



# State of the Club Year End 2019

January 14, 2020

National Arts Club

# 2019 Highlights



- 179 members, highest since 2007, 46 new
  - Challenge: recruit more 35-45-year-old members, especially Americans
  - Tote bags given to all members upon renewal to keep club “top of mind”
- 18 events held for 508 attendees vs. 22 for 746 last year
  - “April in Paris” and “Soirée d’automne” attracted good mix of Jr and Sr members
- Initiated “*Après-work Apéro*” at Le Baratin for casual networking
- Member Survey conducted w/51 responses or 31%
  - Will implement findings in 2020 programming, such as more *cocktails dînatoires* vs. sit-down dinners
- Decrease in revenue and year-end balance of \$6k (Ski payment timing)
  - Opened UBS fixed-income interest account; Venmo accepted
- Board elections held for ‘20-’21 term w/60 participants, 3 Juniors elected
- Partnerships with other organizations:



# 2019 Highlights

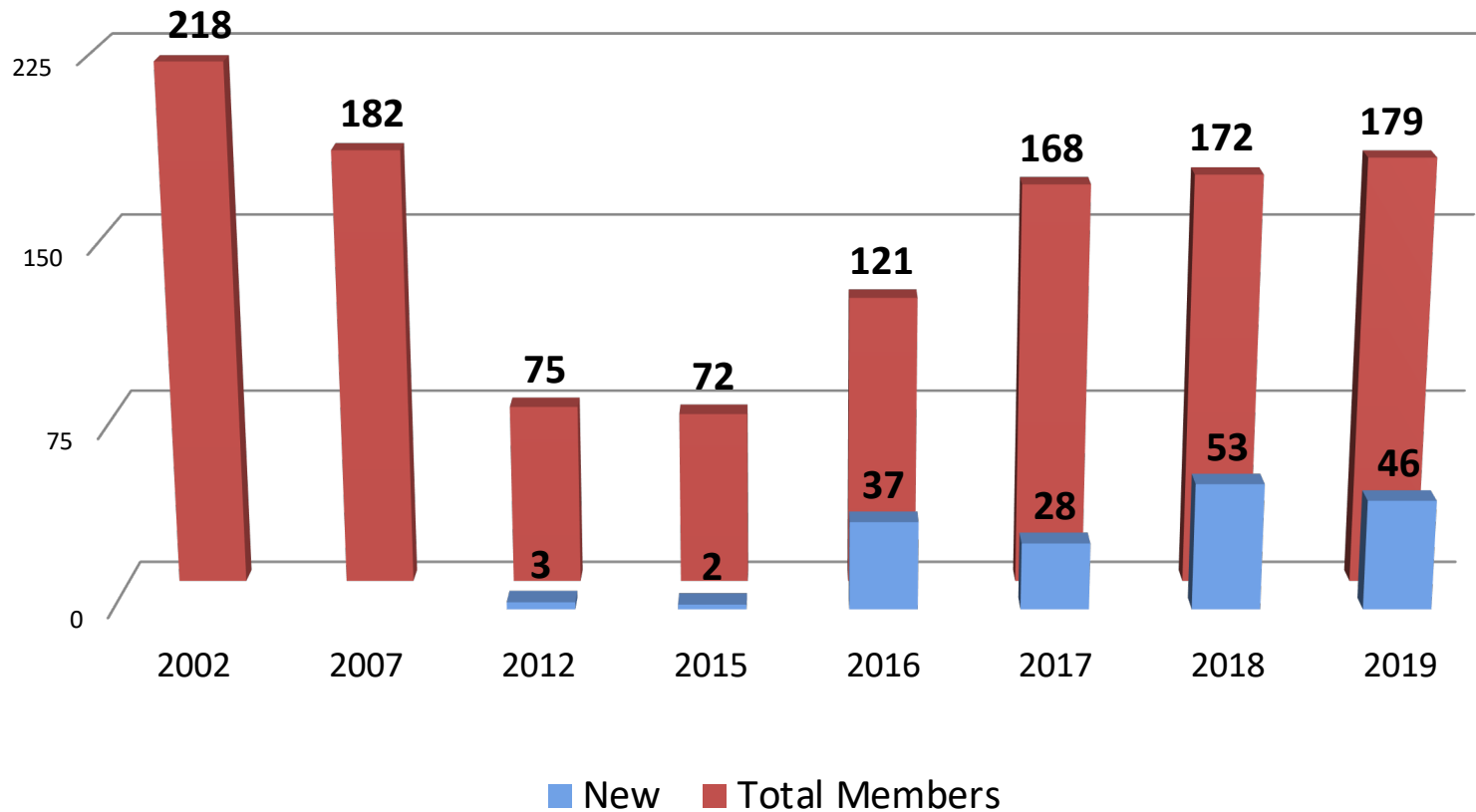


April in Paris at Bagatelle, Christos Markogiannakis, Après-work Apéro, Soirée d'automne

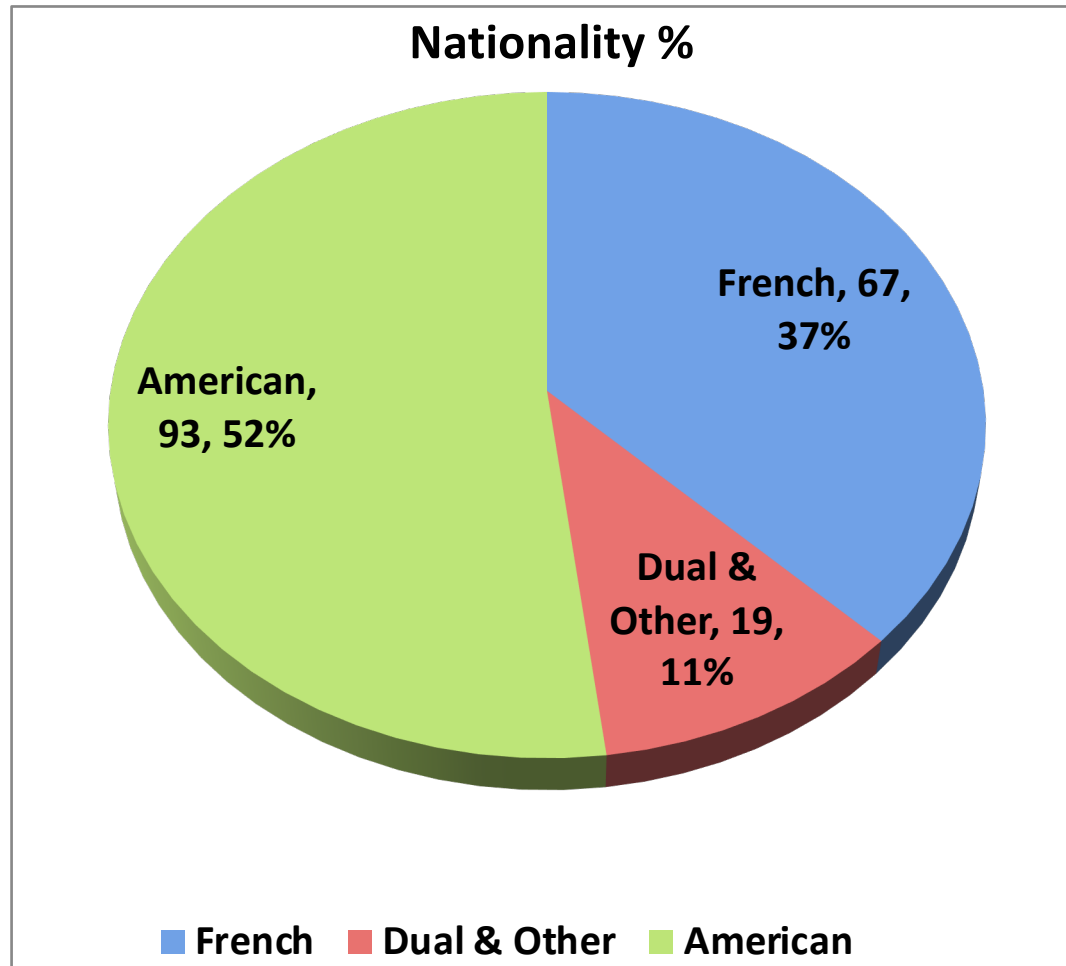
# Membership



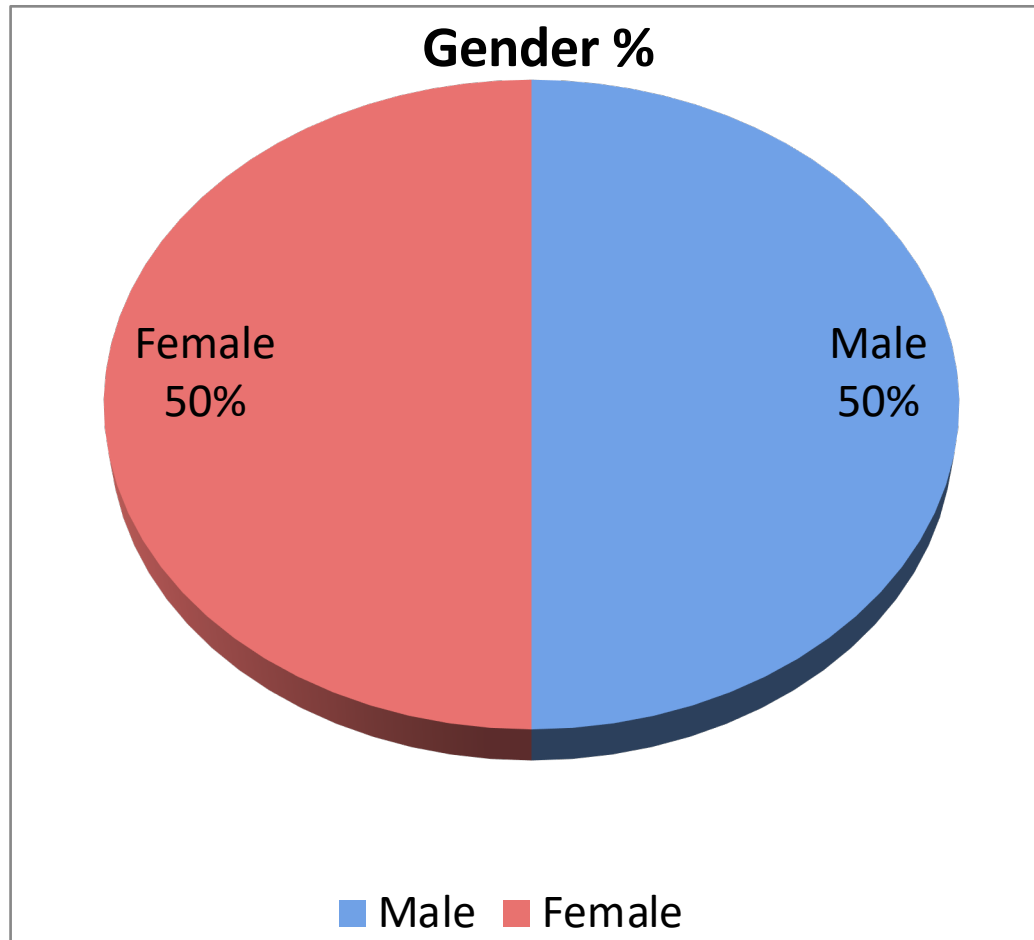
Members in Good Standing



# Nationality Mix



# Balanced Member Mix

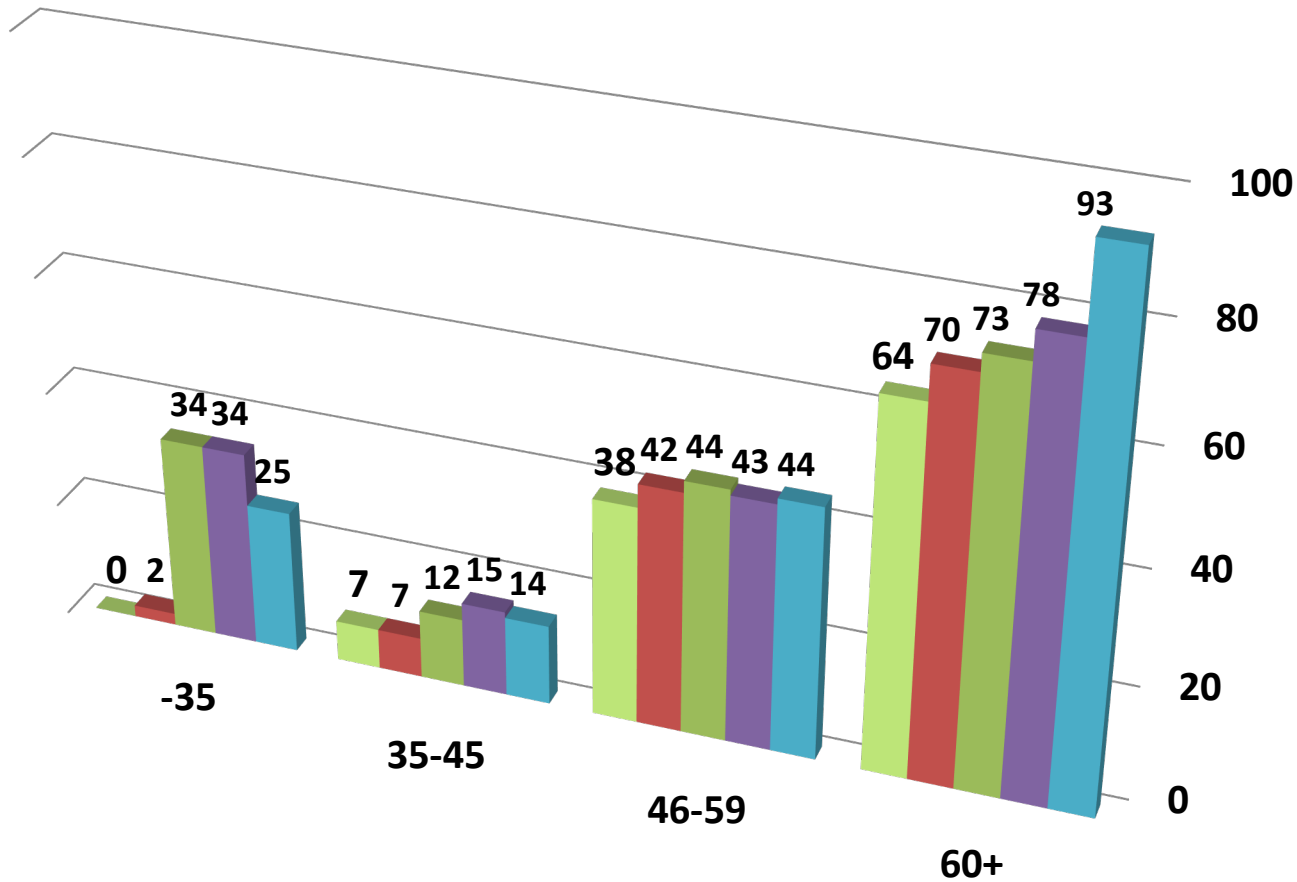


# Age Ranges



Age Range by Year

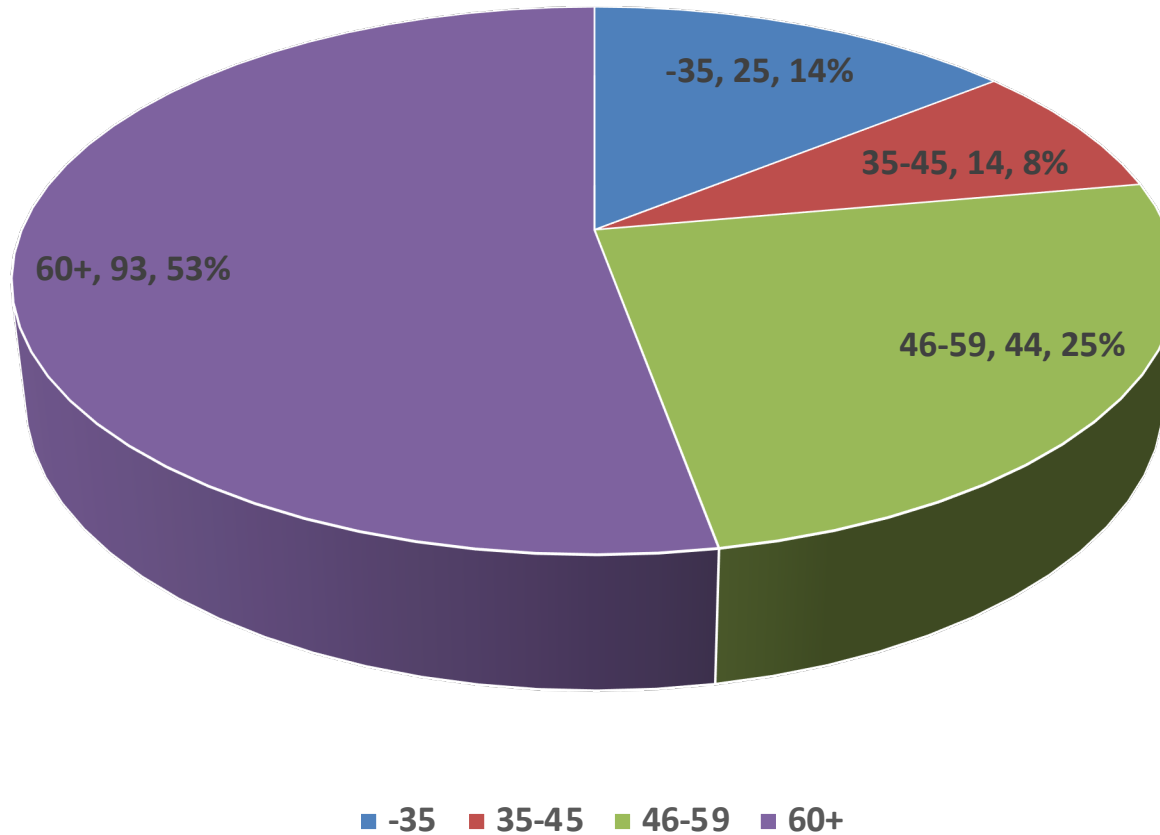
2015 2016 2017 2018 2019



# Age Range % (Need to recruit 35-45 range)

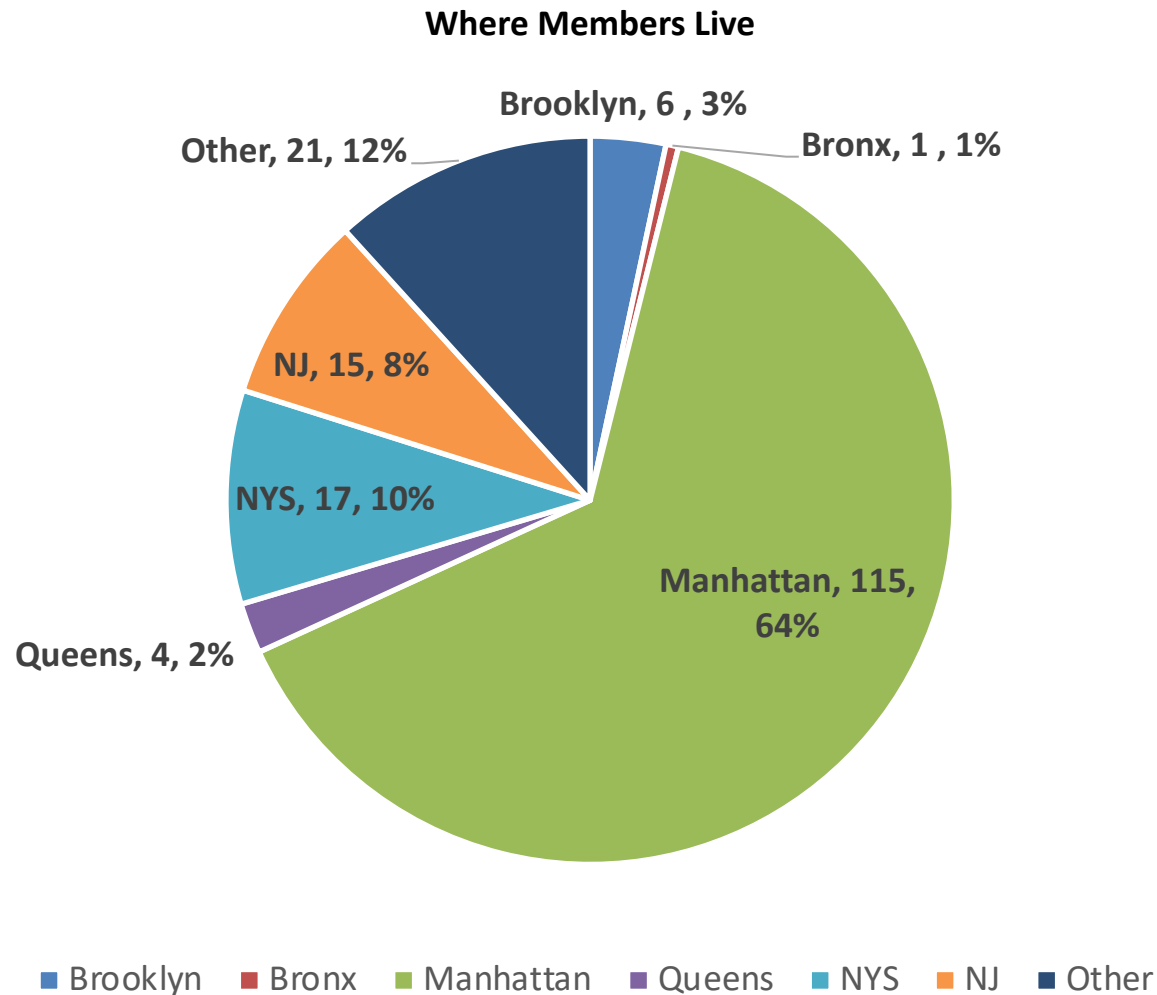


Age Range % 2019





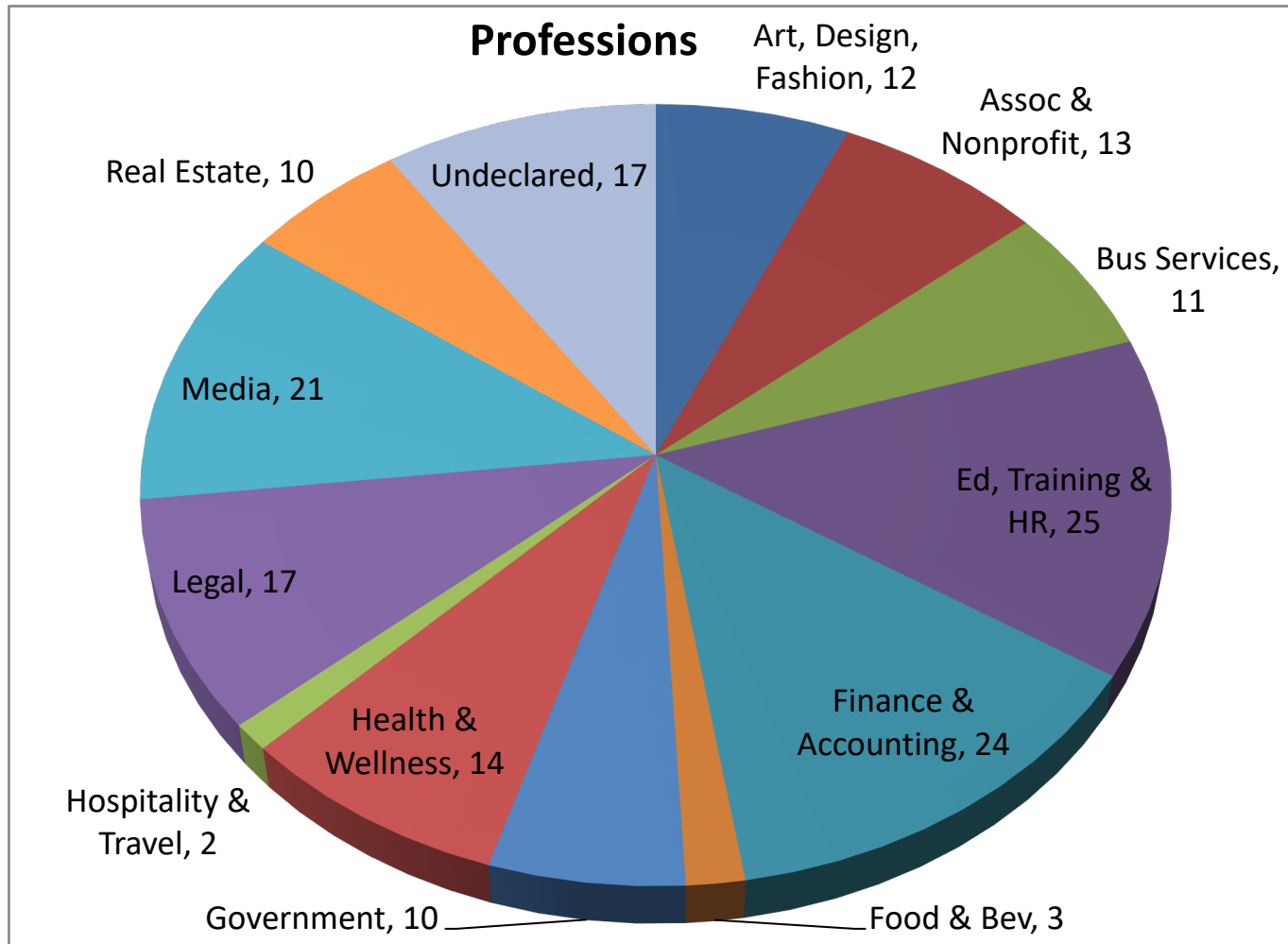
# Where Members Live



# Members in Manhattan



# Diverse Professions Represented



# Events



Year	Events	Attendees	Average	Revenue	Expense	Variance
2014	10	381	38	43,107	41,813	1,294
2015	9	415	46	36,428	44,271	(7,843)
2016	11	539	49	42,816	48,783	(5,967)
2017	18	658	37	41,140	46,787	(5,647)
2018	22	821	37	57,806	51,726	6,080
2019	18	508	28	37,342	50,396	(13,054)

# Gala Events

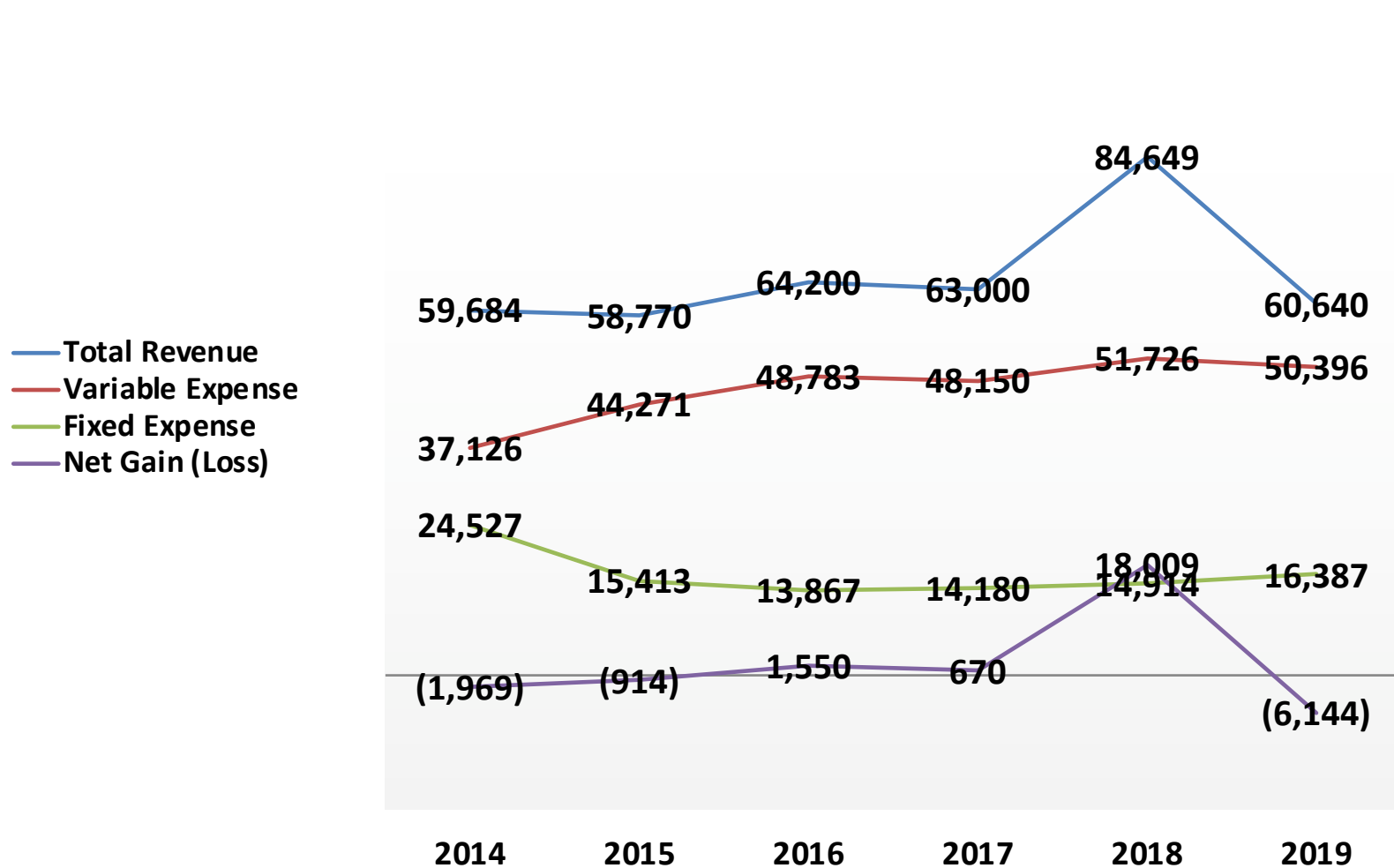


	Revenue	Expense	Variance	Guests	Price \$	\$PP	Venue
June 2014	5,280	7,483	(2,203)	35	165	151	Daniel
June 2015	5,053	9,072	(4,019)	68	175	74	Daniel
June 2016 - 75th	10,265	9,631	634	82	125	125	NAC
May Jr 2017	2,550	3,259	(709)	76	35	34	Chantelle
May Jr 2018	8,647	7,149	1,498	156	65	55	Consulate
April Jr 2019	4,230	5,044	(814)	48	85	88	Bagatelle
Nov 2014	8,600	13,686	(5,086)	47	200	183	Consulate
Nov 2015	5,570	5,711	(141)	58	125	96	Le Colonial
Nov 2016	5,225	6,246	(1,021)	47	125	111	Le Colonial
Nov 2017	3,752	4,360	(608)	51	99	74	Barawine
Nov 2018	4,405	4,589	(184)	41	120	107	Beekman
Nov 2019	3,832	3,549	283	40	115	96	Marlton

# Key Financial Indicators



PAC Budget Overview 2014 -2019



# Revenue & Variable Expenses



	2014	2015	2016	2017	2018	2019
Membership & PP	16,577	22,342	21,384	22,599	26,748	23,398
Lunches	17,595	17,720	29,243	11,513	8,413	7,377
Cocktails		280	1,588	11,112	11,230	13,671
Dinners			4,290	14,085	14,375	11,893
Events	6,573	5,570	5,360	4,295	19,038	1,835
Other	18,939	12,858	2,335	135	4,845	2,466
<b>Total Revenue</b>	<b>59,684</b>	<b>58,770</b>	<b>64,200</b>	<b>63,739</b>	<b>84,649</b>	<b>60,640</b>
Lunches	23,927	35,021	29,956	12,191	7,086	11,511
Cocktails		420	2,604	10,961	10,320	14,632
Dinners			4,505	16,182	13,860	11,114
Events	13,199	5,711	7,746	4,042	11,095	6,983
Other Variable		3,119	3,972	3,411	9,365	6,156
<b>Total Variable Exp</b>	<b>37,126</b>	<b>44,271</b>	<b>48,783</b>	<b>46,787</b>	<b>51,726</b>	<b>50,396</b>

# Fixed Expenses & Gain/Loss

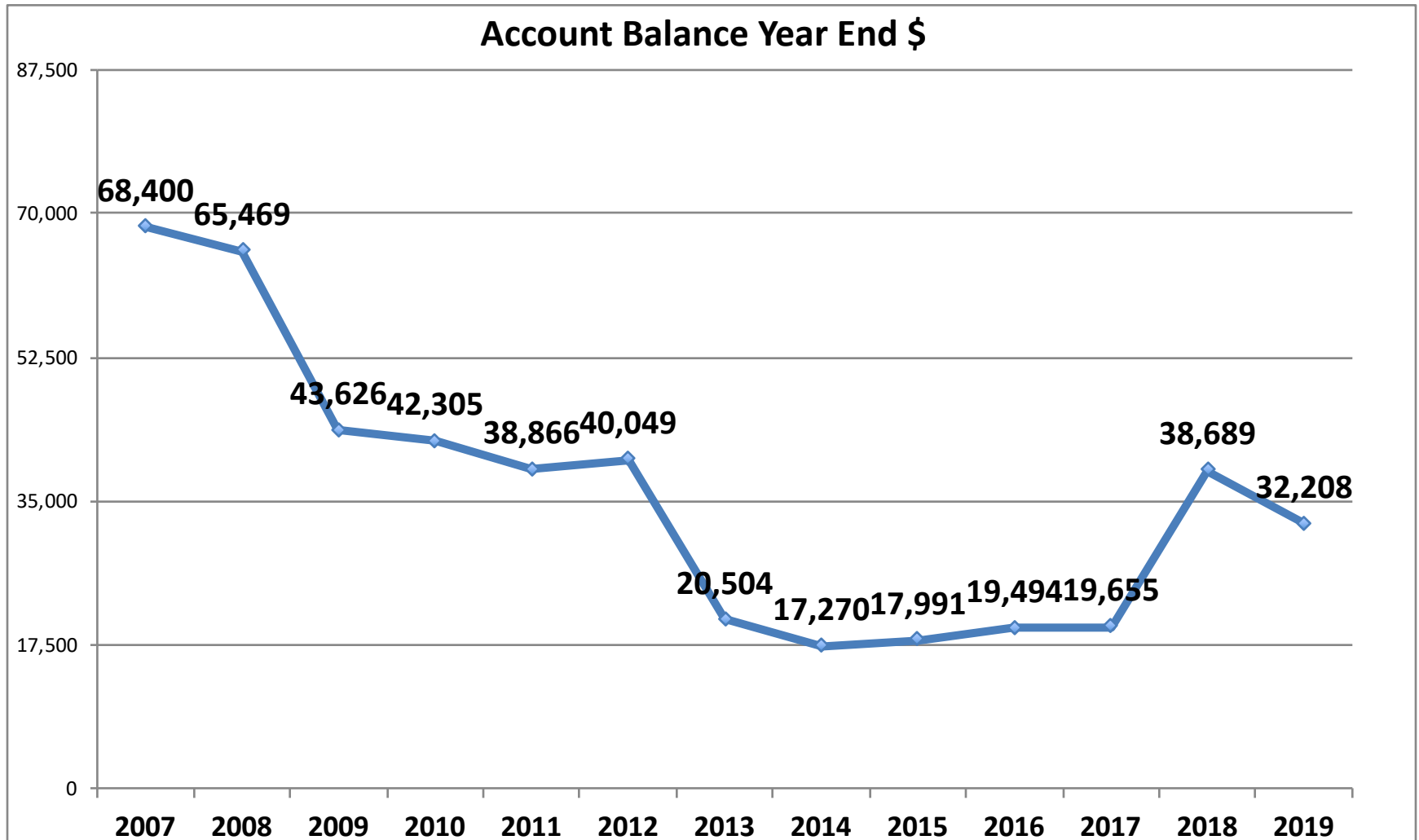


	2014	2015	2016	2017	2018	2019
Accounting	1,477	2,040	1,371	1,251	0*	12*
Ads & Marketing		3,504	4,239	4,870	5,300	6,100
Memberships		425	450	375	375	275
Office	13,927	3,880	4,200	4,200	4,200	4,200
Phone	1,162	1,148	699	730	440	953
Scholarship				1,000	1,000	500
Website & IT		795	633	1,881	395	719
Other Fixed	7,961	3,621	2,275	2,541	3,204	3,628
<b>Total Fixed Exp</b>	<b>24,527</b>	<b>15,413</b>	<b>13,867</b>	<b>16,848</b>	<b>14,914</b>	<b>16,387</b>
Total Expenses	61,653	59,684	62,650	63,635	66,640	66,783
Net Gain (Loss)	(1,969)	(914)	1,550	104	18,009	(6,143)

\*We thank Cathleen Mangan for filing our taxes.



# Year End Account Balance



# 2020 Goals



- Increase membership (200) and event attendance, targeting 35-45 demographic
  - Mugs for renewed members
- Schedule mix of evening, day and weekend events at various price points and appealing to all ages
- Create member recognition: tenure, service, 5-year anniversaries, event attendance, birthdays...
- Program 80<sup>th</sup> Anniversary event (possibly Le Bernardin)
- Relaunch committees to increase engagement and build leadership for the future
- Develop more outreach partnerships and sponsorships
- Continue to build financial “cushion” to approx. \$50k

# 2020-21 Executive Team



## Board of Directors

- John F. Bennett
- Francis Dubois
- Ludovic Dubrana\*
- Catherine Godbille
- Hilary J. James
- Mathieu Legendre\*
- Quentin Marchal\*

## Committee Chairs

## Speakers

## Outreach

## Junior

\*Junior members

# Appreciation Awards



## Longest-Tenured Members in Good Standing:

- Jack Gumpert Wasserman since 1978
- Robert E Morris, Jr since 1979
- Patrick Y Trautman since 1986
- Pascal F Wirz since 1986

## Board Member:

- Jonathan Wells from 2016 to 2019

## Tax Accountant:

- Cathleen Mangan FY 2018, 2019 & 2020

## Event Attendance 2019:

- Myriam Benhamou 10 Events
- Dening Lohez 10 Events
- Mireya Schmidt 9 Events

*Merci beaucoup!  
Together, we shall make the PAC  
the place to be and be seen  
in New York's French-American community!*

*A copy of this report will be e-mailed to all members.*