



Artwork by [REDACTED]

Bangs Gallery & Studio

Offering San Antonio quality fine art and enriching experiences with painting.

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Business Profile

Bangs Gallery & Studio is both a commercial gallery and art studio. Bangs Gallery & Studio sells high quality, representational¹ artwork and offers plein air and studio art classes. Plein air painting is leaving the four walls of one's studio to experience painting landscapes on site. Plein air classes taught by Bangs Gallery & Studio instructors will take place in natural areas around San Antonio, including Government Canyon State Natural Area, Medina River Natural Area, and the River Walk, where students can feel the immersive joy of creating art outdoors. Bangs Gallery & Studio will also offer studio art classes, where students can have the meditative experience of painting still lifes and portraits from observation.

Making art has been a lifelong passion for me, and I developed my love for painting still lifes, portraits, and landscapes over the past four years. For me and other artists I know, plein air painting is an excellent way to de-stress. With Bangs Gallery & Studio, I hope to share this experience with local artists and the broader San Antonio community.

These licenses and certifications are required to conduct this business:

- General business license
- Federal and state tax identification number
- Sales tax permit
- Sign permit
- Temporary food event license
- Fire department permit
- TABC license to serve alcohol at gallery events

Bangs Gallery & Studio will be a local brick-and-mortar store with one location.

In San Antonio, there are currently very few galleries that sell representational non-southwestern artwork. Bangs Gallery & Studio will fill this gap, providing high-quality, visually appealing artwork with a wide array of conceptual ideas.

The business objective of Bangs Gallery & Studio is also to bring the joy of outdoor painting to a wide audience. The business will be a gallery and studio offering drop-in "plein air" painting classes outdoors in parks and public areas around San Antonio. The gallery space will partially feature emerging artists.

¹ Artwork with identifiable subject matter.

Bangs Gallery & Studio aims to solve the problem of under-representation of skilled young artists in the professional art world, create an “art league” community of representational artists in San Antonio, and to provide fun ways to engage with nature to the broader San Antonio community.

Target Market

Gallery Target Market

The target market of the gallery is men and women, ages 30 through 60 who are living in the San Antonio area and surrounding counties. The income of target customers for the gallery is between \$60,000 and \$100,000 or more. This is because representational artwork is highly priced. The gallery will appeal to a niche market of art collectors the most. This demographic is most likely to have the greatest dispensable income of the gallery’s customers and to enjoy looking at and discussing the artwork. While art investors² would be potential customers for the gallery, Bangs Gallery & Studio will not market to this demographic to avoid losing money that could have been earned by the business.

Plein Air and Studio Art Classes Target Market

The target market of the plein air and studio art classes is men and women, ages 16 through 50 also living in the San Antonio area. The income of target customers of the classes is between \$30,000 and \$60,000. This is because the classes are far more affordable than the artwork Bangs Gallery & Studio sells. The business will target people (especially developing/hobbyist artists) who are interested in learning about and creating art for its plein air and studio art classes.

Location

The gallery will be located in a storefront, and drop-in plein air classes will be held in different locations around the city. The brick-and-mortar store will be located in the north side of San Antonio near 1604 and 281. This is because this location is near a demographic of people who have higher disposable income that can be spent on artwork.

² Customers who buy large quantities of artwork to re-sell for a greater return.

Marketing and Sales Plan

My target market for studio and plein air classes would want to participate because the classes offer a relaxing, enjoyable, and educational experience that would allow customers to de-stress and walk away with a new piece of art they can take pride in creating.

The customers of my gallery would want to buy the artwork on display because I will curate the work to be skillfully made and showing conceptual thought. The works available will be representational and traditionally executed; this style appeals to many art buyers (see samples on page 21).

Promotional Activities to Increase Sales

To entice people to buy artwork, seasonal events will be held to promote the gallery. Hors d'oeuvres and drinks will be served, and I will invite the gallery's artists to attend and meet with potential buyers. In these events, I will be speaking to guests about the artwork and persuading possible buyers. For example, Bangs Gallery & Studio will host annual "\$2,000 and Under" shows where featured artists will be asked to submit small works that will be priced at or under \$2,000.

The gallery will also participate in local arts festivals. This includes the Southwest School of Art's Fiesta Arts Fair and the River Walk's Holiday Artisan Show. Bangs Gallery & Studio will also use cross-marketing to bring in more gallery customers. For example, the business will partner with local coffee or drink vendors to sell their product at exhibition openings.

Advertising

I will reach gallery customers with traditional print media (magazines, newspapers, and direct mail), social media, and paid digital advertising through Facebook. Visitors of the gallery will have the option of signing up for the Bangs Gallery & Studio monthly newsletter detailing upcoming exhibitions and events via email and/or print, and my business will have a website hosted by Wix, a website building platform I am experienced in using. The website will have pages detailing current, upcoming, and past shows, as well as an FAQ, home, store, and about page. There will also be a page dedicated to listing the artists the gallery represents with their available works shown. The website will have a prominent contact form that customers can fill out with ease.

Facebook will be used to market toward established possible customers who would be interested in purchasing artwork or attending classes with well-known artists. I chose this platform to target customers in the age range of 40 to 60 years old.

Paid digital advertising on Instagram will be used to target young audiences who would be interested in attending beginner plein air or studio art classes. I will use Instagram story ads and traditional feed ads.

All marketing materials will be used to inform potential customers about my business, actively pursue gaining more customers in the gallery's area, promote upcoming events, promote my business in art fairs and conferences, and build client relationships. Print media to be used include brochures, postcards, and event invitations.

I will be responsible for managing social media marketing and Bangs Gallery & Studio's website, and an employee will be responsible for managing these while I teach classes.

Class Prices

All classes will cost \$10 per hour per student.

Competitors

The top competitors of my business are the Southwest School of Art, the Coppini Academy of Fine Arts, local contemporary galleries like Blue Star Contemporary, Artpace, Ruby City, Centro de Artes, etc., and local fine art galleries like Art Gallery Prudencia, Hildebrand Art Gallery, Gallery 330 and InSight Gallery (in Fredericksburg), San Antonio Art League, Hunt Gallery, Texas Treasures Fine Art, and paint-and-sip franchises like Painting with a Twist.

The Southwest School of Art offers community art classes for people of all ages. Almost all of their classes are located in their art studios indoors. They teach art in a variety of media; their classes range from acrylic painting to ceramic wheel throwing. They have a Bachelor of Fine Arts program and a free Teen Studio Intensive program for high school students, where they are exposed to different ways of making art. The Southwest School of Art's community art classes for adults range from \$275 to \$325. Their teen program is free.

The Coppini Academy of Fine Arts (known as the Coppini) offers drop-in open studio drawing sessions where customers can pay a fee to draw from a model for three hours. They also offer one-to three-day workshops with high end, well-known representational artists usually working in oil paint. These include demonstrations and one-on-one instruction. The subject matter they teach is usually still lifes and portraiture. The Coppini Academy of Art's drop-in open studio drawing sessions are \$15 for non-members and \$10 for members. Their artist workshops are usually between \$750 and \$1000. One of their most recent artist workshops with Jeremy Lipking (a well-known, successful traditional artist) cost \$750 for three days.

Local contemporary art galleries like the ones listed above hold shows from contemporary artists usually working in experimental media. These include large scale installations, conceptual art, and performance pieces. Most of these organizations are non-profits. Blue Star Contemporary offers free small art activities for children called Family Saturdays, and has an independent-study art program for high schoolers called Blue Star Mosaic. Artpace and Ruby City offer residencies for artists with stipends. The age of artists showing in these galleries ranges from early to late career. Artpace and Ruby City are non-profits, admission to their shows is free. Blue Star Contemporary charges \$5 for general admission to their exhibits.

Local fine arts galleries offer representational artwork that usually includes landscapes and western-themed still lifes. The age of the artists usually showing in these galleries is late-career. The artworks typically show a high level of technical skill. The artwork in fine art galleries ranges from \$700 to \$2,000+ for a painting, depending on the skill level, experience, and professional recognition the artist has accumulated throughout their career. However, at Gallery 330 in Fredericksburg, Texas, I have seen a painting from a late-career artist priced at \$200,000.

Paint-and-sip franchises like Painting with a Twist offer “fun art, not fine art” (Painting with a Twist, 2019) classes that are marketed towards women as Girls Night Outs, Date Nights, Bachelorette Parties, and private events. Alcohol is usually served, and customers make copies of pre-determined paintings. The cost of these classes range from \$35-\$45.

Business Competitors

BUSINESS NAME	Good/Service Offered	Lowest Price	Highest Price
SCHOOLS/ACADEMIES			
SOUTHWEST SCHOOL OF ART	Community Art Classes	\$ 275	\$ 325
	Contemporary Art Exhibitions	\$ -	\$ -
COPPINI ACADEMY OF FINE ARTS	Open Studio Sessions	\$ 10	\$ 15
	Artist Workshops	\$ 750	\$ 1,000
CONTEMPORARY GALLERIES AND MUSEUMS			
BLUE STAR CONTEMPORARY	Contemporary Art Exhibitions	\$ 5	\$ 5
	Family Saturdays	\$ -	\$ -
ARTPACE	Contemporary Art Exhibitions	\$ -	\$ -
	Morning Mixers - Food for Purchase	\$ -	\$ 5
FINE ART GALLERIES			
ART GALLERY PRUDENCIA	Representational Painting	\$ 700	\$ 2,500
GALLERY 330	Representational Painting	\$ 1,000	\$ 200,000
INSIGHT GALLERY	Representational Painting	\$ 700	\$ 3,000
TEXAS TREASURES FINE ART	Representational Painting	\$ 700	\$ 2,500

Competitor Strengths and Weaknesses

BUSINESS NAME	Strengths	Weaknesses
SOUTHWEST SCHOOL OF ART	Classes offer a variety of media	Doesn't offer classes outside of the studio
COPPINI ACADEMY OF FINE ART	Classes with highly skilled artists + access to drawing model	Doesn't offer classes outside of the studio + classes are very expensive
BLUE STAR CONTEMPORARY ARTSPACE	Cheap admission cost	Doesn't sell representational art + isn't a commercial gallery
ART GALLERY PRUDENCIA	Ability to host events; ex: Chalk It Up	Doesn't sell representational art + isn't a commercial gallery
GALLERY 330	Sells high quality landscape paintings from local artists	Mainly only landscape paintings
INSIGHT GALLERY	Sells high quality representational paintings	Very high prices for artwork
TEXAS TREASURES FINE ART	Sells high quality representational paintings	High prices for artwork
	Sells high quality western-themed artwork	Almost exclusively western-themed artwork; appeals to niche audience

Why Bangs Gallery & Studio is Likely to Succeed

My gallery is uniquely qualified to succeed because our prices for artwork are lower and we offer a higher quality product. The drop-in classes appeal to a wide variety of people interested in art, from people wanting a fun experience to professional artists seeking artistic instruction from other professionals. There is no other business in San Antonio that offers plein air painting workshops on a regular basis; my business will be filling this role.

As the business grows and gains more recognition, I want the drop-in plein air classes to begin featuring more well-known and experienced artists. This would allow me to charge higher costs for the classes. Over time, I would like to be able to raise the prices of the artwork I sell in my gallery to benefit both the business and the artists I promote. I want to continually improve by business's product line and expand workshop and gallery locations.

The greater purpose of my gallery is to provide buyers high quality representational art. I am committed to providing young and emerging artists who are dedicated to creating art a space to show and sell their work. By doing this, I hope my business will foster growth in San Antonio's

community of emerging art professionals. The greater goal of my plein air classes is to provide artists and the broader San Antonio community the opportunity to enjoy nature in a fun, active, and creative way. Bangs Gallery & Studio will only have one location; this is to keep the teaching style of classes consistent.

Operations

Obtaining Materials for Artwork

The artwork in the gallery will be created by myself and local artists. For my own artwork, I will buy my supplies from Dick Blick Art Supplies and Lowe's in bulk. It is the responsibility of the artists I show, who are W-9 independent contractors, to source their own materials for their artwork. Following with common gallery policy, it is the artist's responsibility to purchase frames for their artwork. I will ask that artists add in the cost of the frame to the retail price of the artwork.

Creation of Artwork

Because the product my gallery is selling is paintings, I will assemble my own product by applying oil paint to canvas and/or wooden Hardboard panel. The process of assembling other's artwork will be at the discretion of the artists I represent. But, the most common process for creating paintings is applying wet media to grounds like canvas and panel. Wet media include acrylic paint, oil paint, watercolors, tempera, etc.

Packaging for Consumers

In the gallery, artwork will be hung in frames by galvanized steel wire and D-rings. Once a customer purchases a painting, the work will be removed from the frame. It will be covered by a layer of archival (acid-free) Glassine paper and two layers of bubble wrap. Then, a piece of acid-free foam core 2" bigger than each side of the artwork will be placed on the front and back of the artwork. It will be placed in an Airfloat StrongBox and shipped to the customer. The frame will be shipped separately; It will be covered with two layers of bubble wrap and have two pieces of corrugated cardboard 2" bigger than each side of the frame placed on its front and back. Then, it will be placed in another Airfloat StrongBox and shipped to the customer. Shipping the artwork and frame separately is to ensure that the artwork is not damaged. If artwork is damaged, the gallery will give the customer a full refund. Frames will be paid for by the artist.

Service Delivery

For my plein air classes, customers will sign up digitally to attend classes in locations around San Antonio. On the digital platform, they will choose whether or not to rent supplies from Bangs Gallery & Studio. For the consumer, this is an optional supply fee; if it isn't selected, the customer is responsible for bringing their own supplies. Supplies included with the supply fee are a portable easel, academic-grade oil paints³, Blick bristle brushes, a 2oz container of Liquin oil medium, one jar of turpentine, two 9x12" wooden panels, and cotton rags as needed. All customers will be asked to bring their own backpack. The customers and I will meet on-site in a pre-determined meeting spot where supplies will be distributed. I will walk the students to a scenic area I've chosen to teach the class. There, I will give both general and one-on-one instruction on handling oil paints and using them to create landscape paintings. Workshops will be three hours to a full day long.

For my studio art classes, I will use a similar business model. Customers will sign up digitally to attend classes held in the gallery in a separate room, and can opt to rent similar supplies for a fee. These supplies include academic grade oil paints, Blick bristle brushes, a 2oz container of Liquin oil medium, one jar of turpentine, cotton rags as needed, and wooden panels or canvas of sizes depending on the class offered. Aluminum studio easels and tables will be provided to all customers free of charge. The class participants will all meet in the Bangs Gallery & Studio gallery where classes will be held. I will teach classes on still life, portrait, and figure painting. Classes will be two to six hours long.

After-Sale Services

After a customer buys a piece of artwork, I will send them an instructional packet that covers archival practices for artwork. This is so that their purchase can be enjoyed for many generations. Topics will include being wary of light exposure, humidity, temperature, and more. Instructions will be sent according to the customer's preference; this includes via mail, email, hard drive, etc.

Customers of my plein air and studio classes can expect a paper or digital summary of topics covered in my workshops. It will be presented in a neat, organized, and easy-to-understand way.

Employees

When I begin my business, I will hire one additional employee who will work part-time. I will take on the responsibilities of administration, finances, marketing and advertising, web design and development and operations. In the plein air classes, I will be the sole teacher and facilitator of the workshops. While I am teaching workshops, the employee will be responsible for overseeing the

³ Economy version of professional oil paints with less concentrated pigment.

gallery. Their responsibilities will include interacting with gallery customers, managing and recording any sales with customers, and temporarily managing social media and customer inquiries online. As the business grows, I plan to hire temporary instructors and invite artists to curate shows.

For my gallery, all artists will be required to fill out consignment forms detailing the title, size, artwork series, condition, retail price, and condition of the artworks the gallery shows and has in inventory. Both the gallery and artists will hold copies of these forms. All consignment agreements will also state the dates of consignment and clauses stating the rights of the artist and gallery. These clauses include:

- The artist keeps ownership of works on consignment, even though the gallery has the right to sell the works.
- The gallery is responsible for any loss or damage of artwork.
- The artist will receive their payment from a sale before the gallery does.
- Artwork will not be used as collateral if the gallery reaches bankruptcy.
- Artists will not receive payments until their artwork has been sold.

The artists and gallery may add, delete, or change clauses as mutually agreed upon in advance. The consignment agreements will also state that Bangs Gallery & Studio will earn 50% commission on all artworks sold, and whether or not the works can be discounted (Lazzari, 1996). If the artist allows discounts, the loss will be distributed equally between Bangs Gallery & Studio and the artist. I will recruit interested artists through social media and by visiting art campuses like the Southwest School of Art, UTSA College of Liberal and Fine Arts, and UT Austin College of Fine Arts. I will also frequently visit art gallery exhibit openings to find artists interested in showing at Bangs Gallery & Studio.

Employees skilled in digital marketing, business administration, art curating, and traditional oil painting would be a great asset to Bangs Gallery & Studio in the future as the business expands.

Hours of Operation

The hours of operation for the gallery are as follows:

Gallery & Studio Hours of Operation

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12AM-5PM	6PM-9PM	6PM-9PM	10AM-9PM	10AM-9PM	10AM-9PM	9AM-5PM

Plein air classes take place outside of the hours of operation of the gallery and studio because they are not located in the Bangs Gallery & Studio building.

The weekly schedule of regular classes is as follows. On the first Friday of every month, Bangs Gallery & Studio will host a First Friday Sip and Shop Event from 4PM until 10PM instead of Figure Drawing Friday. During all classes that I teach, the employee will take over responsibilities for temporarily managing the gallery.

Weekly Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Plein Air	Gallery	Gallery	No Classes,	No Classes,	No Classes,	Plein Air
Painting	Closed	Closed	Gallery Open	Gallery Open	Gallery Open	Painting
9AM-1PM						9AM-11AM
Plein Air	Studio Class:	Studio Class:	Studio Class:	Studio Class:	Figure	Plein Air
Painting	Portrait	Still Life	Still Life	Portrait	Drawing	Painting
2PM-5PM	Painting	Drawing	Painting	Painting	Friday 6PM-	12PM-5PM
	6PM-9PM	6PM-9PM	6PM-9PM	6PM-9PM	9PM	

Financial Requirements

The money used for starting the Bangs Gallery & Studio will be sourced from personal savings and SBA (Small Business Association guaranteed) loans. The personal savings will be comprised of sales of assets, crowdfunding donations, and savings from other income.

The total amount of funds needed to start Bangs Gallery & Studio is \$92,694. This is the sum of all one-time expenses and the first 9 months of recurring expenses. I will contribute \$30,898 (one third of this amount) from personal savings. Through the SBA, I will take out a 7(a) loan of \$61,796 to obtain funds for working capital, supplies, furniture/fixtures, and monthly expenses. The reason I will

apply for a loan through the SBA is to obtain low interest rates. The loan I take out will have a repayment term of 10 years and a 7% APR (U.S. Small Business Administration, 2019).

Expenses Checklists: Total Start-Up Costs and Monthly Expenses

Total Start-Up Costs⁴ by Category

Category	Total Cost
Art Class Materials	\$ 2,349.00
Shipping	\$ 371.30
Office and Gallery Equipment	\$ 2,648.00
Business Licenses and Permits	\$ 1,007.95
First Month of Employee Payroll	\$ 2,926.64
First Month of Digital & Print Marketing	\$ 482.35
First Month of Building Rent	\$ 3,000.00
First Month of Utilities	\$ 263.00
Total Start-Up Costs:	\$ 13,771.94

Total Monthly Expenses by Category

Category	Total Cost
Art Class Materials	\$ 625.00
Shipping	\$ 916.00
Office and Gallery Materials	\$ 93.50
Employee Payroll	\$ 2,926.64
Digital and Print Marketing	\$ 482.00
Building Rent	\$ 3,000.00
Utilities	\$ 263.00
Loan Payment	\$ 717.50
Total Monthly Expenses Excluding Loan Payment:	\$ 8,306.14

⁴ The start-up costs shown include total one-time expenses in each category plus the first month of all recurring expenses.

Detailed Summary of One-Time Expenses

Plein Air & Studio Art Class Supplies One-Time Costs

Material	Quantity	Cost Per Unit	Subtotal	Sales Tax	Total
Pochade Boxes: Capri 2 Deluxe	8	\$ 35.79	\$ 286.32	\$ 23.62	\$ 309.94
Wood Sketch Box					
Cotton Rags, in Yards	3	\$ 15.99	\$ 47.97	\$ 3.96	\$ 51.93
2oz Liquin Dispenser	60	\$ 0.57	\$ 34.20	\$ 2.82	\$ 37.02
Metal Turpentine Jar	12	\$ 18.99	\$ 227.88	\$ 18.80	\$ 246.68
Art Supply Tackle Box, 14x7x8 inches	8	\$ 14.99	\$ 119.92	\$ 9.89	\$ 129.81
Circular Saw, Hand-Held	1	\$ 29.99	\$ 29.99	\$ 2.47	\$ 32.46
Heavy Duty Tripod	8	\$ 178.00	\$ 1,424.00	\$ 117.48	\$ 1,541.48
Total:					\$ 2,349.00

Shipping One-Time Costs

Material	Quantity	Cost Per Unit	Subtotal	Sales Tax	Total
Manual Staple Gun	1	\$ 18.00	\$ 18.00	\$ 1.49	\$ 19.49
Electric Screwdriver	1	\$ 300.00	\$ 300.00	\$ 24.75	\$ 324.75
Right Angle Ruler	1	\$ 5.00	\$ 5.00	\$ 0.41	\$ 5.41
Hammer	1	\$ 20.00	\$ 20.00	\$ 1.65	\$ 21.65
Total:					\$ 371.30

Office and Gallery Supplies One-time Costs

Item	Quantity	Cost Per Unit	Subtotal	Sales Tax	Total
Pre-owned Laptop	1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Color Printer	1	\$ 429.99	\$ 429.99	\$ 35.47	\$ 465.46
Cash Register	1	\$ 200.00	\$ 200.00	\$ 16.50	\$ 216.50
Microsoft Office Suite Software	1	\$ 249.99	\$ 249.99	\$ 20.62	\$ 270.61
Business Phone	1	\$ 80.00	\$ 80.00	\$ 6.60	\$ 86.60
Desk	3	\$ 100.00	\$ 300.00	\$ 24.75	\$ 324.75
Desk Chair	1	\$ 90.00	\$ 90.00	\$ 7.43	\$ 97.43
Bins to hold artwork prints	5	\$ 55.00	\$ 275.00	\$ 22.69	\$ 297.69
Guest Chair	2	\$ 50.00	\$ 100.00	\$ 8.25	\$ 108.25
Pens, box of 50	1	\$ 12.00	\$ 12.00	\$ 0.99	\$ 12.99
Aluminum Yard Stick	1	\$ 8.00	\$ 8.00	\$ 0.66	\$ 8.66
Wire Cutters	1	\$ 8.00	\$ 8.00	\$ 0.66	\$ 8.66

Tape Measure	1	\$	10.00	\$	10.00	\$	0.83	\$	10.83
Stapler	1	\$	5.00	\$	5.00	\$	0.41	\$	5.41
Painted Glass Storefront Sign	2	\$	175.00	\$	350.00	\$	28.88	\$	378.88
Interior Track Lights, 4 ft. each	7	\$	46.86	\$	328.02	\$	27.06	\$	355.08
Total:								\$	2,648.00

One-Time Business License and Permit Costs

Item	Cost
General Business License	\$ 300.00
Federal Tax Identification Number	\$ 0.00
Sales Tax Permit	\$ 0.00
Sign Permit	\$ 125.00
Temporary Food Event License	\$ 200.00
Fire Department Permit	\$ 375.00
TABC Permit to Serve Alcohol	\$ 7.95
Total:	\$ 1,007.95

Detailed Summary of Monthly Expenses

Monthly Art Class Materials Expenses

Material	Quantity	Cost Per Unit	Subtotal	Sales Tax	Total
Liquitex Professional Gesso, 3.7L	1	\$ 47.99	\$ 47.99	\$ 3.96	\$ 51.95
2 inch foam brushes	10	\$ 0.27	\$ 2.70	\$ 0.22	\$ 2.92
Blick Bristle Brush Set	3	\$ 18.95	\$ 56.85	\$ 4.69	\$ 61.54
Winsor & Newton Winton Oil	12	\$ 10.18	\$ 122.16	\$ 10.08	\$ 132.24
Paints: 200mL Tubes					
Winsor & Newton Liquin Original Oil Medium, 2.5L	2	\$ 57.36	\$ 114.72	\$ 9.46	\$ 124.18
Lowe's HardBoard Panels, 9x12 inches	224	\$ 0.14	\$ 31.36	\$ 2.59	\$ 33.95
Gamsol Odorless Mineral Spirits, 3.76L	3	\$ 47.21	\$ 141.63	\$ 11.68	\$ 153.31
Paper Towels, Pack of 8	3	\$ 19.88	\$ 59.64	\$ 4.92	\$ 64.56
Total:				\$	625.00

Monthly Shipping⁵ Expenses

Material	Quantity	Cost per Unit	Subtotal	Sales Tax	Total
Archival Glassine Paper Roll 48"x30yd	1	\$ 45.00	\$ 45.00	\$ 3.71	\$ 48.71
Single Wall Cardboard, 5 Pack	20	\$ 8.09	\$ 161.80	\$ 13.35	\$ 175.15
Acid-Free Foam Core	12	\$ 4.90	\$ 58.80	\$ 4.85	\$ 63.65
Airfloat StrongBox	4	\$ 75.00	\$ 300.00	\$ 24.75	\$ 324.75
Packaging Tape	3	\$ 2.95	\$ 8.85	\$ 0.73	\$ 9.58
Plywood 4x9'	1	\$ 14.88	\$ 14.88	\$ 1.23	\$ 16.11
Elmer's Wood Glue	1	\$ 7.00	\$ 7.00	\$ 0.58	\$ 7.58
Steel Screws, 10 Pack	3	\$ 2.65	\$ 7.95	\$ 0.66	\$ 8.61
Nails, 18 Pack	3	\$ 4.37	\$ 13.11	\$ 1.08	\$ 14.19
FedEx Ground Shipping for 50lb	3	\$ 76.29	\$ 228.87	\$ 18.88	\$ 247.75
Total:					\$ 916.08

Monthly Office and Gallery Materials Expenses

Item	Quantity	Cost per Unit	Subtotal	Sales Tax	Total
Galvanized Steel Wire	1	\$ 3.48	\$ 3.48	\$ 0.29	\$ 3.77
QuickBooks Essential Plan	1	\$ 20.00	\$ 20.00	\$ 1.65	\$ 21.65
D-Ring Pack	1	\$ 7.99	\$ 7.99	\$ 0.66	\$ 8.65
Printer Paper Pack	2	\$ 7.99	\$ 15.98	\$ 1.32	\$ 17.30
Black Ink Cartridge	2	\$ 15.99	\$ 31.98	\$ 2.64	\$ 34.62
Staples	2	\$ 3.47	\$ 6.94	\$ 0.57	\$ 7.51
Total:					\$ 93.50

⁵ Shipping expenses have been based off of shipping requirements for other galleries, including Las Laguna Gallery in California.

Employee Payroll

Employee Name		Owner	Employee 1
Hourly Rate	\$	12.00	\$ 10.95
Hours Worked per Week		55	43
Gross Pay*	\$	660.00	\$ 470.85
FICA	\$	50.49	\$ 36.02
FWT	\$	132.00	\$ 94.17
SS	\$	40.92	\$ 29.19
Medicare	\$	9.57	\$ 6.83
Net Pay	\$	427.02	\$ 304.64

Weekly Employee Wages	\$	731.66
Monthly Employee Wages	\$	2,926.64

*Gross pay includes regular pay for 40 hours plus pay and a half for all overtime hours.

Monthly Marketing Expenses

Item	Cost	Subtotal	Sales Tax	Total
Wix Website Business plan	\$ 17.00	\$ 17.00	\$ 1.40	\$ 18.50
Vistaprint Business Cards	\$ 13.50	\$ 13.50	\$ 1.11	\$ 14.61
Postcards/Event Invitations	\$ 15.00	\$ 15.00	\$ 1.24	\$ 16.24
Google Paid Ads	\$ 50.00	\$ 50.00	\$ 4.13	\$ 54.13
Instagram Paid Ads	\$ 175.00	\$ 175.00	\$ 14.44	\$ 189.44
Facebook Paid Ads	\$ 175.00	\$ 175.00	\$ 14.44	\$ 189.44
Total:			\$	482.35

Bangs Gallery & Studio will need to be 1,500 square feet to accommodate for the gallery and studio spaces. In northern San Antonio where the studio would be located, rent will cost roughly \$2.00 per square foot per month; so, every month, the business will pay \$3,000 for rent. The building rent purchased is an all-inclusive gross lease, meaning that the landlord pays for taxes, insurance, and maintenance for the space (Cobb, 2020). In the lease agreement, I will negotiate for a turnkey build-out instead of a tenant build-out. This means that the landlord is responsible for interior construction, plumbing, etc. I will choose this form of build-out because Bangs Gallery & Studio is a small business not requiring complicated architectural plans (Walker, 2020).

Monthly Utilities Expenses

Item	Cost
Building Rent	\$ 3,000.00
Internet	\$ 65.00
Electricity	\$ 128.00
Water	\$ 70.00
Total:	\$ 3,263.00
Total Utilities Expenses Excluding Rent:	\$ 263.00

Loan Payment

Total Monthly Expenses for 9 months:	\$ 77,661.00
Total One-Time Costs:	\$ 15,033.00
Total Amount Needed:	\$ 92,694.00
Money contributed from personal savings:	\$ 30,898.00
Loan Amount:	\$ 61,796.00
Monthly Loan Payment Over 10 Years with a 7% APR:	\$ 717.50

The loan taken out will cover all startup expenses plus nine months of recurring expenses excluding monthly loan payments.

Projected Income

All art classes will cost \$10 per hour. Over one month of having 7 students (plus or minus two) in each class, revenue from plein air classes is projected to be \$3,920, and revenue from studio art classes is projected to be \$4,200. In total, this amounts to \$9,200.

I will price artworks sold in the Bangs Gallery & Studio gallery if the artist does not have experience pricing artwork. Depending on the size, medium, and professional history of the artists, works will be priced between \$2,000 and \$12,000. Assuming that Bangs Gallery & Studio will sell one to two pieces of artwork per month, the gallery can bring in approximately \$14,000 every month. However, Bangs Gallery & Studio will occasionally have months without sales. \$14,000 will support nearly two months of all expenses.

The total projected monthly income for Bangs Gallery & Studio is \$19,700.

Projected Art Class Income with 7 Students Attending

Class Type	Hours Teaching Per Month	Income from Class Admission Fees
Studio Art	60	\$ 3,920.00
Plein Air	56	\$ 4,200.00
Total Income from Class Admission Fees		\$ 8,120.00
Income from Supply Rental Fees		\$ 1,080.00
Total Income from Art Classes		\$ 9,200.00

Projected Income from Gallery Artwork Sales⁶

Item	Price
Lowest Priced Artwork	\$ 2,000.00
Highest Priced Artwork	\$ 12,000.00
Frequency of Monthly Sales	1.5
Average Income from Gallery	\$ 10,500.00

Total Projected Monthly Income: **\$19,700**

Performance Metrics

I will measure the business success of Bangs Gallery & Studio by evaluating multiple KPIs⁷. These include total sales, customer satisfaction, the number of new and repeat customers, and standard profit and loss statements.

To evaluate total sales, I will keep records of all artwork sales and class admission/supply fee purchases using Microsoft Access and use QuickBooks to create income statements for evaluating the business's net profit margin. Using these profit and loss statements, I will reassess business tactics Bangs Gallery & Studio is using based on whether or not losses are exceeding income, and if there is a possibility to increase income.

To get feedback from customers, I will use Survey Monkey's free plan. I will ask art class students how often they attend Bangs Gallery & Studio classes, which classes they've enjoyed the most and why and what kinds of classes they would like to see in the future. I will ask art buyers why they bought the piece they did, if they are satisfied with the shipping and handling of the product, and if they have suggestions for our service. Satisfaction scales and open response questions will be used.

⁶ Based off of the assumption that Bangs Gallery & Studio can sell one to two works of art each month.

⁷ Key performance indicators.

Commitment

To make my business successful, I am more than willing to work long hours and always remain on-call for business inquiries. I will forgo vacation time and friend/family outings when business tasks need to be done outside of hours of operation.

Personal Passion

Making artwork has been my lifelong passion. In the summer of 2017, I volunteered over 100 hours as a teacher's assistant at the Southwest School of Art's Summer Art Studios. There, I learned how much I love working with others in an artistic setting and fostering student creativity. Having taken studio art classes and gone on plein air painting trips, I've always walked away from the experience feeling refreshed, relaxed, and with new food for thought. The immersive experience of plein air painting can be transformative, even if only for a few days. Creating artwork from observation of the real world in a studio setting is also a meditative experience for me, and I would be able to share it with others through the Bangs Gallery & Studio.

I also believe that having artwork in one's home or workplace can be personally enriching. Original artworks can inspire us to view the world differently, and curating a personal art collection is an enjoyable way to express oneself. With Bangs Gallery & Studio, I would be able to share this with others.

Commitment to Clients, Employees, and Banker

To demonstrate my commitment to my clients, I will be sure to be present in the gallery when not teaching and interact positively with customers entering the gallery. I will show my commitment to my employees by giving bonuses to reward exceptional performance (if the business is exceeding its financial objectives (Heathfield, 2019)). I will demonstrate commitment to my banker by making regular loan payments and by creating innovative ways to bring in income.

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Addendum

Examples of artwork to be sold in Bangs Gallery & Studio made by [REDACTED]



