



CHECKLIST

Art Gallery Year-End Review





Introduction

Using a structured year-end checklist offers your art gallery an opportunity to reflect, learn, and strategize. This process is far more than just crunching numbers; it involves gaining a holistic understanding of the gallery's performance across all aspects of its operations. By addressing everything from sales and events to artist relationships and branding, the checklist ensures that no area of the business is overlooked.

Gathering and analyzing metrics clarifies what has worked and what hasn't, minimizing the guesswork in future planning. This allows you to align your operational and management goals with your long-term vision. Reflecting on unfinished goals and setbacks encourages proactive problem-solving and the development of contingency plans, which reduces the likelihood of repeating the same issues.

Year after year, you can expect to see tangible results from using the checklist. Learning from setbacks builds resilience, making the gallery better equipped to handle unexpected challenges.

Ultimately, the year-end checklist helps you create a clear strategic direction. By consistently evaluating performance and setting actionable goals, your gallery can move forward with confidence and purpose.

Year-End Checklist

1. PREPARATION

Why It's Important: Preparation is the foundation of an effective review. Gathering the necessary data and input ensures your review process is thorough and evidence-based. It also allows your team to reflect on accomplishments and challenges collectively.

Goal: Equip yourself with the insights and materials needed to evaluate the year's performance and create actionable plans for improvement.

- Schedule a team meeting to discuss the year-end review.
- Gather key data:
 - Sales reports
 - Marketing metrics (e.g., social media, email campaigns)
 - Event attendance records
 - Vendor invoices and contracts
 - Budget performance reports
- Request feedback from staff, artists, vendors and key collectors (if applicable).
- Create a shared document or workspace to compile review notes.

2. REVIEW GALLERY MANAGEMENT GOALS

Why It's Important: Reviewing management goals helps determine how effectively your gallery's operations supported its overall mission. Understanding successes and challenges in this area helps prioritize future improvements.

Goal: Reflect on your operational achievements, identify gaps, and set realistic management goals for the new year.

- List all goals set for the year.
- Mark goals as achieved, partially completed, or not started.
- Identify obstacles for unfinished goals.
- Note lessons learned and areas for improvement.

Year-End Checklist

3. ASSESS UNEXPECTED OPPORTUNITIES AND SETBACKS

Why It's Important: Unanticipated events often have a significant impact on your gallery's success. By analyzing them, you can uncover strategies to capitalize on future opportunities or mitigate similar setbacks.

Goal: Understand how unplanned events shaped your gallery's year and develop strategies for navigating them in the future.

- Document unplanned opportunities that benefited the gallery.
- Note unexpected challenges and how they were addressed.
- Brainstorm ways to replicate successes or mitigate similar challenges in the future.

4. EVALUATE SALES AND MARKETING INITIATIVES

Why It's Important: Sales and marketing drive your gallery's financial sustainability and visibility. A deep dive into your initiatives helps identify what worked and what needs improvement.

Goal: Optimize your marketing strategies and sales approaches to maximize revenue and audience engagement.

- Analyze total sales and compare with targets. (by total gallery revenue or by artist or both)
- Review individual marketing campaigns for ROI and engagement metrics.
- Assess website traffic, email engagement, online sales (if applicable), and social media growth.
- Identify underperforming areas and potential adjustments for next year.

Year-End Checklist

5. REVIEW GALLERY EVENTS

Why It's Important: Events are critical for building community, engaging collectors, and showcasing artists. Reviewing their outcomes provides insights for enhancing future experiences.

Goal: Evaluate the success of gallery events to refine strategies for increasing engagement and attendance in the coming year.

- List all events hosted, including exhibitions, fair booths, artist talks, workshops, collector dinners, etc.
- Evaluate attendance, collector engagement, sales, and artist satisfaction for each event.
- Document challenges faced during event planning or execution.
- Brainstorm ideas for improving events in the future.

6. ANALYZE PARTNERSHIPS

Why It's Important: Strong partnerships can amplify your gallery's reach and resources. Evaluating collaborations helps identify valuable relationships and opportunities for growth.

Goal: Strengthen existing partnerships and explore new collaborations that align with your gallery's vision.

- List all partnerships formed or maintained during the year.
- Evaluate the success of joint initiatives (e.g., exhibitions, sponsorships, brand collaborations).
- Identify potential partnerships to pursue in the coming year.

Year-End Checklist

7. REVIEW ARTIST ROSTER

Why It's Important: Your artists are the lifeblood of your gallery. Assessing changes to your roster helps ensure you're building a program that aligns with your goals and supports your artists effectively.

Goal: Strengthen your artist roster by fostering relationships with current artists and strategically onboarding new talent.

- Document changes to the artist roster (additions and departures).
- Evaluate the performance of exhibitions featuring current artists.
- Note any artist needs, such as marketing or logistical support or new opportunities for exposure.
- Set priorities for recruiting new artists or strengthening current relationships.

8. EVALUATE EMPLOYEE ROLES AND TEAM DYNAMICS

Why It's Important: A well-functioning team is critical for executing your gallery's mission. Reviewing roles and dynamics ensures that your team is set up for success in the new year.

Goal: Identify staffing strengths and gaps while planning for training and role adjustments to support gallery growth.

- List any new hires, promotions, or changes in roles.
- Identify gaps in staffing or areas needing additional support.
- Discuss team performance and collaboration.
- Plan training or development programs for the coming year.

Year-End Checklist

9. ASSESS GALLERY SPACE IMPROVEMENTS

Why It's Important: The physical space of your gallery impacts the experience for artists and collectors. Reviewing improvements ensures your space evolves with your gallery's needs.

Goal: Prioritize impactful upgrades that enhance exhibition functionality and visitor/buying experience.

- Document upgrades or repairs completed during the year.
- Note any postponed projects and reasons for delays.
- Prioritize space improvements for the upcoming year.

10. REVIEW CHANGES TO BRAND OR GALLERY PROGRAM

Why It's Important: Adjustments to your brand or program can influence how your gallery is perceived. Reviewing these changes ensures they align with your mission and resonate with your audience.

Goal: Refine your gallery's identity to strengthen connections with collectors and artists.

- Evaluate any updates to the gallery's mission, branding, or focus.
- Gather feedback from collectors, artists, and staff on these changes.
- Identify areas where the gallery program could evolve further.

Year-End Checklist

11. EVALUATE VENDOR AND SERVICE RELATIONSHIPS

Why It's Important: Reliable vendors are essential for smooth operations. Reviewing their performance ensures you're working with partners who support your goals.

Goal: Maintain strong vendor relationships and explore options for improvement where necessary.

- List new vendors or services used this year (e.g., shippers, framers, contractors).
- Assess the performance and reliability of each vendor.
- Identify vendors to replace or add for next year.

12. PLAN FOR UNFINISHED GOALS

Why It's Important: Unfinished goals don't represent failure—they're opportunities for growth. Reassessing their relevance and planning next steps ensures progress.

Goal: Turn unfinished goals into actionable plans with realistic timelines and resource allocation.

- Review all unfinished goals and determine relevance for the coming year.
- Break each goal into actionable steps with deadlines.
- Allocate resources (staff, budget, tools) to support their completion.

Year-End Checklist

13. GENERAL REFLECTIONS AND PLANNING

Why It's Important: Reflecting on the year holistically allows you to celebrate achievements, learn from challenges, and set priorities for the future.

Goal: Establish a clear vision and strategic plan for the upcoming year.

- Celebrate key achievements and milestones from the year.
- Thank clients, staff, partners, and vendors for their support over the year.
- Identify the most significant challenges faced and solutions developed.
- Back up databases and copies of any important documents that should be stored offsite as part of a disaster plan
- Clear both physical and digital clutter
- Clean your client database by ensuring everyone is tagged properly and remove any bounced email addresses and those that unsubscribed.
- Define top priorities for the next year.
- Set measurable goals and draft an initial action plan for Q1.

Thank you

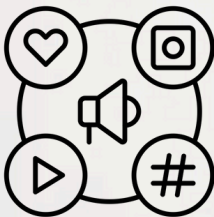


NEED PERSONALIZED HELP?

I know you face new challenges every day that might be unique to your gallery business. If you feel working together one-on-one would benefit you in overcoming some of those challenges, I invite you to explore my Art Gallery Business Advisory Services.

Programs

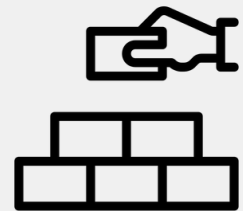
MARKETING PLAN AND INFRASTRUCTURE



SALES PROCESS DEVELOPMENT



GALLERY BUSINESS FOUNDATIONS



Sessions are tailored to your needs and goals.

Go to GalleryFuel.com to learn more about the advisory services programs and schedule a call to see if we are a good fit.

FUEL FOR RUNNING AN ART GALLERY BUSINESS



www.galleryfuel.com

THANK
YOU