

**Collaboration:**

- Partner with Arts associations
- Partner with Boulder's business community
- Organize events to benefit the broader community and the pottery program

**Increase awareness of the pottery program to the community through:**

- A designated spokesperson to establish greater credibility and sharing of news
- Increasing the public's and elected officials understanding of how the pottery programs serves the community and creates revenue
- Outreach programs
- Programming for diverse social and economic populations
- Establishing programs at Senior Centers
- Partnerships with educational facilities such as BVSD, CU, Front Range Community College for workshops and classes
  - Electric kiln firing classes
  - Short intensive programs (i.e., over a weekend or date nights)

## **Labor and Staffing Addendum**

**for Columns 1, 2, and PPP**

Two FTEs, seasonal staff, and volunteers, using City of Boulder guidelines, are responsible for managing the program in 4 task areas:

### Instruction/Teaching:

- -Adult classes
- -Workshops
- -Youth classes
- -Youth camps
- -Birthday parties

### Administrative Functions:

- Payroll
- Programming management
- Budget/cost analysis
- Meetings
- Volunteer management
- Pottery Sales
- Program oversight/management
- Troubleshooting
- Interdepartmental/ intradepartmental involvement
- Recreation guide management/review

### Work-In-Process Management:

- Movement of pots from one stage to the next
- Kiln repair
- Load and unload kilns
- Firing
- Glaze room management
  - -mixing glazes
  - -inventory

### Facility Management and Maintenance:

- Cleaning/organizing
- Monitoring building condition

*Note:*

*for Column 2, and Column PP: 3.0 FTEs are required.*

Continuation from Worksheet:

- Recreation Program & Facilities Plan Guiding Principles: Champion Diversity; Contribute to personal health and wellness; ensure that youth are a priority; maintain and protect our facilities and programs; prioritize available subsidy to introductory level classes and programs; and pursue a sustainable financial model for recreation programs and facilities.
- Boulder Cultural Master Plan objectives: Support cultural groups with facilities in which to work perform, exhibit, and teach; increase public awareness of the value of arts & culture and build participation in arts; coordinate the organizational development efforts of arts organizations and individual artists; develop greater resources within public and private sectors to support the arts.
- Open to all people—ages, ability, financial means.
- Collaborate with organizations (BMoCA, Dairy Center)
- Connection to the broader arts community
- Continue to provide services for youth, people with disabilities and people with low incomes.

## Marketing Addendum

## for Column 2, City Option (A) future

Increase city and metro level awareness of, and increase revenue from, the Pottery program using the following marketing strategies:

- Promote the Pottery Program as the internationally renowned program that it is.
- Identify target market groups:
  - Potential and current students for classes, workshops, lectures
  - Boulder artist community for lectures, workshops
  - Include the broader community in events that support the pottery program—Pottery Sales, Farmers Markets, Boulder County Arts Alliance, etc.
- Use current City/P&R marketing tools:
  - Channel 8
  - Recreation Centers' TVs
  - Libraries, etc.
- Market in conjunction with Boulder organizations:
  - Boulder County Arts Alliance
  - Boulder Arts Commission
  - Open Arts
  - Participate in art studio walks, such as First Friday, and city-sponsored art programs (when/if they exist)
  - Boulder Convention Bureau/Chamber of Commerce
  - Boulder businesses
- Hold pottery shows at libraries, Recreation Centers, Farmers Markets, and the Pottery Lab
- Utilize the internet to promote the pottery program:
  - Design a website and a Facebook account
  - Maintain a page on the Arts Alliance *Facebook* account
  - List Programs and events in *Ceramics Arts Daily*
- Utilize local community resources for marketing and positive exposure:
  - Daily Camera
  - CU paper
  - Local radio
  - Pottery Lab's commercial suppliers
- Develop neighborhood signage for events
- Establish presence at other art shows/purveyors on Pearl Street Mall (Art Mart, Boulder Co-Op), and/or 29<sup>th</sup> Street Mall, etc.
- Create dedicated gallery space at Recreation Center(s) and/or art purveyors listed above.
- Hold annual Tea Events for marketing and fundraising:
  - "Tea Party" with Celestial Seasonings-- mugs from the Pottery program made by kids and adults
  - "Tea Event" at Dushanbe Tea House
- Promote a 'Soup Bowl' event or a neighborhood street party...bowls from pottery program made by kids and adults
- Sell t-shirts, tools, aprons, and other items that would be used at the Pottery Lab, bumper stickers, etc.

## **Program Instruction Addendum for Column 1, City Option (A) current**

Current offerings:

- All classes are structured as demonstration and lecture
  - Similar classes are held from session to session
  - All skill levels in one class, beginner to advanced
  - Consequently, some advanced students go on to other organizations, (i.e. Potters Guild), resulting in *a loss of revenue opportunity*
- Open lab time
  - Open Lab provides an opportunity to practice for all
  - Open lab provides opportunity for more experienced potters to contribute to the education of new students
- Workshops are held as finances and space is available (require substantial lead time)
- Private lessons available

## **Program Instruction Addendum for Column 2, City Option (A) future**

Continue to provide current offerings with these adaptations:

- Classes are structured as demonstration and lecture
  - Maintain a continuity of classes from session to session
  - Offer a sequence of classes from session to session
- Open lab time
  - Open Lab provides an opportunity to practice for all
  - Open lab provides opportunity for more experienced potters to contribute to the education of new students
- Workshops are held as finances and space is available (require substantial lead time)
- Private lessons available
- Wood kiln firings at wood kiln site

*PLUS, in addition* to the above, broaden the concept of instruction to include:

- Classes that are *intentionally individualized* to accommodate different skill levels
- Offer additional ceramics related topics:
  - drawing for ceramic artists
  - film series
  - pottery design
  - ceramics art history
- Offer non-pottery related, art classes (that don't require kilns, storage space, etc.):
  - Painting
  - Jewelry making
  - Drawing
- Hold planned workshops that extend and enrich current class offerings
- Involve visiting artists
- Utilize University graduate ceramics students/interns

## **Space Addendum**

## **for Column 2, City Option (A) future**

In the existing facility, revenue increases occur with additional space. More classes can be held, work flow improves, and staff time is used more efficiently.

- With a re-organization of the internal space, multiple classes could be run simultaneously (i.e., hand-building class upstairs, adult wheel class downstairs)
- A non-attached insulated or heated 10' by 28' storage/work area on the east side of the building would allow electric kilns and clay storage to be moved here. By moving electric kilns off the 2<sup>nd</sup> floor, a flexible classroom space could be created to have larger camps or differentiated (i.e., films series, jewelry making) classes, seminars, workshops.
- A roof (also serving as 2<sup>nd</sup> story floor) over the 12' by 45' south patio area would create a significant amount of space for dying, storage, and work space weather permitting.
- An ADA compliant elevator or cargo lift for moving heavy material may be able to be built using 10' x 10' of floor space.
- Cost estimates for 1) the 10' x 28' storage building, 2) the elevator, and 3) the 12' x 45' south area roof would allow planners to investigate the additional income that could be generated with new programs and additional student enrollment.
  
- Parking
  - Easing parking issues may require changes in city parking regulations.
  - Parking permits could be purchased for students enrolled in Pottery Lab classes from the City's Parking Services. Class admission fees could include a charge to pay for these permits.
  - Potential solution is to shuttle Pottery Lab users from a designated parking area to the current facility.

## **Revenue Addendum**

## **for Column 2, City Option (A) future**

Offer different pricing models

- Change current class fees to accommodate diff skill levels and use of Open Lab time:
  - Beginner—lowest fee, includes 1 bag of clay
  - Intermediate---medium fee, includes 2 bags of clay
  - Advanced—highest fee, includes 3 bags of clay
- Change current class fees to accommodate varying amounts of clay purchased
  - Purchase clay at time of registration, with a limit of 3 bags, regardless of skill level
- Offer Membership/Open Studio Program

Offer programs that generate the most revenue

- During the summer, offer more camps and reduce some adult classes

Open Lab Time

- Continue the 12 hrs/week included in the sign up fee
- Additional open lab time could be charged

Allow students to make additional purchases

- Specialty clays
- Pottery tools at retail price (program buys at wholesale)
- Misc.: T-shirts, bumper stickers, water bottles, etc.