



## Fact Sheet

July 1, 2006

The Center for Fine Art Photography is a non-profit arts organization dedicated to promoting the art of photography and nurturing the growth of gifted artists. The Center has experienced exceptional growth in just over three years. Its short history is rich with significant accomplishments that have had a meaningful influence on the growth of artists and the recognition of photography as an art form.

As testimony to support for the Center's mission, over 1,200 photographers from 24 countries have become paid members. British Airways was Title Sponsor of the 2006 International Exhibition.

In part, the Center's rapid growth has been due to its unique approach to promoting the art of photography, and to supporting the growth of gifted artists. Central to its mission is providing diverse venues for artists to show their work.

- The Center has hosted 11 exhibitions, including two annual International Exhibitions of Fine Art Photography and eight themed exhibitions. For these exhibitions, work has been submitted by artists from 68 countries.
- To facilitate participation by international artists and to make it possible to conveniently use international jurors, the Center developed one of the few completely online submission and jurying programs. This not only makes it easier and much less expensive for artists to submit their work for a juried exhibition, it also makes it possible for highly qualified individuals to jury from anywhere in the world where there is an internet connection.
- Personal visits to the Center's exhibitions have exceeded 26,000.
- The Center will provide four traveling shows to Denver International Airport, one each in the third quarter and fourth quarters of 2006, and the first and second quarters of 2007. In January 2007, two overlapping shows will exclusively occupy all the art exhibition space in DIA's Main and Bridge galleries and the exhibition space in all the concourses.
- In January 2006 the Center began publishing *Artists' ShowCase*,<sup>tm</sup> an eight-page insert in *CamerArts* magazine (14,000 international circulation) featuring the work of sixteen artists and their works.
- The Center launched *Artists' ShowCase – Online* on July 1, 2006 - a website dedicated to the promotion and sale of fine art photography. The first work sold within two days.
- *Artists' ShowCase Annual Collection*, the Center's CD consisting of all exhibited work in the previous year, will be distributed internationally to selected collectors, consultants, curators and educators – providing artists with extensive visibility.

## **Educational Programs**

While the Center's exhibitions and public education programs have been the principal focus of its efforts. The Center has provide regional educational programs since June, 2005.

To bring the experience of photography to a wider audience, the Center plans to produce a series of 30-minute educational programs for public broadcast beginning in 2007.

## **Funding**

The Center's primary source of operational funding is the fees paid by artists submitting their work to calls for entry. Worth noting, the Center ended 2005 with an operating surplus – without any income from grants and with less than one percent in donations.

The Center has diverse, but interrelated, opportunities for creating revenue and acquiring supplemental income.

- Exhibitions: entry fees and art sales commissions
- *Artists's ShowCase - Online*: artist subscription fees, sales commissions and ad space. Significant to the appeal to artists and the success of *Artists's ShowCase Online* is the Center's current Google search results. The Center currently ranks in the top 15 of over 72 million results for *fine art photography*
- Sponsorships for *Artists's ShowCase* publication insert within *CameraArts* magazine
- Grants and donations
- Membership and membership renewals will become a significant source of continuing revenue
- Workshop tuitions
- Catalog sales
- Sale and auctions of donated works (currently over 90)

The Center has a realistic potential to be self sufficient through revenue derived from its programs and services. Additionally, the Center retained a grant writer to acquire additional funds to supplement its new programs.

The Center's staff consists of two fulltime and three contract part-time people: Executive Director, Assistant Director, plus Exhibitions Coordinator, web marketing assistant, and grant writer.

Larry Padgett, founder and Executive Director has a BS in Business and over 20 years experience in business development, sales and marketing.

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