

# STLARTS CHAMBER OF COMMERCE ANNUAL REPORT 2021





# EXECUTIVE DIRECTOR'S STATEMENT

2021 has seen tremendous growth at the St. Louis Arts Chamber of Commerce (Arts Chamber). Focused on supporting individual artist business development as well as influencing the region as an arts destination, we held our first in person Holiday Arts Expo and commissioned bicentennial t-shirt designs from members. We have clearly outlined our member benefits and established a member friendly website. The website has a jobs board to host not only jobs but calls for art. Our business education programs are now consolidated onto a platform for members and nonmembers.

To support our region as an arts destination, the Arts Chamber created the St. Louis Arts and Culture Explorer Badge for Explore St. Louis and State of Missouri, held the Bicentennial Art Fest and Ice Cream Social, developed the art park in the Central West

End that is the pilot for the 32+ Lot Project along the Hodiament Greenway as part of our Art Heals Violence Project and we are partnering with multiple organizations to create a 6-mile arts corridor as well as an arts destination on Laclede's Landing.

Administratively, we have developed our statements on IDEA and addressed our native land heritage. Our Trademark application is in its final stages. We completed Step Up with Deloitte for overall organizational planning and Social Cohesion with DeVos for the Hodiament Greenway Project.

It has been a busy year and next year promises to see even more impact on our community!

**SANDY BROOKS EDD PPT PCS AFC**

*St. Louis Arts Chamber Executive Director*



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## **Member Focused Activities**

- Website
- Underground Arts Exhibition
- Educational Portal
- Holiday Arts Expo
- Bicentennial T-Shirt Designs

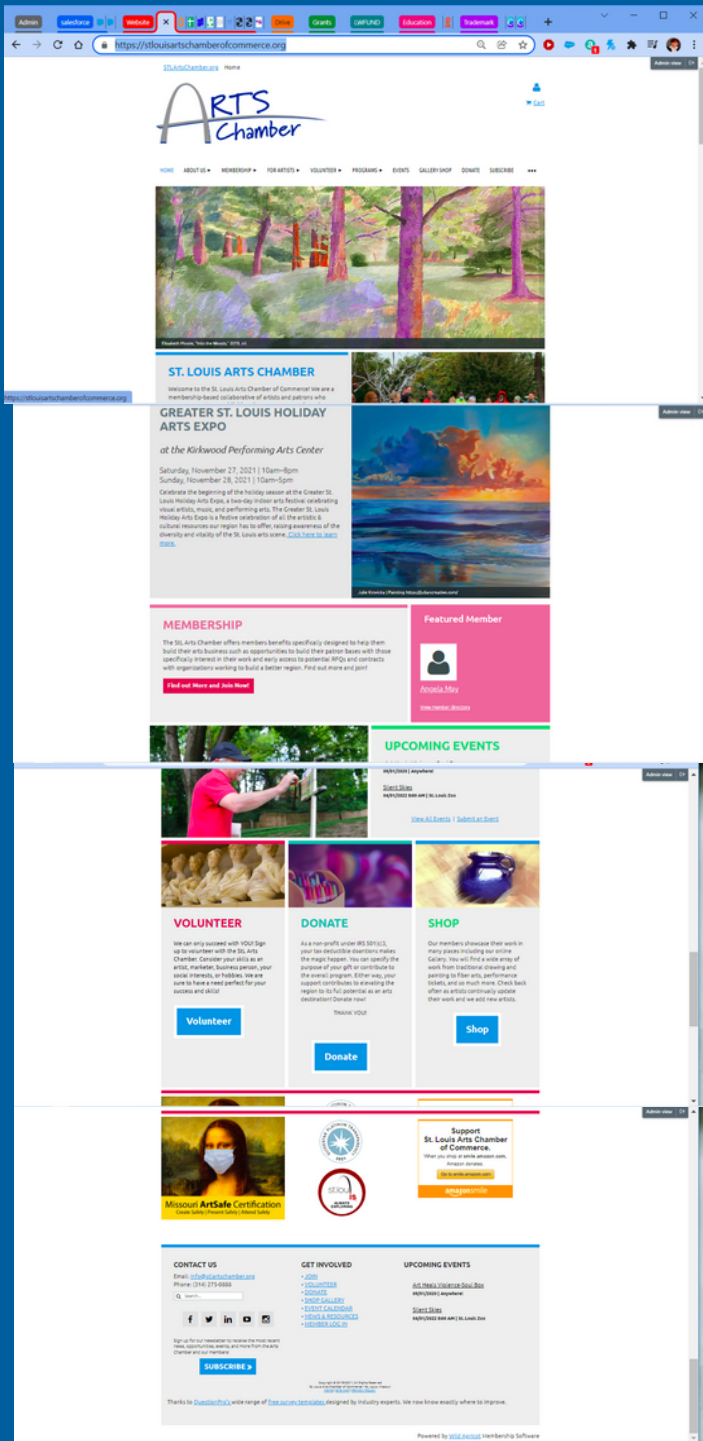
## **Region Focused Activities**

- Bicentennial Explorer Project
- Bicentennial Art Fest and Ice Cream Social
- West End Art Park
- Hodiamont Art Lot Project and Arts Corridor
- Laclede's Landing

## **Administration**

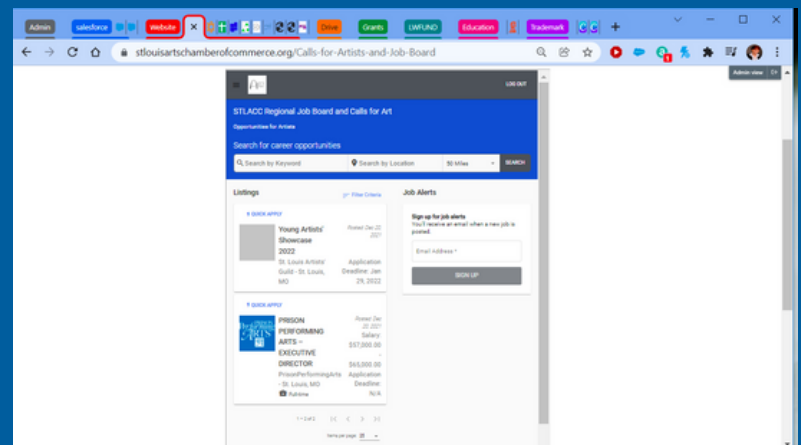
- Trademark
- Amazon Store

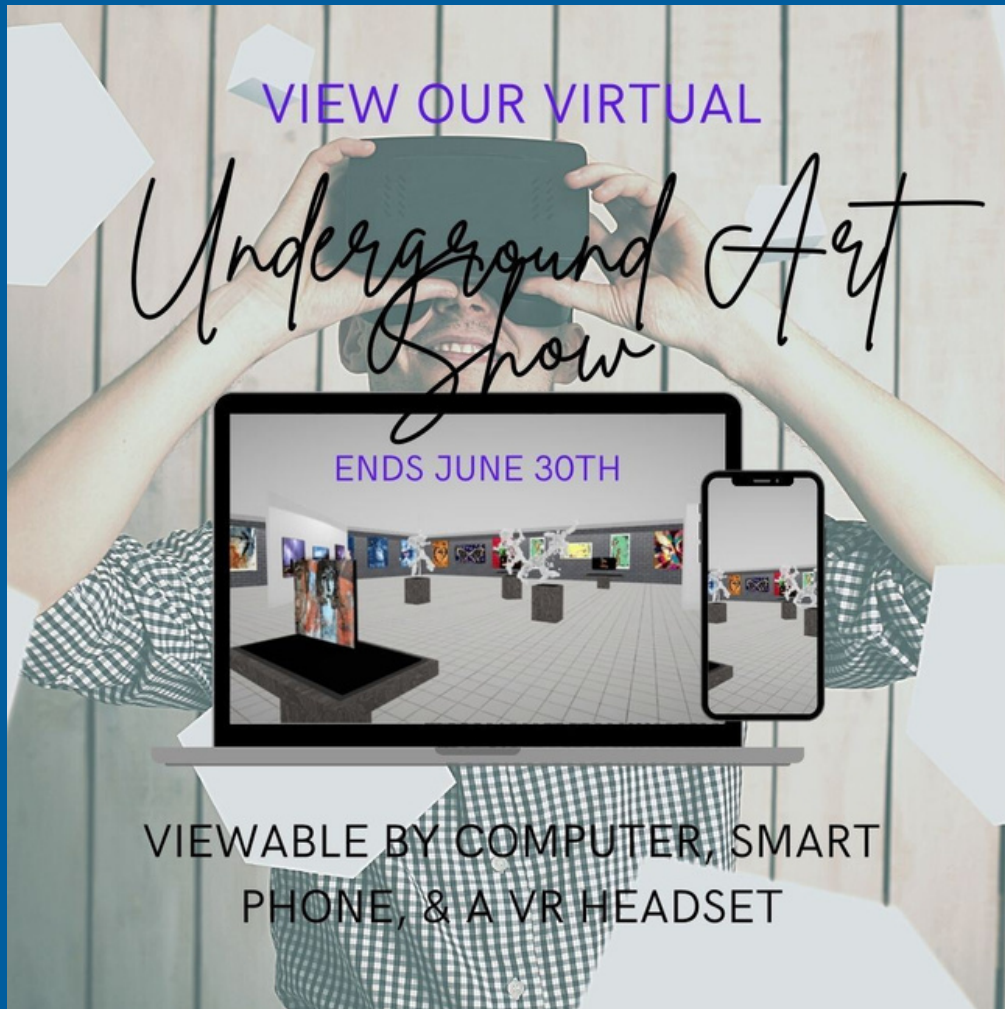
## **Financial Position and Annual Dashboards**



Our member friendly website is up and running

And our jobs board is up and running





Underground Arts Exhibition introduced the Arts Chamber to students in the arts

We have a platform for our Educational Programs that allows zoom classes, self directed classes and online interactive programs. We also have the ability to import courses from Coursera, Linked In, and other platforms for business education.

There are currently 53 program topics to be developed.

The top screenshot shows the homepage of the St. Louis Arts Chamber of Commerce. The URL is [stlartschamber.360learning.com/group/61ab93a67808dc16bec689cb/stats](https://stlartschamber.360learning.com/group/61ab93a67808dc16bec689cb/stats). The page features a large logo with the text 'ARTS Chamber' and 'St. Louis Arts Chamber of Commerce'. Navigation tabs include 'MESSAGES', 'USERS', 'COURSES & PROGRAMS', 'RESULTS AND STATISTICS', and 'SETTINGS'. A 'General' search bar is visible below the navigation.

The middle screenshot shows a 'Paths' table with the following data:

| Image | Title               | Steps | Learners | Last modified     |
|-------|---------------------|-------|----------|-------------------|
|       | Business Essentials | 2 1   | 0        | December 24, 2021 |
|       | Orientation         | 4     | 0        | December 25, 2021 |

The bottom screenshot shows a 'Manage courses' table with the following data:

| Title                   | Reaction Score | Created           | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
|-------------------------|----------------|-------------------|---|---|---|---|---|---|---|
| Welcome Volunteers      | You            | December 25, 2021 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Welcome Arts U Learners | You            | December 25, 2021 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Welcome Board Members   | You            | December 25, 2021 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Welcome Members         | You            | December 25, 2021 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |



Twenty visual artists participated in the first in-person Holiday Arts Expo at the Kirkwood Performing Arts Center. In addition we supported an additional 8 musicians, dancers, puppeteer, circus performers and singer.



# HODIAMONT GREENWAY STREET ART FESTIVAL & ICE CREAM SOCIAL

PRESENTED BY



The Arts Chamber celebrated the Missouri Bicentennial by creating both a regional event in the underserved neighborhoods along the Hodiamont Tracks and creating an opportunity for artists to create income through the sale of their original T-Shirt designs.

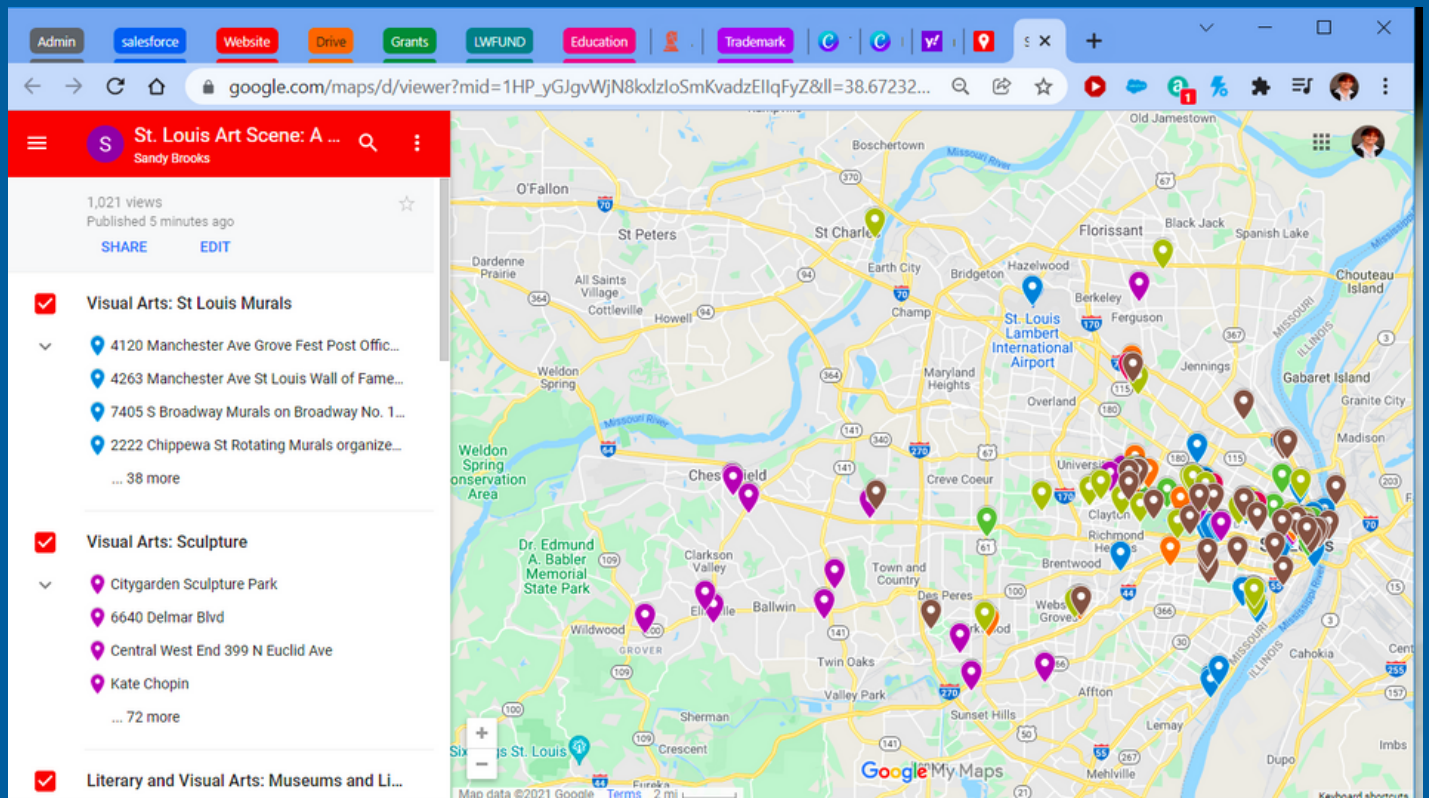




To support our region as an arts destination, the Arts Chamber worked on six initiatives. Our first two projects were to create the Art and Culture Explorer Badge for St. Louis as part of the Statewide Bicentennial Celebration as well as hold a 6 mile ArtFest and Ice Cream Social in the seven neighborhoods along Delmar.

The event hosted more than 100 artists and social providers along a 6 mile stretch from Grand Center through the Hodiament Tracks to the Loop. With over 500 visitors just in the Hodiament Tracks area, vendors were very positive about wanting to do something that combines the three areas through the arts again next year.

The St Louis Arts Explorer Project was carried by the state of Missouri Bicentennial Commission and Explore St. Louis.





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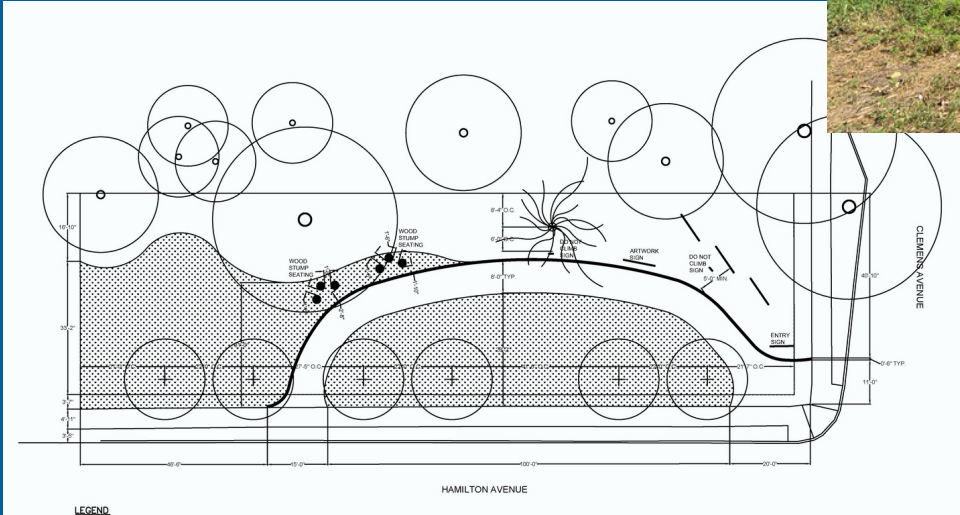
**MISSOURI'S BICENTENNIAL ARTFEST**  
**& ICE CREAM SOCIAL**  
**SATURDAY, AUG 7**

Expanding on our regional commitment, The Arts Chamber received a grant from the St. Louis Violence Prevention Commission to create an art park in the West End at 5900 Hodiamont. The \$30,000 grant was matched with more than \$46,000 of in kind contributions to create the park on time and on budget.





From this



To this



For this



Building on the art park as a pilot program, the Arts Chamber is working with multiple partners to rehabilitate 32 vacant lots that abut the new Hodiament Greenway in the seven neighborhoods north of Delmar. With the assistance of a grant from the DeVos Institute of Arts Management at the University of Maryland, a comprehensive plan was created to support grants and partnerships for this project.

In addition, the Arts Chamber has begun working with the historic Laclede's Landing to develop an arts destination for residents and tourists along the Arch grounds and riverfront.



As a young growing organization, we are constantly addressing real time concerns to stay current. Our policies have updated to include an IDEA statement and an acknowledgement of the ancestral heritage of the Tribes who lived in this area.

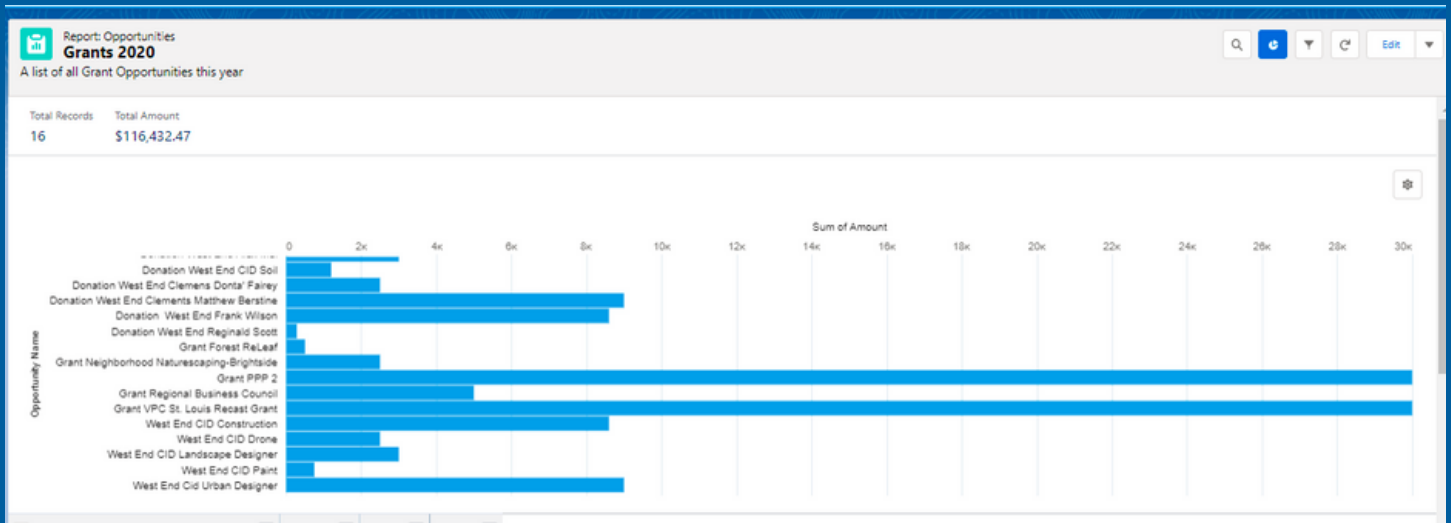
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# 2021 GRANTS AND DONATIONS

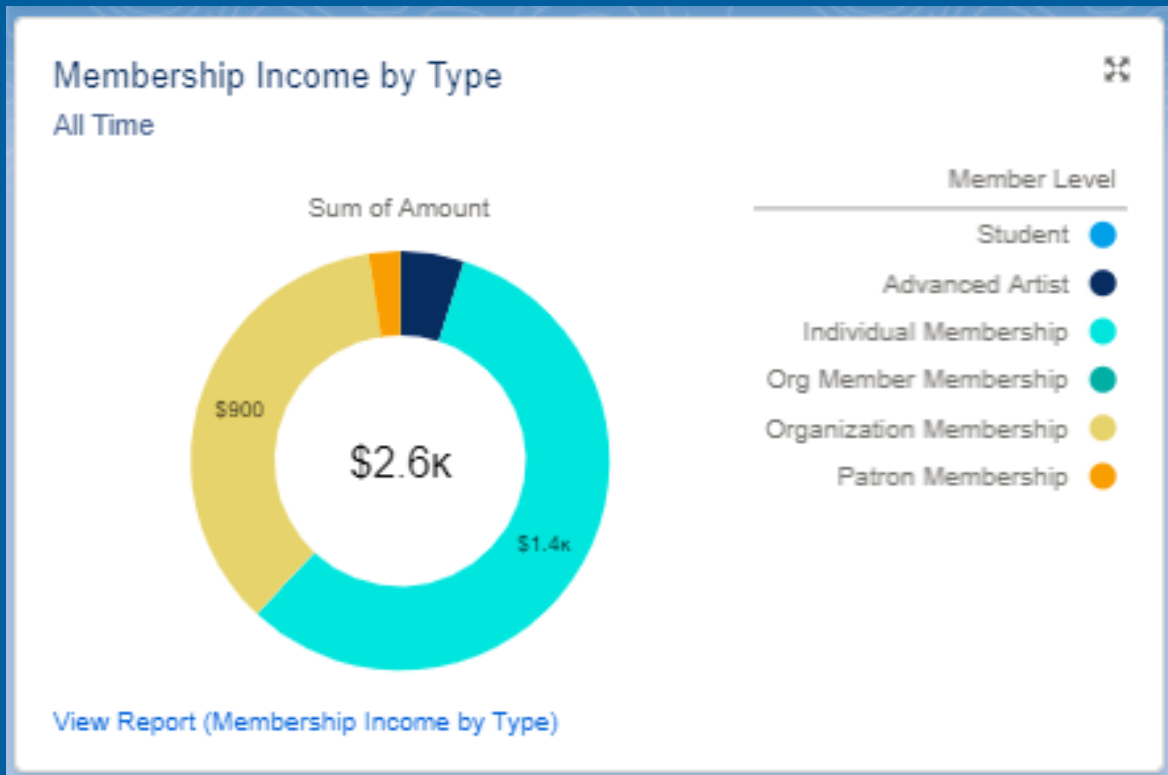


In 2021, the Arts Chamber received a total of \$116,432 in grants, donations and in kind contributions. \$86,432 in grants were for programs. \$81,432 were donated for the rehabilitation of the vacant lot in the West End into an Art Park. There was \$30,000 in direct grants, with the additional 56,432 in in-kind donations of both goods and services.

The Regional Business Council donated \$5,000 to rehabilitate a vacant lot into an art park in the Academy neighborhood.

The Arts Chamber also received a second PPP loan (forgiven) of \$60,000.

# MEMBERSHIP



This year made some progress on membership as we have members at all levels. This creates the baseline for next year's membership drive.

# *Thank you to our Grantors and Donors*

## Grantors

Violence Prevention Commission  
Nature's Naturescaping  
Forest ReLeaf  
Regional Business Council  
Paycheck Protection Program

## Donors

Alex Mei  
St. Louis Composting  
Donta Fairey  
Matthew Bernstein  
Frank Wilson  
Reginald Scott  
And Our Board!