



Alliance Française

2017 EXECUTIVE DIRECTOR'S REPORT

CHRISTINA SELANDER BOUZOUINA

JUNE 6, 2017

af 2016 – 2017 IN REVIEW

Un Grand Succès!

- Bastille Day Celebration in St Paul with Meritage
- Expansion of French classes in **St Paul**, Edina and **Rochester**
- Hosted Federation AF in the US conference
- Patrick Modiano round-table discussion with Department of French & Italian at the University of Minnesota
- Celebration of Senegal in March 2017
- Gala benefit, *Mais Oui: la Nouvelle Orléans*
- New advertising campaign: *Alliance Française, c'est moi & toi*



Alliance Française,
c'est moi & toi

Jacque,
judge

London,
student

Your French cultural center,
your French community

af Alliance Française
Mpls/St Paul

afmsp.org

Learn French in Rochester!

Alliance Française will offer French classes at 125 LIVE beginning May 6!

Choose from

- Beginner Conversation
- Advanced Conversation & Current Events
- Book Club

Alliance Française is a non-profit organization bridging cultures and building community.

For more information, visit afmsp.org or call 612 332 0436!

af Alliance Française

af GOALS FOR FISCAL YEAR 2017

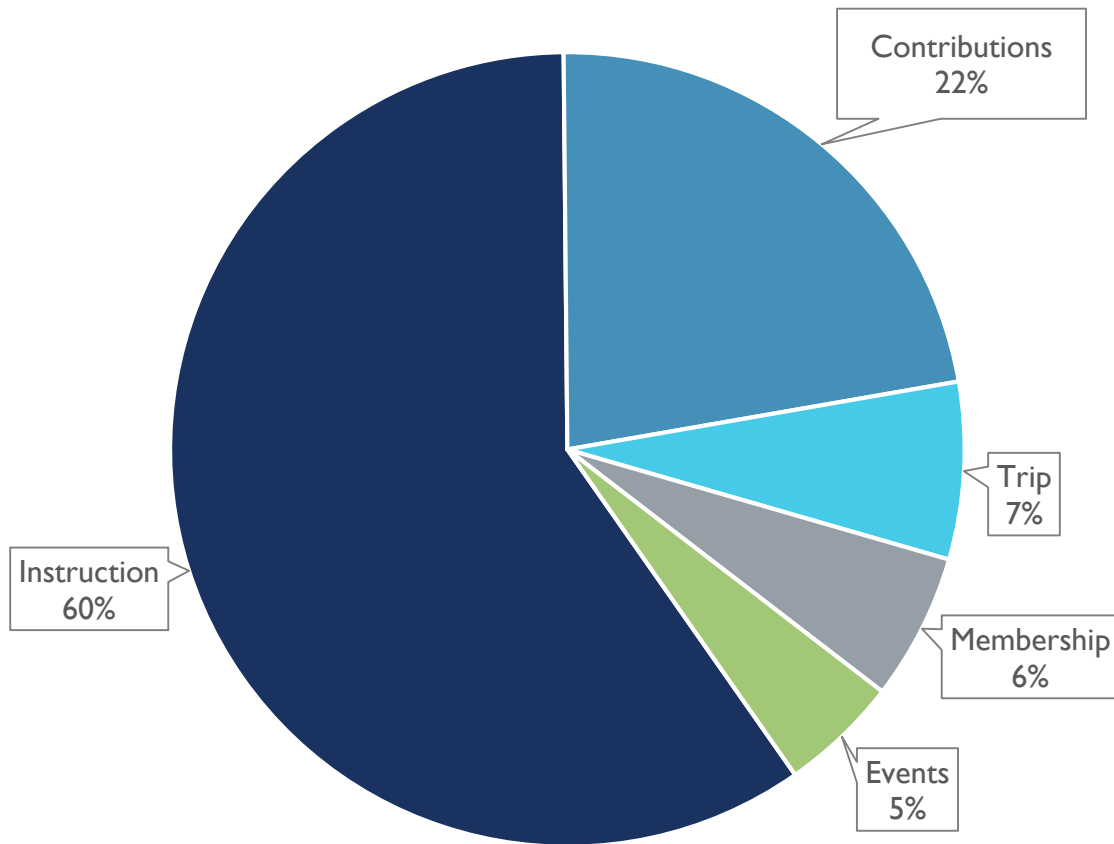
1. 3% increase in earned income over FY16 budget
 - ✓ Total income is 11% over previous year.
2. Increase Contributed income by \$4,000
 - ✓ Contributed income grew from \$128,000 to \$132,600 so far this year.
3. Increase AFMSP membership to 1,200 members, a 7% increase
 - As of June 5, currently at 1119 members.
4. Increase event revenue via fewer events with increased attendance
 - ✓ Cultural events are poised to show net income of more than \$3,000 – a first!
5. Assess Capital Campaign direction, Renovation Plan and determine next steps
 - ✓ Site Assessment Task Force was created and is working diligently toward a solution to our building needs.
6. Secure funding support for on-going Rochester programs and Launch classes in Rochester
 - ✓ \$4,000 grant to support launching classes in Rochester.
7. Trip to Tours in May 2017 for Foire de Tours and Sister City celebration
 - ✓ In May, AFMSP led a group of 9 travelers to Tours and Bordeaux for a 10 day trip.



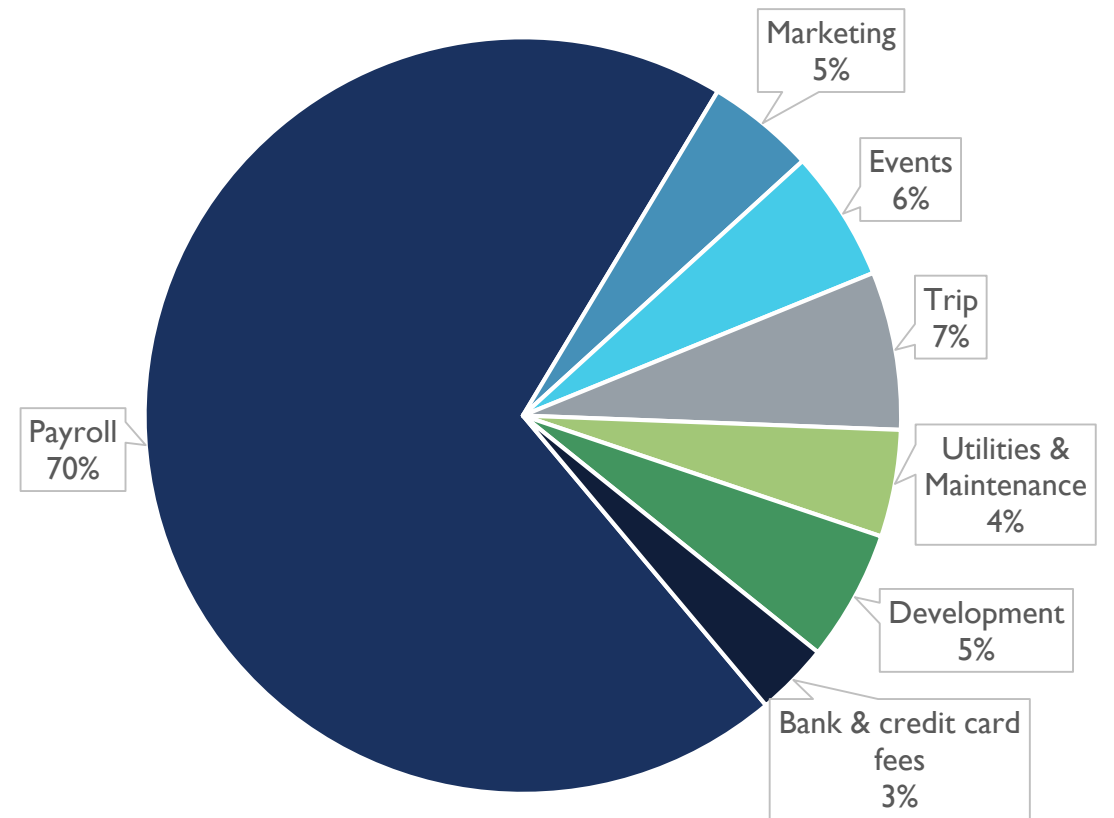


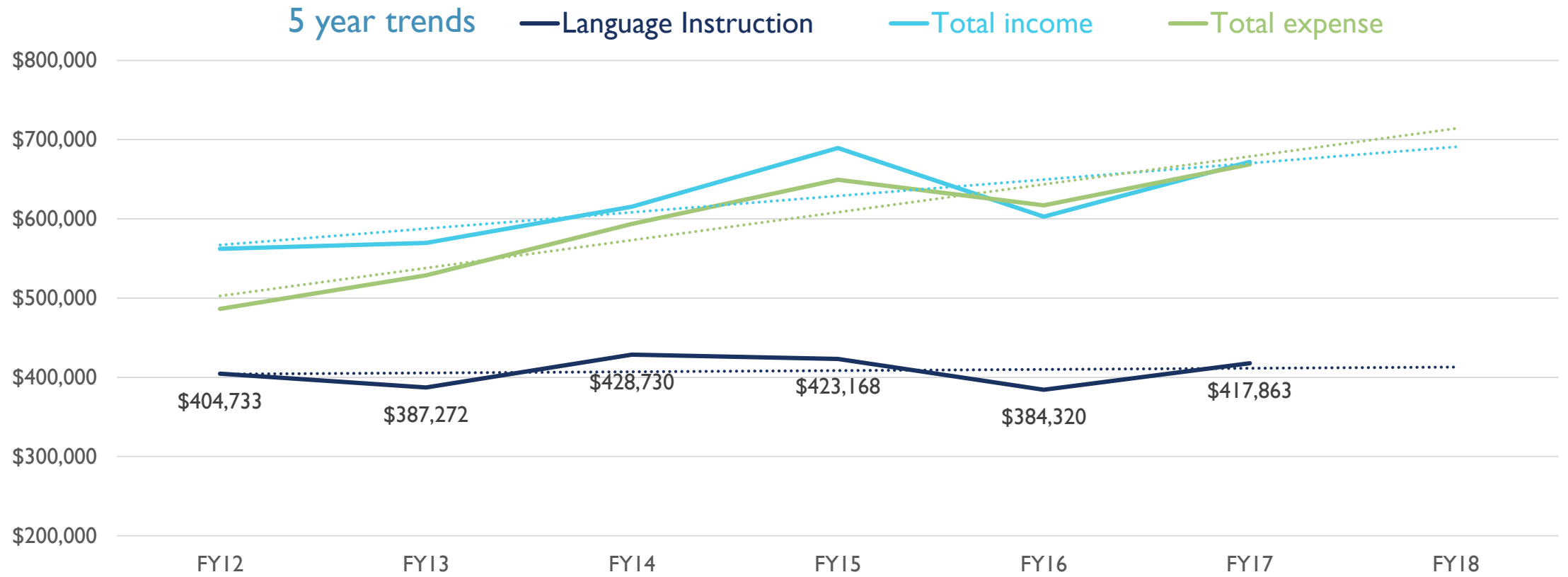
FISCAL YEAR 2017 INCOME & EXPENSE

Income



Expense



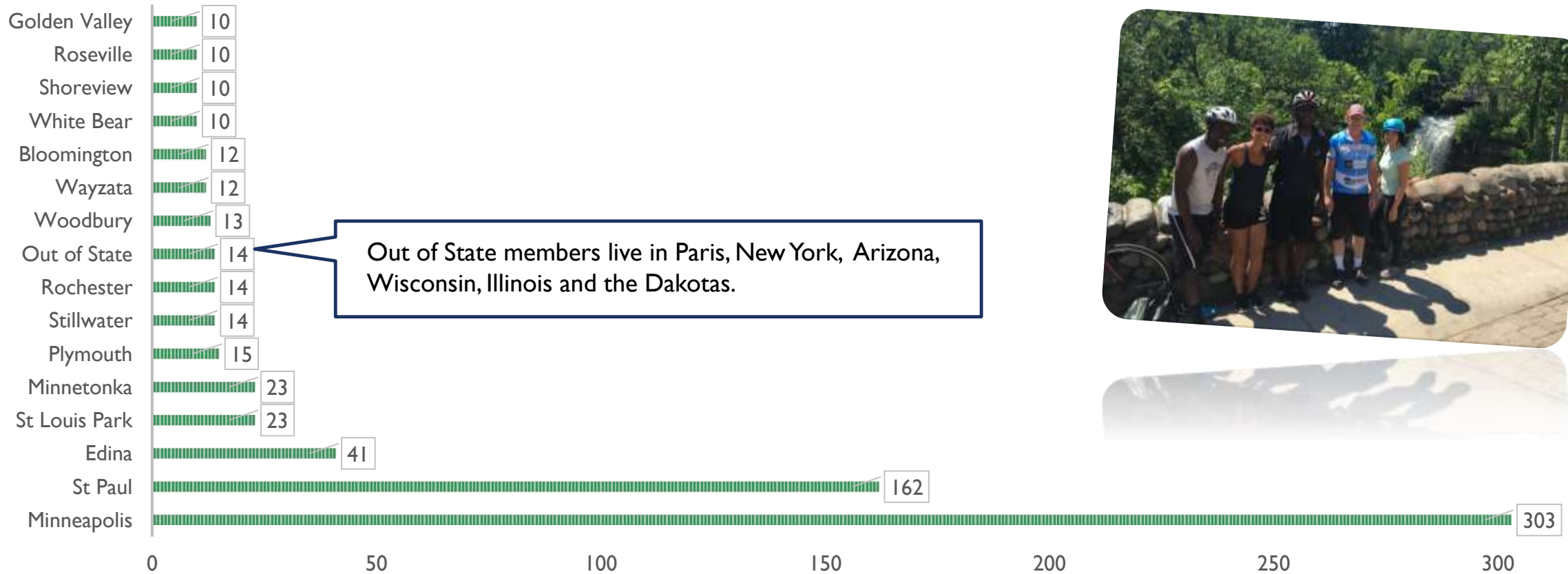


5 YEAR TRENDS

- After a decline in enrollment in FY2016, language instruction revenue has returned to its previous levels.
- Income and Expense in FY15 reflect a sharp increase due to a large trip organized that year.



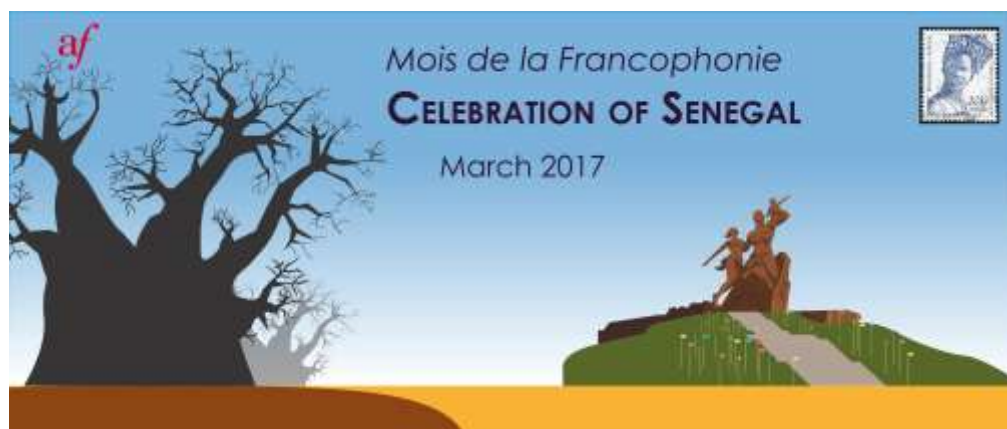
GEOGRAPHIC DISTRIBUTION OF MEMBERS



- For voting members, ages 18 and older, in cities with more than 10 AFMSP members.

af CULTURAL EVENTS

- Income of \$3600 after all event-related expenses, a first in several years!
- 125 cultural events attracted 4,411 community members this year.
- 398 attendees participated in our Celebration of Senegal in March, compared with 347 last year in our Celebration of Lebanon.



Vive l'Alliance!

LA CAMPAGNE CAPITALE | 2014-2016



Plans for the renovation and expansion of our building at 113 N First Street are being reviewed in light of recent challenges, including significantly reduced access to parking.

AF Board of Directors created a Site Assessment Task Force last summer to assess the initial project in light of current situation.

This Task Force is working with the Tegra Group, a professional real estate advising firm, to determine the best option to meet our needs, serve our mission, and see us into the future.

We gathered opinions from 440 donors, volunteers, students, staff, and members.

In January, we determined that the current building, as we understand its limitations today, does not suit the future needs of the organization.

Our next steps will be to:

- Continue the work of the task force to review and make facility recommendations, including testing programmatic needs with available building options and sites,
- Build on the input and momentum of the capital campaign to ensure our facility best meets the needs of our mission now and for future generations.

CAPITAL CAMPAIGN & EXPANSION PLANS

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*Susel,
animal lover*



Your French cultural center,
your French community

- French Classes
- Events celebrating French-speaking cultures
- French Library

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*Erik,
explorer*



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*Jacque,
judge*



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*Ablavi,
student of life*



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*Ibou,
footballer
francophone*

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*Loulou,
student*



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This Saturday, June 10
from 10 am to 2 pm

French Night with MN United



June 24 at 7 pm | TCF Stadium

Bastille Day Celebration

Sunday, July 9, 2017

Noon to 6pm

Landmark Plaza

St Paul



À VENIR