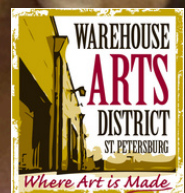


2024

ANNUAL REPORT



**WAREHOUSE ARTS
DISTRICT ASSOCIATION**




TABLE OF CONTENTS

Table of Contents

Letter from the Executive Director.....	3
Letter from the Board Chair	4
WADA's Mission.....	5
Making A Lasting Impact.....	6-7
ArtsXploration.....	8
Community Voices.....	9
Financial.....	10
Our Partners.....	11
Board & Staff.....	12
Ways to get involved.....	13





LETTER FROM THE EXECUTIVE DIRECTOR

Dear WADA Community and Supporters,

2024 has been a transformative year for the Warehouse Arts District Association (WADA). Despite challenges like state funding cuts and back-to-back hurricanes, our commitment to supporting the arts and our community has only grown stronger.

At our core, WADA remains dedicated to providing the most affordable studio spaces in Tampa Bay, ensuring artists can thrive and create. Beyond this, we've expanded our impact through culturally unique and socially relevant programming, bringing creativity to the forefront of South St. Pete.

This year, we also launched the District Trolley, a vital connection for our neighborhoods that strengthens our creative community and makes the Warehouse Arts District more accessible than ever.

Looking ahead, we're excited about recent zoning changes that pave the way for new live-work spaces and green spaces, further solidifying our vision of transforming South St. Pete into a thriving arts destination and cultural hub.

None of this progress would be possible without the support of our partners—City of St. Petersburg, Creative Pinellas, Job Corps, Mt. Zion, Academy Prep, Pinellas Community Foundation, and our generous donors and sponsors. Your belief in our mission empowers us to continue building a stronger, more inclusive arts community.

Thank you for standing with us during this remarkable year. Together, we're creating a bright future for the Warehouse Arts District and beyond.

With gratitude,

Markus Gottschlich
Executive Director
Warehouse Arts District Association





This has been a challenging year for our city, and I'm sure everyone here has felt the impact of the recent storms. For many, recovery will be long and difficult. On top of this, escalating living costs make WADA's mission to support the creative community even more challenging.

I'm often asked whether the free market should determine the fate of the arts. I believe we all know my stance, and I suspect you share it. While the free market is vital, it cannot be the solution to everything. Some things require intentional intervention to protect them from market forces. Our parks, for example, have been preserved through foresight and care. St. Petersburg's waterfront parks, one of the largest in North America, exist because we've made them a priority.

As this city grows, we must protect our cultural capital just as fiercely as we protect our green spaces. Art is vital to the human experience. It uplifts, moves, and provokes us. It transcends barriers and helps us make sense of life. Art makes us more human. Our city has been an arts destination for over a century, and we need your help to preserve and grow this legacy.

Unfortunately, the arts have been politicized, and funding is constantly at risk. Just this year, Florida's Governor vetoed funding for state arts grants over trivial matters. The logic is baffling, and it falls to us to protect the arts. The affluent have long supported the arts, from the Medici family in Florence to modern patrons. Their support helped create the Renaissance and made Florence a cultural epicenter.

What legacy do we want for our city in 10, 50, or 100 years? The arts must be intentionally nurtured to survive the pressures of development. Rising property values have hit our creative community hard, but WADA exists to navigate this change and ensure the arts are sustained by the very forces that threaten them. As we rebuild our storm-ravaged city, we must also invest in our creative resources.

We call on you, as community leaders, to nurture and invest in the future of the arts in St. Petersburg.

Mark Aeling



MISSION

Our mission:

Our mission is to cultivate and uphold a dynamic arts community in St. Petersburg, Florida, fostering the success of all artists and serving our community through a diverse range of resources. These encompass community revitalization, marketing initiatives, advocacy efforts, and educational programming.

As a cultural arts destination nestled in the heart of St. Petersburg, our commitment is to enhance our community by providing socially relevant and culturally unique programming, while subsidizing studio spaces for working artists. We strive to nourish our community through artistic endeavors, comprehensive support, and thoughtfully curated art experiences, ensuring that our efforts contribute to the richness and distinctiveness of our cultural landscape.

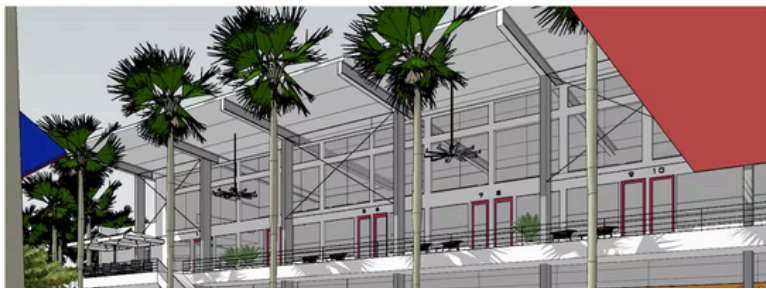


MAKING A LASTING IMPACT:

Tampa Bay Times NEWS SPORTS OPINION LIFE & CULTURE FOOD Obituaries Classifieds

Affordable artist housing may be coming to St. Pete's Warehouse Arts District

The Warehouse Arts District Association wants to build live/work housing on a property it owns.



I LOVE BURG All About Burg

Stories Guides Events Visitors Tours Merch

St. Pete's 9/11 Commemoration returns with stellar program, new awards

SEPTEMBER 9, 2024 • BY BOB CARSKADON



48 SHARES Facebook X Twitter

EVERY THURSDAY:
1/2 OFF SALADS &
HOMEMADE PASTAS*
SUNDAY BRUNCH &
ALL DAY = 50% OFF
BOTTLES \$125 & UNDER
SAUVIGNON SEE THE MENU >



THE ARTISAN MAGAZINE

ART • MUSIC • LITERATURE • PERFORMANCE • CUISINE • FASHION • DESIGN

CALENDAR • NEWS • VISUAL ARTS • LITERATURE • MUSIC • PERFORMING ARTS • CULINARY ARTS • MOI

The Art of Advocacy: Florida's Cultural Crossroads

NEWS

Like 0



NEWS & VIEWS ARTS & ENTERTAINMENT FOOD & DRINK MUSIC BEST OF THE BAY CALENDAR SLIDESHOWS SUPPORT

St. Pete City Council could vote on essentially giving 1-percent of city budget to the arts

The city holds public budget meetings on Sept. 12 & Sept. 16.

By Jennifer Ring on Wed, Aug 28, 2024 at 3:17 pm

SEND A NEWS TIP



88degrees

Grassroots advocacy pays off in "City of the Arts"

CHRISTOPHER CURRY | WEDNESDAY, SEPTEMBER 11, 2024

SHARE



Want to help with hurricane relief in the Tampa Bay Area?
Donate now to local nonprofits Critical Needs List
COMMUNITY FOUNDATION TAMPA BAY

Imagine the Possibilities in Downtown Clearwater
CREATE EXPLORE INVEST

CREATE

State lawmakers hear directly from Pinellas arts leaders



Published 3 months ago on September 13, 2024

By Bill DeYoung



CREATIVE LOAFING BEST OF THE BAY 2024

[NEWS & VIEWS](#)[ARTS & ENTERTAINMENT](#)[FOOD & DRINK](#)[MUSIC](#)[BEST OF THE BAY](#)[CALENDAR](#)[SLIDESHOWS](#)[SUPPORT](#)

BEST LOCAL ARTS ACTIVISM: THE WAREHOUSE ARTS DISTRICT ASSOCIATION

BEST OF TAMPA BAY | 2024 | ARTS & ENTERTAINMENT | STAFF PICK

No one acted faster to rescue the arts in St. Pete than St. Pete's Warehouse Arts District Association when DeSantis vetoed funding for the arts. Warehouse Arts District Association (WADA) Executive Director Markus Gottschlich and Board President Mark Aeling provided the leadership St. Pete artists needed to stand before City Council and remind the City of St. Pete that being a City of the Arts comes with an obligation to financially support the arts. The result: the city committed to funding the arts in St. Pete at an additional \$695,000 to make up for its loss of state funding. wadastpete.org — *Jennifer Ring*





ArtsXploration!

ArtsXploration Youth Arts Education Programs

Program Overview:

Boley Centers

Frequency: Weekly

Students Served: 12+

ArtsXploration provides creative outlets for people impacted by mental health and addiction challenges.

Mt. Zion Christian Academy

Frequency: 3 times a week

Students Served: 51

All classes are sponsored by WADA. ArtsXploration enriches academic learning with arts education.

Academy Prep

Frequency: Weekly

Students Served: 15

Supporting at-risk youth, ArtsXploration builds confidence, teamwork, and creative skills.

Jordan Park

Frequency: Twice a month

Students Served: 10+

ArtsXploration offers creative classes, empowering youth to engage, build confidence, and strengthen community ties.

Impact

Serving 90 students weekly



COMMUNITY VOICES



ArtsXploration! - FREE arts education program

'Thank you for this class and for the entire season. I learnt so much about different media' -
Jacqueline

ArtsXploration!

Studio Artists



Ricky Singh

'What I really like about the WADA community and the ArtsXchange is their friendly and welcoming space that made me feel appreciated as an artist. They have provided me with tools and resources to expand my artistic horizons.'

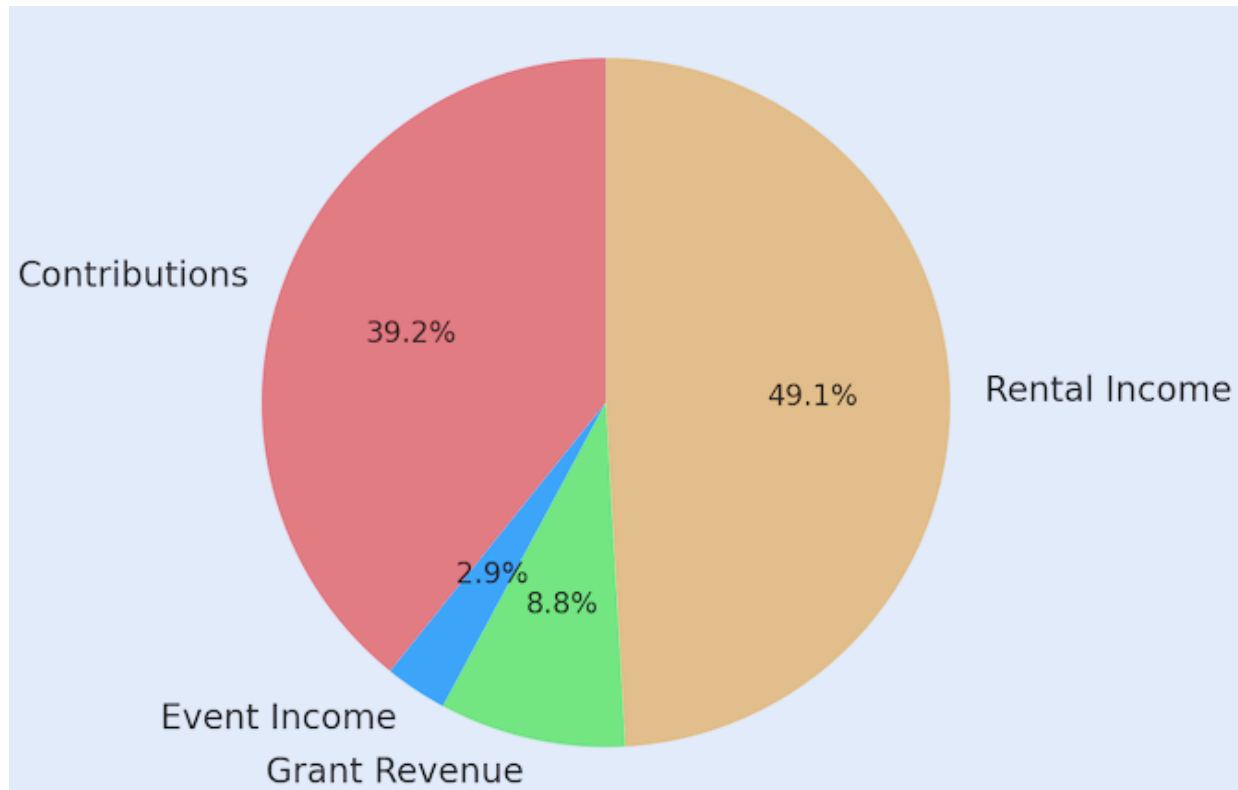


Jennifer Chandley

'This is my first artist studio. It's such a big step in my career. I can finally meet clients and collectors while having a place to show my work. A space to create and be inspired. WADA aligns with my vision, fostering a community of like-minded individuals dedicated to inspiring others. I can't thank everyone enough for all the love and support I've received over the years. I am truly fortunate to be a part of such a wonderful city and arts community. Special thanks to WADA for giving me this unique opportunity of renting a studio.'



INCOME BREAKDOWN





OUR PARTNERS IN '24





BOARD OF DIRECTORS

- **Board Officers**
- Board President – Mark Aeling
- Vice President – Lenore Kopko
- Board Treasurer – Robert Kapusta
- Board Secretary – Teresa Sullivan

•

- **Board Members**
- Nancy Cohen
- Veatrice Farrell
- Joe Furst
- Barclay Harless
- Jesse Javens
- Scott Neil
- Scott Pickens
- Wendy Snyder

STAFF

- Executive Director – Markus Gottschlich
- Director of Operations & Membership - Jeff Surrena
- Director of Education & Community Engagement – Vicky Lang



WAYS TO GET INVOLVED

Become a Member

Joining the Warehouse Arts District Association makes you part of a larger community of like-minded people seeking to benefit working artists.

Sponsor

By becoming a sponsor, you play a pivotal role in fostering a thriving cultural landscape. Your support enables us to bring innovative exhibitions, empower local artists, and create impactful community programs. Together, we can amplify the transformative power of the arts. Join us in building a legacy of creativity and community. Your sponsorship isn't just an investment in the arts; it's a commitment to shaping the cultural heartbeat of our city.

Volunteer

As a small non-profit, we rely on the invaluable support of volunteers to propel our vision forward. Your commitment as a volunteer can spark transformative change. By joining our team, you'll play a crucial role in supporting local artists, contributing to the success of our events and making a lasting impact on our community.

Donate

Your donation, no matter the size, directly contributes to our arts community as well as our culturally unique and socially relevant programming, ensuring access to the arts and meaningful experiences for everyone.

Visit

warehouseartsdistrict.org/support-2/