

Not for profit Business Plan River Art Museum Inc. 2007

© 2017 River Art Museum Inc.

www.RiverArtMuseum.org

info@RiverArtMuseum.com



OVERVIEW

Mission

The mission of the Museum is to save our vanishing American heritage of original art and biographical materials. Tell the stories of our creative worth. Enable the creative process to be recognized as the vital resource necessary for continued prosperity and cultural development. Provide enrichment to the public through presentations of previously lesser known American art.

Vision

River Art Museum Inc. will be a cultural center for contemporary American art. It will be recognized globally, regionally and nationally for the significance of its exhibitions and archival service in saving artist's work and biographical identity. The work presented will be of exceptional quality, and will include new and exciting art from the local, regional and other American artists.

Core values

Commitment to diversity, exceptional quality, artistic freedom and support for all American artists stand at the center of who we are. We affirm that visual and other creative arts make a significant and lasting impression on our lives and well-being. We acknowledge our responsibility to the future gatekeepers of our cultural heritage to preserve the substance of original art for their continued safe keeping.

Included:

Overview

Executive Summary

Implementation (draft)

Costs Overview (draft)

Sustainability

Executive Summary

Keeping the doors of history open to contemporary artists.

Unlike other artist/arts assisting programs, our commitment is sustained into a future generations legacy. Obviously, traditional museums and libraries have preserved important cultural documentation making up our history. Our contribution is to broaden the sources available to future curators, historians and art lovers. The American heritage of art has the best opportunity for honest appraisal and representation with the largest possible (memory) represented by tangible historic artifacts as original art. With this in mind, our first commitment is to save the art from destruction. Our 100 years' archival legacy program is directed toward this goal.

100 years is a conceptual benchmark presuming that American society will have an independent vision of what is valuable to them in telling the story of who they are and where they came from. The benefit is to the artists in that their lifetimes' work is not discarded, and to posterity in that their choices have not been limited. This little bit of foresight may empower the museums of the future.

The emotional relief that an artist experiences from knowing that their art will survive their death and have a chance for recognition and inclusion for future generations is tremendous. The families and art lovers close to the artist are also relieved of a burden they are not equipped to shoulder. The community are reassured that art does have intrinsic value to humanity and they are doing their part in building a culture for their children. The reassurance that our most talented children willing to endure poverty, deprivation, exclusion from society to invest their life's effort in something they believe in, will not be thrown away without a second thought.

The unique technology applied to this model makes Storage and showing versatile partners in maintaining the collections (while not hiding them). Each art storage container has an individual barcode which when scanned by a smartphone will bring up the specific web page listing the contents with quality pictures, and all related information on each individual work. Shipping documents and information are also included. In this way a curator may order appropriate units of art ready for display. This container identification system is also forwardly compatible with robotic storage management. This makes a scalable archive able to meet expanding needs. We understand that limited budgets mean that not all art works can be framed and ready to show, but we will strive to pack and have shown ready representative samples of the artist's greater body of work. Should the desire for deep storage articles be great enough, perhaps the resources for appropriate presentation will be forthcoming at that time. That is why proper documentation and indexing for referencing the contents is important. The central database offers flexible discovery to assist curators, biographers, historians and libraries.

We find it exhilarating to think that at some future date our efforts may bring about a great financial boon to estate families, professionals, and art institutions. Certainly the "Vincent van Gogh" example we point to was an explosion of capital assets expansion in the art world. Participating artists and their estates enter into residual rights agreements where any future sales of works realizing profits are divided as per agreement. In this way artists and their estates may confidently hand over custody of their collections. While we desire to build a central Museum facility, we are content to begin with our dynamic storage for preservation and presentation. Phase one is the startup organization and funding.

We look forward to keeping the doors of history open to contemporary artists. Phase one is startup. Phase two is the secure storage and documentation implementation. Phase three is the Outreach Projects.

IMPLEMENTATION

Locations and Facilities

1. Central Staff Locations and Facilities
 - a. The office is 43 Lakview Ter., Sandy Hook, CT 06482
2. Program Outreach Shows
 - a. Archival Storage
 - i. Danbury, CT (Ready to Ship)
 - ii. Sandy Hook, CT (Ready to Ship)
 - iii. Kingston, NY
 - iv. Vero Beach, FL
 - b. Program Art Shows
 - i. Show Locations to book
 1. Museums
 2. University Galleries
 3. Alternative Site Shows
3. Staff are interacting via Web Administration
 - a. Website (www.RiverArtMuseum.org)
 - i. Documents
 1. Legal agreements as PDF
 2. PR Materials as PDF
 - ii. Board meetings Zoom Conference
 - iii. Interactive Forms
 - iv. Email
 - v. Newsletter
 - vi. Movies
 1. How To

Management Plan

1. Create a Website for Administrative Operations and Public Awareness
2. Secure Startup Funding
 - a. Initial setup
 - b. annual budget
 - c. incidental operational needs
3. Create nonprofit River Art Museum Inc.
 - a. Establish 501c3 certification
4. Sources of funding
 - a. Private Donors
 - i. Website donations
 - ii. Social media appeals
 - iii. email appeals

- b. Institutional Donors
 - i. US Endowment for the Arts
 - ii. State arts grants
 - iii. Foundations
 - iv. Corporate donations
 - c. Fundraiser
5. Board of Directors
- a. President: Glen River, founding Director, motivating and managing staff and volunteers, developing partners and stakeholders, “mentor” expertise, oversight of training and professional development of mentors and staff, development of partnerships and stakeholders.
 - b. Vice President: “To Be Filled”, Economics. Expertise in web design and development, fundraising efforts
 - c. Secretary: “To Be Filled”, writer/editor, researcher.
 - i. Minimum required responsibilities
 - 1. Annual Meeting of the Board Minutes Report
 - d. Treasurer: “To Be Filled” Experience with book keeping and will continue on board via conference call.
 - i. Minimum required responsibilities
 - 1. Annual Financial Report
 - e. Director: Steve Worthy, Biographical projects, fundraising entertainment events, owner Big Note Entertainment, and continuing on board via conference call.
 - f. Director: “To Be Filled”, and continuing on board via conference call.
 - g. Director: “To Be Filled”, Docent and Curatorial Programing, Fundraising.
 - h. Director: “To Be Filled”, Fundraising.
6. Launch Website
- a. Advertise
 - b. Pre-Launch Outreach
7. Build Affiliates and Venues
- a. River Major Works Collection Inc.
 - b. Alternative venues NYC, Chicago, Los Angeles, Europe, Asia
 - c. University Galleries
 - d. Writers, Bloggers, Critics,
8. Pack Show Storage (Traveling Shows)
- a. Small, medium, and Large Shows are comprised of groups of art works which must be ready to “go out” That is Framed and ready to hang, and packed in shipping containers and meet standards for public display.
9. 100 Years Legacy Archive (Project Development)
- a. Secure Storage
 - b. List of included artists
 - i. Web interface for application/nomination
 - ii. Forms for Collection listing
 - 1. Grand List
 - 2. List of show ready works
 - 3. List of works for Residual Rights sale

COSTS OVERVIEW

Total Startup: \$1,600

Total Annual Minimum: \$5,000

Total Annual: \$25,00

1. Startup

a. Website Development

- i. \$ 60.00 per year, web (registration and renewal)
domain name and web domain hosting
 1. SSL- \$539.98 for 2 years, \$299.99 for 1 year
 2. Domain Privacy (riverartmuseum.org) \$9.99
 3. Site-lock monitoring \$59.00 for 1 year
 4. Site Backups and Restore \$26.99
- ii. webmaster
 1. Retainer
 2. Support
 - a. (per hour) \$35- \$75
 - b. Intern (Data Entry)
- iii. web design and development
 1. PHP coding and inserts, Forms, Database development
 2. Data (documentation)

2. Overview Documentation

- a. Introductory Videos and PR
 - i. PR writing
 1. \$300 Wikipedia page
 2. \$300 Wikipedia bio
 3. Business Plan
 - ii. YouTube about Museum
 1. What is the RAM
 2. Who are the people
 - iii. EBooks and PDFs
 1. Free downloads
 - iv. Initial Appeal, Google adds
- b. Volunteers and Consultants
- c. Legal Agency
 - i. consult on documents
 1. Agreements
- d. Office supplies
- e. QuickBooks for Not for profit

3. 100 Years Legacy Archive (Project Development)
 - a. Secure Storage (temporary leased)
 - 2 initial locations, Danbury CT and Kingston N.Y.
 1. Danbury, 9'x 15' x 9' unit approx. \$200 per mo. 15'x20' \$390
 - a. humidity & temperature controlled
 - b. secure grounds and building
 - c. shipping & receiving services
 2. Kingston,
 3. Annual Total: \$4,800
 - ii. physical articles of art
 - iii. digital articles of art
 - iv. biographical materials
 - b. List of included artists
 - i. Web interface for application/nomination
 - ii. Forms for Collection listing
 1. Grand List
 - c. Packing and Documentation of Art
 - i. Containers
 - ii. Photographs
 - iii. Framing
 1. Development of Standards
 2. Sensitive Works
4. Insurance
 - a. Board of Directors
 - i. \$1,200.00 liability - (get new Estimate)
 - b. Temporary Leased Storage
 - i. \$
 - c. Transportation of Art
 - i. \$250.00 small show 6 box set
 - d. Individual Artist Collection
 - e. Show Location Rider \$250.00
 - f. Other

PERMANENT SITE

We are looking at the alternatives for a permanent home for the River Art Museum. The Museum strives toward a minimum 100-year archive however in addition to storage a showcase where outreach and public service programs are based is important.

- Newtown CT, (Remodeling of existing building at **Fairfield Hills campus**)
- Newtown CT, (New Land & New Building)
- Kingston, NY
- Santé Fe, NM

Our friends in Newtown Connecticut and Ulster county New York, have exciting suggestions. As the program grows and includes more artists the need for extension sites will be included. Drawings and developmental needs are being aided with the generous help of Ulster County Construction.

In the short term rented storage is the solution we are using to get the Outreach Collection into circulation.

Having a permanent home for the museum is also essential for processing new artist's collections. A processing center makes for efficient assimilation of new collections.

Financial planning for the site will need cooperation with architects, builders, governmental agencies, land agents, legal oversight, grants writers, banks and endowment administrators. The starting approach is the gathering of primary supporting documentation and recommendations under the umbrella of a feasibility study.

Feasibility Study

- Fairfield Hills
 - The following guidelines are recommended for these potential in-fill buildings: -
 - A style of architecture and materials compatible with the balance of the campus -
Maximum building height – three stories -
 - Maximum square footage per new building – 50,000 sf. (other than academy) -
Parking to be shared with other uses to greatest extent possible

Full Info: <http://www.fairfieldhills.org/PDF/MasterPlan2005.pdf>

SUSTAINABILITY PLAN

Thank you for your interest in the River Art Museum. We are looking forward to our first year with the future in mind. Sustainability is a key goal as the Museum strives toward a minimum 100-year archive.

Membership is the base for our supporters.

- Patron
- Sustaining
- Lifetime
- Artist
- Endowment

Hall of Hero's

We plan to honor the great supporters of art. Both from the past and our own distinguished patrons.



Johanna
van Gogh Bonger
(Hero from Past)



Peggy Guggenheim
(Hero from Past)



Julia Wasserman
(our Patron)



Carla Hardy
(our Patron)



Fredi Leet
(our Patron)

My thanks to our volunteers and supporters who have heightened our expectations for this artistic social venture. We look forward to keeping the doors of history open to contemporary artists.

- Glen River