

2022 Annual Report

Organization

Local Cloth is a 501(c)3 non-profit organization built and sustained by a passion for fiber. Rooted in local resources and talent, we strive to increase awareness of and access to regional production and artisan practices.

Board & Leadership Team

Chairman: Judi Jetson

Vice Chairman: Joyce Tromba

Treasurer: JoAnn Stanley

Secretary: Denise Arcuri

Marilyn Haas-Haseman, Caroline Williford, Susan Proctor, Elizabeth Strub, Beth Sellars, Peggy Newell, Mary Euler, Kristin Arzt

Leadership: Mamie Fain & Susette Shiver

Incoming: Kimber Gada-Steinauer & Mandy Vollrath

Resident Artists

Kathy English - dyeing, bookmaking & mixed-media; Judi Jetson - spinner & dyer; Beth Sellars - needle felter; Vasanto - wet felter; Daniel Baron - felter, weaver;

Membership

We had 179 new and renewed members in 2022, ending the year with 338 active members. The most membership growth in 10 years!

Shop Local Cloth

This year we add 12 new vendors in our retail space for a total of 51 fiber artists and farmers. The shop represents weaving, knitting, felting, crochet, eco-printing, paper, books, sewing, batik, quilting, fiber growers, spun yarn and more.

Workshops

Celebrating the second year in our Depot Street Community Fiberspace, Local Cloth hosted 210 workshops, interest groups and dye labs. We had the privilege of enlightening 729 participants.

Events

Spring & Holiday Markets | April 2 & Dec 10, 2022
This year we had two markets, giving 25 fiber artists and farmers the opportunity to participate. Juried by Sherry Masters and coordinated by Paula Entin.

Fiber Farmers Day | April 23, 2022

12 WNC fiber farmers gathered at the Farmer's Market for the 10th year of Fiber Farmers Day as part of the Spring Festival and Plant Sale. Coordinated by Elizabeth Strub.

10 Year Anniversary | July 1, 2022

Local Cloth celebrated the tenth year of being a nonprofit organization by hosting a fabulous party and silent auction to honor the founders and toast to the future. Coordinated by JoAnn Stanley.

Anything Fiber Sale | July 30, 2022

44 fiber artists and fiber farmers crowded into the AB Tech Convention Center for the first time in person since 2019. AFS had been hosted on Facebook during Covid, working as a peer to peer sales platform. Coordinated by Peggy Newell.

SAQA Trunk Show & Art Quilt Sale | Sept 30 & Oct 2

Local Cloth hosted the Studio Art Quilt Association's traveling quilt show, in which they displayed # mini art quilts. Mountain Art Quilters also exhibited and sold quilts during the exhibit.

Craft Fair of the Southern Highlands | Oct 13-16, 2022

Local Cloth, an educational member of the SHCG, had a vendor and info booth. 14 fiber artists and farmers demonstrated and sold their goods. Coordinated by Joan Berner.

Southeastern Animal Fiber Fair | Oct 19 - 21

This year at SAFF Local Cloth showcased the blankets from the Blue Ridge Blanket Project as well as hosted a table of Make & Takes for visitors to participate in and learn about the workshops offered in the studio. Coordinated by Judi Jetson.

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Blue Ridge Blanket Project

December 2021, Local Cloth began gathering fiber from 15 different farms, sourcing white mohair, alpaca, and fine wool for Blue Ridge Blend blankets, and Shetland wool for pure Shetland blankets.

The fiber was spun into yarn at Two Roots Fiber Mill and woven into the blankets by weavers from Warren Wilson College and Haywood Community College. Some of the Blue Ridge Blend skeins were naturally dyed by the Natural Dye Interest Group at the Local Cloth studio.

Now, there are samples of 19 different blanket design, named for the towns and cities in WNC where the farmers, dyers, designers, and weavers for this project reside, as well as three watersheds and five mountains from the region.

The sample blankets are on tour through winter 2023, inviting the community to view the blankets and vote on their favorite designs. When not on tour, the blankets will be on display at Local Cloth. Following the blanket tour and the community design campaign, the next round of fiber will be spun, dyed, and woven, and blankets will be up for sale by late 2023.

Social Media -updated

2 Newsletter per month

Facebook

200+ new followers totaling at about 2.5K reached 4.2k accounts in 2022

Instagram

429+ new followers totaling at 1322 followers reached 72k accounts in 2022

Facebook.com/localcloth
@Localclothinc

Financials

Program Income

Workshops (Interest Groups, rentals, scholarships)	\$54,212.37
Special Events (FFD, AFS, SHGC, Markets)	\$8,072.71
Resident Artist Rentals	\$11,525.00
Retail Sales	\$88,529.82

General & Administrative Income

Fundraisers & Patron Contributions)	\$2,830.75
Donations	\$1,295.89
Membership Dues	\$11,715.00
*Direct Public Grants	\$12,000.00
TOTAL INCOME:	\$190,181.54

Programming Expenses

Strategic Plan	\$8,779.27
Workshops (Instructor Pay, refunds, expenses)	\$25,911.93
Special Events spending	\$3,138.55
Rent & Utilities	\$44,481.86
Studio (cleaning, supplies, equipment, insurance)	\$6,837.78
Retail Shop (sales tax, inventory, supplies)	\$7,699.90
Vendor Payments & processing fees	\$63,418.53

General & Administrative Expenses

Admin (Bookkeeper, Admin Asst., Tax Return)	\$13,456.25
Marketing (advertising, fundraising, memberships)	\$4,780.40
Office expenses (D&O insurance)	\$1,117.51
Website & Wild Apricot	\$5,752.97
TOTAL EXPENSES	\$185,374.95
NET (excludes BRB spending)	\$4,806.59
** Blue Ridge Blanket spending in 2022	\$26,029.25

*Thank you to our grantors!
Your funds support our mission & programs.

ARTS AVL, GAP Grants, 2022 & 2023
(Operating Expenses) \$6,000.00



NORTH CAROLINA ARTS COUNCIL
(Strategic Plan 2022) \$5,500.00



WNC COMMUNITIES
(Fiber Farmers Day Grant 2022) \$500.00



**COMMUNITY FOUNDATION of WNC Grant, 2021
(BRB) \$49,742.00





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Strategic Plan

As we prepared to start our 10th year, Local Cloth created our first Strategic Plan. With grant support from the North Carolina Arts Council, we hired consultant Greg Walker Wilson who led us through a 5 month process that included getting feedback from community partners, input from our members, and getting concrete about what matters.

We re-affirmed our Mission and Vision, and now have a Guiding Principles and 5 Strategic Directions:

VISION

A regional fiber system that is healthy, abundant and sustainable, where farmers, designers and artists make a living wage.

MISSION

To grow and support the fiber economy in Western North Carolina through education, inclusive programming, and services which add value to local products. We advocate for our regional community of farmers, artists, makers and designers.

GUIDING PRINCIPLES

- We value creativity and believe in a supportive environment where experimentation and innovation are encouraged.
- We value community and believe that an inclusive and welcoming environment that celebrates our common passion for fiber can enhance the economic success of local artists and farmers.
- We value collaboration and believe that the willingness to teach and share benefits the entire community.

STRATEGIC DIRECTIONS

- **Increase Community Outreach** - Raise the visibility and highlight the relevance of Local Cloth to prospective members and the broader community.
- **Grow Educational Opportunities** - Expand the types, skill levels, and price points of classes and other learning opportunities.
- **Expand Human Capacity** - Determine and secure adequate staffing levels, nurture volunteers, and strengthen the board of directors.
- **Deepen Collaborative Partnerships** - Determine how to offer additional complementary, collaborative programs with other like-minded organizations.
- **Develop Financial Sustainability** - Ensure larger and more diverse revenue streams for the organization as well as grow the income of local fiber artists and farmers.