

suzy.pingree: I had nothing to do with their website, so feel free to say what you want!

me: Great ... here we go Is the typeface for the banner negotiable?

suzy.pingree: i think it's all negotiable. We are getting a new director, so nothing is set in concrete

me: what is the main purpose of the site/

suzy.pingree: get memberships, donations and money!!!

me: do u also want to attract visitor?

suzy.pingree: yes, we get 35,000 a year, but more would be great

me: is there on particular part of the institute that's most popular

suzy.pingree: the sculpture park. we want to sell the art there, that's our newest plan. up to now, it's been a museum.

me: so do you want to keep getting new artwork for the park

suzy.pingree: yes, we want artists to submit and we also recruit specific artists.

me: do you have gift shop?

suzy.pingree: but the site is more for consumers. we want them to enjoy the art, buy it, join our institute, give donations, sign up and pay for classes
yes, but not at the sculpture garden. it's in town, about 20 minutes away.

me: in one sentence how would you define westcott bay institute

suzy.pingree: wait, you want me to type fast!!

aargh

Northwest sculpture celebrating San Juan Island culture and nature

Here's our mission: Our mission is to protect and preserve the natural environment of the San Juan Islands for the benefit of the public: through education about rural island arts, culture and the environment

me: Sorry about the typing so fast 😊 we are having a projector issue again ...

suzy.pingree: Really, our mission is to get this thing self-sustaining. We are starting a capital campaign to raise \$350,000

me: How are you trying to raise the money? Donations? Purchases? Grants?

suzy.pingree: All of the above

We have an operating budget of around \$250,000, so we've done a pretty good job in the past of getting money, but it's such a hard, constant scramble.

me: Where do you get the majority of your revenue from now? Do you want to boost donations from current member or just expand member base?

suzy.pingree: I'm not sure where we get most of the money. We want to expand the base, and we want to find some big donors. I think we need to find grants, too. We have a few, but I bet we could get more.

me: Can you describe a "typical" or ideal member? Visitor

suzy.pingree: Half of our members (visitors) are off island regular tourists (our island population is 7,000 in the winter, 35,000 in the summer!).

When we have visitors stay with us, we always send them to the sculpture park. It's a real attraction. Families come to the island for minivacations, too, and they like the sculpture park's art activities.

me: What activities happen at the park?

suzy.pingree: It is easily an hour to see all of the pieces.

We have classes in art, we also have artists doing their art, and we have events, like the opening celebration in May, where we serve oysters and wine

me: is there a particular age range for your members/donors?

suzy.pingree: I don't know that

me: where are the off island folks from?

suzy.pingree: Everywhere, but most are from the northwest and british columbia

me: are the visitors more interested in the art or the nature?

suzy.pingree: the art, I think. The sculpture park is in a beautiful part of the island, you can see the water and there is a pond and a small forest, but the sculptures are really the main deal.

me: regarding the donor/member age question, does somebody at westcott have that infor?

suzy.pingree: I will find out

me: how do most people learn about westcott? Is the website an effective tool or do they find out about it in other ways

suzy.pingree: I will ask that question, too.

me: do you generate revenue from visitors? Do you have to pay to walk thru the park

suzy.pingree: There's a sign there with a box that says \$5 to enter the park, but no one supervises it. People can go in without paying if they want to.

me: R most visitors members or do they become members?

suzy.pingree: I'd say most visitors are not members – maybe only about 10 percent are members

me: How does the institute compete against other attractions on the island?

suzy.pingree: It's the only sculpture garden on the island, there is no other public art installation. There are lots of other activities, especially bike riding and kayaking and whale watching.

I think it's right up there, very strong competitor

me: How do you help local artists and what do you do with the revenue you get?

suzy.pingree: We spend the revenue on salaries for the director, the curator and the office staff in the gift shop. We also use it to maintain the website and print publicity materials. It's a 501 c3, nonprofit.

me: Can you answer in more detail how you help local artists?

suzy.pingree: oh, right. We exhibit their work in the sculpture park and make it easier for consumers to buy it.

Artists need to display their work in juried shows to sell it!

me: how does the environment relate to your mission

suzy.pingree: Some of our classes are about nature. Really cool stuff that's pretty unique to island life, like edible seaweed

And the sculpture park is a beautiful natural space

me: great, what are the member benefits?

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suzy.pingree: they get to walk in free to the sculpture park, and we have a party for them at the end of the summer each year. They also get notices of what's happening that's new.

me: how do they get the notices?

suzy.pingree: by mail and email

me: who attends the party, is it mostly locals?

suzy.pingree: Yes, mostly.

me: do you know what an average donation is

suzy.pingree: no, I'll find out.

me: do you earn revenue from your giftshop?

suzy.pingree: a lot, about \$30,000

me: do you know how much you earn in memberships?

suzy.pingree: yes, but I don't have that right here, I'll get it

me: back to the selling of items at the sculpture park, will all items be for sale or will you be keeping a few key items for displaying

suzy.pingree: All of the sculptures can be bought by contacting the artists. Then the artist might (or might not) give us a donation back. We have two or three artists who want us to directly sell their pieces, and those we can take a 35-40% cut.

I have to go in 1 minute!

me: OK, can the students contact you with more questions and if so, what's the best method for them to reach you

suzy.pingree: spingree@wisc.edu

Thanks for helping with this! I can't wait to see what you do.

me: great. Thanks much .. we'll be in touch

suzy.pingree: bye

me: bye