



ART DECO SOCIETY  
OF CALIFORNIA

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2023 ANNUAL REPORT

A NEW ADSC  
FOR  
A NEW DAY



# ADSC ANNUAL REPORT

## FINANCIAL SUMMARY 2023

<b>EXPENSE</b>	<b>2022</b>	<b>2023</b>
Events and Programs	\$113,535	\$106,437
Personnel	\$19,793	\$26,756
Office Overhead/Rent/Storage	\$5,420	\$8,170
Administrative Expenses	\$15,578	\$12,149
Preservation—Support	\$566	\$50

<b>Total</b>	<b>\$154,892</b>	<b>\$153,562</b>
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### **INCOME**

Membership Dues	\$9,345	\$13,201
Silent Auction	\$5,129	\$9,148
Gatsby Summer Afternoon	\$36,528	\$42,404
Preservation Ball	\$31,409	\$33,256
Other/Special Events	\$20,707	\$8,750
Donations/Sponsors	\$3,395	\$4,774
2nd CA Relief Grant*	\$0	\$15,000

<b>Total Gross Income</b>	<b>\$129,588</b>	<b>\$126,533</b>
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<b>TOTAL NET INCOME</b>	<b>(\$34,304)</b>	<b>(\$27,029)</b>
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Total Cash Assets as of 12/31/2023: \$54,434\*

\*includes the 5/21 CA Relief Grant of \$15,000

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## NOTES

The ADSC qualified for and received a State of California Relief Grant of \$15,000 in May 2021 and again in July 2023. They were not expected and represent a one-time source of income. Both grants stabilized our finances significantly and enabled us to continue business as usual while we actively sought ways to cut spending. As much as budgeting can achieve during this same period, from 2022 through 2023, we experienced a steady increase in the cost of all goods and services at a rate of between 7% and 15%. This is the new norm: inflation. For every dollar of spending cuts, inflation neutralized it.

To retain a healthy financial position and secure our survival as a non-profit organization, it is incumbent upon the Board of Directors of the Art Deco Society of California to continue a multi-pronged approach: seek deeper spending cuts across all operational activities, closely monitor all spending via tight budgeting, and seek additional income. The latter will come in the form of increased membership dues, higher ticket prices, and, where possible, continued sponsorship via individual donations.

This report has been prepared with the combined efforts of Accountant Heli Roiha, ADSC Treasurer Karol Hosking, and ADSC Secretary and Office Manager Alice Jurow.

Please support the ADSC by renewing your membership, attending events, and taking part in our annual Silent Auction by donating collectibles and bidding on the night of the Art Deco Preservation Ball.

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## MISSION STATEMENT

We are a non-profit 501(c)(3) membership organization that endeavors to increase public awareness of the Art Deco era, to preserve and promote its art, architecture, music, fashions, films, transportation and other forms of its popular culture.



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