



LATITUDE

2019

ANNUAL REPORT

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LATITUDE

LATITUDE is a 501(c)(3) non-profit organization located in Chicago, Illinois who maintains a community digital lab with high-end scanning and printing equipment, operates an artist in residence program, and organizes regular education & arts programming. Our mission is twofold: first, to provide affordable access to high end digital equipment and a production space for the creation of artwork, while offering artists and photographers technical assistance with this production; and second, to organize a diverse range of social, academic, and professional programming dedicated to the arts, including artists' talks, workshops, reading and critique groups, print swaps, and an ongoing artist in residence program.



Description of the Organization:

LATITUDE is operated by a small staff and a number of volunteer Lab Assistants who receive ongoing lab access and training. The lab is an educational and arts production facility for hundreds of artists per year, and our related programming (e.g. talks, workshops, and panel discussions) attracts many more.

Method of Accounting:

The accompanying financial statements have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles in the United States of America.

Revenue:

LATITUDE's income comes from Individual Contributions (16%), Government Contributions (4%), Service Bureau revenue (36%), DIY Revenue (34%), and Workshop fees (10%). Individual Contributions include individual donations as well as revenue from our annual fundraiser. Within the Government Contributions, we are proudly supported by the Illinois Arts Council, The Gaylord and Dorothy Donnelley Foundation, the City of Chicago's Department of Cultural Affairs and Special Events (DCASE), and the Weinberg/Newton Family Foundation. Service Bureau revenue includes printing and scanning for hire services. DIY revenue includes membership fees, ink costs, paper costs, and packaging fees. Workshops run monthly and the fees for each class vary based on production costs and instructor fees.

In Kind Donations:

In 2019, LATITUDE accepting In Kind donations in the form of equipment donations and items for our annual fundraiser.

Fundraising and Development:

In 2019, our annual fundraising event resulted in \$6,005. This revenue includes ticket sales, drink tickets, a general raffle and print auction.

Expenses:

In 2019, LATITUDE major expenses include personnel wages (46%), benefits for full time employees (2%), rent and utilities (12%), technology costs (5%), professional fees (9%), program expenses (21%), and dues (5%). In 2019, LATITUDE had three full time positions which included an Executive Director, a Lab Director, and Technical Director. In addition, there are two part time employees titled the Assistant Technical Director and the Communications Coordinator. Amounting to a salary grouping of \$127,565 for 3 full time and 2 part time positions. Three Fellows are included in the professional fee expense section who are paid a stipend of \$200 per month. Also included in the professional fee section is our accounting services and instructor fees for workshops. Within the program expenses for 2019 includes the fees undertaken within the artist residency program. LATITUDE offered approximately \$29,000 in ink and education to artists in residence in 2019 which was 10% of our expenses for the year.



Property and Equipment:

The majority of LATITUDE's equipment has been donated to the organization. Care and maintenance costs for upgrades are seen in our personnel wages more than technology costs. This helps create a greener work space by recycling equipment and ink cartridges that have been donated. In 2019 no major equipment purchases occurred whereas the Epson P9000 was purchased in 2018 making our technology costs much higher.



Notes on the year 2019

Chicago artists Robert Chase Heishman, Isabelle McGuire, KT Duffy, Kelly Kristin Jones, and Marcela Torres worked at LATITUDE in 2019. Ai Iwane from Japan, Jennifer Ray from Kansas, and Priya Kambli from Missouri came to us from out of state. Each artist supported LATITUDE by donating a print to our archive, our fundraiser, and hosted a public program. Heishman had a pop-up exhibition where he made our space into a photograph. McGuire hosted a Book Launch of recipes to live by which included how to dye fabric with onions, how to buy an abortion pill safely online, and how to make a dough monster. KT Duffy showed our community how to make images through data moshing. Visitors were given a short lesson, time to make their image, and while Duffy offered their artist talk LATITUDE staff printed the resulting images for them to take home. Kelly Kristin Jones hosted a Dodge a Monument seminar in front of a Christopher Columbus statue. There, we made our own dodging tools and created imagery with the artist. Jennifer Ray and Priya Kambli more formally introduced themselves to Chicago's art community through artists' talks.





There, visitors sat with the artists to see imagery, hear how and where images were made, and share stories with our community. Marcela Torres' performance work was presented at the lab as she moved through printing and boxing gestural acts. Ai Iwane also offered an artist talk while demonstrating her panoramic camera that created 8"x60" negatives. We also were able to see the resulting enlargements she had made during her time that were almost 50 feet long.

LATITUDE hosts workshops throughout the year and in 2019 we hosted 20 workshops that averaged 8 students per course. Those courses include our staple Intro to Print, Intro to Piezography, and Drum Scanning demonstrations. In addition, we hosted Lighting, Skin Tone, and Technique with Jon Wes, Design after the End of the World: Speculative Design and Climate Reading Group, Mindfulness and Photography, Sequencing for Artists Books, and Jan Christian Bernabe's Infinite Bodies and Their Aftermath Critique group

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Notes on Financial Position: In 2020, LATITUDE hopes to double their Individual Donations through a new campaign. Strategic planning will help us to better understand the needs of our community and see areas of potential growth. LATITUDE also hopes to increase their annual fundraiser income from \$6,000 to \$8,000 and double their grants from government agencies. Many of our current equipment is approaching its full depreciated value. To maintain an up to date lab for Service Bureau and DIY use, LATITUDE may have to invest in upgrades to their scanning and printing equipment. To keep up with minimum wage increases in the state of Illinois, LATITUDE will aim to increase the wages of all employees. LATITUDE's lease at Hubbard Street Lofts will expire in October of 2020. For the past 5 years we've seen a 3% increase in rent each year. Upon renewal of that lease, LATITUDE anticipates the 3% increase in rent to continue. 2019 saw a slight increase in ink and paper fees due to tariffs. In 2020, members can anticipate an increase in scanning fees to keep up with the cost of the equipment and future repair or replacement.



Letter from the Executive Director

On January 2, 2019, I began my role as the Executive Director of LATITUDE. Having been an adjunct professor of Photography for 4 years and scheduled to be a LATITUDE Artist in Residence in 2019, I was excited to be a part of this community, share the skills I had learned, and learn more about the nonprofit world at large. This role at LATITUDE was then, and is now, a dream job. I could not have imagined the learning curve that was about to occur but felt lucky to have Jessica Pierrotti training me in my first month. She supported me by taking training wheels off slowly and helping me understand the many cogs of the organization. Within weeks, I could visualize my plan, support ideas for new workshops, all while learning the new tools and techniques possible in our lab.



As she exited, Jess set me up to have a successful year. For one, the artists in residence that had been selected to work at the lab in 2019 were inspiring, had bright personalities that filled the room, and easily became friends before their time with us had ended. Second, Jess had built a supportive, intelligent staff who welcomed me in and helped me understand more of the inner workings of the lab. They taught me Piezography, a technique I strongly encourage any analog maker to learn, and I got to see our custom profiles made and used through first hand account. Lastly, Jess left me with a Board who was open and ready for the changes I hoped to make. With Becca Schlossberg at the helm, Chris Markin and Kelli Connell, I felt supported by them and appreciated their willingness to answer my questions and work with my ideas. For our board, the decisions and conversations are not always easy, their role often lacks congratulation, and demands foresight. I felt really lucky to have them when tough decisions about LATITUDE's growth came around.

Beyond our Artist Residency and education programs, there are a few highlights that mark this year for me. We collaborated with photographer Nolis Anderson hosting an event of peers that raised money to bring Storycatchers Theater to the lab for lunch and an Intro to Print session. We hosted those enrolled in a photography course at Yollocalli for two printing sessions so they could experiment with new materials. Through our Enrich training, LATITUDE befriended the artists of Snow City Arts and shared professional development events featuring collaboration and techniques for artistic and administrative growth. We saw twice as many class visits come to the lab than in previous years and hosted Brazilian artists from Comfort Station's Close to There program. In 2019 LATITUDE, our lab, and our staff have had the pleasure of meeting and working with so many folks we admire. We look forward to continuing and strengthening those relationships throughout 2020 and beyond.

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It has been an honor to meet our lab regulars, spend time with our volunteers, and see the amazing work of the Chicago and Midwest art community as it comes through our lab. I want to thank everyone who has made this past year so successful and those who are helping us pave the way for the future. LATITUDE and I are especially grateful for all of your donations, your participation in our programming, and your applications to our 2020 residency year. To my Board, the staff, all of our Lab Assistants and Fellows: I am so grateful for the love and care you put into our organization. It is you who make our space valuable and a pleasure to be a part of. Together, we will continue to provide access, education, and resources for each other and the photography community for years to come!

Colleen Kiehm
Executive Director



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