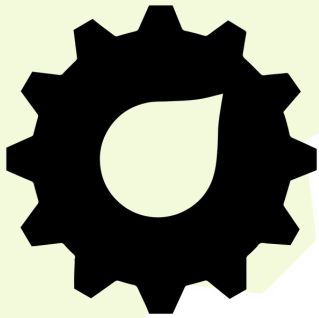


LATITUDE CHICAGO



# 2021 ANNUAL REPORT

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# About 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.



Photo By: Jon Wes



## Revenue

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LATITUDE's income comes from Individual Contributions (16%), Foundation Contributions (8%), Government Contributions (7%), Service Bureau revenue (39%), DIY Revenue (20%), and Workshop fees (6%). Individual Contributions include individual donations as well as revenue from our INPrint fundraiser, the Film Processor fundraiser and Round Up program in November 2021. Within Government Contributions, we are proudly supported by the Illinois Arts Council. Foundation support comes from The Gaylord and Dorothy Donnelley Foundation and the Driehaus 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.

## Method of Accounting

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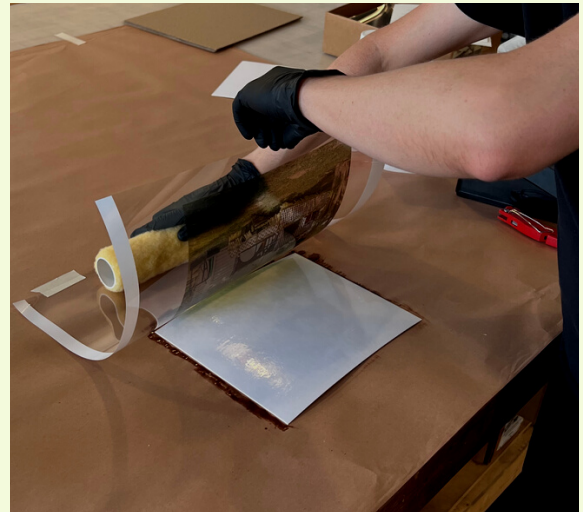
The accompanying financial statements have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles in the United States of America.



## Fundraising and Development

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In 2021, the annual in person fundraising event was canceled again due to COVID19 concerns. INPrint raised \$2,500 this year, Film Processing fundraiser raised \$7,000 helping defray the costs of the \$10,000 set up. Round up raised \$500 before finishing the year. Latitude is so thankful to community members who helped our fundraising efforts this year!



## Expenses

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In 2021, LATITUDE's major expenses include personnel wages (52%), benefits for full time employees (4%), rent and utilities (13%), technology costs (5%), professional fees (9%), and program expenses (17%). Professional fees include accounting services and instructor fees for workshops. Program expenses for 2021 include paper, ink costs and the fees undertaken within the artist residency program.

## Property and Equipment

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In 2021, LATITUDE purchased a film processor and had to replace two print heads at the lab. Thrift print was set up to offer a lower cost option without order minimums to the Service Bureau.



## Notes on Financial Position:

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In 2021, saw a 30% increase in revenue as well as a 36% increase in expenses from 2020. The Service Bureau saw a 10% increase from last year whereas DIY production remained similar to 2020 due to safety precautions at the lab. LATITUDE continues to see an increase in individual donations compared to 2019 and previous years. This has allowed the organization to support cost of living wage increases for staff and increased expenses despite the decrease in service and DIY revenue. In 2022, LATITUDE will continue to make health and safety a priority limiting the amount of users in the space due to COVID19. An in-person fundraiser is planned for November to celebrate 10 years as an organization at the Chicago Art Department. LATITUDE hopes to double Individual Donations to offer staff significant wage increases to be competitive job opportunities for current and future staff.



# Notes on the year 2021:

Latitude began offering Thrift Print which is a low-cost option for those interested in a budget conscious, high quality option to print images. Thrift Print is great for customers who would like to choose from a standardized paper and set print sizes. Film processing for 35mm and 120 C41 film is also now done at the lab. A result of processing has been that Latitude's staff supports community members by helping with camera questions, showing them how to load film, and troubleshooting exposure issues on a weekly (sometimes daily) basis. Latitude now uses a scheduler to book all appointments which eliminates double booking.

The 2020 Artist in Residence program came to a close as the final artists delayed by COVID19 came to the lab. Rachel Fein-Smolinski was the first resident back in person and they learned the Image Transfer process while preparing for two upcoming exhibitions. Vikesh Kapoor learned to Drum Scan and Nicole Mauser experimented with scanning, printing, and transferring images of their paintings. The last resident of the year, Sandra Oviedo or Colectivo Multipolar, printed a machete of her book and helped Latitude host our first in-person public program since the pandemic. The conversation featured Colectivo Multipolar, TRQPITECA, Rebirth Garment's creator Sky Cubacub, and was emceed by Rose Hernandez and focused on queer nightlife before and after the pandemic.

Latitude offered a mix of online and in-person workshops in 2021. All of our critique groups and reading groups occurred online and instructors of those classes included Krystal Boney, Kean O'Brien, Emilie Plunkett, Eileen Mueller, and Liat Noten. Intro to Print saw revision due to the pandemic. Colleen meets the group on zoom to review the videos about printing, review the user agreement, and answer technical questions before coming on site. Rachel leads the in person portion in two, smaller groups to encourage safety precautions. Latitude continues to make instructional videos to support lab user education. We currently have tutorials for the V850 scanner, Epson printing, advanced Black and White printing, and Canon printing.

In the summer of 2021, the lab saw the return of class visits and Lab Assistants to the space. At the same time, Latitude created the full time position of Education Coordinator and promoted Rachel Schafer into the role. Within that role she helps train incoming lab assistants and supports the lab by running Intro to Print courses. During the same month Diego Rodriguez was hired as Technical Assistant and Marylu Herrera joined Latitude as the Communications Coordinator. Latitude saw its board of directors grow to its capacity with the additions of Ashley Wynn and Michael Reed. Latitude worked with lawyer Michael Reed who reviewed our DIY User agreement, Service Bureau agreement, and Film Processing Liability Form. On the board, he will continue to support the organization's legal education. Ashley is supporting the organization with her knowledge of the local gallery scene and acting as a member of the fundraising committee. Latitude hosted their first Town Hall Meeting to review the 2020 Annual Report with Board Members Brian Gee, Nathan Miller, and Josh Clark.



## Letter from the Executive Director

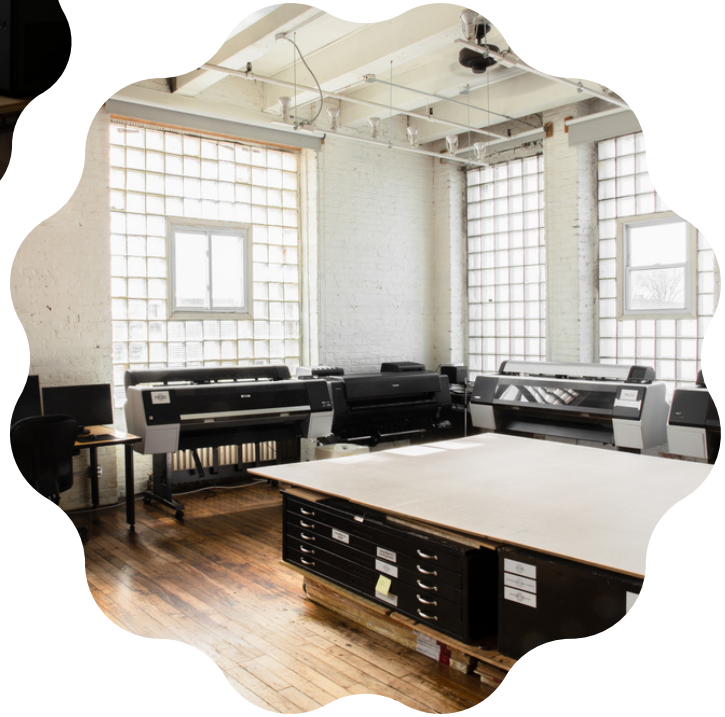
Palpable joy is felt when we are physically in the lab together. During the pandemic, Zoom offered new opportunities to engage with instructors and participants but remote work and limited DIY hours reminded us how special having Latitude as a hands-on resource is. Vaccinations allowed us to safely loosen restrictions in the lab early in 2021. The staff and I felt an even larger shift when lab assistants came back to the lab in June that year. Their return offered daily moments of shared knowledge and experimentation. Our Artists in residence program returned in June and along with their presence came the chance to see new work develop before our eyes. A year and nine months after Zoe Rain's program in 2020, we hosted the first in-person program since the pandemic with Colectivo Multipolar. I am so appreciative to Colectivo Multipolar and participants Rose Hernandez, Sky Cubacub, and the members of TRQPITECA, for their care for running an event thoughtfully taught us we could come back from this with safety and compassion in mind.

Transparency and a commitment to our community continue to guide Latitude's growth. In September 2021, we hosted our first Town Hall meeting reviewing our Annual Report. It was a chance for our board to check in with community members, review fiscal information about the organization, and answer questions live on Zoom. I'm excited to make this a yearly practice to foster strong relationships with our community and act as a reminder that this is an organization run by people with good intentions and open hearts.

When Latitude receives calls or messages from people seeking resources or information, we do our best to support them. We've added film processing to our list of services, offer an inexpensive printing option called Thrift Print. We've adopted the accessibility tools we learned while remote and applied them to our online workshops. Thank you for speaking candidly with us, telling us what you need, and encouraging us to take risks.

We are all still discovering the myriad ways the pandemic has changed our lives forever. I am proud of the Latitude staff and the board of directors for the work we have done and the ways we've responded to adversity, making Latitude the valuable resource to the Midwest art community that it is today. 2022 marks our 10th year as an organization, each one filled with learning experiences and finding ways to grow with integrity. Here's to another decade of collaboration, creativity, and discovery. We look forward to working with you soon!

  
Colleen Keihm  
**Executive Director**



# LATITUDE CHICAGO

The LATITUDE Residency program brings 8-10 artists into the lab annually to develop and produce their projects free of charge while receiving guidance, training and support from staff and volunteers. Artists gain access to the LATITUDE community through their day-to-day interactions, studio visits, and staff supported development of a piece of free public programming. In return, artists are asked to be active as both resources and mentors to the LATITUDE community, sharing their insights and creative methods. The goal of the residency program is to further LATITUDE's mission of promoting creative collaboration between our users and the wider art and photographic communities.



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