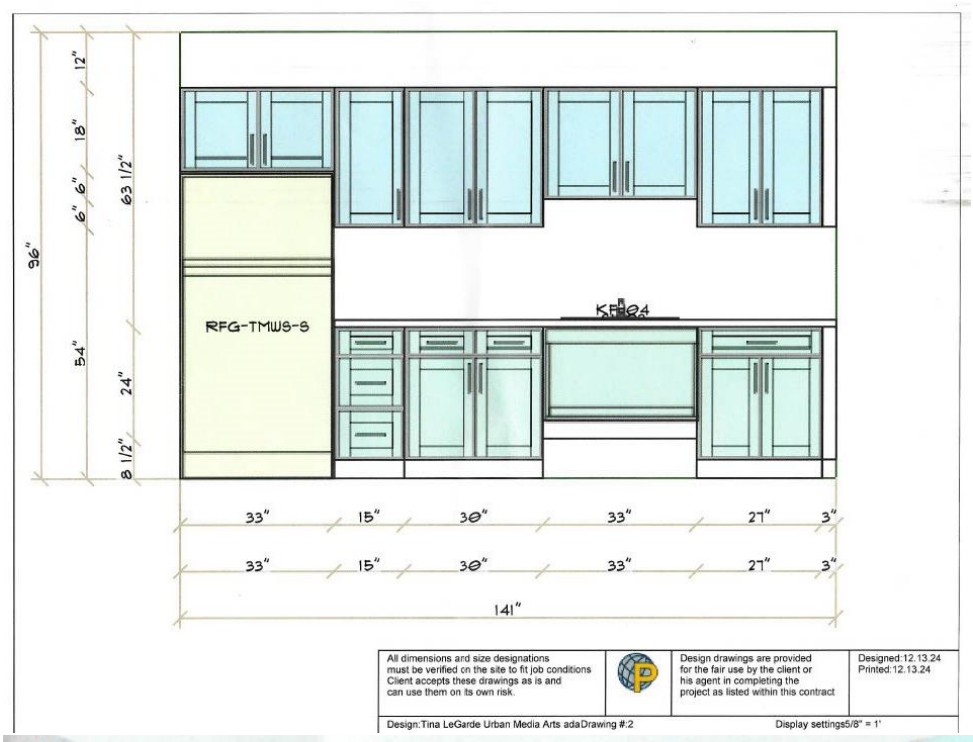
URBAN MEDIA ARTS EXECUTIVE DIRECTOR UPDATE December 19, 2024

Administrative/Facility –

The ED has been focused on finalizing details for the first-floor renovation project. As of the writing of this report, deadlines for the drop ceiling RFP's are due at end of day. The ED hopes to coordinate the ceiling project along with complete renovations of both bathrooms and the kitchen to make them ADA compliant. The entire project will be funded through the earmark funds provided by Senator Jason Lewis. Below are some design drawings the new ADA compliant counters in the kitchen area.



The first floor will also have the 20+ year carpet and tile replaced. Finally, the whole floor will be updated with a new coat of paint that will reflect UMA's brand. The walls will be white and the trim around doorways and windows will be black. The Studio and Control room will not be included in the project.
The ED is coordinating the renovation to coincide with the Holiday closure, however; the project timeline will include the first few weeks of January. UMA will be completely closed to the public while the project is underway. The ED hopes to reopen UMA on Monday, January 13, 2025. The UMA team is working with current members to accommodate any missed productions during this time.

UMA will hold an Open House in early February to show off the refreshed space. That date is TBD.

The ED decided to move forward with freshening the first floor as it will take time to coordinate and fund any real facility changes. The ED would like to focus efforts moving forward on modifying the facility to utilize our lower level to its fullest potential. The facelift and ADA compatibility for the first floor is low hanging fruit with little disruptions to operations.

City of Malden –

As of December 12, 2024, the contract with the City of Malden is executed!!! A copy of the contract has been emailed to the board along with this report. Next steps are for the ED to compile a checklist of reporting requirements to the City and to work with the City to identify any additional needs.

Staffing –

UMA has it's Holiday Break scheduled from December 24th through January 1st. The renovation project will happen during that time period and into the first few weeks of January. The UMA Team will work remotely until the project is completed.

The ED will be on vacation and traveling to Minnesota from January 9th through the 18th and will be unavailable for the January board meeting.

Financials/Fund Development –

For tracking purposes, this is where the organization stands at the time of this report with its current financial goal sets broken down by area:

FY24/25

Fund	Budget	Actual	Percentage
Annual Operating Grant from cable providers	$610,000	$294,024	48%
General Operating Grants	$30,000	$5,000	17%
Workshops	$200	$0	0%
Fundraising	$15,000	$0	0%
Sponsorships	$5,000	$0	0%

Membership Fees	$5,000	$2,995	60%
Production Services/Rentals	$6,000	$1,950	33%
Interest	$2,800	$1,319	47%
General Donations and In-Kind Donations	$6,000	$725	12%
Other Income (closeout of 3 CD's)		$37,923	
Total FYTD	**$680,000**	**$343,936**	**51%**

The ED would like to point out that although we have not brought in any Fundraising or Sponsorship funds this year to date, we are still on track for our overall goals and should be at about 50% by this time, which we are.

UMA is in the middle of End of Year Giving campaign. This year's campaign is focused on the "Why" and is centered around our new tagline: Explore, Create, Connect. Please share any social media posts you can.

Workshops/Events/Programs/Partnerships –

As a launch to the Year End campaign, the UMA team collaborated on an informative newsletter to our subscribers. Please take a look at what UMA has been up to and our impact on the community:

12/6/24 - UMAverse Issue: Explore. Create. Connect. - Urban Media Arts

In Neighborhood View news, we have a higher volume of stories being written and posted than ever before. Whereas typically, we've averaged 3-4 stories a month, we posted 6 stories in November and are on target to do the same in December. Views, likes & comments are also up.

If any Board members are NOT subscribed to receive our NV stories directly in your inbox, PLEASE do so – go to **neighborhoodview.org** and enter your email in the right-hand column where it says **"Subscribe."**

We held our first Neighborhood View Advisory Board meeting on November 13. The Advisory is a subcommittee of the UMA board and is chaired by Jon Bekemeier. Currently, there are two other Advisory Board members: Stephanie Schorow (former NV editor, a working journalist, and professor of journalism at Boston University) and Diti Kohli (a former NV intern from Emerson College and currently a staff writer for the Boston Globe).

Legislative Update – No update at this time.