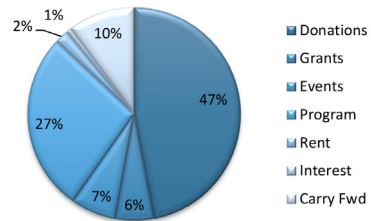


Financial Report 2015

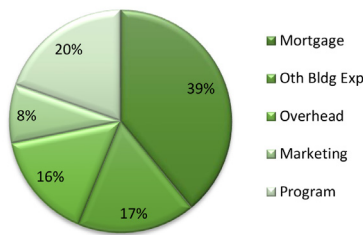
Financial stability is a key goal for the Hoffman Center for the Arts and in 2015 the organization made great strides. Net income was \$28,027, as compared with just over \$6,000 in 2014.

Note:
\$16.4k of Net Income restricted to fund 2016 projects

2015 Revenue: \$99.6K



2015 Expenses: \$71.6K



Board of Directors 2015

Vera Wildauer, President
Madeline Olson, Treasurer
Marcia Silver, Secretary
Dave Dillon
Tela Skinner
Sharon Borgford
Susan St. John



Our Mission

The Hoffman Center for the Arts provides artistic, cultural and educational activities in north Tillamook county.



explore explore connect
create create connect

Our History

Lloyd and Myrtle Hoffman were longtime and beloved residents of Manzanita. Upon their passing, their trust directed that their home and



assets be used to start a community center for the arts and education. Founded in 2004, the Hoffman Center for the Arts is the fulfillment of their dream-- a place to explore and enjoy the arts through innovative and engaging programming. Our regular programs, such as the Manzanita Writers' Series, the Clay Program and the Film Series, continue to grow and evolve. And we continue to look for new offerings to add to our robust program schedule.

hoffmanblog.org
facebook.com/Hoffman-Center-Manzanita
facebook.com/ManzanitaWritersSeries
facebook.com/Manzanita-Film-Series

Thank You HCA Donors & Supporters

We are grateful to all our donors, volunteers, and participants. Your financial support pays the mortgage and keeps the lights on.

Our volunteers work hard to make programming happen: whether setting up chairs or designing marketing flyers or hosting the Clay Studio's open hours.

And, of course, participants are the main reason we do this at all. To give more people the joy and satisfaction of engaging with the arts. To bring the arts to life.

Bring the Arts to Life
Become A Member

Grant Support

In 2015, we received funding for five of six grant applications we submitted and exceeded our goal in funds from foundations for the year by 17 percent.

Foundation	Purpose
Oregon Community Foundation: John R. Gatewood & Mary Z. Gatewood Fund	Outreach: Rebranding & Donor Database
Tillamook Public Utility District	Gallery Lighting
Garden Club	Hoffman Gardens
US Bancorp	Clay Studio Master Class
Tillamook County Cultural Coalition (part of the Oregon Cultural Trust)	Word & Image 2016

2015 Annual Report



Bringing The Arts To Life



explore • create • connect

Bringing The Arts To Life In Our Community

2015 was an exciting year. Here's a recap of our major achievements.

Center Rebranding

An ongoing goal is to reach more new people. Community members let us know that the Hoffman Center name was not clear enough to attract new participants—whether local residents, part timers, or visitors—to the cultural programming available. As part of a comprehensive outreach effort, the name and logo were changed to better reflect the mission: Hoffman Center for the Arts. New and larger signage has been installed on three sides of the building to catch the eye of passersby. The logo has also been updated on the web site and social media to ensure consistency via all platforms.



Technology Initiatives

To make participation easier, we implemented online registration and payment capabilities which have already had a substantial impact on workshop attendance. We had added the online donation capability late in 2014.

More and more people are taking advantage of this feature and we expect that aspect of our fundraising to increase over time.



To support the production of the North Coast Squid literary magazine, we launched a crowd funding campaign via Indiegogo.com. That resulted in 20 percent more dollars than the project's goal.

Behind the scenes, we have implemented a database specifically designed for nonprofits to more efficiently manage donor and volunteer information and allow for targeted communications either electronically or by mail, saving our volunteers many hours in tracking and mailing tasks.



Programming

Expanding our programming was another key goal for the Hoffman Center. Our established programs like the Clay Studio, the Manzanita Writers' Series, Friday Night Flicks, and regular community concerts continued to evolve to meet the needs of participants.

In addition, we developed new ways to bring culture to the community.

An innovative project—Word & Image: A Dialog between Writers and Artists—highlighted the talents of both writers and artists with an art opening and a standing room only reading.

Over the summer, we hosted twelve free outdoor concerts by local musicians in the Hoffman Gardens on Sunday afternoons.



Several visual arts workshops were also held in the summer months, including diverse media such as charcoal drawing, encaustic, book arts, and glass mosaic, as well as a botanical drawing class in the Hoffman Gardens. In the fall, we added an ongoing oil painting class.



On second Fridays in July, August, and September, we offered an opportunity for local musicians, storytellers, actors and poets to take the stage. In November, we collaborated with the North

Tillamook Library and other local nonprofits to put on a Mystery Weekend, with a themed art show, writing workshop, and author reading.

