



Layla Cline

Creative Business Leadership Thesis

LEAD 749: Summer 2024

Executive Summary

Ignite the senses, transcend boundaries, and inspire wonder through a kaleidoscope of mediums within an immersive experience. We are 521 Art Lounge, Savannah's only nonprofit unconventional gallery that completely supports its artists. We can support the early stages of local artists' careers by not charging for wall space or taking a commission. We create immersive galleries through thematic curation where our customers can experience art in all formats. We combine typical art forms with live performances, installations, food and beverages, and more to create a full-body experience. Join us in redefining art appreciation and exploration, where every visit is an invitation to immerse yourself in the boundless work of artistic expression. Come experience art in its purest form, where passion meets innovation, and discover a new perspective with each visit.

Our nonprofit company's revenue is primarily from ticket sales, liquor sales, workshops, and donations. Our goal is to create a community where people can come in and socialize around art; it is not a formal activity but something people want to do for leisure because it is an immersive experience. We strive to bring a new experience to the city of Savannah, where people can mesh the two things the city is known for (drinking and culture). We aim to bridge the gap between everyday people and the art community to increase awareness and education.

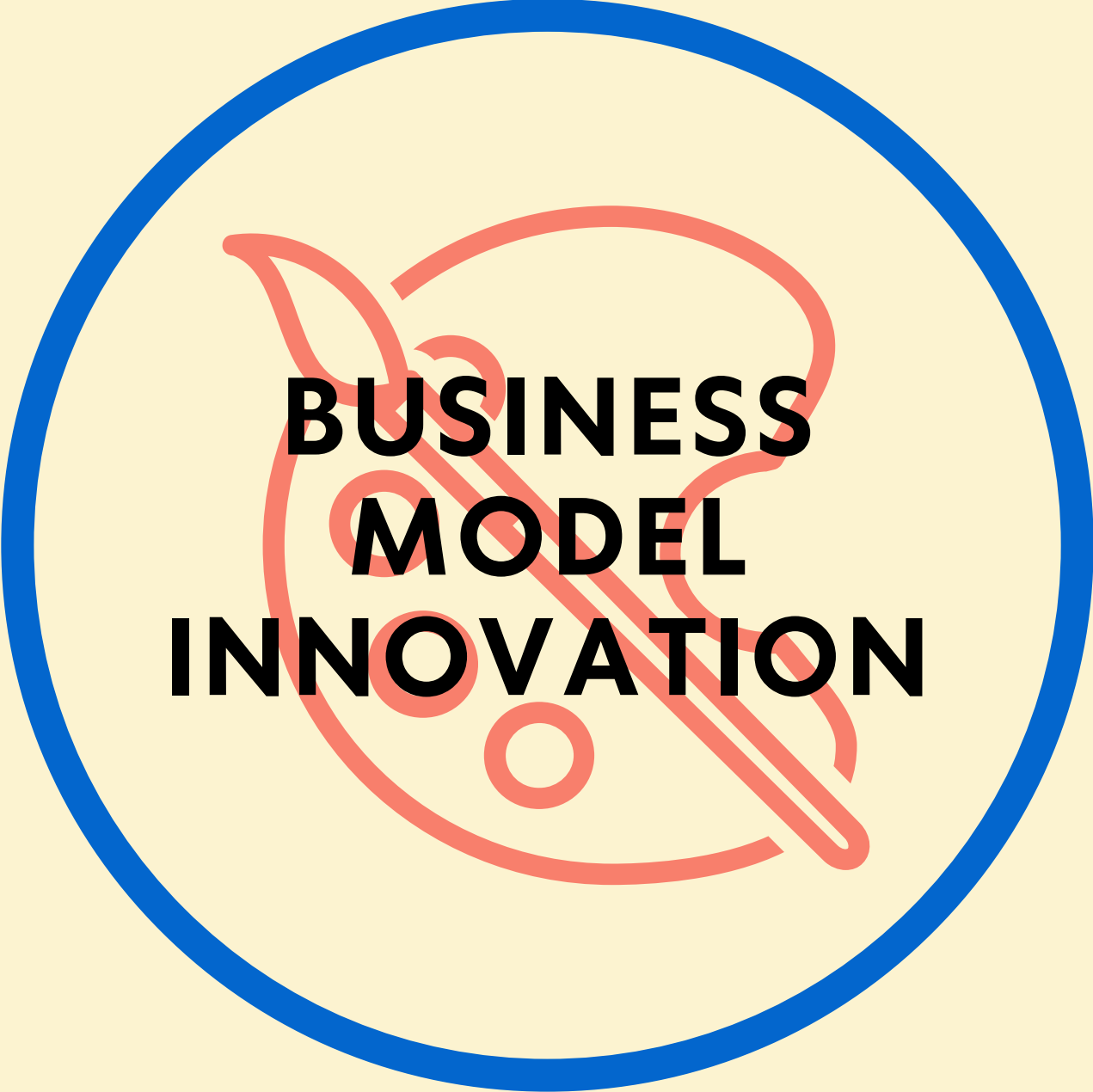
In the final report, we will review the basis of 521 Art Lounge and how I have adjusted my start-up business by completing different milestones. The milestones are measurable goals fulfilled through various documents that will allow our startup businesses to evolve throughout the quarter. By completing these different milestones, I could look back at my Candidacy Review paper and make adjustments based on the new evolution of 521. Throughout this paper, a reader will understand what 521 is, our market, target audience, goals set throughout the course, the completed milestones, and how the business has changed.

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FINAL REPORT





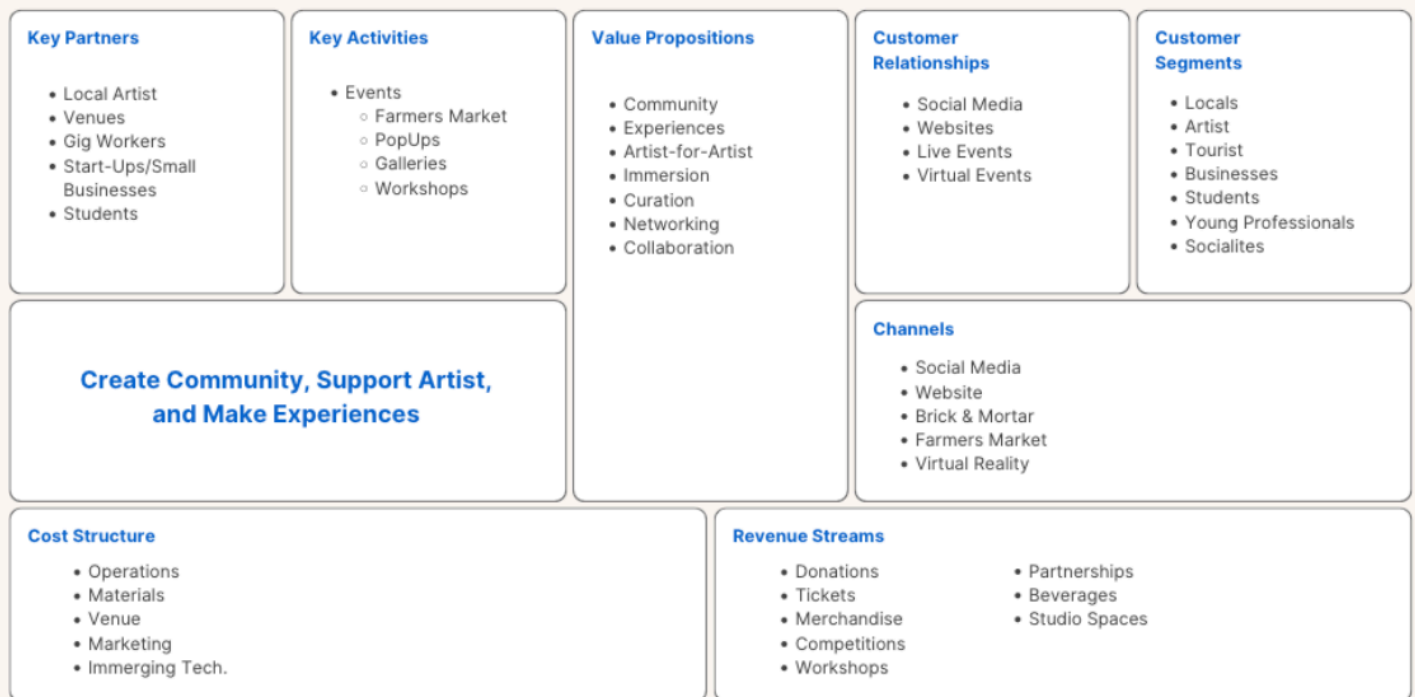
**BUSINESS
MODEL
INNOVATION**

Business Model Innovation

Business Model Canva

Our business model canvas allows us to understand how we visualize, design, and analyze our business model in the arts industry within our localization. By revising and reviewing this model, we will be able to see how we can continuously change our model as competitors enter the market:

BUSINESS MODEL CANVA



Key Partners:

Local artists are our primary partners because we want to show their work and give them exposure. The primary purpose of our business model is to support artists; we will do this with highlights, competitions, exhibitions, prints, partnerships, and events. We need partnerships with local venues to hold our events because we need more space. We will need to work with gig employees because we will need more means to take people on full-time initially. We can partner with local start-ups and businesses for exposure or to make new prints or merchandise. Finally, students will be great partners because they create unique final projects with nothing to do with them, so we can partner with them to expose their work.

Key Activities:

Our main activities are events. We will break them down by farmer's market pop-ups, where we will sell our prints and merchandise and have artist highlights. Pop-ups are smaller events like a

sip and paint or an open mic night where we do not need a paid venue and where everyone pays for an inexpensive ticket. Next, galleries have thematic curation, sponsorships, artist exposure, and a whole-body experience that will elevate our exhibitions to others. Finally, workshops are where a chosen artist will put on a class to teach consumers about their artist's style, like painting, pottery, guitar, or sculpting classes.

Value Propositions:

Our value proposition encompasses the company's basis: community engagement, experiences, artist-for-artist, immersion, caution, networking, and collaboration. We stand based on creating a better tomorrow for the art industry through artist advocacy, community involvement, and education.

Customer Relationships:

We reach our audience mainly through social media. It is our way of keeping our audience informed about our events. Also, our events allow us to have a personal relationship with our artists and customers. Lastly, we keep updates on our website, but it gets less traction than our social media, and, moving forward, we can expand into virtual events.

Customer Segments:

Our target audience encompasses Savannah locals, artists, tourists, local businesses, start-ups, students, young professionals, and socialites. We must have a young following and continuously merge incoming marketing sectors.

Channels:

Our main channels are social media, venues, and farmers' markets. Since we do not have a storefront, we rely heavily on social media to be the leading reach to our audience. We can consider tapping into virtual reality for some of our events as we expand.

Cost Structure:

Our main cost will be for the venue and operations. Venues in the Savannah area are pricer, but we can deduct this cost in half when we get our venue. Operations will be the second highest because we provide food and beverages and will need serving platters and utilities. Also, we will need to calculate our operational cost using 3rd party platforms for ticket sales. Next, materials, marketing, and emerging tech will happen as needed. We reuse materials and take donations for old materials people are not using anymore.

Revenue Streams:

Our main revenue stream will be ticket sales and donations. Other forms of revenue we will need are merchandise sales, competitions, workshops, partnerships, beverages, and studio spaces.

Hypothesis and Test Cards

Hypothesis

Finally, we will need to add more members to our team, or we will not be able to sustain throughout the early stages of our business due to large workloads. Also, we should keep artists' well-being at the center of our business. In that case, we will gain excellent traction due to their following and lifelong loyalty due to helping their careers break through. Lastly, as we continue to understand the needs of our market, we can bring social media tractions by partnering with prominent social media influencers in the area to gain a more significant following outside of the city or state lines.

After completing milestones throughout this course, my hypothesis for adding more people to our team is valid. Creating the marketing strategy, marketing calendar, email chain, and posts has shown me that this needs to be someone's full-time position and is not something we can do on the side. Social media is our primary way of communicating with our audience and reaching new customers. Finally, keeping our artists at the center of our business is essential.

Original Test Cards

Test Card

 Strategyzer

Community Engagement

August 22, 2024

Layla Cline

Summer 2024

STEP 1: HYPOTHESIS

We believe that

If we continue to do out reach events that create community involvement we can create a community for artists and locals.

Critical:



STEP 2: TEST

To verify that, we will

Create a survey that will allow us to understand the wants and needs of our following to create a better environment for them.

Test Cost: Data Reliability:



STEP 3: METRIC

And measure

The results of the survey will give direct metrics to how our customers feel about our current efforts in community engagement and how we can improve.

Time Required:



STEP 4: CRITERIA

We are right if

Our customers respond that they like the community we are creating and feel they can benefit and enjoy our community events.

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What Happened

Throughout my research on different ways to test for community engagement, I decided to take a different route. In past classes, I conducted different surveys, talking to our audience about the aspects they found most important, including networking and creating a community. I decided to create different fundraising events for our audience to join together and create a community, as shown in Milestone 4. As a nonprofit, building a

community that supports us is crucial to our longevity, but we can only do that by helping them first.

Test Card

Strategyzer

Artist-for-Artist/Artist Representation	August 22, 2024
Layla Cline	Summer 2024

STEP 1: HYPOTHESIS

We believe that

If we continue to put artist needs and wants at our forefront and we can help boost their careers.

Critical:


STEP 2: TEST

To verify that, we will

I will conduct interview with five artist we have represented in the past

Test Cost:  Data Reliability: 

STEP 3: METRIC

And measure

The results of the interview will give me direct responses to what we are current doing correctly and what we can directly improve on.

Time Required: 

STEP 4: CRITERIA

We are right if

Artist feel represented and catered towards they will be loyal 521 consumers no matter where their career takes them.

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What Happened

Once again, through surveys I conducted in the past, I learned the importance of being artist-for-artists. To move forward with my research, I wanted to give our artists a space to feel represented on our website so they are always at our forefront. During Milestone 5, I

worked on updating the website, which included adding all past works from shows and updating our announcements page, where we highlight different artists each month. We want our artists to feel seen and heard at 521.

Test Card

Strategyzer

Events and Customer Loyalty

August 22, 2024

Layla Cline

Summer 2024

STEP 1: HYPOTHESIS

We believe that

If we continue to create immersive engaging events we will create loyal customers and artist.

Critical:


STEP 2: TEST

To verify that, we will

Create a survey that will allow us to understand the loyalty of our customer base and what we can do better

Test Cost:  Data Reliability: 

STEP 3: METRIC

And measure

The results of the survey will give a direct understanding to customer retention and likelihood to attend again.

Time Required: 

STEP 4: CRITERIA

We are right if

Customers feel a personal urge to attended our events, and that our events benefit them in some way.

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What Happened

I could move forward with my hypothesis through surveys and create different ways to keep our audience engaged. The various ways are highlighted in Milestone 1 and Milestone 3.

In Milestone 1, I made a marketing strategy and calendars for the next two months. In these calendars, I created content that would stay on brand for us while keeping our audience engaged and interested. During Milestone 3, I took those ideas and created the content that will be posted on our Instagram. Finally, I began creating an email chain we will send out to our customers to keep their content from us more personalized and inform them that it will be on social media.

MARKET OPPORTUNITY ANALYSIS



Market Opportunity Analysis

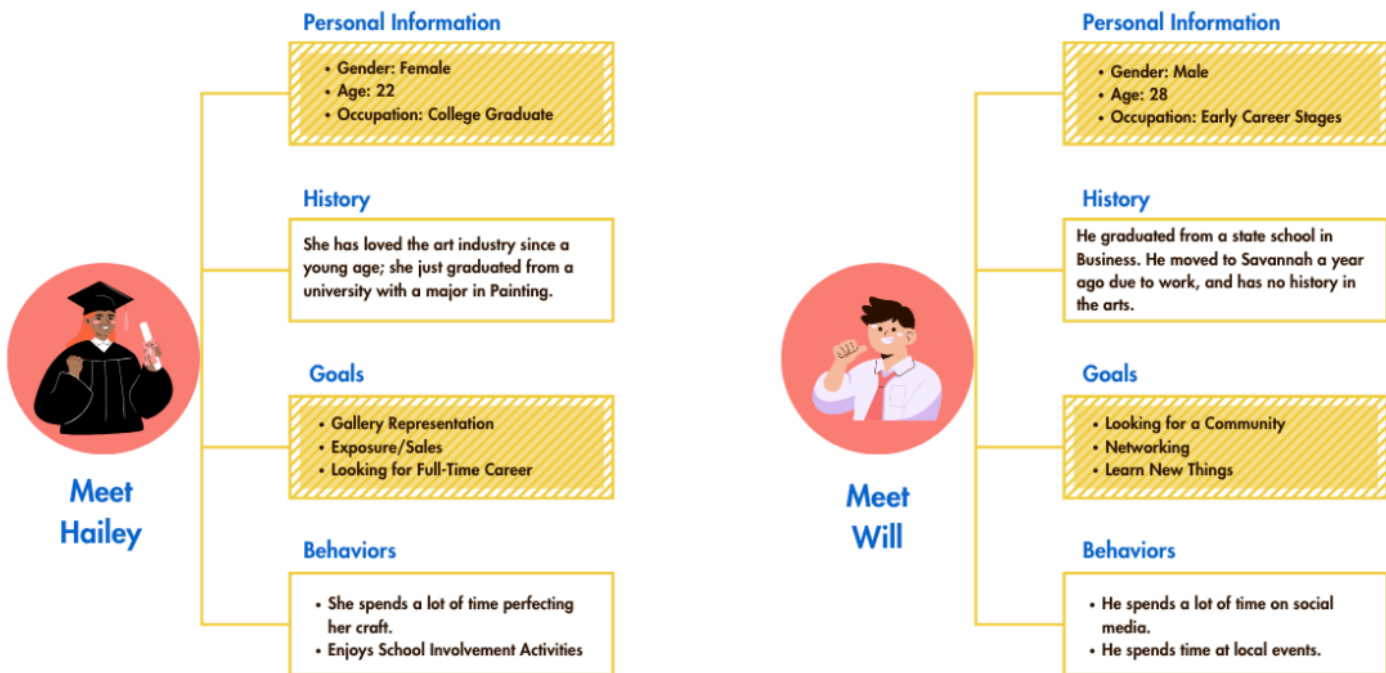
There is a huge gap for underrepresented artists in the art industry. Only 1 in 5 artists will exhibit their work in their lifetime, with about 1 million active artists today (Delagrang, J.). With a very competitive industry, it is hard for a smaller artist to be represented and to make their passion a full-time career. Galleries typically make revenue by charging for wall space or taking a percentage of their final sales as a commission. Typically, galleries take anywhere from a 50%-60% commission from artists, forcing artists to be represented in multiple galleries and produce more works to make a living. We strive to create a space catered for artists to be showcased without feeling like they are being punished, a space that knows no bounds and pushes for better representation of artists from galleries.

In today's market, a younger audience of art collectors is emerging. According to Statista, in 2023, 52.7% of art collectors were between the ages of 18 and 39, while 37.8% were between the ages of 40 and up (*Affluent consumers*). Of those millennial buyers, in 2020, 69% of those people purchased art online. This leaves a huge gap in the market, pushing a younger audience to buy in person and galleries. The new question arises: why aren't the younger generation buying in brick-and-mortar stores?

Target Customer

As a nonprofit, we serve two market sectors: artists and consumers. Our target audience is generally the same for both sectors, and we are geared toward all genders, ages 18-35. These people are in college or entering the early stages of their careers, so they are currently lower-income earners. Since our audience is younger, they could be forming early families or are single. Also, these individuals seek a sense of community and love the art community; they are local to the Savannah area or attend college in the surrounding areas. The following graph shows profiles of potential customers of 521 Art Lounge:

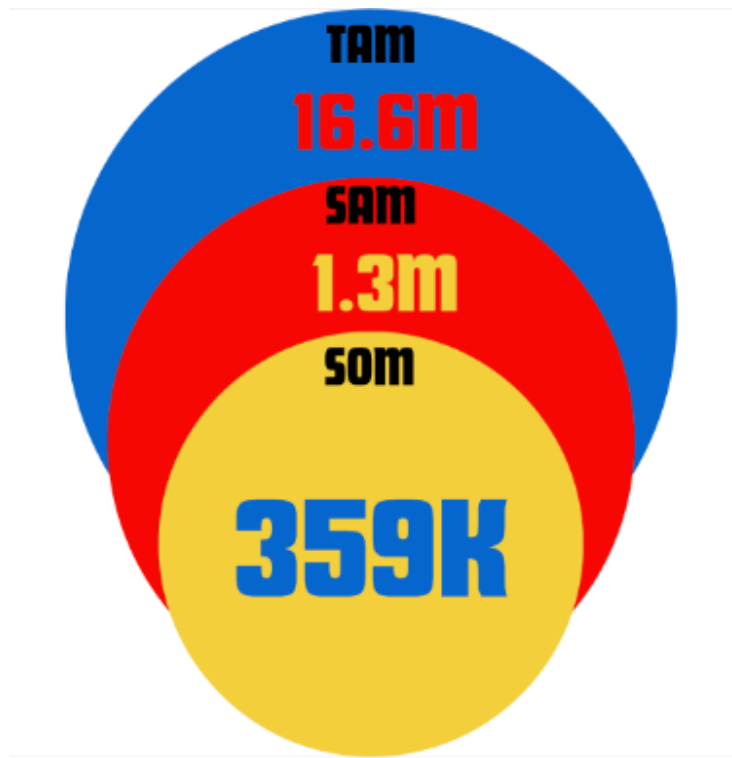
Customer Personas



Hailey is an aspiring artist who just graduated college. She is still looking for a full-time career and wants to be her employer, but finding a gallery to represent her is difficult. She wants an inexpensive way to gain exposure for her works so she can quickly transition into a full-time painter. Will is a new community member and has been trying new things to be involved in the area. He has yet to find his niche but wants something that combines culture, experiences, and fun. Since he is in the early stages of his career, he seeks opportunities to network to grow his portfolio and tap into a different industry. He learned about the art industry through social media and has been gaining interest through media, but he wants to get involved physically.

Market Size

For our target audience, this is our market size opportunity for the state of Georgia.



Our target addressable market for the state of Georgia that attends culture and arts events is 16.6 million (Impact of the Arts in Georgia). Our serviceable addressable market is 13.3 for locals in Savannah attending cultural and arts events (Study reveals Savannah Arts). Finally, our service obtainable market for ages 18-35 living local to the Savannah area is 359 thousand individuals (Study reveals Savannah Arts). On the scale of the target audience, we have a vast market to meet, not including tourism in the area. If we reach just five percent of our SOM, we will have an audience of 17,950, but through growing with time from exposure, heritage, and word-of-mouth, we can grow exceptionally. We can expand continuously over time by keeping up with intriguing events for our market and continuing to represent them as artists. Finally, a study about how Savannah's arts industry has had economic impact states," In response, 89.9% of respondents agreed that the activity or venue they were attending was a source of neighborhood pride for the community, and 86.4% said they would feel a sense of loss if that activity or venue was no longer available (Study Reveals Savannah Arts)." Accordingly, our market will continue to grow as tourism and exposure expand in Savannah, and tourists will visit the city to attend our events.

Direct Competitors

Our main direct competitors come from local galleries. We are here to represent smaller artists who might struggle to gain representation through larger galleries in the early stages of their careers.

- Local Galleries:

Local galleries like A.T. Hunt, Gallery 209, and Art Center at City Market will be our first competitors for consumers and artists. Artists will continuously show their work in any exhibition because they need the exposure, and consumers will attend any event that sounds appealing. We will combat this competition by creating an experience our audience can not resist and by supporting artists' careers for the betterment of the artist instead of the gallery.

Indirect Competitors

Since we are in the sector of community, support, and experiences, we have two main indirect competitors:

- Social Media/E-commerce
- Virtual Reality (VR)

Social media has allowed people to interact globally, create communities, make friends, network, and more through social media. It has completely changed the way we currently live. A gallery can run through an e-commerce platform in the art gallery sector. They will have all sales through their website and create a community through social media following. Like the fashion industry with runway shows, an exhibition can happen virtually, and people can still feel like they have seen a new experience that could be curated in person through AI or graphic design. Also, an e-commerce company can reach a larger audience. Lastly, artists can continuously be supported because the e-commerce platform will not need to charge for wall space because they may not need the physical painting, and they can support artists through highlights and spotlights on their social media.

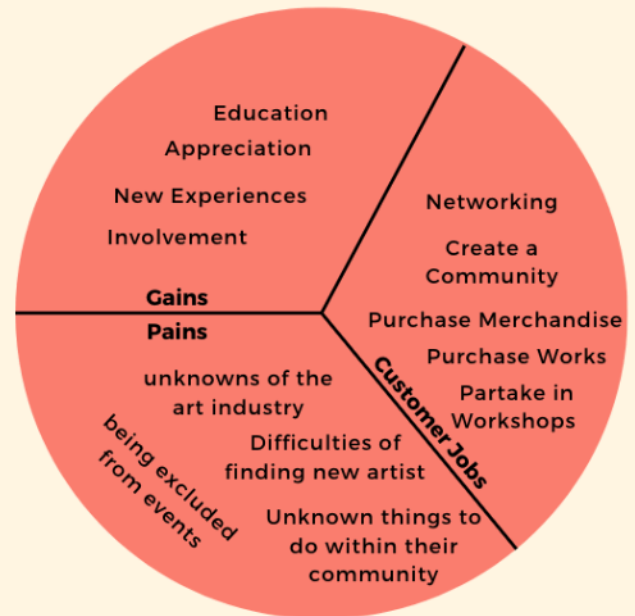
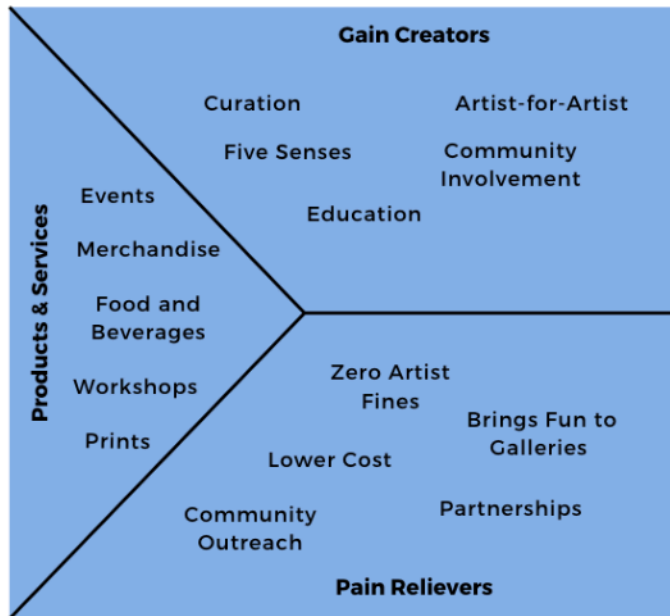
Just like social media and e-commerce, virtual reality will play off of the benefits of the internet, which was mentioned before. The difference is VR will allow people to enter a new experience where they can feel physically there. Also, it allows for a higher communication level between the attendees due to mics. Curation in virtual reality can become more innovative due to the limitless possibilities.

What separates us is that we are about authenticity. We want people to be in person to create memorable experiences that can be unique online. By using the internet as a platform, friends will not be able to have that casual conversation, or people are excited to dress up to attend an event. People cannot eat a curated menu or hear live music. We set ourselves apart by physically being there because our community will need us to help make a difference in their lives.

Value Proposition

The value proposition canvas aims to ensure that our products and services align with customer values, needs, and wants. Below is a model representing the products/services (square) and the customer's needs (circle).

VALUE PROPOSITION CANVA



Products/Services

Gain Creators:

We provide our customers with thematic curation for all events so our audience feels they are gaining a full-body new experience. Through the work presented, we will educate our audiences on the art industry and how societal issues are represented in works. By continuously putting artists first, artists benefit significantly from our model because we do not take commissions, make artists pay for wall space, and give artists highlights through social media and events. Lastly, we encourage everyone in the community to be involved in our mission to make art more accessible and allow artists more opportunities through volunteer work and attending events and popups.

Products & Services:

We offer an array of products and services to remain viable as a non-profit. Our basis of services is exhibitions/events, which include pop-ups, galleries, etc.; this is the foundation of our business and is our primary way of creating experiences that benefit both consumers and artists. We will partner with a local small business, "Artisan Trash," to release our merchandise: two t-shirts, a sweatshirt, and a tote bag. Next, we will hold yearly competitions with artists to make prints about 521, these prints will be sold at all events and online. Finally, when we obtain our storefront, we will hold weekly or biweekly workshops where local artists teach consumers about their mediums, and we will profit through ticket sales.

Pain Relievers:

We relieve the stress of artists having to fund the early stages of their careers by having partnerships at no cost. We bring community outreach and new events for customers in the Savannah area. No competitor can replicate our actions because our events are personalized. Lastly, by keeping our costs low, we are making this industry more accessible to the masses, bringing large amounts of attention to artists.

Customers

Gains:

Our customers (artists and consumers) gain new experiences through all of our events/exhibitions, and they are more involved in our business, unlike other companies, due to the activities and activation that we provide. We continuously educate our audience on current social/civil issues, history, and mediums. Finally, artists receive full appreciation through being supported.

Pains:

Consumer pains include not knowing about the art industry due to it being severely underrepresented in education and running out of things to do in the community because local businesses are not consistently producing new events to attend. Artist pains include feeling excluded if not chosen for an event or exhibition and having a hard time finding us in the early stages because we are growing our platform.

Customer Jobs:

All of our consumers have the opportunity to purchase merchandise and artist works and participate in different workshops we provide. Secondly, our events are a great way for our audience to network because we have various people at our events, ranging from young professionals to professors and local business owners. Lastly, continuously participating in our events will create a loving and welcoming community where artists and consumers feel heard and uplifted.

SWOT Analysis

The SWOT analysis allows us to differentiate ourselves from competitors and show what we can work on. Our strengths as a company are what will enable us to distinguish in our community. Curation is our main strength because we curated our entire space to encompass our themes, which allows our audience to feel like they are walking into a new space. Our themes will enable us to curate artwork for the space, but we stay broad enough that artists can take different routes on our themes. We continuously choose our themes based on the past vs the future and how we as a society can improve moving forward, bringing attention to progressive change. Secondly, we get the five senses into our galleries by bringing food and beverages, allowing our audience to have a five-sense experience in our exhibitions. For example, we curate mocktails/cocktails based on the pieces and theme of the events. We bring in community reach by being inclusive of our audience, and we leave prices reasonable for all people to attend. Also, by being a non-judgemental space for consumers or artists, we can continuously support our community and allow them to network throughout our spaces. Supporting local artists makes it

easier to showcase themselves and their work to their audiences without jumping through loops. We support our artists through partnerships and highlights, not charging for wall space and not taking commission; we can completely support and help these young artists' careers, which in exchange will bring loyalty.

We currently struggle with pricing; according to a study done of arts and cultural events in Savannah, "the study found that in Savannah, a typical attendee spends \$55.36 per person, per event, not including the cost of admission." At the same time, we only charge ten dollars for admissions covering food and beverages (Study Reveals Savannah Arts). Since this is a startup, we currently do not have a physical storefront, which beats us out by competitors because customers continuously know where to go for community reach, activities, and exhibitions while ours continuously change. On this note, established galleries already have traction and a following that brings in locals and tourists, which we must build over time. Being artist-for-artist brings a weakness on the side of revenue because we are not gaining revenue from the artist; we will have to become more creative to be sustainable.

We can grow by adding new products like t-shirts, prints, stickers, and tote bags, allowing us to take full revenue. Also, we can benefit from increasing our team and adding a social media manager and a financial manager to let our current small team to focus on pushing out events and consumer needs. Since venues in Savannah are not cheap, finding venues that we do not have to pay for or are a more minor cost will allow us to become more profitable to obtain a storefront in the growing stages. We can continuously grow in artist and community involvement because we can always serve our market better. Finally, surrounded by creativity and emergence due to SCAD, we can constantly represent emerging and underrepresented artists.

As a community-supportive gallery, it is easy for businesses to copy our business model, especially if they already have a storefront; if they beat us to the punch, we will lose much traction in our market. Lastly, an economic downturn can hurt us because people will not feel the need to buy art or attend events because they will not have the extra funds.

SWOT ANALYSIS

Strengths

- Curation
- Community Reach
- Supporting Local Artist
- Inclusion
- Diversity
- F&B curated for the theme
- Themes
- Artist-for-Artist

Weaknesses

- Pricing
- Physical Storefront
- Established Galleries
- No Commission
- Zero Charge for Wall Space

Opportunity

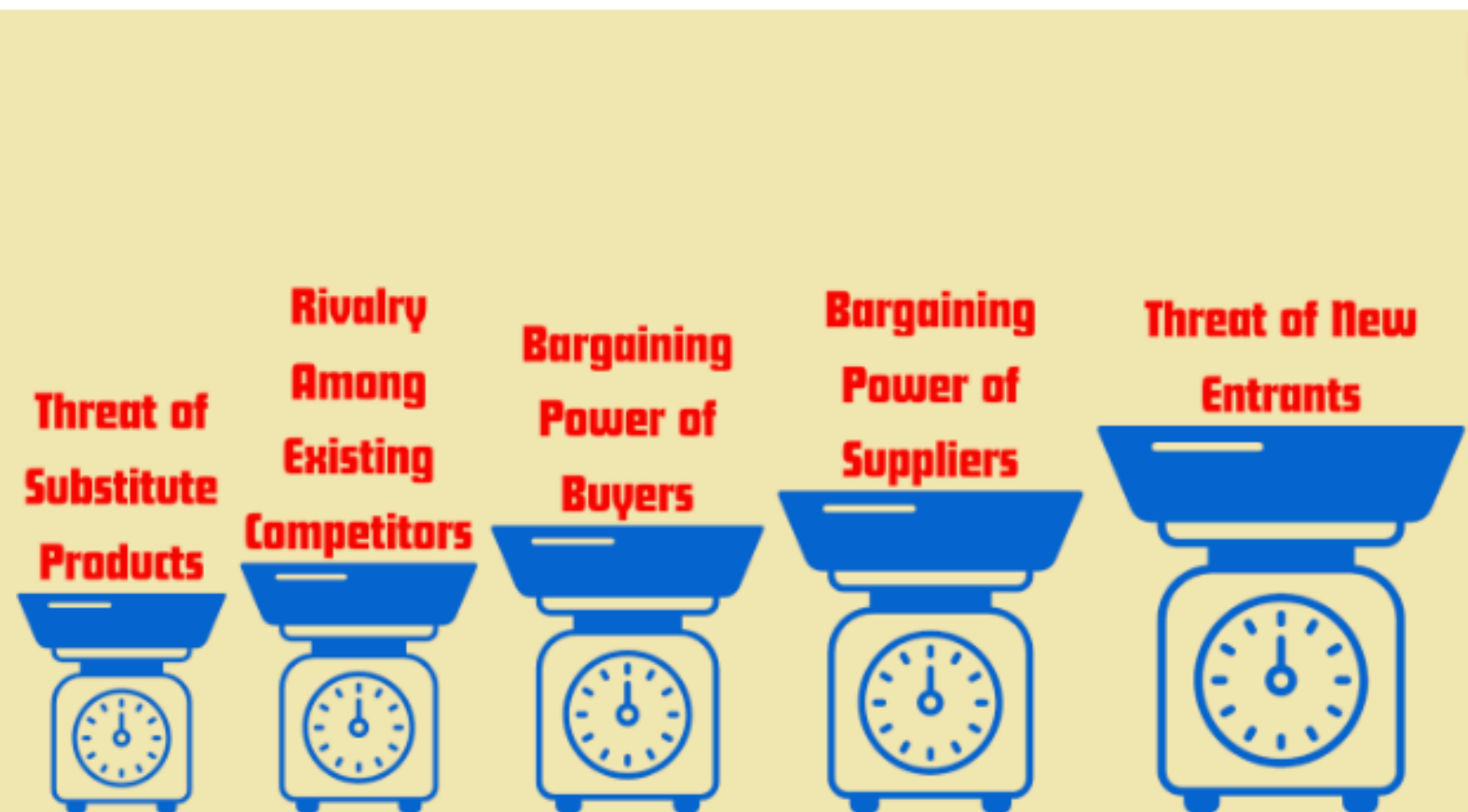
- Products
- Growing a team
- Events that do not need a physical venue
- Artist involvement
- Community involvement
- Emerging Artist (SCAD)

Threats

- If a current gallery begins to mimic our business model before we get the chance to open a storefront.
- Economic downturn

Porter's Five Forces

The image below shows on a scale how the different aspects of Porter's Five Forces will affect us on a scale of low to high (left to right):



Threat of Substitute Products: The threat of substitute products is low due to laws protecting intellectual property. Artist works can only be copied or stolen if they are part of another gallery's exhibition, which will not be possible at the same time due to contracts.

Rivalry Among Existing Competitors: Rivalry among competitors exists due to the representation of artists, but galleries all have a different purpose, theme, and audience, so rivalry will mainly be for consumers' attention for exhibitions. Artist representation will be low due to supply and demand in the area.

Bargaining Power of Buyers: Customers have a decent variety of galleries in the area. Hopefully, the difference between theirs and ours in our hours and operations will make us more attractive to buyers.

Bargaining Power of Suppliers: Since we are in an area with an ample supply of artists, artists will choose to be represented by the most extensive gallery because their main goals are sales and exposure; this is a very competitive aspect of our model.

Threat of New Entrants: As stated before, our business model is easy for existing or new entertainers to enter because you do not need a physical storefront to run a gallery effectively.

Solution

The solution is to create a space where underrepresented artists feel welcomed and catered to. We strive to support this community and bring local attention to this artist. We aim to have different curated monthly themes where many artists can showcase their works. After the gallery, their works will be on sale on our website. We bring in community involvement by having events like open mic night and paint and sips to bring together the biggest attractions of Savannah (drinking and culture). On the weekends, we will have late hours open until 2 am so consumers can hang out with art and have fun; live performances, installations, and more will happen weekly. We will showcase artists by having weekly highlights of artists where consumers can meet or buy from their favorite smaller artists, workshops where artists can hold classes for the public to attend, and allowing artists to rent studio spaces from us at a low cost. Finally, to keep artists interested, we will have a yearly competition with a cheap entry of five dollars. Those three chosen artists will have works shown in all exhibitions during their time and make commissions off of partnered prints.

What Changed

Throughout this course, I realized that I needed to look deeper into our daily operations, struggles, and opportunities to grow. We need to increase our social media presence, which in turn means we can create high engagement with our audience. We needed different ways to engage with our audience because I found we were lacking in those parts. Secondly, we need to succeed in the types of shows we are putting out by expanding to different fundraisers. As we began to grow as a company, creating only exhibitions was not feasible for our model because they took a lot of time and money. We need smaller events we can put on in the "off-time" to bring in revenue and keep our customers coming back so they do not forget about us. Lastly, in

our operations, we needed to create different financial documents to see the company's projection and where we currently stand to make the best decisions.

The background is a solid light yellow. A large blue circle is centered on the page. Two large red splashes, resembling ink or paint, are positioned on the right and bottom-left sides of the blue circle. Several small red dots are scattered around the splashes and the circle.

GOALS, OBJECTIVES, & EVALUATIONS

Goals, Objectives, and Methods Evaluations

Original SMART Goals

My original SMART goals focused on the physical aspects of starting a business, like filing paperwork into the state of Georgia for the 501c3, getting a financial advisor, opening a business bank account, and getting a PObox. As these SMART goals are fundamental in starting a business, they do not align with the Milestones I have completed throughout this class. I am providing the original goals as a place to start when the classes end. Below, I am providing new smart goals that align with the work completed in this class.

SMART 1:

Specific:

- Beginning this start-up as a 501c3 and filing the paperwork in Georgia.

Measureable:

- File the paperwork through Georgia by the end of June so it will be approved by the end of July or mid-August.

Achievable:

- I will need to work periodically on the required paperwork to file it by the end of June, so it is not done at the last minute.

Relevant:

- I am setting this goal because it is crucial for us to move forward as a business, open a bank account, and find investors.

Time-Bound:

- This paperwork must be filed before the next exhibition so we can begin filing taxes for the IRS and operate a functional business.

Objective:

- I will need to research the required materials for filing as a 5013c.

Method:

- I will go to 501c3.org and begin reading about the different processes and filings I need to complete to obtain and maintain this status.

Objective:

- I must fill out all the forms and paperwork before starting the process.

Method:

- I will begin with the forms that will take less time and then move onto the heftier forms to complete the goal effectively.

Objective:

- I will need to convey our story as an unconventional nonprofit and research the parameters of being a nonprofit to understand better moving forward.

Method:

- I will need to do some research before filing paperwork on other unconventional nonprofits to understand their business models and how they maintain their status.

SMART 2:

Specific:

- Open a company bank account and rent a PO box before the next exhibition.

Measureable:

- Since there is no quantitative measurement, I will need to take my time and talk to professionals in the field about the best course of action for opening the account.

Achievable:

- I will have to research different business bank accounts to find a perfect match for ourselves.

Relevant:

- The bank account is crucial because we need a company account to put our revenue, and the PO box is essential for filing taxes and other documentation.

Time-Bound:

- I will need the bank account process to happen after filing as a 501c3 and before the next exhibition. The time frame is looking like by the middle of July. The bank account needs to be opened along with the PO box.

Objective:

- Research different banks and business accounts to see what will be the best fit for us.

Method:

- I will need to talk to a financial advisor to understand the accounts' differences fully.

Objective:

- Get all the business funds into an account that can be transferred into the business account.

Method:

- I will need to check with my partners to see whose account we will be transferring from and whether there are enough funds to create the account.

Objective:

- After the account is opened, I will begin to sign us up for websites that help startups find investors.

Method:

- I will need to research different platforms to see what we will find most beneficial.

SMART 3:

Specific:

- Create a POS system to sell merchandise, tickets, and food and beverages.

Measureable:

- Have all current products online on the POS system by August.

Achievable:

- Research different POS systems to see the most viable option for our small business, and try to get at least three products posted in each section.

Relevant:

- It is important to have a running POS system so we can make revenue. If we continue to attend pop-up events, we will need an effective way to keep track of inventory and accept payments.

Time-Bound:

- The goal is to have products posted and the POS system online by the beginning of August so we can effectively attend these events.

Objective:

- Open an account through a POS system (Shopify or others).

Method:

- Research the different platforms and find one with lower fees for credit card transactions.

Objective:

- Set up and buy equipment needed for easy transactions.

Method:

- Research third parties or other equipment sellers to get it cheaper than the market price.

Objective:

- Begin adding merchandise to the platform.

Method:

- Work with collaborative parties to obtain images, SKUs, and quantities of merchandise so they are in the system correctly.

Updated Smart Goals

For the new SMART Goals, I wanted to focus on what I completed throughout this course. These goals encompass customer engagement, financial stability, and revenue streams. These aspects affect the basis 521 and how we plan to run our business operationally. These goals are essential because we have yet to focus on these avenues. We can truly learn how to be a profitable business by focusing on these topics.

SMART Goal 1

Specific:

- Create higher customer engagement through social media platforms.

Measureable:

- I will create a marketing calendar, strategy, email chain, and post.

Achievable:

- I must spread these out throughout the semester to build upon each.

Relevant:

- I am setting this goal because high customer engagement on social media platforms is crucial. After all, this is our primary way of speaking to our audience.

Time-Bound:

- All of this must be completed by Milestone 3.

Objective:

- I need to find different themes our audience will be interested in.

Method:

- I will research different themes other companies have used in their marketing calendars.

Objective:

- I need to make sure the themes align with our brand.

Method:

- I will research different things people are interested in here in Savannah for my target audience.

Objective:

- I need to create a personal and friendly voice for our audience to keep them engaged.

Method:

- I will research different writing styles and tones to find the perfect one for our audience.

Goal Success:

My goal for this SMART goal was to create a high level of customer engagement on different platforms. I wanted the various platforms to have the same Marketing Strategy, so they stayed consistent. This goal was to allow anyone on the 521 team to create content for us and to see where we are headed on our customer engagement. On a scale from 1 to 10, 10 being the way I executed my goal throughout this course, I reached a 9 for customer engagement. I could've been more personalized with my email chain. I found it challenging to find an authentic voice for our brand, which is why I propose hiring someone full-time who is an expert in marketing and graphic design to create more personalized content that I was not able to do because of my background.

SMART Goal 2

Specific:

- Create financial documents like an Income Statement and Good/Better/Best predictions based on the income statement to help with future decision-making.

Measureable:

- To finish the income statement going into LEAD 769, we need to understand where 521 currently is and use the Good/Better/ Best Model to help us make decisions.

Achievable:

- I will need to work periodically on the required financial documents to get accurate predictions along the way and track all business spending.

Relevant:

- I am setting this goal because we must move forward as a business to use finances to make smarter decisions about events and expenses to become profitable.

Time-Bound:

- These documents must be finished before Milestone 2.

Objective:

- I will need to get all of our past receipts.

Method:

- I will need to ask my colleagues for their receipts on what they spent on the business.

Objective:

- I need an accurate Good/Better/ Best Model.

Method:

- I will begin researching the cost of different operations in the Savannah area to get the most accurate numbers.

Objective:

- I will need to look at our financial documents before making future decisions.

Method:

- I will need to research how to make smarter business decisions based on financial documentation when multiple ideas are feasible.

Goal Success:

For this goal, I wanted to have documents we can refer back to when making decisions for our business. These documents were a starting point that we could add to in the future to keep track of our finances. I wanted a detailed Income Statement with real numbers on things we have spent on 521. On a scale from 1 to 10, 10 is a high execution; I execute for my goal of creating financial documents and future projections throughout this course. I rank it a 10; when beginning my degree, I did not understand financial documents, let alone make them. For how I have improved as a student, I delivered this objective to the best of my ability with all the documentation required.

Smart Goal 3

Specific:

- Create inexpensive fundraising events to add more revenue to our model.

Measureable:

- Create five different fundraising ideas with financial breakdowns to understand the suitable options for 521.

Achievable:

- Use collaborative work with colleagues to brainstorm ideas that are within our brand.

Relevant:

- I am setting this goal because we need multiple revenue streams to succeed as a nonprofit.

Time-Bound:

- These ideas must be thought out with their breakdowns by Milestone 4.

Objective:

- I will need to research different fundraisers.

Method:

- I will go to Google and look up Fundraising ideas.

Objective:

- I need to fit those ideas into our brand and target audience.

Method:

- I will begin by talking to colleagues to brainstorm how the Google results will give us solid fundraising events.

Objective:

- I will need to create accurate revenue and expenses for each event.

Method:

- I will need to research the cost of putting on these events.

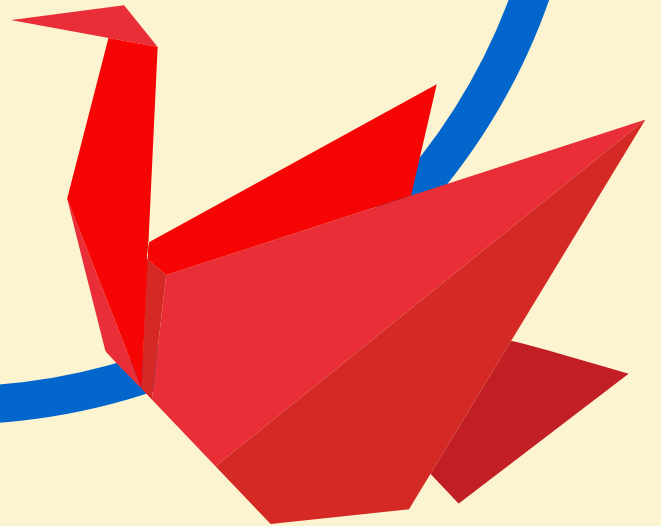
Goal Success:

For this goal, I needed to find different fundraisers for us to hold. We need to have inexpensive events to gain much revenue. Most art galleries hold auctions as a fundraising event, but that idea could only take us so far because of our mission and target audience. I needed to find cool and engaging events our audience wanted to attend. On a scale from 1 to 10, 10 was hitting my

goal, and I executed it throughout this course. My goal of creating inexpensive fundraisers is a 10. At first, I found this goal very challenging because I had to get creative with different fundraising ideas in the arts for 18-35-year-olds that they would genuinely be interested in participating in. I executed each idea through a mood board and gave detailed financial breakdowns.



PROJECT REVIEW



Project Review

Throughout this class, I completed five different milestones; when creating my milestones, I was unsure what they should encompass. Luckily, throughout LEAD 565, I could see the weak points of my start-up and where we can begin to grow. I set goals that I knew had a lot of different steps, like researching and creating documents that backed my ideas. Not all of my goals worked directly with issues I found in Candidacy Review, but I knew they needed to be completed to have a successful business. I was able to complete each milestone within the duration I allotted them. I typically began my week by conducting research and starting the bones of the documents that would need to be completed by the end of the week. After Wednesday, I would look to see what my peers said and begin to change and move forward with my goal. If I didn't get good enough feedback from peers, I would use CHAT GPT to give me feedback on my projects and to help me think through different ideas when I didn't have colleagues or peer resources. By completing these goals, I was able to utilize AI as a resource, and it will be something I continue to use. Since I had a good understanding of the tasks that needed to be completed, I did not overestimate this project's scope until it hit time to update the website. I didn't understand how outdated we let the website get without images from our past galleries. It became unacceptable as our website was the primary interface with our audience, investors, and new customers. I completed everything on time for the website I wanted to complete, but it has many changes to make.

I managed my project most effectively by doing a part each day throughout the week. I wish I had taken classes on different software during the Spring and Summer quarters break to help me execute my ideas better. I am not advanced in the Adobe Creative Cloud, and I think using that platform would have helped with my overall execution. I think my milestones look professional, but I could've polished my deliverables by taking classes on these platforms. I need to insert myself into my learnings instead of waiting for someone to teach me how to do it. After this class, I plan on gaining experience in different software courses to better myself as a business owner and professional.

One of the most pivotal moments in completing my milestones came when I was working on my financial documents. My first initial plan was just to create an income statement based on our current financial standing. Once it was completed, I needed to complete more to improve our financial standings for future reference. I decided to add the Good/Better/Best Models because I felt we needed a good framework when looking at our finances. Regarding the overall start-up, the most significant pivot happened when I understood we did not have enough revenue streams to be profitable. That is when I needed to get creative and find different revenue streams that would work for our brand. These different revenue streams are reflected in my business model canva. Understanding that I needed to develop various ways to gain revenue, I began to brainstorm different fundraising ideas, competitions, and merchandise. At first, I thought we would only put on exhibitions, but now I see us as far more than that. We are now a space that is dedicated to change and support. We are a fun way for artists to express themselves or allow people who have never been interested in the arts to get involved.

Overall, I would not have changed my milestones; I wish I had taken that time before to execute them more effectively. If the class were longer, I would have made my milestones align with my original SMART Goals so I could've gotten all of the documentation I needed before we

moved on to our next exhibition. Throughout this course, it would be effective if someone could make their milestones by filing for a 501c3, opening a business bank account, POBox, and finding a financial advisor. For the sake of this course, I believe my milestones were efficient in helping me develop 521 to make it a more substantial startup business.



DELIVERABLES APPENDIX



Milestone 1

My goal is to boost customer engagement for when we are both working on a new show, and when we are not.

Overview

Project: Marketing Standards and Calendar

Deliverables	Role
Marketing Strategy: <ul style="list-style-type: none">• Brand Colors• Brand Voice• Upcoming Plan	To keep everyone in brand standards when creating content.
July Marketing Calendar	To create a theme for the month to keep content consistent and interesting.
August Marketing Calendar	To create a theme for the month to keep content consistent and interesting.

Evaluation

Metrics	Deliverables
<60%	Zero Work has been completed.
60%-70%	Only ideas are finalized, and the marketing strategy is completed.
70%-80%	The marketing strategy and one calendar are completed.
80%-90%	The marketing strategy is completed, and both marketing calendars have been worked on, but there is no theme or cohesion.
90%-100%	Both marketing calendars are completed and are cohesive to a theme. The calendars need to be in brand standards outlined in the marketing strategy.

Marketing Strategy

The Marketing Strategy lists all of the key insights anyone on the 521 Team would need when creating content for the brand. I wanted to make something easy for people to understand without requiring much reading for our team.

Brand Colors

Brand Voice

- ★ Cool and Relaxed
- ★ Conversational and Unprofessional
- ★ Optimistic and Idealistic



Marketing Strategy

Monthly Strategy

	July	August
Goals	Increase Instagram engagement by 20% from June to July.	Gain 30 followers in the month of August.
Challenges	Finding content our audience would want to see outside of our services and products.	Reaching a new audience outside of SCAD.
Solution	Do a July Savannah themed marketing campaign highlighting local artist and stores.	Marketing for our next show.
Theme	Savannah theme	Compton (next shows theme)






Calendars

Marketing Calendars must include in-depth descriptions of different posts, including the day and time they will be posted and the platform.

July Marketing Calendar



DATE	TOPIC	CONTENT TYPE	PLATFORM	DESCRIPTION /CONTENT	HASHTAGS
7/4/2024	Riverstreet		Instagram	Picture of Plant Riverside during the 4th of July, to show support for the holiday.	#4thofJuly
		POST			
7/7/2024	Founder Quote		Instagram	We will need something where our team relates to our customers.	#meettheteam
		QUOTE			
7/10/2024	Store Highlight		Instagram	Finding a niche store our followers might not know about.	#onthehunt
		POST			
7/13/2024	Artist Highlight		Instagram	Highlight an artist we have represented by doing a video about them.	#artisthighlight
		VIDEO			
7/16/2024	Art Showcase		Instagram	A post of past works still available for sell.	#supportlocalartist
		PHOTO			


DATE	TOPIC	CONTENT TYPE	PLATFORM	DESCRIPTION /CONTENT	HASHTAGS
7/19/2024	Nature of Savannah		Instagram	Collage of pictures of the sights to see in Savannah.	#getoutside
		POST			
7/21/2024	Artist Highlight		Instagram	Highlight another artist we have represented in the past.	#artistforartist
		POST			
7/25/2024	Tourism		Instagram	This post shows trying different things in Savannah, that locals may not be apt to do.	#touristturnedlocal
12PM		VIDEO			
7/28/2024	Local Restaurant or Bar Shoutout		Instagram	Showing the teams favorite places to eat or get a drink	#meettheteam #eatlocal
		POST			
7/31/2024	Recap		Instagram	Recap video of the month. Showing where we have been and doing.	#SavannahShowcase #InOurLives
		VIDEO			


NOTES THIS MONTH IS ABOUT HIGHLIGHTING SAVANNAH, BUT KEEPING TO OUR BRANDS GOAL AND MISSION OF ARTIST FOR ARTIST.

The July calendar focuses on bringing attention to Savannah, Ga. I wanted to highlight the different features, artists, and stores Savannah offers. The theme of Savannah fits our brand because we support artists of all mediums and want to bring attention to the cool stuff around us every day.

August Marketing Calendar



DATE	TOPIC	CONTENT TYPE	PLATFORM	DESCRIPTION /CONTENT	HASHTAGS
8/4/2024	Teaser Post	 POST	Instagram	Guessing game, where our audience can try and guess our next theme	#guessthetheme
8/8/2024					
8/10/2024	Our Theme	 VIDEO	Instagram	Video where we reveal the theme	#savannahexhibition #521artlounge
8/13/2024					
8/16/2024	Artist Highlight	 POST	Instagram	Showcase an artist we have already represented.	#artistforartist
8/16/2024	Artist Call	 POST	Instagram	Advertisement calling artists to apply to be in our show.	#521artlounge

DATE	TOPIC	CONTENT TYPE	PLATFORM	DESCRIPTION /CONTENT	HASHTAGS
8/18/2024	Partners post	 POST	Instagram	A collage showing our partners for this showcase.	#(the name of our partners) #artistforartist
8/21/2024					
8/24/2024	Ad	 VIDEO	Instagram	Video advertisement for the exhibition with our partners.	#521xCompton
8/26/2024					
8/26/2024	Menu Seekpeak	 INSTA STORY	Instagram	One of our mocktails sneak peak	
8/30/2024	Artist Highlight	 VIDEO	Instagram	Video highlighting a represented artist that will be in our next exhibition	#521xCompton #artistforartist
8/30/2024	Flyer with Dates	 POST	Instagram	Our flyer that will be used everywhere for Compton	#521xCompton

NOTES

THE GOAL IS TO FOCUS ON THE NEXT EXHIBITION AND MAKING OUR AUDIENCE EXCITED ABOUT IT.

The August Calendar focuses on our next upcoming show. I wanted to find different ways to highlight the show while keeping our audience engaged and involved.



Milestone 2

My goal is to understand the current 521 financial standing, so we know what decisions to make going into our next show.

Overview

Project: Income Statement

Deliverables	Role
Income Statement (Excel)	To have a document to understand how we are making and spending funds.

Evaluation

Metrics	Deliverables
<60%	The current Income statement has stayed the same.
60%-70%	The income statement has stayed the same, but I have recorded receipts and other financial documents needed to complete the statement.
70%-80%	Half of the Income Statement has been updated.
80%-90%	All parts of the statement are complete.
90%-100%	Create financial projections for a good, better, best scenario for the next three years, 2025-2027, based on the current financial standing of 521.

Income Statement

The Income Statement allows 521 to understand the financial health of our businesses. It gives us a good understanding of our company's costs and

profits.

Sales		Apr 5 2024	Notes					Starting Cash	\$1,633.13
Event Brite Tickets		\$514.00	Might adjust					\$1,834.00	
Cash		\$625.00						Minus Payback	
Syd's Venmo		\$240.00						\$200.87	
GoFundMe		\$445.00							
Layla's Zelle		\$10.00							
Total		\$1,834.00							
								Syd Total Payback	
# of Ticket Sales		162						\$250.00	
Safety Deposit		\$250.00	Syd receiving as payback	Payback					
Expenses		Apr 5 2024		Syd	Layla	Rori	Erik		
Aldi				\$1,909.56	\$78.73	\$97.36	\$24.78		
Syd		\$19.00	Minus Rent -->	\$159.56					
Layla		\$19.00		w Rent	w/o Rent				
Rori		\$97.36		\$2,110.43	\$360.43				
Aldi Total		\$135.36							
Dollar Tree									
Layla		\$25.41							
Dollar Tree Total		\$25.41							
Kroger									
Layla		\$28.98							
Syd		\$8.81							
Kroger Total		\$37.79							
Amazon									
Syd		\$117.84							
Amazon Total		\$117.84							
Staples									
Erik		\$24.78							
Staples Total		\$24.78							
Sticker Mule									
Syd		\$13.91							
Sticker Mule Total		\$13.91							
Target									
Layla		\$5.34							
Target Total		\$5.34							
			Alejandra 84\$						
Total Expenses		\$2,110.43							
Total Expenses w/o Nest		\$360.43							
Operational Costs									
Minus Rent		\$360.43	PROFIT W/O RENT						
			\$1,473.57						
Rent at The Nest Gallery		\$1,500.00							
Safety Deposit		\$250.00	Projected to get back						
The Nest Total		\$1,750.00							
Profit		\$276.43							
		-\$276.43							

Good, Better, Best.

Good

The “Good” financial projections start at the baseline for the year 2025-2027. Of course, our year could be worse than projected, but the goal is to

achieve these projections as the bare minimum when starting the year. The expenses stay the same throughout 2025 and 2026, but rise in 2027.

Profit and Loss Form for Year 2025													
Company Name: 521 Art Lounge													
Company Address:													
Type of Business:													
Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$132,000.00
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$132,000.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expense	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$120,000.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income - Expense)	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$72,000.00
Profit and Loss Form for Year 2026													
Company Name:													
Company Address:													
Type of Business:													
Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$204,000.00
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$204,000.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$120,000.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income - Expense)	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$144,000.00
Profit and Loss Form for Year 2027													
Company Name:													
Company Address:													
Type of Business:													
Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$240,000.00
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$240,000.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$144,000.00
Repairs and Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$17,400.00	\$17,400.00	\$17,400.00	\$17,400.00	\$17,400.00	\$18,400.00	\$17,400.00	\$17,400.00	\$17,400.00	\$17,400.00	\$17,400.00	\$17,400.00	\$210,800.00
Total Net Income (Income - Expense)	\$2,600.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,600.00	\$1,600.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,600.00	\$29,200.00
Cash available end of 2025													
\$ (50,000.00)													
Cash available end of 2026													
\$ (32,800.00)													
Cash available end of 2027													
\$ 46,400.00													

Better

The “Better” financial projections give a higher gross income than the good scenario. The total expenses stay the same in both scenarios. The better financial projections are aimed for if we see a higher following and attendance in our shows to come.

Profit and Loss Form for Year 2025

Company Name: 521 Art Lounge
Company Address:
Type of Business:

Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$180,000.00
Other (Studio Space)	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00
Total Income	\$15,200.00	\$15,200.00	\$15,200.00	\$15,200.00	\$15,200.00	\$15,200.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$181,200.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expense	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$120,000.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income-Expense)	\$10,200.00	\$10,200.00	\$10,200.00	\$10,200.00	\$10,200.00	\$10,200.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$121,200.00
	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00

Profit and Loss Form for Year 2026

Company Name:
Company Address:
Type of Business:

Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$228,000.00
Other	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00
Total Income	\$19,200.00	\$19,200.00	\$19,200.00	\$19,200.00	\$19,200.00	\$19,200.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00	\$229,200.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$144,000.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income-Expense)	\$14,200.00	\$14,200.00	\$14,200.00	\$14,200.00	\$14,200.00	\$14,200.00	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00	\$169,200.00
	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$800.00	\$18,400.00

Profit and Loss Form for Year 2027

Company Name:
Company Address:
Type of Business:

Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00	\$288,000.00
Other	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00
Total Income	\$24,200.00	\$24,200.00	\$24,200.00	\$24,200.00	\$24,200.00	\$24,200.00	\$24,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$23,000.00	\$289,200.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$144,000.00
Repairs and Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income-Expense)	\$19,200.00	\$19,200.00	\$19,200.00	\$19,200.00	\$19,200.00	\$19,200.00	\$19,000.00	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00	\$229,200.00
	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$800.00	\$18,400.00

Cash available end of 2025	\$ (800.00)
Cash available end of 2026	\$ 17,600.00
Cash available end of 2027	\$ 84,800.00

Best

The “Best” projections are what we strive to hit for the next three years. The gross income increases throughout the three years in hopes that our following and reach grow; along with this prediction, our expenses grow throughout the next three years.

Company Name: 521 Art Lounge
Company Address:
Type of Business:

Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	\$204,000.00
Other (Studio Space)	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Total Income	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$206,400.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$144,000.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income - Expense)	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$12,200.00	\$146,400.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00

Profit and Loss Form for Year 2026

Company Name:
Company Address:
Type of Business:

Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$264,000.00
Other	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Total Income	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$22,200.00	\$266,400.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$156,000.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00
Total Net Income (Income - Expense)	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$17,200.00	\$206,400.00
	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$19,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$19,200.00	\$222,800.00
	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$22,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$18,200.00	\$22,200.00	\$243,600.00

Profit and Loss Form for Year 2027

Company Name:
Company Address:
Type of Business:

Gross Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Income	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$300,000.00
Other	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,600.00
Total Income	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$25,300.00	\$303,600.00
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event Cost	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Advertising and Marketing	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Operational Cost	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Payroll Expenses	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$180,000.00
Repairs and Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$2,000.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
Utilities	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Total Expenses	\$20,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$21,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$21,200.00	\$246,800.00
Total Net Income (Income - Expense)	\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	\$4,100.00	\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	\$4,100.00	\$56,800.00

Cash available end of 2025	\$ (2,000.00)
Cash available end of 2026	\$ 41,600.00
Cash available end of 2027	\$109,400.00



Milestone 3

My goal is to create the first email chain that will be sent to our current audience, and make five Instagram posts based on the Marketing Calendars completed in Milestone 1.

Overview

Project: Email Chain and 5 Instagram Posts.

Deliverables	Role
Mock Email Chain	To keep our audience engaged through a different platform and to give them more information that they may not receive through Instagram.
5 Instagram Posts	To create content, we have content already made and going out consistently without having to make new content every week.

Evaluation

Metrics	Deliverables
<60%	Only the Email Chain is complete
60%-70%	Only the Email Chain is complete, and only one post.
70%-80%	Only the Email Chain is complete, and there are only two posts.
80%-90%	Only the Email Chain is complete, and there are only four posts.
90%-100%	The email chain is completed, all five posts are finished, and they align with the marketing calendar.

Email Chain

An email chain is a great way to send our audience a lot of information that they may not be able to receive on platforms like Instagram and TikTok. We want to create a more personalized social media experience for our customers.

To Our Loyal Customers

Subject JOIN US KATIE

Hey Girl!

We wanted to thank you for being a part of the 521 family and continuously supporting us on our crazy journey. We love being able to create a thematic, supportive, and welcoming place and community for you. On that note, we would love to invite you to join us for our next exhibition, **Compton**, at **THE NEST GALLERY** starting at 7 pm. Compton is a show on streetwear, graffiti, and struggle. We ask you to bring out the cool graphic tees and iconic sneakers and celebrate with us. Use CODE **STRAIGHTOUTOF** to get 10% off entry tickets. We can't wait to see you!

[Purchase Here](#)

The Nest Gallery Address: 601 E 33rd St, Savannah, GA 31401

From Your Favs,





5 Instagram Posts

The five Instagram posts have already helped us tackle our most considerable issue: consistently posting on social media. With content already created and scheduled on Instagram, there is no excuse for content not consistently going out.



BOTANICAL

Gardens

1388 Eisenhower Dr, Savannah, GA 31406

7/19/2024

Nature of Savannah



Dream House Studios

SHOP LOCAL

17 W 41st St, Savannah, GA
31401

7/10/2024

Store Highlight



8/30/2024

Flyer with Dates

STRAIGHT UP

She is on that bites back. She has a gorgeous red body, until she opens her mouth and that's when it hits you, With perfume as sweet as aproctos, she will never let you down.

blended scotch whiskey
strucchi dry vermouthl
luxardo apricot albicocca liqueur
acidic cocktail mixer
dash celery bitters



8/24/2024

Menu Sneakpeak



8/21/2024

Official Exhibition Ad



Milestone 4

My goal is to create five mood boards for potential fundraisers with a corresponding financial breakdown.

Overview

Project: Five Fundraiser Mood Boards with Financial Breakdowns

Deliverables	Role
Fundraisers	As a nonprofit, we need multiple ways to generate revenue for our business.
Financial Breakdown	The breakdown lets us understand how much money we need to invest in each fundraiser and how much we plan to make from each.

Evaluation

Metrics	Deliverables
<60%	1 Mood Board and Financial Breakdown is completed.
60%-70%	2 Mood Board and Financial Breakdown is completed.
70%-80%	3 Mood Board and Financial Breakdown is completed.
80%-90%	4 Mood Board and Financial Breakdown is completed.
90%-100%	5 Mood Board and Financial Breakdown is completed.

Fundraisers and Finances

The fundraisers allow us as a team to evaluate different ways to bring revenue into our nonprofit. It is essential to generate fundraisers that stay within our brand values. The financial projections allow us to better

understand which fundraisers are feasible for us to conduct and which ones aren't. We need a good understanding of both before we execute any fundraiser to see what our outcomes will be.

Fundraiser 1: Paint and Sip

PAINT AND SIP



Lead Class



Drinks are provided

Take home your own art work

BREAK DOWN

If we sell 150 tickets at \$45 a ticket.

EXPENSES

Venue Rental	\$400
Supplies	\$1800
Instructor Fee	\$250
Refreshments	\$1050
Marketing and Promo	\$200
Mis.	\$100
Total	\$3800

SUMMARY

Total Revenue	\$6,750
Total Expenses	\$3,800
Net Profit	\$2,950

Venue Rental = bills that will be paid in our own space to put on the event

Fundraiser 2: Open Mic Night

OPEN MIC NIGHT

Outdoor Event



Vendors

BREAK DOWN

If we sell 200 tickets at \$10 a ticket, and people pay for their refreshments.

EXPENSES

Venue Rental	\$400
Sound Equipment Rental	\$200
Refreshments	\$800
Merchandise	\$900
Marketing and Promo	\$150
Mis.	\$75
Total	\$2,525

SUMMARY

Total Revenue	\$4,550
Total Expenses	\$2,525
Net Profit	\$2,025

Venue Rental = bills that will be paid in our own space to put on the event

Fundraiser 3: Halloween Costume Auction

COSTUME AUCTION



Get Dressed Up



Sell Featured Artist
Work



BREAK DOWN

There will be 200 attendees, but we will make a profit from the auctioned art. All art that is sold will be donated.

EXPENSES

Venue Rental	\$500
Decoration	\$300
Sound and Lighting Rental	\$200
Mis	\$150
Marketing and Promo	\$300
Total	\$1,450

SUMMARY

Total Revenue	\$12,250
Total Expenses	\$1,450
Net Profit	\$10,800

Venue Rental = bills that will be paid in our own space to put on the event

Fundraiser 4: Bring Your Own Canvas

BYOC

Enjoy Community



Bring your own
canvas



Get Creative



BREAK DOWN

If we sell 100 tickets at \$50 a ticket. Refreshments are included in the ticket cost.

EXPENSES

Venue Rental	\$300
Painting Supplies	\$700
Refreshments	\$700
Marketing and Promo	\$150
Mis.	\$75
Total	\$1,925

SUMMARY

Total Revenue	\$5000
Total Expenses	\$1,925
Net Profit	\$3,075

Venue Rental = bills that will be paid in our own space to put on the event

Fundraiser 5: Air Drying Clay

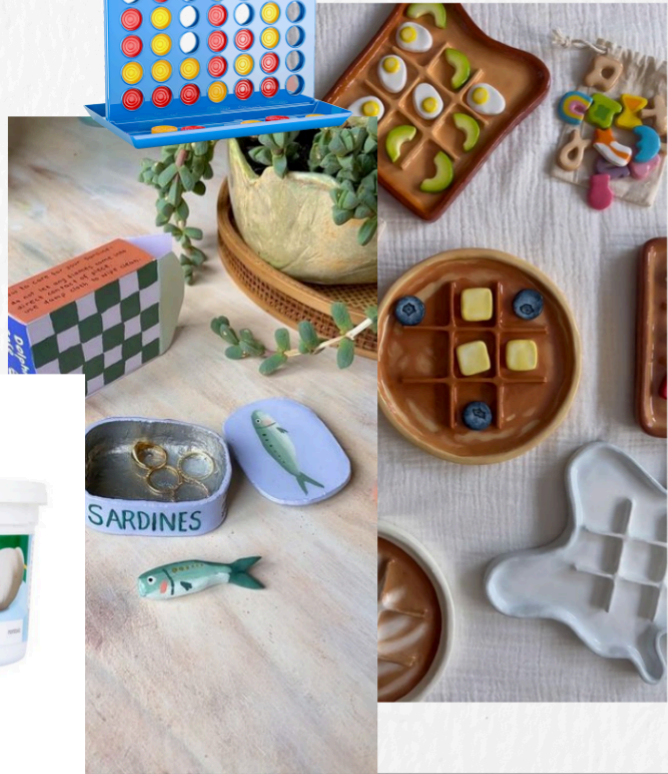
CLAY AROUND



Create Objects



Play Board Games



BREAK DOWN

If we sell 120 tickets at \$50 a ticket. Refreshments are included in the ticket cost.

EXPENSES

Venue Rental	\$400
Air Dry Clay and Supplies	\$1440
Refreshments	\$960
Marketing and Promo	\$200
Mis.	\$100
Total	\$3100

SUMMARY

Total Revenue	\$6,000
Total Expenses	\$3,100
Net Profit	\$2,900

Venue Rental = bills that will be paid in our own space to put on the event



Milestone 5

My goal is to update the 521 Website with all of our pictures from past galleries, the home page, and announcements.

Overview

Project: Website

Deliverables	Role
Website <ul style="list-style-type: none">Presented with a URL and Images	Our website should be up-to-date on all of our shows and current activities so that all of our platforms are cohesive.

Evaluation

Metrics	Deliverables
<60%	The website still needs to be changed.
60%-70%	Only some of the images are uploaded to their correct exhibition.
70%-80%	All images are uploaded to the correction exhibition with descriptions from each show.
80%-90%	The homepage is updated.
90%-100%	All works are uploaded and updated, including the homepage and announcements.

Website

The 521 Website is the central hub for people to understand our business. We must stay updated on our website's happenings so our audience knows where to find us and how to interact with us.

CLICK HERE

Homepage



Menu Bar

[Menu](#)

[Home](#)

[About](#)

[Past Events](#)

[Announcements](#)

About Us

OUR MISSION

WE ARE SAVANNAH'S ONE AND ONLY UNCONVENTIONAL AND IMMERSIVE GALLERY, BASED IN SAVANNAH, GA. WE SUPPORT ARTISTS BY ARTISTS THROUGH COMMUNITY BASED EXHIBITIONS. WE REPRESENT ARTISTS OF ALL MEDIUMS IN THEMATIC EXHIBITIONS.

521 IS AN IMMERSIVE GALLERY AND LOUNGE THAT COMBINES ART, LIVE PERFORMANCES AND HAND CRAFTED DRINKS TO CREATE AN ALL ENCOMPASSING EXPERIENCE. WE AIM TO CONNECT, CREATE, COLLABORATE AND BUILT A COMMUNITY.

Past Exhibitions

PAST SHOWS

Renaissance



Gallery Show

The Nest Gallery April 5th
601 E 33rd St 7-10pm (\$10)
Black Tie Event

Art • Food • Live Music Presented by Art Lounge

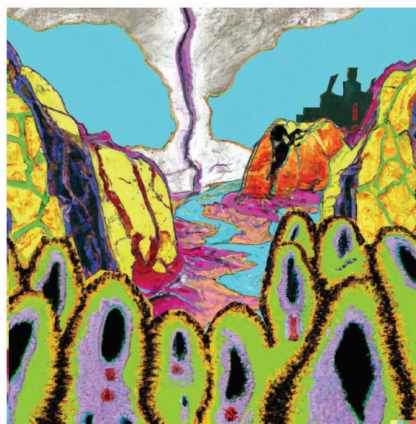
RENAISSANCE

2024

WASTELAND

GALLERY SHOW

5 HUNDRED 21



WASTELAND

2023

CONSUMPTION

5 HUNDRED 21



GALLERY SHOW

CONSUMPTION

2023

[View Gallery](#)



FREAK SHOW

2023

[View Gallery](#)

[View Gallery](#)



IDENTIFY

2022

[View Gallery](#)