

Seagrove Area Potters Association

2021 Annual Report

Mission Statement

The Association shall be a non-profit (501 (c) 6) whose purpose is to promote, publicize and market the Seagrove Area Pottery Community and its tradition; to develop partnerships within the community with civic, cultural and governmental organizations; to develop and implement programs and activities for the membership and to develop educational events and activities that assist in promoting the Seagrove Area Pottery Community.

On behalf of SAPA membership and Board of Directors, I would like to thank everyone who participated in our events. A special thanks to all the volunteers that worked hard throughout the year to help make our events a success. The special events that we promote help shine a spotlight on the Seagrove community. SAPA continues to promote Seagrove as a place to experience the art of pottery while meeting the artists who make it. We look forward to continuing to promote the community of potters in Seagrove in 2022.

In 2022, we will hold special events to highlight and publicize the community. We will continue to partner with local tourism agencies. We will continue to print marketing, social media, email marketing, press releases and online advertising. We will reprint our map with new updates and edits. We will continue to refine and update our discoverseagrove.com website. We look forward to holding our Celebration of Seagrove Potters event in the new convention center space in the Luck's Cannery.

We are grateful for the continued support of our extended community.

Sincerely,
Matthew Kelly - President

Finance: Crystal King - Treasurer

SAPA Expenses 2021

Map

April Printed 10,000 - \$2500

Sept. Printed 10,000 - \$3044 Total \$5544

Website

Feb. 5900. 2020 - Website Build

June 1705

Dec 1143 Total \$8778

FaceBook

Spring 225

40

106

Fall 770

530

Total \$1671

General Marketing

Discovery Map Ad \$620

Video Marketing \$250 Total-\$870

Spring Booklet- \$905

Celebration Marketing

Booklet \$968

WFAE Radio 1020

WUNC Radio 1090

Winston WFDD Radio \$1000

Walter Mag Publications \$450

The Pilot & Publications \$770. Total \$5298

Misc. SAPA Administration expenses- \$5035

Total Expenses for 2021 \$30,595

SAPA Incomes 2021

Income delayed 2020 Fall Paypal- \$3,500

General Membership Dues: 53members @\$150 Total \$7950

Spring Dues: \$50 @ 36 Participants \$1800

Fall Celebration

Potters Participation Fees: \$6250

Auction: \$4000

Fall Business Sponsors: \$5650

Total: \$15,400

Total Income for 2021 \$29,064.52

Begin Year 2021 with \$74,662

Ended Year 2021 with \$74,625 in Bank

Membership:

2021 - 53 members

2022 - 51 members

By-Laws were amended in 2021 to clarify membership requirements, add additional rules for behavior, presentations, and question and answer periods for SAPA meetings. (refer to SAPA By-Laws Article IV sections 4-8)

Map: Jeff Brown - chair

20,000 maps printed in 2021 - \$5544

Web: Jeff Brown - chair, Ben Owen - co-chair

Stats

2020 - Users - 37,557 - Pageviews - 183,456

2021 - Users - 65,122 - Pageviews - 307,651 - Sessions - 83,874

Marketing: Ben Owen - chair

Refer to finance section

Celebration:

2021 Celebration Survey Basics:

21 responses

Were your sales more than 2020? 90% yes / 5% no

Were your sales more than 2019? 57% yes / 33% no

Of those who responded in comments section:

There were twice (6-3) as many responses specific to going back to the show at the Cannery than responses to keep doing the studio tour only.

Refer to finance section for expenses and income

2022 Event Dates:

Spring Kiln Opening 2022

April 22-24

Stepping Into Crafts 2022

Each weekend in July

American Craft Week

October 1-9, 2022

Celebration of Seagrove Potters Fall Festival and Studio Tour 2022

November 19-20

Holiday Open House 2022

December 3-4, December 10-11, December 17-18

2021 SAPA Board of Directors

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Jane Muse (resigned June 2021)