's policy with its community centres is to allow for peppercorn rent, in this case the Centre is on Crown Landthe minimum statutory rent is charged: \$548.08. PPACCI finished 2021/22 with a deficit of \$463.82

RECOMMENDATION:

1. THAT the report on the Primrose Park Art and Craft Centre Joint Strategic Plan review 2021/22 be received.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

- 4. Our Social Vitality
- 4.1 North Sydney is connected, inclusive, healthy and safe

BACKGROUND

Primrose Park Art and Craft Centre is in the heritage-listed former Folly Point sewage treatment works pump house. The building underwent a major renovation in 2018/19; natural light was increased, and the kitchen and bathroom facilities were improved. Secure storage was added as was disabled access for the whole building, including a lift which provides access to all three floors of the facility.

Primrose Park Art and Craft Centre is an independent, incorporated organisation supported by Council, and managed and operated by a committee of volunteers. The Centre includes a traditional photographic darkroom, a studio with high definition AV projector, screen and sound system, and a gallery space for exhibitions. PPACCI is responsible for providing public liability insurance, annual rent to Council, electricity and supplies. PPACCI funds this from the quarterly levies collected from all the member groups.

CONSULTATION REQUIREMENTS

Community engagement is not required.

DETAIL

Artists in the Park is a small group of painters that formed at Primrose Park Art & Craft Centre in 2016 with the aim of bringing artists together to paint, encourage art participation in the community, and provide mutual support. The group aim to set up another painter's group in 2023.

Australian Society of Calligraphers

The group held 12 workshops over the year as well as exhibiting at the Sydney Royal Easter Show and Royal Agricultural Society of NSW's 200th Anniversary Display.

Basketry NSW

As well as participating in Sydney Craft Week, some members initiated a project whereby small bundles of fibres were sent to flood-affected weavers in Northern NSW.

Primrose Park Arts

During the Covid lockdown, the group organised virtual social days as well as an online exhibition which was widely viewed. The group also participated in Council's 2021 'Lost Bird Found' event for Mental Health Week.

Primrose Park Photography

The group's annual Hot August Soup Night was well attended as were workshops. The group have also reintroduced regular outings.

Textiles Australia

The group holds a Texile Repair Café, a free community event, twice a year. The service promotes sustainability by encouraging the community to reduce their consumption of textiles, by repairing clothes and linens they already own.

Primrose Park Art & Craft Centre - Review of the Joint Strategic Plan Date: 2021/22

The Primrose Park Art & Craft Centre's 2021-23 Strategic Plan is framed around the following Management & Specific Management Objectives.

MANAGEMENT OBJECTIVES	Achieved – Yes/No/Comment
 To manage the centre for community use in accordance with the overall objective of Council's current Delivery Program and associated documents 	YES
• To manage the centre in accordance with the Primrose Park Art and Craft Centre Strategic Plan 2021 – 2023	YES
 To manage the centre in accordance with the aims and objectives of Council's Community Centre, Cultural and Recreational Facilities Policy 	YES
To provide and maintain a high-quality community centre which meets the needs of the local and wider community	YES

To cater for people with disabilities within the physical constraints of the centre	YES
To provide for public safety	YES
To ensure the strategic plan is flexible and able to evolve with changing community attitudes	YES
 To be prepared to look beyond the Centre's immediate locality, through maximising existing resources, to enable delivery of outreach services where appropriate and needed 	YES

SPECIFIC MANAGEMENT OBJECTIVES - FINANCE	Achieved – Yes/No/Comment
Maintain minimum prudential reserves (all funds are kept in the Commonwealth Bank)	YES
Maintain current Public Liability Insurance (PL) \$20,000,000 & Contents Insurance	YES
Review the basis of charging Groups for PPACCI membership as required	YES reviewed annually
Currently PPACCI bankers are CBA with electronic banking	YES

SPECIFIC MANAGEMENT OBJECTIVES – CENTRE MANAGEMENT and GOVERNANCE	Achieved – Yes/No/Comment
 Seek additional Committee members from groups to assist with the management and rotate the Chair of PPACCI generally every 3 years 	YES
Review the PPACCI Rules of Association and Guidelines for Operation (each 3 years)	Ongoing Review
 Maintain a risk management plan incorporated into the PPACCI rules in accordance with Council's Risk Management Strategy 	Ongoing project
Assessment of signage to advise which Group is currently using the Centre	Ongoing project. Currently installing a sign for each group in the Mezzanine area. Card with contact information for all groups has been created for distribution to all interested people.

 Maintain an accessible data base for easy reference for all significant PPACCI documentation including the Centre's rules, and other relevant documents. Including the constitution/Rules of Association of each group 	YES And hardcopy files maintained in the building with access for all members	
 Encourage each member group to support the community outreach objectives of PPACCI 	YES	

SPECIFIC MANAGEMENT OBJECTIVES – PPACCI WEBSITE	Achieved – Yes/No/Comment	
Maintain the new look and user-friendly website	YES	
 Review the website regularly to make sure it fulfills the needs of the member groups and the public 	YES. Another committee member has offered to help with the website.	

SPECIFIC MANAGEMENT OBJECTIVES – BUILD AND MAINTAIN STRONGER INTERGROUP RELATIONSHIPS	Achieved – Yes/No/Comment
Hold regular joint exhibitions, demonstrations and mini workshops open to the public	YES. The first group exhibition in the Mezzanine has been held and more have been planned in alternate months. A joint exhibition will be held for Craft Week.
Hold an annual Open Day with demonstrations, workshops, and displays each year	YES. Our first Open Day since Covid will be held on 24 July
 Encourage interaction of Group members in order to appreciate and utilise different artistic skill sets 	YES. Members are attending other groups' workshops. An atmosphere of collaboration is developing.
Encourage Management Committee members to attend different Group meetings to meet other members	Ongoing as many meetings are still being held via Zoom.
 Develop communications for each group to notify other groups of upcoming events and workshops (e.g. noticeboard and the website blog) 	YES. This has been discussed at meetings and is now developing via the noticeboard and websites.

SPECIFIC MANAGEMENT OBJECTIVES – OCCUPATIONAL HEALTH & SAFETY	Achieved – Yes/No/Comment
 The Code of Conduct for Councillors and Staff, North Sydney Council is being applied to activities of the Groups' members and of the Management Committee, especially in relation to reasonable behaviour, bullying, discrimination on ground of gender, race, physical disability, and standards and conflicts of interest 	YES
Annual OH&S site inspection	
Signage for Emergency Evacuation Plan prominently displayed	YES
All visitors to the Centre to be made aware of the Emergency Evacuation Plan	YES
 Annual monitoring and update of fire evacuation and emergency procedures, and chemical storage policies 	YES

SPECIFIC MANAGEMENT OBJECTIVES – MAINTENANCE REQUIREMENTS	Achieved – Yes/No/Comment
Address and facilitate the Centre's maintenance needs through appropriate Council mechanisms	YES

SPECIFIC MANAGEMENT OBJECTIVES – FUTURE COMMUNITY ENGAGMENT, PLANNING & ACTIVITIES	Achieved – Yes/No/Comment
Develop an integrated and community-based Marketing Plan for PPACCI to encourage greater awareness of the Centre especially amongst younger community members	Ongoing. A grant has been applied for to put this in place and assist with implementation
 Establish a liaison with Community Centres in the North Sydney Council Area to increase cross-facility opportunities 	Ongoing
Advertise the Centre in member groups' professional forums	YES
 Advertise the Groups' activities to other community groups such as Senior citizens, and specific programs developed for children 	Ongoing – part of the grant.

NOTES ON FINANCES

Grants	NSC	Other		
	Nil	Nil		
Turnover	Year	Income	Expenditure	
	2021/22	\$9,049.96	\$8,513.78	
Sustainability	Year	Result	Reserves (Equity)	Funded liabilities
	2021/22	(\$463.82) (deficit)	\$16,721.80	Nil

PRIMROSE PARK ART AND CRAFT CENTRE Inc.

Annual Report 2021 – 22





Promoting Arts & Crafts in Our Community

Primrose Park Art and Craft Centre is an independent, incorporated organisation supported by North Sydney Council, and managed by a voluntary committee. It comprises community-based art and craft member groups providing educational and recreational resources in the fields of painting, basketry, calligraphy, paper arts, photography and textiles.

At the end of 2020 the committee undertook a project to develop stronger interaction between the various groups involving workshops and meetings between two or three groups. A plan for an Open Day where all the groups could demonstrate and share their art practices with the community was developed. However unfortunately most of these projects didn't come to fruition due to the COVID restrictions which impacted on the use of the studio until February 2022. Since then the groups have exhibited their works in the Mezzanine gallery and have held meetings and organised workshops for members and the wider community.

Despite COVID limitations, the groups were quite innovative maintaining their connection with members and creating interest with the wider community, including overseas. Activities included WhatsApp chats, on-line virtual exhibitions, participation in the 2021 virtual Sydney Craft Week, virtual meetings and later meetings with other members who lived within the 5km radius.

On behalf of the Committee, I am pleased to provide the 2021-22 Annual Report of Primrose Park Art and Craft Centre Inc (PPACCI). Each group's report of their activities is included in this report. Financial statements for the year to 30 June 2022 are also presented.

The strong ongoing support by North Sydney Council is acknowledged and very much appreciated in making the Centre a vital and vibrant resource for our local arts community.

Dinah Beeston, President 2022

Artists in the Park

Artists in the Park is a small vibrant group of painters, founded at PPACCI in 2016 with 12 easels and the aim to bring artists together to paint and provide mutual support and encourage art participation in the community. The fun-loving group meet of a Tuesday and share tips and techniques, organize exhibitions, workshops, and gallery visits for members.

In the second half of 2021 with the COVID pandemic the art centre was closed with the lockdown from July to October. The group could not meet but stayed connected and buoyed by online WhatsApp chats with the sharing of individual art projects and details on art competitions, and where the 5km limit allowed members met up for walks and sketching. This maintained some art interest where two members entered *The Mosman Rowers Art Competition* and went on to gain a 'Highly Commended' award each as a finalist.

The annual group's November Art Exhibition was not possible nor visits to the Archibald nor holding any workshops. At the end of 2021 the group celebrated with drinks in the studio and planned for a more positive year ahead.

In the first half of 2022 the group focused on completing art works for exhibiting at the PPACCI Open Day and getting back to regular productive Tuesday art sessions.

The group with the planned Open Day of 24 July, pooled ideas and designed a logo, a vibrant flyer and an A2 poster for the studio and foyer to promote our small group to the community. This was an important step for growing our group and making a mark at PPACCI.

The group saw with some promotion, another painter's group of 12 to 15 members could be established in the afternoon and perhaps an evening too. This would contribute to the art facility getting more utilized by the community.

The artist group is very appreciative of this inspiring art-space facility provided by North Sydney Council.

Basketry NSW Inc.

It was another challenging year of covid impacted meetings and events.

Membership: 2021/2022

During 2021/2022 our membership continued to grow. We had 48 Full memberships and 46 Remote memberships – a total of 94members. An increase from 84 the previous year.

Sydney Craft Week

In October 2021 Basketry NSW participated in the Sydney Craft Week digital festival. Our contribution was a "Sneak Peek into our Woven Worlds" where we shared posts from our members of their woven worlds during Covid.

Outreach

Basketry NSW is often asked to contribute and/or demonstrate at a variety of Fairs and Artisan Trail but unfortunately many events were cancelled or postponed due to Covid. In March 2022 a couple of our members attended the Bathurst Arts Trail where they spent the weekend demonstrating basket weaving techniques, answering general enquiries about basketry and Basketry NSW, as well as space selling some baskets on behalf of members.

During the period of lockdown Basketry NSW members were still able to contribute to our piece for Rookwood Cemetery's "Hidden" sculpture trail by weaving leaves at home and posting them in. They then formed a part of our "Yea who are weary come home" entry.

Fibre Donations

In May a couple of our Sydney based members initiated a project where small bundles of fibres were sent to flood affected weavers in Northern NSW.

Social Media

Our social media pages, Facebook and Instagram, continue to grow in popularity and contribute greatly to sharing ideas, skills and inspiration particularly during periods of lockdown.

Newsletters

Basketry NSW continues to produce an informative and inspirational monthly email newsletter for our members.

Meetings

For the period we were allowed to meet again (after the lockdown in 2021) members enjoyed our monthly get togethers at Primrose. It is always enjoyable catching up with old friends and meeting new ones. Mini workshops run by Basketry NSW members were held at two of our meetings. We also had our first zoom meet up in May 2022 – where those who were not able to come to Primrose Park Arts and Craft

Centre could zoom into our regular monthly catch up. We felt this was a way of involving our growing remote membership.

Australian Society of Calligraphers

ASC Committee Meetings

July, August, September – all online November, February, March, May

Workshops

Beyond the Literal Letter
Uncial for Beginners
Elaborating Uncials
Foundational for Beginners
Copperplate Variations
Tools Mania
Spencerian Script
Copperplate Group – August (twice - online), November, December,
March

Exhibitions

Mezzanine – October, May Sydney Royal Easter Show Royal Agricultural Society of NSW 200th Anniversary Display

ASC Certificate of Calligraphy Program – ongoing

Publication of ASC quarterly magazine Colophon – September, December, March, June

Other

Information flyers for ASC and PPACCI Production of ASC Poster for Primrose Park entry area Upgrade of ASC page on PPACCI website 2021 Sydney Craft and Quilt Show

Primrose Paper Arts

The year from July 2021 opened with Covid restrictions where the Studio was closed and face-to-face activities could not take place. During the lockdown PPA organised virtual social days, and a very successful online exhibition, which received a huge response from members and other papermaking organisations. It had a wide viewership. During the lockdown we were also asked by North Sydney Council to participate in the 2021 Mental Health Week with a display 'Lost Bird Found' in the Council's outside plinth and notice board.

We reopened on 25 October with caution, and, despite the response to the online exhibition, we had a slow uptake of renewals. However, by the end of June this year we had 7 new members. To date we have 16 new members and most previous members have now renewed, totalling 53 members.

PPA held a number of exhibitions in 2022 which demonstrated the excellent work of our members to the public. Two were in the Centre's mezzanine gallery: the first was 'Joy Flight' a spin-off of the Lost Bird Found display, and the second was 'Books and Boxes', bringing to the fore the creative bookmaking practices of a lot of members. Having opening events for these shows brought in new audiences to paper arts. We took the Books and Boxes exhibition to the InTransit Art Space in North Sydney Council Chambers, where earlier in the year the Vessel Virgins exhibition had been displayed for an extended time. An invitation to show the online exhibition in a physical gallery was taken up, and the resulting exhibition at White Rhino Artspace in St Leonards this September was very successful with many visitors, and with most exhibitors presenting new work.

Our social days once a month are well attended with members taking the opportunity to meet up and share the projects they are working on.

Since reopening we have had a full workshop program, with most fully subscribed. All are open to the public. The regular Introduction to Papermaking workshops teach papermaking skills to the community and specific community groups. Other workshops have been Box Making, Origami Constructions, Hand Relief printmaking, Eco-printing, Experimental Collagraphs, and Bookmaking. There was also a Children's Papermaking Workshop.

Our Tips and Tricks sessions extend the skills of members. This year to date we have had sessions on Marbling Techniques, Gelli printing, Coptic binding, Making Simple Books, Map-Fold Books, Rusting Techniques on Paper, Cooking-up Plant Fibres, and Navigating the Website.

Our website continues to provide comprehensive information about all PPA member activities, and general interest articles on paper artists. Our Instagram posts also provide interesting paper news to the wider world.

Primrose Park Photography

Covid-19 fears still dominated some of our activities at Primrose Park Photography during July 2021 to June 2022, with NSW cases peaking at 45,000 in January of 2022 and there were still 11,000 cases in NSW at the end of June 2022. Many of our members stayed away for fear of picking up a virus that could prove fatal and some of our social activities and photo outings had to be curtailed for the same reasons. I believe Covid-19 has resulted in the loss of 18 of our long-time members but our constant marketing efforts have arrested the drain somewhat and as a result we have gained 7 new members.

During this period, we have had an exhibition of some of our photographers' work hanging in a prestige Crows Nest restaurant and have made some sales of work plus attracted many enquiries about our photo club. We list all our events and workshops on Council's website as well as other marketing and advertising efforts like letterbox drops in the local area and promotion to a large database of members and non-members. Our own website www.ppp.photography has been completely re-worked and shows our photos and audio-visual examples to a very wide audience.

We recently ran a very successful workshop on a Sunday at the Centre and the attendees were a mix of our members, some from the Council listing, some from another local photo club that we approached and some from our other efforts like the letterbox drop, email campaigns and social media. We have reintroduced regular outings and intend to hold more technical workshops on weekends to attract more members. A recent evening workshop into Light Painting was very successful as was a Lighting Workshop using our lights, a hired model and run by one of Sydney's top photographers.

Our annual Hot August Soup Night was well attended, and we promoted it far and wide as an event that welcomed visitors. Our special guest for the evening was Tim James, the NSW member for Willoughby. Our technical team recently finalised everything so that other groups could connect into our system and show presentations etc. from their laptop or phone, on the big screen with good sound. Our recently installed Wi-Fi system has made this possible as well as providing internet access for other purposes like showing instructional videos on the big screen.

We believe that with our fine facilities including the darkroom, our audio-visual system, and the excellent mezzanine gallery, we have a lot to offer anyone who is interested in photography. But our surveys have shown that most locals don't know we exist. This is sad because there are people out there who have the time and the interest but unless we promote ourselves via activities like a pop-up gallery in a local shopping center, they just don't know we exist.

So our continuing effort will be to raise awareness of our photo club and we will keep on marketing and advertising to the local community until we have to put membership applications onto a wait list. We currently have 57 members and believe that some of the 18 that have dropped out have just been rather slow in renewing their membership. Our hard-working committee is one of our great assets and we intend to go from strength to strength with their assistance.

Textiles Sydney

This past 12 months has been the second full year of operation for Textiles Sydney (TS). Despite the challenges thrown up by the Covid pandemic we have nevertheless managed to grow our membership and develop a very active programme of regular workshops and exhibitions as well as additional community engagement through free events such as our Textile Repair Café. During the lockdowns we kept operating via Zoom sessions which were well attended.

Workshops

We had a very full workshop programme during 2021/22 which was well-attended, particularly the Professional Development night held in April which attracted 17 participants. Workshops in Fleece Felting, Kantha Stitch, Art Spinning, Dyeing and Block Printing increased the profile of TS and attracted new members. Our Textile Repair Café was a free event held in April as a community service to promote sustainability by encouraging people to reduce their consumption of textiles by repairing the clothes and linens they already have. This is a twice yearly event in our calendar.

2021 Craft Week Sydney

In October 2021 we participated for the first time in Sydney Craft Week with the aim of using it as a platform to reach to the wider Sydney community, and to connect more strongly with the other groups within Primrose Park Art and Craft Centre. Due to the pandemic this ended up being a digital event which we managed through an active Instagram presence. Our Instagram traffic increased 200% during this time.

Exhibitions

Textiles Sydney's *spin, knit, stitch* exhibition was held on the mezzanine level in April and it received a lot of positive feedback.

General Information

We continue to grow and reach more people: we finished the financial year with 20 financial members (up from 10 the previous year), an email list of 97 people (up from 50), and 396 Instagram followers (up from 0).

Textiles Sydney values highly the opportunity to use the Primrose Park Art and Craft Centre. We thank the PPACC committee for the work they do to keep it operating as a vital community hub and North Sydney Council for providing this excellent facility.

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Primrose Park Art & Craft Centre Inc

Balance Sheet

9A Murdoch Street Cremorne NSW 2090

As of June 2022 ABN: 65 065 606 100

Assets					
Current Assets					
Cash On Hand					
Cheque Account	\$6,721.80				
Total Cash On Hand		\$6,721.80			
Investments					
Fixed Interest Investments	\$10,000.00				
Total Investments		\$10,000.00			
Total Current Assets			\$16,721.80		
Total Assets				\$16,721.80	
Liabilities					
Net Assets				\$16,721.80	
Equity					
Retained Earnings			-\$1,053.13		
Current Year Surplus/Deficit			-\$463.82		
Historical Balancing			\$18,238.75		
Total Equity				\$16,721.80	

This report includes Year-End Adjustments.

Page 1 of 1

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Profit & Loss [Budget Analysis]

July 2021 To June 2022 ABN: 65 065 606 100

	Selected Period	Budgeted	\$ Difference	% Difference	
Income					
Interest CBA Deposit	\$4.96	\$0.00	\$4.96	NA	
Primrose Paper Arts	\$3,417.00	\$3,417.00	\$0.00	0.0%	
Primrose Park Photography	\$2,235.00	\$2,235.00	\$0.00	0.0%	
Calligraphy	\$1,467.00	\$1,467.00	\$0.00	0.0%	
Artists in the Park	\$792.00	\$792.00	\$0.00	0.0%	
Basketry NSW	\$642.00	\$642.00	\$0.00	0.0%	
Textiles Sydney	\$492.00	\$492.00	\$0.00	0.0%	
Total Income	\$9,049.96	\$9,045.00	\$4.96	0.1%	
Cost of Sales	· · ·	•			
Gross Profit	\$9,049.96	\$9,045.00	\$4.96	0.1%	
Expenses					
Ċonsumables	\$65.00	\$250.00	-\$185.00	(74.0)%	
Cleaning	\$990.00	\$2,000.00	-\$1,010.00	(50.5)%	
Diary Member Attendance	\$0.00	\$30.00	-\$30.00	(100.0)%	
AGM	\$0.00	\$50.00	-\$50.00	(100.0)%	
Bank Charges	\$12.65	\$20.00	-\$7.35	(36.8)%	
First Aid	\$55.83	\$50.00	\$5.83	` 11.7́%	
Craft Week	\$167.00	\$85.00	\$82.00	96.5%	
IT & domain name	\$58.00	\$200.00	-\$142.00	(71.0)%	
Insurance PL	\$3,147.54	\$3,000.00	\$147.54	4.9%	
Maintenance	\$0.00	\$200.00	-\$200.00	(100.0)%	
Open Day PPACCI	\$0.00	\$200.00	-\$200.00	(100.0)%	
NSW Fair Trading fees	\$48.21	\$55.00	-\$6.79	(12.3)%	
Post Box Rental	\$0.00	\$150.00	-\$150.00	(100.0)%	
Rent	\$547.91	\$600.00	-\$52.09	(8.7)%	
NBN Internet - TPG	\$639.91	\$850.00	-\$210.09	(24.7)%	
Vacuum Cleaner	\$538.00	\$0.00	\$538.00	` ŃA	
Services	•		·		
Electricity	\$2,243.73	\$3,000.00	-\$756.27	(25.2)%	
Total Expenses	\$8,513.78	\$10,740.00	-\$2,226.22	(20.7)%	
Operating Profit	\$536.18	-\$1,695.00	\$2,231.18	131.6%	
Other Income					
Interest Income	\$0.00	\$20.00	-\$20.00	(100.0)%	
Total Other Income	\$0.00	\$20.00	-\$20.00	(100.0)%	
Other Expenses					
Art Awards	\$1,000.00	\$1,000.00	\$0.00	0.0%	
Total Other Expenses	\$1,000.00	\$1,000.00	\$0.00	0.0%	
Net Profit/(Loss)	-\$463.82	-\$2,675.00	\$2,211.18	82.7%	