

Business Plan
STOUTHOUSE
WHERE ARTISTS CREATE

Executive Summary

STOUTHOUSE was formed as a nonprofit 501(c)(3) corporation in 2013.
EIN number: 46-3634432.

STOUTHOUSE was founded to establish an artist residency, to archive, expand, and preserve the STAF (Seth Thelonious Alvin Foster) art collection, preserve the legacy of Weldon J. Stout's stained glass installations, and focus on environmental stewardship.

STOUTHOUSE is a secluded retreat whose very location nurtures creativity. The vision of STOUTHOUSE relies on the belief that artists need solitude in order to create their next masterwork. On the other hand, artists benefit from bouncing ideas off one another and interacting in a collaborative manner.

The model for STOUTHOUSE incorporates ideas from successful artist communities, for example the Atlantic Center for the Arts in New Smyrna Beach, Florida and the Fine Arts Work Center in Provincetown, Massachusetts. STOUTHOUSE is located at the end of a private, coquina shell covered road at the "Dead End" of a small residential community. Being sensitive to its neighbors, the number of artists in residence will not exceed four artists at a time. The length of the residencies ideally will be at least six months in order for a major body of work to be created. Stipends generated from grants will provide residents with income.

The future planned 3,800 S/F, three story, environmentally sustainable studio will be an architectural gem and a model for other forward thinking artists who are concerned with ecological stewardship.

The importance of art and humanity in a modern civilization are paramount to the mission of STOUTHOUSE.

With the gracious support of like minded individuals STOUTHOUSE is confident that their passions and values will propel STOUTHOUSE to fulfill its mission.

VIVA STOUTHOUSE!

Business Description and Vision

Mission Statement

STOUTHOUSE Corporation was founded to provide an artist residency, to preserve the home and stained glass installations designed and executed by

Weldon J. Stout, to maintain the STAF (Seth Theolonius Alvin Foster) Art Collection, and to focus on environmental stewardship.

Corporate vision

STOUTHOUSE, the 1,517 S/F future “historic” building, will be upgraded to attain energy efficiency. Remodeling will include a metal roof, replacement of carpet with sustainable flooring, installation of an energy-efficient hot water system, and windows will be upgraded.

The dining room and living room will be converted into a music and or writing studio to accommodate either a writer, musician, or composer or a combination of talents not exceeding two individuals. Musicians and composers will have the use of a Steinway or other professional piano. The current office will be converted into a second bedroom and can be used alternatively for a writing space and reading room.

The detached garage/studio space/storage buildings the foot-print for new construction of a 3,800 S/F three-story sustainable fine art studio, residence, archival storage area, administrative office, one vehicle garage, tool space, et cetera.

An architect with the passion, commitment, and drive to refine the expansion concept that Mr. Stout began drafting before his death will be contracted. Edgardo Abello, a partner of Gallery 14 in Vero Beach, Florida has created the architectural renderings of the new studio. Insulation, high rated energy efficient appliances and A/C units, sustainable flooring, concrete, solar devices, a green roof, and other sustainable building practices will be incorporated in the design.

The energy efficient studio (producing enough energy to sell back to Florida Power and Light) presents a **donor naming opportunity**.

Native planting will be designed by local supporters and maintained by volunteer groups. The walking pathways established by Mr. Stout will be improved and feature outdoor sculptures.

A thirty foot high sculpture is envisioned for placement between the STOUTHOUSE and the sustainable art studio. Renowned sculptor Pat Cochran will be commissioned to create the colossal sculpture.

Business goals and objectives

The goals and objectives of STOUTHOUSE satisfy the need of individual artists for solitude to create, ponder, experiment with new directions in their work, complete a major artistic project, and to provide the opportunity to collaborate with artists of different genres.

An artist residency at STOUTHOUSE will allow a length of time for artists to

focus on creative endeavors.

History of STOUTHOUSE

STOUTHOUSE is located on a wooded acre of land in northern Indian River County, Florida. The property accesses the Indian River Lagoon at the intersection of Bay Street and Indian River Drive. Mr. Yoder, the original owner of the property, seems to have been a naturalist who did not want oaks cut down and who wanted to provide a space on the Lagoon for people to sit and reflect.

The vegetation on a significant portion of the acreage is densely populated with trees, including palms, oaks, Poinciana, and hickory. The understory is rich with ferns and native plants.

The largest animal seen on the property is the occasional bob cat. Other wildlife includes numerous species of birds, snakes, lizards, frogs, squirrels, rabbits, raccoons, and once in a while an armadillo visits. Butterflies, bees, and insects abound!

Weldon Joseph Stout designed and built a unique house on this property in 1985-1986. STOUTHOUSE, named by Mr. Stout, features six of his major custom stained glass works. Several of the glass pieces were inspired by the graphic art form of Alphonse Mucha, a Czech artist who was credited with launching the Art Nouveau movement in 1894. Curves, color, composition, selection of European antique glass, and large scale are compelling aspects of Mr. Stout's expertly executed stained glass artwork.

The refractions from an abstract, 4 x 4 foot octagonal piece located to the right of the entrance to the home (flanked by a vertical side light piece featuring purple, green, and yellow leaves on a tree) playfully dance on the floor or adjoining walls. These "reflections" from the stained glass are newly created "bonuses," that are discovered throughout the interior and the exterior of STOUTHOUSE.

Mr. Stout, a native Marylander, born in Baltimore on October 21, 1919, spent much of his childhood exploring Maryland's eastern shore. Mr. Stout retired from a successful career as Art Director at Bendix Avionics (now Honeywell) in Fort Lauderdale, Florida. He was a gifted draftsman and painter.

The foyer of STOUTHOUSE is dedicated to the Chesapeake Bay Skipjack and includes Mr. Stout's original oil painting (37 x 47 inches) of a working Skipjack. A written biography of the Skipjack and two smaller canvases painted by Mr. Stout, one a detail of a skipjack and another a small painting of a skipjack at rest are included in the wall composition. A large weathered drift wood board, discovered by Mr. Stout buried deep in the sand at Ocean City, Maryland serves as a hunt-board and completes the installation.

"The Skipjack Foyer" is an opportunity for Marylanders to honor their heritage by

sponsoring a donor plaque.

One of the six stained glass installations features the custom stained glass entryway to the guest shower area. The 4 vertical panels (each 74 by 18 inches) when opened at the center reveal a double image of two great blue herons at sunset...an “eye opener” and the “WOW” factor.

List of key STOUTHOUSE Directors

Quentin Walter
Timothy Glover
David Bazinet
Albert Sidney Johnston III

Description of Products and Services

The STAF (Seth Theolonius Alvin Foster) Art Collection features the works of more than one hundred and thirty visual fine artists that Quentin Walter, Artistic Director of STOUTHOUSE, has collected (including her life’s work) during her thirty-five year career as a professional fine artist. Paintings, photographs, assemblages, fiber art, costumes, ceramics, and sculptures highlight the museum quality works in The STAF ART Collection.

Geoffrey Myers, a professional artist and musician, painted a surrealist oil portrait of Ms. Walter titled “*Ms. Bow, the Gift,*” to help raise funds for STOUTHOUSE. The six by four foot portrait has been referred to as having the enigmatic expression of da Vinci’s “*Mona Lisa!*” The attitude of Ms. Walter as a consummate art connoisseur and purveyor of culture has been captured on canvas! The work is offered for **\$56,000** to remain in the STAF Art Collection.

The STAF Art Collection will be catalogued. College interns pursuing curatorial careers will be targeted for this project. The STAF Art Collection will continue to grow with the acquisition of new artworks.

A coffee table book detailing the inspiration, technique, subjects, growth and impact of Mr. Stout’s work and vision for STOUTHOUSE will be produced and sold. Reproductions of his stained glass pieces and preliminary stained glass designs as well as giclees of Mr. Stout’s oil paintings (specifically his portrait of Pittsburgh Steelers Terry Bradshaw in a Super Bowl Game vs. The Dallas Cowboys in the 1970s) will be available.

Note cards have been produced of Ms. Walter’s original collages and are available for purchase.

Works created by artists in residence that are gifted to support STOUTHOUSE will be appreciated, but a 50/50 financial split between artist donor and STOUTHOUSE will be the standard.

Organization and Management

STOUTHOUSE Corporation is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to STOUTHOUSE Corporation are deductible under section 170 of the Code. STOUTHOUSE Corporation is qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. STOUTHOUSE Corporation is a public charity under the Code 170 (b) (1) (A) (vi).

Florida Department of Agriculture and Consumer Services Division of Consumer Services EXEMPT CHARITABLE ORGANIZATION/SPONSORS APPLICATION Solicitations of Contributions Act Chapter 496, Florida Statutes Rule 5J-7.004, Florida Administrative Code has been granted.

Quentin Walter, Artistic Director of STOUTHOUSE is the Chair of the Board, Secretary, and Co-Treasurer. A graduate of Western Washington University in Bellingham, Washington, Ms. Walter has tenaciously pursued her career as an active fine artist. A twenty-five thousand dollar individual artist grant from the Adolph and Esther Gottlieb Foundation, twelve thousand dollar grant from the Pollack-Krasner Foundation, residencies at the Fine Arts Work Center in Provincetown, Massachusetts, the Vermont Studio Center in Jonson, Vermont, and the Atlantic Center for the Arts in New Smyrna Beach, Florida, her travelling exhibition *Intimate Encounters, Mercedes Devereau, BUZZ X*, highlight her achievements to date.

As Board President Ms. Walter schedules and presides at board meetings, researches and applies for grants for funding, and schedules and conducts tours of STOUTHOUSE.

Ms. Walter's duties as Secretary are to take notes at STOUTHOUSE meetings which are then filed in the STOUTHOUSE "Book" and written and email correspondence.

As Co-Treasurer of STOUTHOUSE Ms. Walter's responsibilities include communicating financial transactions to Co-Treasurer Timothy Glover to enter in QuickBooks, filing necessary tax documents, paying bills, and balancing the check book.

Timothy Glover, Co-Treasurer, was born in Keene, New Hampshire. Mr. Glover graduated from Embry-Riddle Aeronautical University, Daytona Beach, FL and holds a BS in Aeronautical Science and a BA in Aviation Management. He currently is a pilot for United Airlines, based in Newark, New Jersey, and especially enjoys flights to Rome, Italy. Mr. Glover resides in Micco, Florida in an environmentally friendly home that was designed by the late Vero Beach architect John Dean. The home is geothermal air conditioned and heated

Mr. Glover has deep roots in Indian River County, since the 1990s, and is an active leader in many community organizations focused on environmental stewardship. He is President of Friends of St. Sebastian River, Treasurer of Pelican Island Preservation Society, member of Pelican Island Audubon Society, Sebastian Area Historical Society, Indian River County Historical Society, and Roseland Community Association. Mr. Glover is also Director and webmaster of the Vero Beach Computer Group.

As Co-Treasurer of STOUTHOUSE, Mr. Glover will transition accounting to QuickBooks. Mr. Glover will be a co-signatory on the STOUTHOUSE CORPORATION Harbor Community Bank checking account.

David Bazinet is the Internet Technician (IT) and Public Relations Liaison (PRL) for STOUTHOUSE. Dave is a self-taught artist and photographer with a BS in Natural Science. He served two years with the US Army in Germany and studied Electronics and Missile Theory. He worked for his father's Solar and Fiber-Optic Company and then was instrumental in developing the hand held Pocket Pal solar cell charger. He was President of Aurora Solar where the solar chargers were manufactured in Connecticut. Dave was owner of Elite Photography and Enigma Gallery in Vero Beach, Florida. Currently Dave is working on a series of sketches of famous musicians. He loves photographing "undiscovered" decaying structures in natural settings and landscapes.

In his positions as IT and PRL Mr. Bazinet will help with STOUTHOUSE's facebook page and YouTube site and other internet related marketing campaigns as well as utilizing traditional newspaper and radio media coverage.

Albert Sidney Johnston III is Director Emeritus, and a life time honorary board member. Mr. Johnston served in the Navy during the 1952-54 Korean Campaign. Mr. Johnston holds an AB degree in philosophy from Saint Mary's College, California and a JD degree from Catholic University, Columbus School of Law, Washington, D.C. He was active in law firms in Biloxi, Mississippi and Cleveland, Ohio and tried civil cases in many state and federal courts. Al ran the family commercial fishing and tackle business, was sailing director of Ocean Springs Yacht Club, and ran the sailing school of Ocean Springs Harbor. Mr. Johnston knew Mr. Stout as a friend and neighbor from 1985 until Mr. Stout's death in 2013.

Definition of the Market

STOUTHOUSE is an artists' community in northern Indian River County. The retreat will serve visual artists, writers, musicians, and composers. At this time the residents are vetted by the Artistic Director with no formal application.

STOUTHOUSE will be the first artist residency in Indian River County. Meals will alternate between being prepared by STOUTHOUSE and the resident.

Family of residents and their pets may be permitted on a case by case basis. Smoking will be in designated areas.

STOUTHOUSE will be ADA compliant.

STOUTHOUSE will be a cultural, historic, and environmental asset to the community of Indian River County. The ripple effect of STOUTHOUSE residents will have positive and global impact.

Please join us to transform this “pie in a sky,” into the reality of a preserved gem on the Treasure Coast for future generations!

Marketing and sales strategy

STOUTHOUSE will enhance community diversity through arts and culture. The facility will be open by appointment only and an open house coincides with the annual Sebastian Art Studio Tour.

STOUTHOUSE will consider membership in the Alliance of Artists Communities and the Cultural Council of Indian River County.

Fundraising events will be coordinated with local businesses.

Financial Management

Start up costs for STOUTHOUSE

\$1,500 attorney and state filing fees for formation
STOUTHOUSE CORPORATION
511 printing
465 office expenses
\$2,476 total expenses for 2013

Projected Expenditures

\$220,000 purchase price based on 2016
1,861 property insurance
0 property taxes when nonprofit owns
1,800 utilities, internet, phone
61 state corporation fee
800 office expense
600 printing
5,000 fundraising
12,000 architectural concept design phase
500,000 construction of sustainable studio (3,800 S/F)
60,000 upgrades on original house
\$802,122 total expenses 2016-2018

Projected Income

\$220,000 donations to purchase property

15,400 grants for operational expenses

500,000 Weldon J. Stout Endowment to sustain STOUTHOUSE in perpetuity
(some of these funds are projected to be from matching State of
Florida Cultural Grants).

1,256,000 naming opportunities

Sustainable Studio 1@1,000,000 or 2@ 500,000

Skipjack Foyer 50,000

Music Space 100,000

Writing Space 50,000

Ms. Bow 56,000

Native Plant and Sculpture Garden 100,000

\$2,091,400 total income 2016-2018

Net gain=\$1,289,278

Please keep in mind that this business plan is a living document and
is evolving!!!!

Contact Information

To learn more about STOUTHOUSE, to schedule a private tour, or to make a
financial commitment to STOUTHOUSE, please contact:

Ms. Quentin Walter, Artistic Director
13700 Ruffner Lane Sebastian, Florida 32958
772.589.8826

info@stouthousewhereartistscreate.org

Thank you for your support!