

2020 Annual Report



SOL TREASURES
CREATE · SHARE · CELEBRATE ART

SOL TREASURES' MISSION STATEMENT

Sol Treasures awakens and nurtures appreciation and passion for the arts in people of all ages in South Monterey County and provides a home for creative and inspiring opportunities to unify the community through art and culture.



Sol Treasures. Art is a gift from the artist and a treasure for the patron... and Sol is the brilliance of the sun. It also sounds like s-o-u-l, soul, the spiritual part of the self that creates and appreciates art.

And so... *SOL TREASURES*



2020: OUR TURNING POINT

When written in Chinese, the word for CRISIS is composed of two syllables, **危** and **机**, pronounced wēi jī. **Wēi (危)** means “danger,” however, **jī (机)** by itself doesn’t really mean “opportunity,” as commonly thought. An accurate translation of **jī (机)** is “a crucial point, when something begins to change.”

When paired with other syllables, **jī (机)** takes on different meanings. For example, **jī mǐn (机敏)** means “agile” and “quick.” **机智 (jī zhì)** means “resourceful” and “wisdom.”

In 2020, these meanings are even more enlightening than the usually misunderstood “danger + opportunity,” because 2020 tested our ability to respond to unprecedented challenges to our status quo.

So when the COVID-19 pandemic threatened to put a kink in our 2020 plans, *“Sol Treasures resourcefully used the crisis as an agile turning point to expand, not replace, our creative activities.”* *Jeff Hinderscheid, Executive Director*



Chinese character definitions from Steve Nguyen, Ph.D., Leadership & Talent Development Consultant

ADAPTATION: OUR COVID RESPONSE

In light of the pandemic, several board members stepped up and created virtual programs that we shared with the community. We then sent three staff to a virtual Music Theater International workshop for a week and they learned how to create more virtual programs including a live, virtual Telethon Fundraiser that earned nearly as much revenue as our traditional Gala event. We closed for three months early in the pandemic and began offering outside classes and concerts in the backyard of 519 Broadway as soon as we were able.

*Barbara Pekema,
Board President*



"We found ways to overcome pandemic challenges by reinventing our programs and doing new things we normally wouldn't have done, such as zoom board meetings and new, online theatrical performing experiences. As a COVID shelter-in-place response, Sol Treasures produced Art-in-a-Bag projects for families to continue their artistic expressions in their homes."

*Hermie Robles,
Board Member*

Hear Sol Treasures adaptations discussed on the September 10, 2020 Monterey County Arts Council Artist Spotlight:
<https://www.youtube.com/watch?v=bw2s3PatHQo&t=119s>

"Sol Treasures worked quickly and collaboratively to engage our community even while COVID kept us sheltered-in-place. We started an online sing-along for people to feel connected to others, and offered online drawing, music, and acting classes. Once people could gather in small groups, we used our open air backyard space to host small classes and workshops."

*Jamie Jones,
Board Member*

"We had the foresight to obtain sustaining, multi-year grants, and relevant virtual programming has contributed to our endurance."

*Betsy Oltmann,
former Executive Director*

MODIFICATION: GIFT BOUTIQUE



In November 2020, Sol Treasures revamped our gift shop to create a highly visible boutique offering unique, hand-crafted items for home décor, special gifts, personal accessories, and all types of indulgences! The new model provides greater revenues, of which **30%** of sales support Sol Treasures' art and cultural enrichment programs!

"Sol Treasures' gift shop provides great handmade items and staff are very customer friendly."

Aurora Benavides, Facebook comment



INNOVATION: VIRTUAL PROGRAMS

COVID 19's shelter-in-place was the impetus for creating new, virtual programs to nourish community engagement and creativity. Beginning in March 2020, Sol Treasures hosted these events and activities on zoom:



More than 1,000 internet connections to Sol Treasures' virtual programs were counted in 2020!



Dot art · Paper mache eggs
Window suncatchers · Doodles & drawings
Eggshell seedlings · Music theory
Community dance video · Acting 101
Reader's theater workshop ·
Sol Performing Strings



Artist Spotlight

Tune in to learn how Sol Treasures is keeping South Monterey County connected through art! [Soltreasures.com](https://soltreasures.com)

SOL TREASURES
CREATE · SHARE · CELEBRATE ART

WEDNESDAY, SEPTEMBER 12, 2020 | 12:00 P.M.
LIVE PRESENTATION AT
[WWW.FACEBOOK.COM/ARTSMONTEREY](https://www.facebook.com/artsmonterey)

VISIT [ARTS4MC.ORG](https://arts4mc.org)
FOR LINK TO PRESENTATION

ARTS COUNCIL
FOR MONTEREY COUNTY

SOL TREASURES **VIRTUAL**
SING ALONG

Join us on-line
M, W, F from 6:00 -
6:15 pm PST

Location:
<https://us04web.zoom.us/j/990112518>

#stayCONNECTEDwithART

Hosted by
Jamie Jones

Sing...
Dance...
Stay Connected!

"Virtual Sing-Alongs connect us, remind the community the we are here, remind our grantors that we continue our purpose, and lifts the human soul."

*Betsy Oltmann,
Former Executive Director*

CREATION: LIVESTREAM TELETHON

In 2020, Sol Treasures' mounted a livestream Telethon, performances, and a week-long Silent Auction in lieu of its traditional fundraiser.

The new format attracted **148** Facebook views and the auction raised nearly **\$17,000** at very little cost! Auctioned items included event tickets, home décor, and fun gift baskets including summer bar-be-que sauces, tequila and Margarita mixes, and road trip books & snacks.



INVENTION: ART IN A BAG PROJECTS



Originally created for CHISPA families who were sheltering-in-place, Sol Treasures' weekly "Art-in-a-Bag" craft projects were later made available to all area residents at a nominal price. With a photo of the finished project stapled to the outside, the bags contained all materials and tools needed for children and parents to create family treasures and memories.



"The art kits are fun and I can't wait to finish my painting and then go see what the other kids did!"

Child Art in a Bag recipient

"The art bags are a lot of fun for families and kids of all ages... even the high school kids enjoy them!"

Jovanna Miranda, CHISPA resident manager



VARIATION: SOCIALLY DISTANT ACTIVITIES

Onsite Workshops

Stage management workshop
Print making workshop
Lotus flower paint and sip
Harvest wreath making
Lotus Flower Paint & Sip
Fall Harvest Wreath
Memory Boxes
Mosaic Paver Workshop

Beginners Sewing
Cherry Blossom Paint & Sip
Rustic Woodworking
Guitar classes
Fall Paint & Sip
Holiday Wreath Workshop
Creative Christmas Ornaments
Pop-up Christmas Cards



Open Air Events

Water balloon painting
Weekly open air art classes

"We love Sol Treasures and their programs! All of the staff and instructors are amazing!"

Brittany Garcia, King City

Gallery Events

Mandala Art
Shelter-in-Place Corona Art exhibit
Janice Gilbertson book signing
Cultural creativity exhibit

Backyard Concerts

Backyard Music with Jordan Traub
El Dorados Band
Los Vaqueros Band
Jeff and Dan



CONTRIBUTIONS: SHOP VOLUNTEERS

Although the Gift Shop and Gallery were closed for two months during 2020, more than **1,300** people came through our doors for purchases and art experiences.

In 2020, **47** volunteers contributed a total of **538** hours to operating the Gift Shop and Gallery! **13%** of all volunteers were board members who contributed **7%** of the total volunteer hours.

A great variety of volunteer opportunities exist at Sol Treasures:

- **Gallery & Shop:** assist customers and gallery-goers, share the latest about the current exhibits, help sell and merchandise inventory, and take registrations for events and programs
- **Office Help:** help organize and file paperwork, assemble and stamp envelopes, enter data, and organize classrooms
- **Graphics:** help design invitations and flyers for our many events and programs
- **Marketing:** help promote our events in our community and online
- **Community Outreach:** help with our community outreach efforts to distribute flyers at local businesses or help us at festivals, farmers markets, and local booth events
- **Special Events & Fundraising:** help capture our events and programs and share with the community
- **Workshop Teachers:** teach visual or performance art classes



EXPLORATION: GLEN DEVEN RANCH

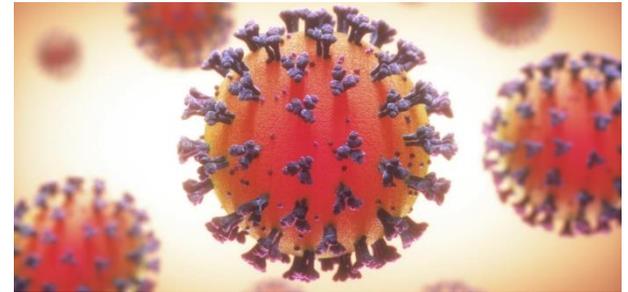


20 children from Sol Treasures enjoyed a day at Glen Deven Ranch in 2020. Here's to a day of botanical discoveries and splashing in the creek!

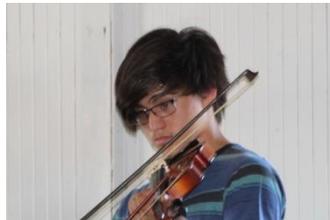


COMPUTATION: 2020 PROGRAM DATA

When the COVID-19 pandemic emerged in early 2020, Sol Treasures was forced to shut our doors and cancel all in-person programs and events. The Board of Directors discussed alternate ways to fulfil our mission. By March we began offering Community Sing-Alongs, and in April we began offering virtual classes and art instruction on our website. By December 2020:

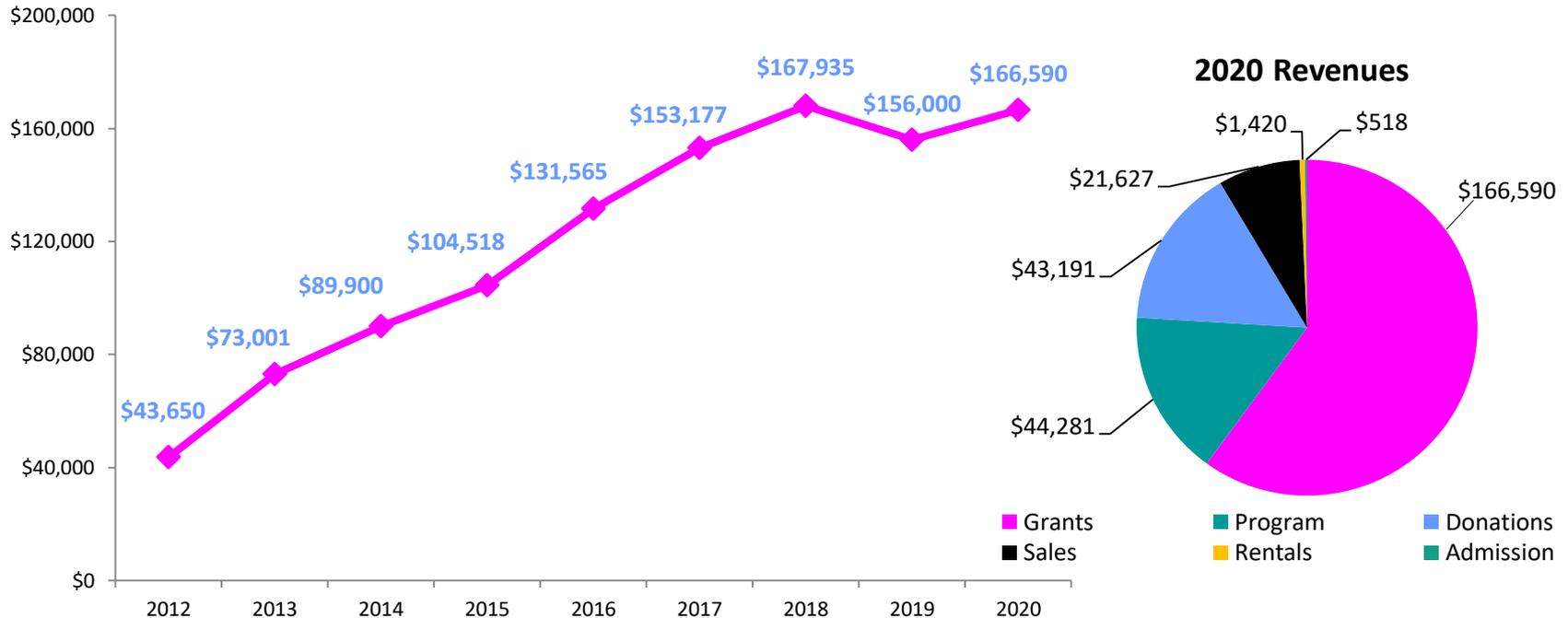


- 447 people joined Sing-Alongs and Doodle Drawings on Zoom
- 72 people participated in six website art projects
- 2,000+ Art Bags were distributed or sold
- 71 people attended four Meet the Artist events with social distancing
- 155 people enjoyed four outdoor concerts at 519 Broadway Street with social distancing
- 400 people joined the livestream Telethon fundraiser featuring community and national performers
- 91 people were trained in performance management, state management, and music theory
- 3 Gallery exhibits – Mandola Art, Corona Creativity, Cultural Creativity – were produced
- 135 children attended sixteen Children’s Art Workshops
- 20 guitar classes were offered
- 4 beginner sewing classes were held
- 12 craft workshops were held for people of all ages
- 16 Sol Performing Strings rehearsals were held



2020 GRANT INCOME

In 2020, Sol Treasures was awarded 14 grants valued at \$166,590



Total revenue in 2020 (\$277,627) was 24% lower than 2019 due to reduced COVID-related program income.

Grant income in 2020 was 7% greater than 2019 due to the receipt of COVID-related relief grants.

Sol Treasures' 2020 McGIVES funding application was approved for its "great ideas!"



SOL TREASURES' 2020 ACHIEVEMENTS

Sol Treasures is consistently recognized for our community contributions:

2020 Outstanding Nonprofit for Arts & Culture: Nonprofit Alliance of Monterey County

2019 Champion of the Arts (Volunteer): Arts Council for Monterey County

2018 Champion of the Arts (Nonprofit): Arts Council for Monterey County

2017 City Beautification Award: City of King City

2016 Exemplary Nonprofit for Arts & Culture: Nonprofit Alliance of Monterey County

2015 Business of the Year: King City Chamber of Commerce

Founded in 2008 by Sonia Chapa, Bruce Graham, and Barbara Pekema, Sol Treasures is governed by an 11-member Board of Directors and served by an Executive Director, Program Manager, Bookkeeper/Data Specialist, Gallery Coordinator, and Grants Manager.

When art programs are supported and honored, communities flourish culturally and economically. Sol Treasures provides an art gallery, gift boutique, artistic events, classes, and performances. The outcomes are creative opportunities for our youth, greater community engagement, increased tourism, and downtown revitalization.



2018-2023 TOP PRIORITIES



Create a strategic marketing and outreach plan to build greater sustainability and guide program development

Formalize program quality standards

Increase & stabilize staffing resources

Expand outreach and marketing to increase visibility and community support

Strengthen fund development

Secure a permanent facility with space for theater production and rehearsals, large workshops, and classes



ANTICIPATION: OUR 2021 PREVIEW

With 2020 as our turning point, in early 2021 the Board quickly garnered their talents and organizational knowledge to build on the successful 2020 adaptations. “Dig Deeper” is our 2021 theme for planning and goal setting!

- **Board member training**, a code of ethics, revised term limits, and member responsibilities were incorporated into the bylaws.
- **The newly formed Theater Committee** launched a new concept: a drive-in concert event at the Salinas Valley Fairgrounds using the nascent **mobile production studio and crew**
- **A full time executive director position** was created to provide day-to-day, onsite management of programs, finances, and operations.
- **The City of King** gave Sol Treasures priority use of the upcoming Plaza Park stage, which will entail production programming, lighting, and sound.
- **Site upgrades** were set in motion to accommodate a production studio which will give community partners to use Sol Treasures talents to create videos.
- **Expanded collaboration** between Sol Treasures and the Big Sur Land Trust offers family art and nature events and overnight events at their Arroyo Seco property.
- **A new alliance** was developed between Sol Treasures and Sun Street Centers to provide clients with twice-weekly therapeutic art programs.



ACQUISITION: 519 BROADWAY STREET

After 13 years of occupancy and 2 years of searching, Sol Treasures' Board unanimously voted to acquire 519 Broadway in February 2021 as its permanent home. The property purchase provides opportunities to expand the uses of the backyard outdoor area, which may include creating a stage and rehearsal space, adding a modular building, and perhaps offering occasional revenue-generating rental space.

"We are confident for our future and grateful for the commitment of our funding partners, board members, and staff. King City residents have stepped up once again with their support and generosity!"

*Barbara Pekema,
Board President*



DETERMINATION: FULL-TIME DIRECTOR



In March 2021, Jeff Hinderscheid took the helm as Sol Treasures' first full-time executive director after serving as a board member for nearly 5 years. Jeff's initial focus has been on enhancing financial sustainability and developing new partnerships with community leaders and

nonprofit organizations such as CHISPA, Sun Street Centers, King City in Bloom, and the Salinas Valley Fairgrounds. Jeff has concentrated on launching new services through the mobile recording studio and production studio that offers technical training and video editing to other local organizations. Jeff's other priorities are fulfilling an agreement with King City to stage performances and events at the future Downtown Plaza.



EXPANSION: BOARD AND COMMITTEES

With speed and agility, Board Members optimized its early 2020 challenges by examining its operational sustainability. In 2021, the board voted to increase its membership from 7 to 11 members and instituted a more robust application process. Bylaws now require written applications with stated expectations and requirements, a review and recommendation process, and a board vote.

Two new committees were developed to broaden and strengthen Sol Treasures' organizational structure: a Board Recruitment and Retention Committee that will operate ad hoc, and the Theater Committee that was a born of the Performance Committee. The Performance Committee now consists of adult choir, children's choir, Sol-O Strings, and the guitar program. The Theater Committee activity has skyrocketed as members were able to focus their planning and execution much quicker and more efficiently.

A part-time Grants Manager position was established and filled by an experienced programming and collaborative fund developer to increase Sol Treasures funding applications and opportunities.



REVELATION: MOBILE PRODUCTION STUDIO

The 2021 creation of a mobile production studio was a revelation that developed out of a Heart and Sol Valentine's Day drive-in concert idea at the Salinas Valley Fairgrounds, as the plan included building a portable stage, mounting stage lighting and sound equipment, providing a keyboard and microphone for the performers, and an event script. Almost **20** crewmembers, composed of Sol Treasures volunteers, guided cars to their spots and took on technical duties during the concert.

The mobile production studio was upgraded with a wireless mixer and new speakers to produce the children's musical showcase, "Get In The Groove" at 519 Broadway.



Celestina Ripley played piano and sang 15 love songs while John Pekema was emcee at the Heart and Sol Valentine's Day Drive-in Concert.

Sol Treasures Presents
**Disney Drive-In
Concert**
Salinas Valley Fairgrounds

**\$30/car
presale**
**\$40/car
at the door**

**Capital
Concessions
on site!**
Corn Dogs!
Nachos!
Funnel Cakes!

May 13th @ 7:30 (doors open at 6:30)
Purchase tickets at:
<https://soltreasures.com/event/disney-drive-in-concert/>

In May 2021, the mobile production studio was used to produce the Disney Drive-In Concert. Attendees were invited to tune into the FM station or roll down their windows and sing with the crowd.

"Our mobile production studio is a success, and because of the many uses we can envision, future possibilities are endless!"

Jeff Hinderscheid, Executive Director



EXPLORATION: FAMILY NATURE DAY

Big Sur Land Trust arranged a 2021 Nature Day for Sol Treasures' families that started with a hike followed by a picnic, creative exploration, and an art project.



SENSATION: OUTSIDE HOMETOWN MARKET

Sol Treasures' 2021 Hometown Market became an open-air event in June, featuring 18 local crafters selling handmade goods.



Photo by Sean Roney



EXCITATION: 2021 SUMMER CAMP!

60 kids ages 6-17 enjoyed 2 exciting weeks of Peaceful Samurai Camp at 519 Broadway where they learned Japanese language, music, meditation, and taisho movement, which is similar to Tai Chi. Campers learned how mindfulness, tolerance, and acceptance can benefit our community in challenging times.



Art instructors of the KCUSD Pro Youth expanded learning program assisted by assembling **250** art and goody bags for Summer Camp participants.



ASPIRATIONS: A 2021 FORECAST

Board Members describe their future aspirations for Sol Treasures:

An aspiration I have for Sol Treasures is for a permanent indoor location suitable for theater rehearsals and performances, art classes, musical performances, and other, cultural experiences. This indoor location would provide our community opportunities for connection and cultural enrichment.

Colleen Ewart, Board Secretary

We are planning to expand our reach to new patrons and returning participants by offering a variety of diverse programming. We want to expand our traditionally children's musical theater program to a community production that will include people of all ages include actors of all ages. We also want to implement a youth mentorship in technical theatre skills (sound, lights, stage management, set design and construction).

Jamie Jones, Board Member

As a member of the Board, I'm looking forward to our continued hard work and new ideas for growth and expansion. I'm hoping we'll be able to bring back our favorite events and performances while also continuing our alternative 2020-2021 successes.

Hermie Robles, Board Member

With help from our new Executive Director, great staff, and board members, I believe we will increase our programs and outreach into the community. We are making progress on creating more space for our programs, performances, and audiences.

Barbara Pekema, Board President



PREPARATION: NEW PROGRAMMING

Sol Treasures is preparing for 2022 with new programming and partnerships to ensure our community reaps all the benefits that we can provide. A full season of theater performance is in the works that will benefit from the Sol Treasures Mobile Production Studio.



In June 2021, Sol Treasures Mobile Production Studio partnered with CSUMB to produce an amazing graduation ceremony for 45 first generation graduates of the Teacher Pathway Program. We thank the amazing faculty for their partnership and look forward to future collaboration!



2022 will also usher in the start of annual theming that will link and unite activities and artistic programming throughout all of Sol Treasures' offerings. Sol Treasures is also developing a membership program that will give subscribers greater access to activities and events.

The possibility of further facility expansion in 2022 appears promising as the Board focuses its efforts on providing greater program access and variety, community engagement, partnership collaborations, and sustainability.

SUPPORTING RESEARCH

Research done by Dr. Shirley Brice Heath of Stanford University found that young people who participate in the arts for at least three hours on three days each week for at least one full year are, in comparison to non-arts participating peers:

- Four times more likely to be recognized for academic achievement,
- Four times more likely to participate in a math or science fair project,
- Three times more likely to win an award for school attendance, and
- Four times more likely to win an award for writing an essay or poem.

Children's involvement in visual art programs, specifically, appear to facilitate the transferring of skills to other subjects. The visual art experience brings them into contact with concepts in mathematics and science and give them confidence to know how to work their way through a problem or calculations.

Brice Heath, Shirley. "Strategic thinking, learning environments, and real roles." Human Development. 48:350-355 (2005).



EVALUATION: MAKING SMART DECISIONS

Since 2015, Sol Treasures has conducted formal evaluation of its program participation, artist instruction, public events, musical performances and theater productions, gallery exhibits, volunteer hours, revenues and grant awards, and major donors. The Board of Directors authorizes this work to facilitate making informed decisions that balance community access to its quality, relevant programs with Sol Treasures' financial and in-kind resources, talents, mission, and values.

Sol Treasures' evaluation questions, methods, data collection tools, and graphic representations have been refined through the years to better understand "what works" and use those results in future planning.



2021 GOVERNANCE

Board of Directors

Barbara Pekema, President

Teri Umbarger, Vice President

Colleen Ewart, Secretary

Reed Jacobs, Treasurer

Sonia Chapa, Immed. Past Pres.

Bruce Graham - Director Emeritus

Brandi Borzini

Liz Calderon-Lavelle

Belinda Hendrickson

Jamie Jones

Hermie Robles

Jeff Hinderscheid, Executive Director

In 2020, Board Members provided **1,463** volunteer hours

Sol Treasures is grateful for the support of the community in fulfilling its mission. The board and staff are honored to ensure that quality programming, offered with the greatest humility and stewardship, provides an art and cultural enrichment center for every member of our community and inspiring the artist in all of us.



CORPORATE & FOUNDATION FUNDERS

Sol Treasures regularly receives grants from respected local and regional funders, and has earned GuideStar's highest level of nonprofit recognition: the Platinum Seal of Transparency.



Significant Donors



NANCY BUCK RANSOM FOUNDATION



Major Donors

Rita and Luis Echenique
Charitable Foundation

MOCA FOUNDATION



Substantial Donors



Noteworthy Donors



SAN LUCAS SCHOOL



Chevron Corporation, King City Union School District, Monterey County Gives!, South Monterey County Joint Union High School District



INTRIGUED? CONTACT US!

Sol Treasures 519 Broadway Street, King City, CA 93930
831-386-9809 www.soltreasures.com
celebrate@soltreasures.com

We're on Facebook  <https://www.facebook.com/search/top?q=sol%20treasures>

Nearly 1,800 people follow Sol Treasures on Facebook!

**Our Gift Boutique and Gallery are open 12 – 5 pm Thursday-Friday, and
10 am-3 pm every other Saturday**

Administrative Staff

Jeff Hinderscheid, Executive Director
jeffh@soltreasures.com

Maria Turner, Program Manager
programmanager@soltreasures.com

Judy Yriarte, Grant Manager
grantsmanager@soltreasures.com

Erin Garcia, Bookkeeping and Data Specialist
ap@soltreasures.com

Brenda Scettrini-Saglio, Gallery Coordinator
gallerymanager@soltreasures.com

