

Review of 2023 and Preview of 2024



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**ABOUT US** 

What is the GBACG?



**PAST YEAR** 

Review our 2023 season



**OUR BOARD** 

Get to know the board and join



**MEMBERSHIP** 

Learn about membership



**FINANCES** 

How are we doing financially?



**2024 OUTLOOK** 

Get ready for fun and workshops in the coming year!







GBACG History, Mission, and Values

## WHO ARE WE?

#### **HISTORY**

- 1990: GBACG founded by a group of friends who loved to dress up and gather together.
- 2012: Guild formally became a nonprofit to better further our educational mission.

#### **STRUCTURE**

- We are a registered 501(c)3 educational nonprofit.
- Guild activities are supported by annual membership subscriptions and event ticket sales.
- We are governed by a volunteer board of directors, with board officers elected biennially by our membership.

# WHAT DO WE BELIEVE IN?



#### **VISION**

To create an atmosphere that welcomes all costumers no matter their style of creations or skill.



#### **MISSION**

The mission of the Greater Bay Area Costumers Guild shall be to encourage and facilitate the study, appreciation, and creation of costuming as an art form.





### WHAT DO WE DO?

Themed, costumed events with entertainment and refreshments

Classes and workshops on costuming-related topics and skills

Costume Academy, an annual day-long educational event

Meetups at museum exhibits and other cultural events related to our mission

The Costumer's Bazaar, a biennial sale of costumes, accessories and crafting materials





Recap of 2023 Events and Classes



## **OVERVIEW**



We held a mix of outdoor and indoor events, with themes running from historical to fantasy.



Again we held a mix of virtual and in person workshops that helped complete costumes.



#### **COSTUME ACADEMY**

Costume academy came back in person at LSI in Berkley



#### **BIENNIAL BAZAAR**

After 3 years, the Bazaar came back! New location and loads of new faces!



#### 2 FIELD TRIPS

Attended Museum exhibits of McQueen and of the Tudors!





# **COSTUMER'S BAZAAR**

April 16th NEWARK



# MRS.ASTOR'S FANCY DRESS LUNCHEON

May 20 OAKLAND











# TREASURE PLANET

August 20th SAN RAFAEL





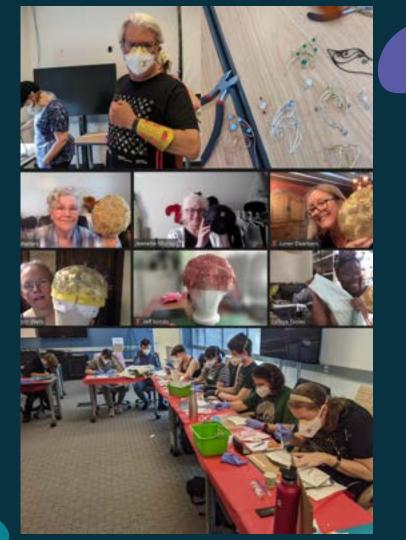
## GLOBAL RENAISSANCE November 18th OAKLAND











# **2023 WORKSHOPS**

- Jewelry Elf Ears
- Light-up Bracers
- Leather Pirate Hats
- Pleater Board
- Renaissance Escoffion









LAUREN MOYER she/her

**PRESIDENT** 



NATALIE WIENER she/her

**SECRETARY** 



JUDY GRIVICH she/her

**TREASURER** 





# **OUR BOARD**





**KATHE GUST**she/her
Membership
coordinator



CHANG MENG she/her Workshops Coordinator



AJ WU she/her Webmistress



NATASHA BORDERS she/her Event Coordinator



SAM MORENO she/her Event Assistant Coordinator







# **OUR BOARD**





JEAN MARTIN
she/her
Newsletter &
Finery Editor



CHRISTOPHER
ERICKSON
he/him
Social Media
Coordinator



crysta frost
they/them
Costume
Academy
Coordinator



JILLIAN EITTREIM
she/her
Member At Large







#### **EVENTS CO-COORDINATOR**

- Work with Events Coordinator and Committees on guild events
- Participate in monthly board meetings
- Free guild membership
- Discounted ticket for events

#### **MEMBER AT-LARGE**

- Support board where needed
- Participate in monthly board meetings
- Free guild membership
- Discounted ticket for events





IS LIVE!!

Great Pattern Review Agaless Patterns 1010 Agelets Patterns 1021

Check out GBACG.org now and submit your pattern reviews!







**New Members** 

# COUNTY

Alameda has 93 members

• • •



334

Total members





# ANNUAL TREASURER'S REPORT



## 2022 - 2023 ACCOMPLISHMENTS

#### **BUDGET PROCESS**

Established budgeting process for events and workshops successful weathered event losses.

#### LONGEVITY

Budget continues to be successful to strengthen long term health of guild

#### REPORTING

Monthly income and expense reporting to Board

#### MEMBERSHIP SURVEYS

Review of event and budget planning to meet membership needs



# 2021

15% Growth in reserve account in 2021

2021 Net Byents/Workshops 3 1

-924

2021 Net Guild Costs

# 2022

31%

Growth in reserve account in 2022

2022 Net Events/Workshops 5,52

1,265

2022 Net Guild Costs

# 2023

**18%** 

Growth in reserve account in 2023

2023 Net Events/Workshops 398

831

2023 Net Guild Costs





## **6 EVENTS THROUGHOUT THE BAY**

Our membership is throughout the Bay Area. Every year we strive to book events in different areas to allow for members to attend an event closer to them.

\*Pins are approximate locations, subject to change

# FASHIONING SAN FRANCISCO: A CENTURY OF STYLE

February 18 @ 11:00 am DeYoung Museum, SF

Our first Goes to of the year! Come to see this exhibit together, wear your best interpretation for this exhibit, your best style of the century.

- We will meet outside the entrance
- • at 11am, tickets are purchased via DeYoung.







Sunday, March 24th LSI, Berkeley

Full day of 12 classes over 3 periods!

Details will be emailed 01/28!
Registration begins Jan 31st,
Stay tuned!

Me: I play in a serious campaign.

The campaign:









April 20th Paradise Park, Tiburon

Join together with the great medieval heroes and heroines of legend for a forested feast. We will read epic poems together, play games, recreate your favorite Medieval Meme, and share food while sitting under the trees.

**Dress: Historical Medieval, Fantasy, Folklore, Cosplay** 





# MEDIEVAL ROMANCE

April 20th Paradise Park, Tiburon

Paradise park has wonderful views of the bay and paths thru the woods. Perfect to play games, picnic, and maybe search for a medieval beast!

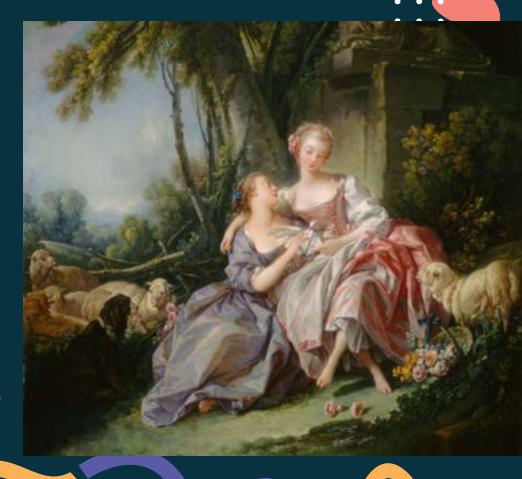


# **PASTORAL PURSUITS**

#### May 18th Codornices Park, Berkeley

Leave the frivolities of court and lounge with friends in nature, enjoying the slow life. Play games together, and take a stroll into the rose gardens and among the trees.

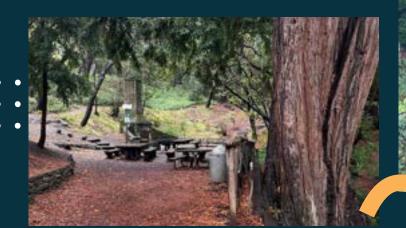
- Dress: 18th century, Shepherdess,
- \* Cottage-core, Lolita



# **PASTORAL PURSUITS**

#### May 18th Codornices Park, Berkeley

Codornices offers shaded forest tables, by a stream and bridge. The Berkeley Rose Garden is accessible via a tunnel.







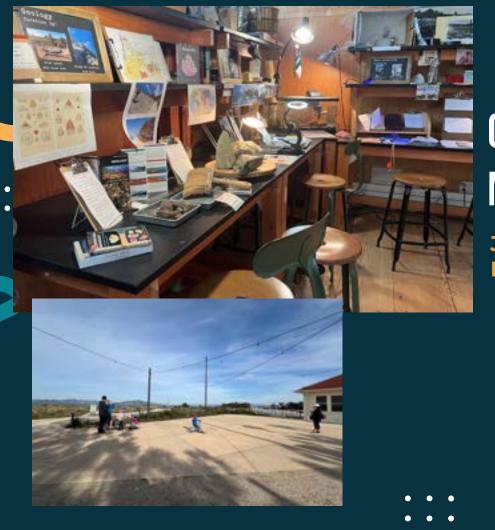
# GEOLOGIST & NATURALIST RETREAT

June 22nd Presidio, San Francisco

Join the great "Lady-Geologists" of early Victorian era to do some digging and nature watching. Learn about Mary Anning, get a silverprint portrait taken, and check out the Presidio Field Station.

Dress: Early Victorian 1830-40's, Adventurer, Steampunk





# GEOLOGIST & NATURALIST RETREAT

June 22nd Presidio, San Francisco

The Presidio parks offers wonderful views of the bay an the historic buildings, a short walk away is the Field Station to learn more about the geology and nature of the Bay.



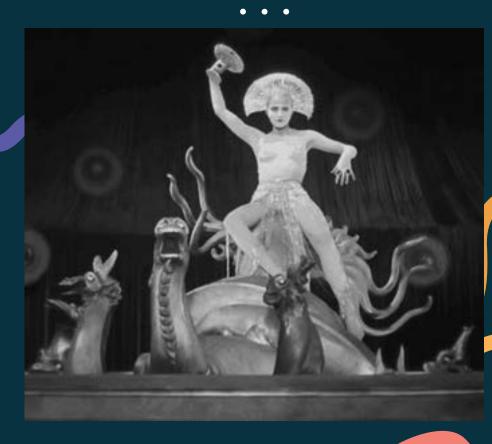
## **BEFORE THE TALKIES**

August 18th

Niles Silent Film Museum

Celebrating silent films of the 1920s at where films used to be made and learn about the silent film industry of Niles.

Dress: 1920s, Historical, Stage/Film Costume





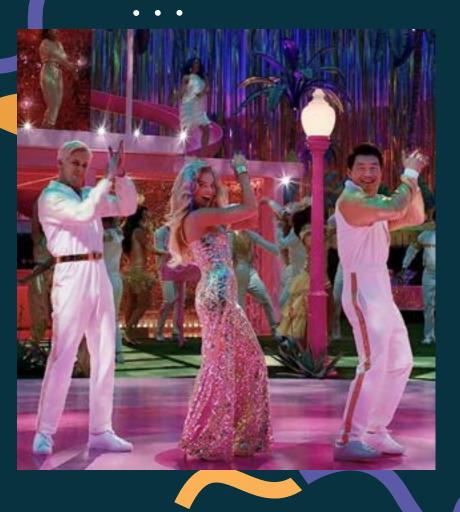


## **BEFORE THE TALKIES**

August 18thNiles Silent Film Museum

The Niles Essanay Silent Film Museum, housed in an historic motion picture theater, is dedicated to the exhibition, education, study and preservation of film from the silent era.





## SHE'S EVERYTHING; BARBIE'S DREAM PARTY

September 22nd Camron-Stanford House, Oakland

Dress up as your favorite Barbie, dream career, favorite era, or any of Barbie's toy friends! Snack on colorful food and drink (many pink of course) in a beautiful Victorian Dreamhouse. And make sure to say hi to Ken.

Dress: Historical, Fantasy, cosplay, toys : = Everything Barbie



## SHE'S EVERYTHING; BARBIE'S DREAM PARTY

September 22nd Camron-Stanford House, Oakland

The Camron-Stanford House is the last of the beautiful Victorian mansions that once surrounded Lake Merritt, and was the home to five influential families before becoming the first museum in the City of Oakland.

## ERA OF STARDUST; EXPLORING TIME AND SPACE

October 19th
Peninsula/South Bay

Gather in outer space with beings from distant galaxies, from a long time ago, far reaching future, or other timey wimey travelers.

- Dress: Historical, fantasy,
- cosplay, alien









Do you play music, perform, are a contortionist, juggling, sing?

We're looking for performers for all our events, whether it's a bard for the Medieval Romance, or dancing and music for our Barbie Party or Pastoral Pursuits.

Contact Event Coordinator: events@gbacg.org



## **WORKSHOP CALENDAR**

2 DAY WORKSHOP: 1840 BODICE W/CATHERINE SCHOLAR

4/28 & 5/5

BARBIE'S MOJO DOJO CASA PURSE W/BUNNY EKATERIN

June 9th

1920S HAIR: Fake It till You make It

**August 4th** 



SHINE BRIGHT LIKE A
DIAMOND: EMBROIDERED
LIGHT-UP CLOTHES
W/SAHRYE COHN

**October 6th** 



**April 7th** 









#### **HEALTH & SAFETY SURVEY**

https://forms.gle/scxrq MLZroso7DF38

#### **EMAIL**

gbacg.board@gmail.com



#### **ON SOCIAL MEDIA**

Facebook facebook.com/qbacq

Facebook Group facebook.com/groups/gbacg

> Instagram @GBACG

Discord discord.gg/pBCDrjj7tu



Do you have any questions?

gbacg.board@gmail.com gbacg.org







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• •



#### **ABOUT US**

Describe the topic of the section here



#### **MARKET ANALYSIS**

Describe the topic of the section here



#### **CONTENT PLAN**

Describe the topic of the section here



#### BUDGET

Describe the topic of the section here





The mission of the Greater Bay Area Costumers Guild shall be to encourage and facilitate the study, appreciation, and creation of costuming as an art form.







## WHAT DO WE BELIEVE IN?





#### **VISION**

Neptune is the farthest planet from the Sun. It's also the fourth-largest object by diameter in the Solar System





Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast



## **OUR EVOLUTION**

1990

2008

2010

GBACG started as a group of friends

Venus has a beautiful name, but it's hot

Despite being red, Mars is a cold place





## **WHAT SETS US APART?**



#### **MERCURY**

Mercury is the closest planet to the Sun



#### **NEPTUNE**

It's the farthest planet from the Sun







#### MARS

Despite being red, Mars is a cold place





## **GUIDING PRINCIPLES**



#### **MARS**

Despite being red, Mars is a cold place





#### **MERCURY**

It's the closest planet to the Sun



#### **NEPTUNE**

Neptune is very far from the Sun



#### **VENUS**

Venus has a nice name, but it's hot



#### **JUPITER**

It's the biggest planet of them all



#### **SATURN**

Saturn is the ringed one and a gas giant





## MARKET SHARE

#### **SATURN**

It is the ringed one. It's a gas giant, too

#### **VENUS**

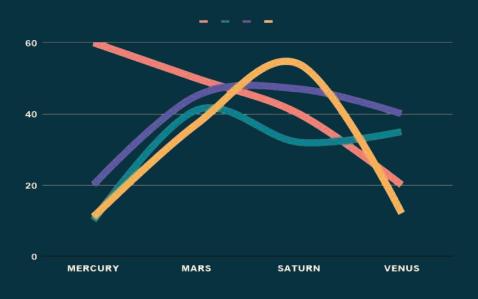
It has a nice name, but it's very hot

#### **MERCURY**

Mercury is the closest planet to the Sun

#### **MARS**

Despite being red, Mars is a cold place



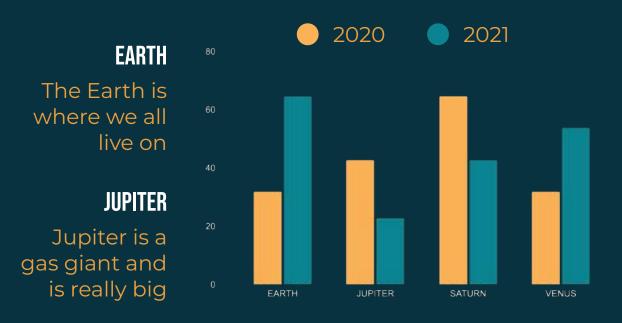
Follow the link in the graph to modify its data and then paste the new one here. For more info, <u>click here</u>











#### **SATURN**

It's the ringed one and a gas giant too

#### **VENUS**

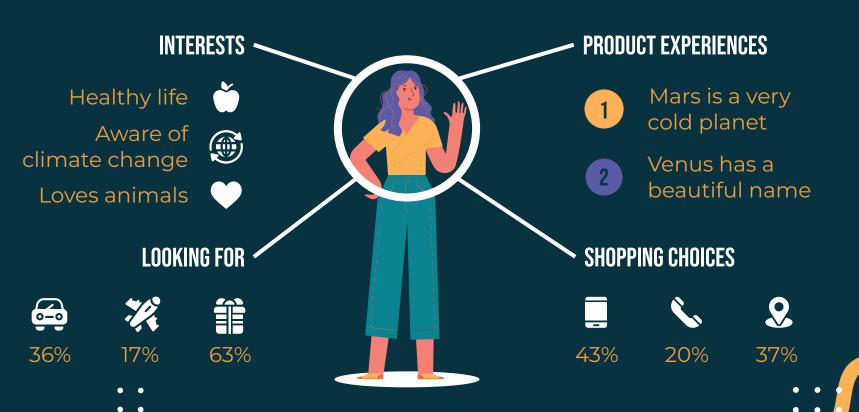
Venus has a nice name, but it's hot

Follow the link in the graph to modify its data and then paste the new one here. For more info, <u>click here</u>









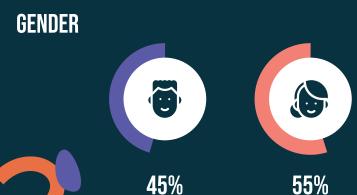


## **BUYER PERSONA PROFILE**

#### **INTERESTS**









## **BUYER JOURNEY**







Jupiter is a gas giant and the biggest planet

**CONSIDERATION** 

Mercury is the closest planet to the Sun

#### **DECISIONS**

Saturn is composed mostly of hydrogen

## **BUYER JOURNEY**

**AWARENESS** 

Venus has a beautiful name, but it's terribly hot

1

**CONSIDERATION** 

Despite being red, Mars is a cold place, not hot

2

**DECISIONS** 

Jupiter is a gas giant and the biggest planet







## **SALES FUNNEL**

#### **INTEREST**

Jupiter is a gas giant and the biggest planet of the<u>m all</u>

#### **PURCHASE**

Despite being red, Mars is actually a cold place



Venus has a beautiful name, but it's terribly hot too

#### **DECISION**

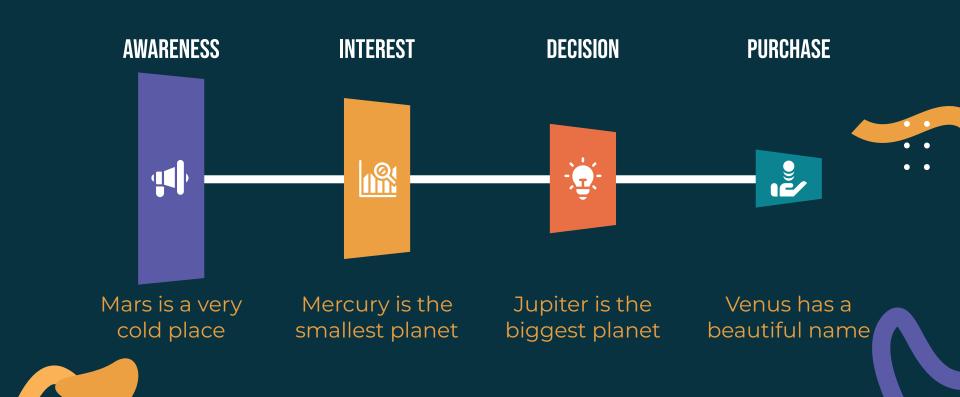
Saturn is composed mostly of hydrogen and helium













## **COMPETITOR ANALYSIS**

#### **MARS**

Despite being red, Mars is a cold place. It's full of iron oxide dust

#### SATURN

It is the ringed one. It's a gas giant, composed mostly of hydrogen

#### **VENUS**

Venus has a beautiful name and is the second planet from the Sun

#### **JUPITER**

It's a gas giant and the biggest planet in the Solar System





## A PICTURE ALWAYS REINFORCES THE CONCEPT

Images reveal large amounts of data, so remember: use an image instead of long texts



## **SWOT ANALYSIS**

#### **WEAKNESSES**

Despite being red, Mars is a cold place

#### **THREATS**

Saturn is composed mostly of hydrogen



#### **STRENGTHS**

Mercury is the closest to the Sun

#### **OPPORTUNITIES**

Venus has a beautiful name





## **SWOT ANALYSIS**



Despite being red, Mars is a cold place

**STRENGTHS** 

**WEAKNESSES** 

Venus is the second planet from the Sun

Saturn is a gas giant and has rings

**OPPORTUNITIES** 

**THREATS** 

The Earth is where we all live







### **GOALS**



#### SHORT TERM

- Here you can list your short-term goals

#### **LONG TERM**

- Here you can list your long-term goals







#### **SHORT TERM**

- Here you can list your short-term goals
- Here you can list your short-term goals
- Here you can list your short-term goals



#### **LONG TERM**

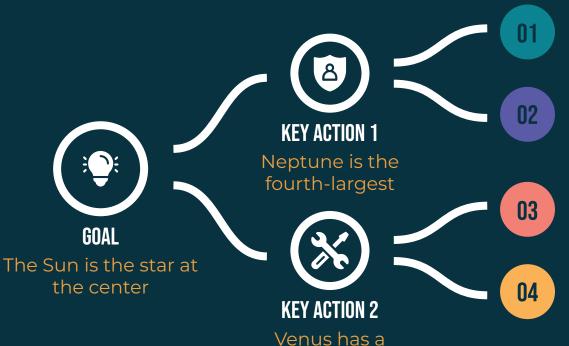
- Here you can list your long-term goals
- Here you can list your long-term goals
- Here you can list your long-term goals







## **STRATEGY**



beautiful name

#### **MERCURY**

Mercury is the closest planet to the Sun

#### JUPITER

It's a gas giant and the biggest planet

#### **SATURN**

It's a composed mostly of hydrogen

#### MARS

Jupiter is a gas giant and the biggest planet









## **KEY ACTIONS ITEMS**

Here you can describe the most important items	
Here you can describe the most important items	
Here you can describe the most important items	
Here you can describe the most important items	
Here you can describe the most important items	







**KEY ACTION 2** 

#### • • • • • •

## **KEY ACTIONS ITEMS**



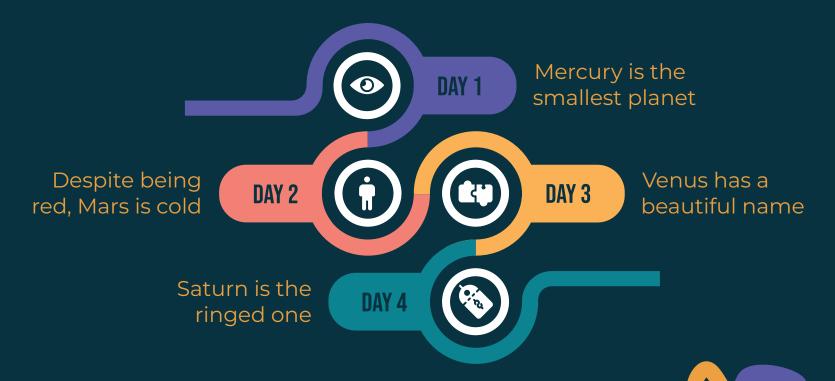
MEETING A

Mercury is the closest planet to the Sun

Venus is the second planet from the Sun



## TIMELINE

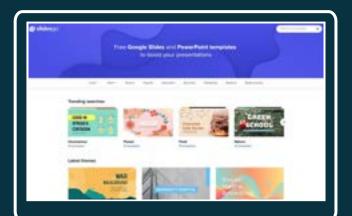






## **ALL PLATFORMS**

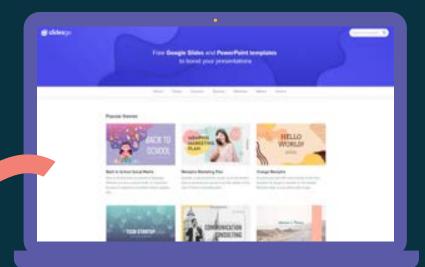






## **ALL PLATFORMS**





#### **DESKTOP**

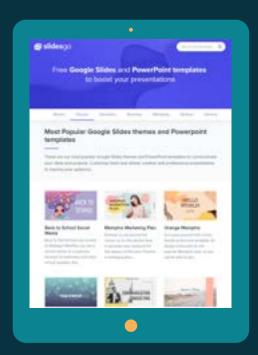






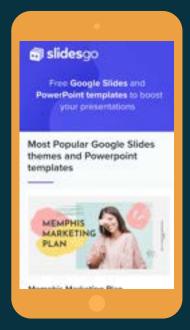
## **ALL PLATFORMS**

#### **TABLET**









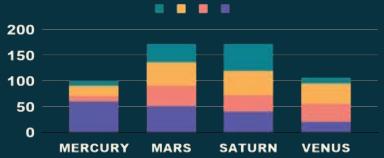
#### **MOBILE**

## **KPI OVERVIEW**

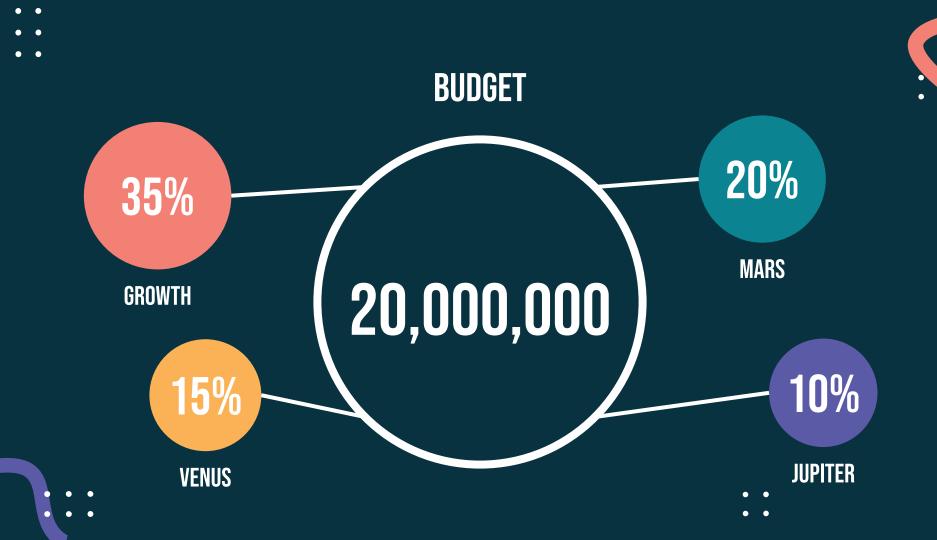
#### **OUTREACH**

#### **COMPLIANCE RATE**





Follow the link in the graph to modify its data and then paste the new one here. For more info, <u>click here</u>



## BUDGET

15,000,000







20% JUPITER

## 4,498,300

Big numbers catch your audience's attention

# 650K

Venus has a beautiful name and is the second planet from the Sun

Despite being red, Mars is actually a cold place. It's full of iron oxide dust





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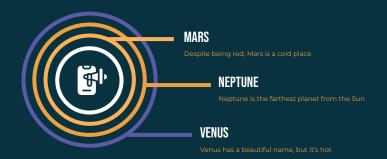




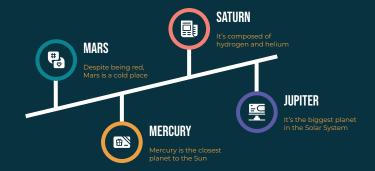




## **ALTERNATIVE RESOURCES**













## **RESOURCES**

#### **VECTOR**

Abstract colorful business card concept

Find more illustrations like these on **Storyset** 

- Community
- Onboarding
- People search
- Market launch

#### **PHOTO**

- Colleagues looking at charts
- High angle females working







## PREMIUM RESOURCES

#### **VECTOR**

Minimal logo set with pastel colors

#### **ICONS**

Icon Pack: Marketing | Filled

#### **PHOTO**

- Arrangement of office elements on white background
- Medium shot business people in meeting







## PREMIUM RESOURCES

#### **PHOTO**

- Medium shot business people with devices
- Group of friends gathering together
- Community of young people socializing





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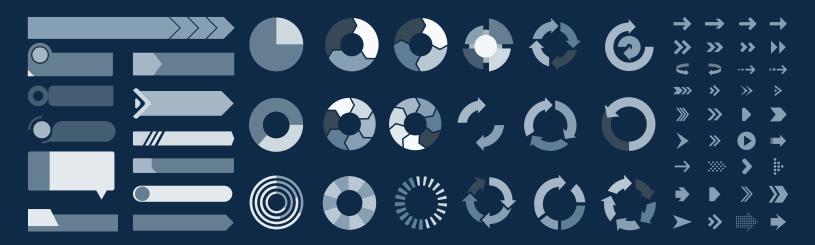


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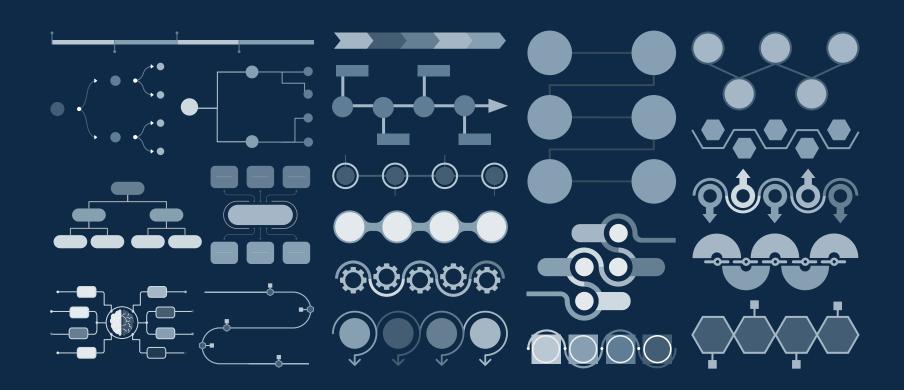
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#### **Educational Icons**



#### **Medical Icons**



#### **Business Icons**



#### Teamwork Icons



## Help & Support Icons



#### **Avatar Icons**



## Creative process Icons



## Performing Arts Icons



#### Nature Icons



## SEO & Marketing Icons



## **slides**go



## **OUR EVOLUTION**

1990

2012

AND MORE YEARS TO COME!

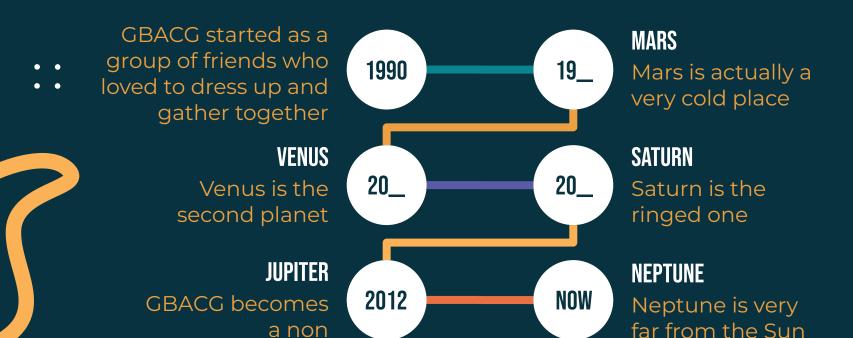
GBACG started as a group of friends who loved to dress up and gather together

GBACG becomes a non-profit to further our mission





## **OUR EVOLUTION**





## **GUIDING PRINCIPLES**





#### **MERCURY**

Mercury is the closest planet to the Sun



#### **VENUS**

Venus is the second planet from the Sun



#### MARS

Mars is red but actually a very cold place



#### **JUPITER**

Jupiter is the biggest planet of them all



#### **SATURN**

It's composed of hydrogen and helium



## **CONTENTS OF THIS TEMPLATE**

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- **4.** A **resources** slide, where you'll find links to all the elements used in the template.
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## **CONCLUSIONS**

#### **CONCLUSION 1**



Mercury is the closest planet to the Sun and the smallest one in the Solar System

#### CONCLUSION 3



Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



#### **CONCLUSION 2**

The Earth is the third planet from the Sun and the only one that harbors life



#### **CONCLUSION 4**

Despite being red, Mars is actually a cold place. It's full of iron oxide dust





## **BOARD ACHIEVEMENTS**

#### **MERCURY**

Mercury is the closest planet to the Sun



#### **VENUS**

Venus is the second planet from the Sun





#### **SATURN**

It's composed mostly of hydrogen and helium



#### **NEPTUNE**

Neptune is the farthest planet from the Sun





# 5

## **COSTUMERS BAZAAR**

April 16 Newark Pavilion, Newark

Get ready to shop for the 2023 costume year!

Want to vend? Details will be emailed in February











## THE WITCHER

### October 15 SAN JOSE



## **BOARD RECRUITING**

## 2

#### **SOCIAL MEDIA COORDINATOR**

- Creates posts and/or videos on our social media upcoming events and workshops
- Respond to questions and comments
- Participate in monthly board meetings
- Free guild membership
- Discounted ticket for events

#### **COSTUME ACADEMY COORDINATOR**

- Coordinate instructors and content for Costume Academy.
- Participate in monthly board meetings
- Free guild membership
- Discounted ticket for events





## **BOARD RECRUITING**

#### **MEMBER AT-LARGE**

- Support board where needed
- Participate in monthly board meetings
- Free guild membership
- Discounted ticket for events







## **HELP OUR EVENTS!**

- Looking for 2-3 Committee members per event
- Work with Board to help plan event, this includes attending zoom meetings
- Help set up and/or tear down of event
- Discounted ticket for event