

Hernando Beach Front Porch Art Walk 2024 Annual Report



Using Arts & Culture to Strengthen Communities
& Economic Development

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LETTER FROM THE FOUNDER

The Hernando Beach Front Porch Art Walk continues with immense pride and gratitude, offering artists a cherished opportunity to showcase and sell their work without any fees. While 2024 presented significant hurdles, including the extreme heat in July and August that necessitated a temporary cancellation, and the subsequent impact of Hurricanes Helene and Milton in late September which caused considerable damage to our local businesses and community, the spirit of Hernando Beach persevered. Demonstrating remarkable resilience, we swiftly adapted, successfully establishing our overflow venue as a vibrant main location that has since hosted over 30 talented artists per month. We continued to witness the positive economic impact on our local businesses, with increased sales in food, art, and unique gifts directly attributable to the Art Walk.

Our vision extends beyond simply hosting an art event; we are passionately committed to establishing Hernando Beach as a thriving arts community. A key objective remains to invite those from outside our immediate area to discover the rich tapestry of businesses and recreational opportunities that make Hernando



Beach so special. From delightful dinner boat cruises and exhilarating fishing charters to serene kayak and paddleboard rentals, to charming local gift shops brimming with treasures from local artists, and the freshest seafood, Hernando Beach offers an array of experiences. We encourage everyone to visit 1st Saturdays Hernando Beach Front Porch Art Walk, our local restaurants, learn about our recreational opportunities, and immerse themselves in the laid-back, eclectic Old Florida atmosphere that defines our beloved coastal village.

Diane M. Greenwell
*Founder of Hernando Beach
Front Porch Art Walk*

ABOUT US

Our Mission

1st Saturdays HERNANDO BEACH FRONT PORCH ART WALK was founded in January 2023 by two individuals who saw a need to partner with other organizations and businesses to incorporate arts and culture into our local community activities.

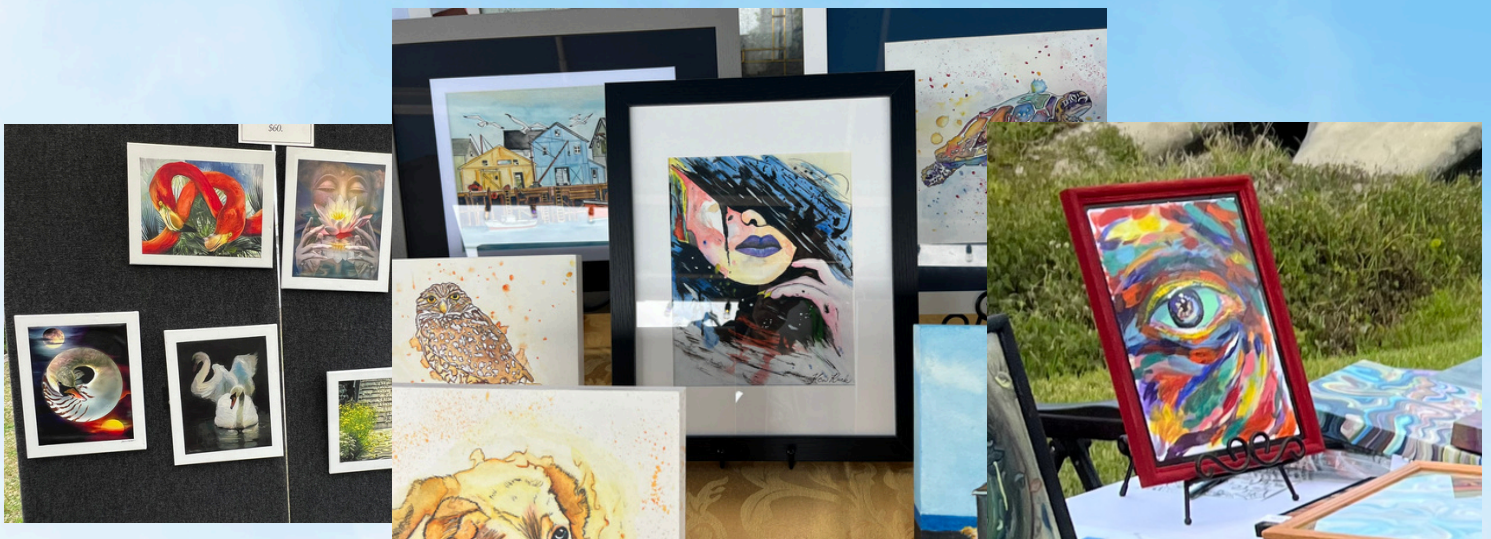
Our mission is to provide opportunities to all artists to learn, teach, and exhibit their arts, to promote collaboration within the community, and to create a vibrant arts community with improved economic development.

Our success is due to the local artists who support our mission, the community volunteers who donate their time, our local businesses that provide the venues, and the Hernando County Fine Arts Council for their support of the arts in Hernando Beach.

Events

1st Saturdays HERNANDO BEACH FRONT PORCH ART WALK offers artists opportunities to exhibit their work from 10-2 each 1st Saturday of every month. As Hernando Beach Front Porch Art Walk grows, our goal is to create special art events, such as wine tastings, art shows under the Christmas lights, festivals and more. We encourage all business owners to find their niche and make 1st Saturdays special in Hernando Beach. Be sure to visit our Facebook page featuring some of our most talented local artists!

Explore the coast of Hernando County and visit our hosting businesses, [Silver Dolphin Restaurant & Country Store](#) and [Coldwell Banker Weaver Group Realty](#),



OUR 2024 TEAM



Diane Greenwell, Founder & President of Hernando Beach Front Porch Art Walk, Vice Chair of Hernando County Fine Arts Council, & Member of Tourism Development Council



Yann Milcendeau, Co-Founder, Treasurer, Director & Owner of Silver Dolphin Restaurant, Member of Coastal Hernando Business Group & Member of Tourism Development Council



Charles D. Greenwell, Secretary of Hernando Beach Front Porch Art Walk, Member of Coastal Hernando Business Group (CHBG), & Member from the public of Local Mitigation Strategy Committee

Event Volunteers



Judy Hughes, Silver Dolphin - Volunteer Event Coordinator
Mary Sports, Brian's Place/Coldwell Banker - Volunteer Event Coordinator

Patty Roberts, Volunteer Registration Coordinator
Stacy Finsterbusch, Volunteer Registration Coordinator



Jason Milcendeau, Volunteer Table Setup
Bill Roberts, Volunteer Sign Coordinator
Michael Finsterbush, Volunteer Sign Coordinator
Charles Greenwell, Volunteer Sign Coordinator
AND numerous others as needed

Acknowledgements

We would like to express our deep appreciation for the vital contributions of our volunteers in 2024. The volunteer efforts of Judy Hughes and Mary Sports were instrumental in engaging dedicated individuals from our community organizations. The collective commitment of over 500 volunteer hours directly supported the successful execution of our monthly art walk. These volunteer hours encompassed essential tasks including artist registration, setup assistance, sign placement and removal, and raffle ticket registration. This level of volunteer support is integral to the feasibility of our ongoing community events and represents a significant in-kind contribution to our operational efficiency.

OUR PERFORMANCE



- **Event Growth:** With 52 artists participating, the Art Walk expanded its reach and impact. The Hernando County Arts Council proudly sponsored the Hernando Beach Front Porch Art Walk for a second year, further promoting local arts opportunities. The art walk featured eight artists during the year at events and on social media flyers, as well as in the Hernando County Arts Council's monthly newsletter. More than 188 artists participated during 2024.
- **Fundraising Success:** Hosted the first fundraiser for the Cancer Tamer Foundation, raising over \$1,200 in just four hours. This initiative was continued by Cancer Tamer Foundation with the creation of a Breast Cancer Mermaid painting at Silver Dolphin Restaurant which also hosts a gallery for local artists.
- **Economic Impact:** The Art Walk contributed to the local economy with art sales ranging from \$10 to \$2,500, and increased patronage to local restaurants and businesses as people from surrounding areas came to Hernando Beach and ate at local restaurants, took dinner boat cruises, fishing charter boats, kayak and pontoon boat rentals, and explored other opportunities for recreation. 36 zip codes and three states were represented in 2024.
- **Community Recognition:** Hernando Beach Front Porch Art Walk was approved for a \$1,500 advertising grant recommendation from the Tourism Development Council, however funding was still pending approval by the Hernando County Board of County Commissioners as of the end of 2024. Hernando Beach Front Porch Art Walk was featured in multiple news stories by local media, including the Hernando Sun and WXJB 99.9 FM, and showcased artist Brian Kelly's Gyotaku fish rubbing art on Spectrum Bay News 9.
- **Sponsorships:** Up to three sponsors per month allowed us to present prizes to artists, and advertise the event. Silver Dolphin Restaurant & Brian's place provided gift cards for a free raffle at each venue.



Thank You!

Your support made a real impact on arts in
Hernando Beach by benefitting artists and our
local community businesses!

Annual Sponsors

- Coastal Hernando Business Group
- Hernando County Fine Arts Council
- Marina Rose Cruises & Cruise Planners

Donors

- JoAnne Tuckey, Artist
- John Hanna, Author
- Kenneth Reil, Artist
- Lisa Betournay, Artist
- Manjit Vohra, Artist
- Melissa White, Mel's Reviews
- Rachael Cook, Artist
- Rita Wright, Soft Sculpture Artist
- Siobhan Boismier, Artist
- Tiffany Meissner, Craft4Sanity Designs
- Victoria Yeager Art

Event Sponsors

- Accent Health, Brooke Sobolewski
- Hernando Beach Marina
- Humana Health, Michele Salvadeo
- Humana Health, Tim Korklewski
- Robert Brandau, Stingray Woodworks
- Seth Sjostrom, Author
- Ultimate Health, Jordan Wood
- Ultimate Health, Frank Schooley
- Vincent House, James Marciano

Gift Cards

- Brian's Place
- Silver Dolphin Restaurant
- Weaver Group Realty

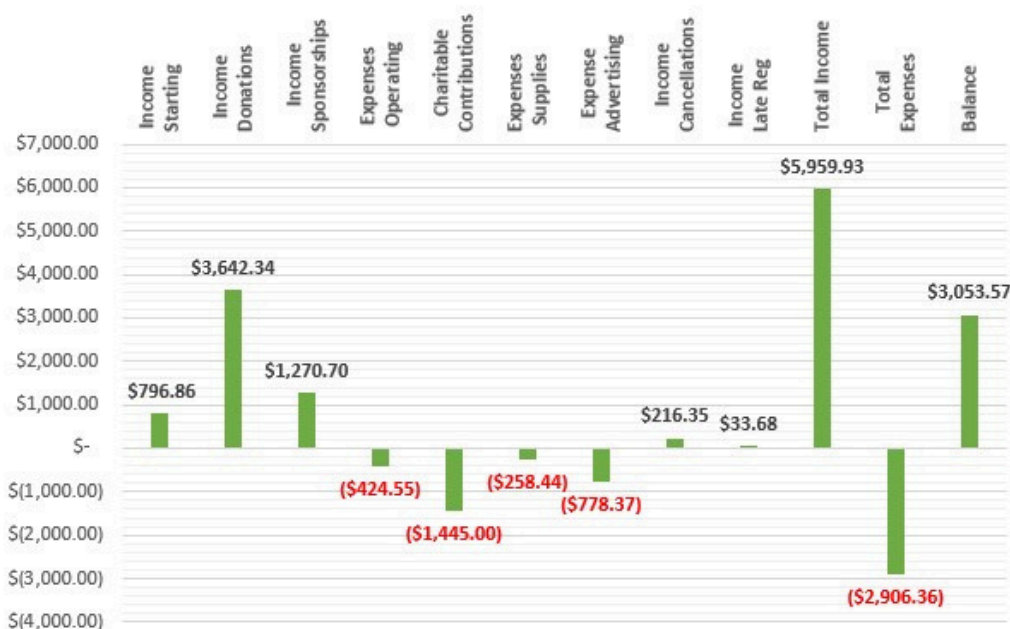




Financial Summary 2024

The Hernando Beach Front Porch Art Walk was incorporated on January 10, 2024, as a non-profit organization under section 501(c)(3). Even though the start up costs were challenging, a website was created, a bank account established, and the art walk was aggressively advertised on social media and operational strategies were successful. Initial seed funding of \$2,000 was secured through a sponsorship from the Coastal Hernando Business Group, specifically allocated for advertising initiatives beyond Hernando County. To ensure financial sustainability, the art walk established three sponsorship tiers, implemented late entry fees, actively solicited donations, and instituted cancellation fees for withdrawals after published registration deadlines. A sponsorship was provided by Hernando County Arts Council to provide the council a larger presence year around and we began working together assuring all artists had resources, knowledge, and opportunity at other events throughout our county. Through these measures, the Hernando Beach Front Porch Art Walk achieved self-sufficiency in covering operating expenses and concluded the year with a balance of \$3,053.57, strategically maintaining the original \$2,000 sponsorship from Coastal Hernando Business Group for future advertising endeavors.

2024 Operational Income/Expenses



[Sponsorships](#)

[Donations](#)

[Registration](#)



Photo Recap of 2024



Hernando Beach Front Porch Art Walk