



Annual Report 2015

ArtReach St. Croix is a non-profit organization dedicated to connecting the St. Croix Valley community and the visual, literary and performing arts.

ArtReach fulfills its mission through partnership building and through its touchstone programs and services including: Gallery Exhibitions, Take Me to the River, The Big Read, StCroixSplash.org, Navigate and more.

St. Croix Galleries – The Galleries at ArtReach St. Croix feature the work of local and regional artists in rotating exhibits. In 2015, the ArtReach galleries hosted 7 exhibitions including the Annual Members Show. These shows included multiple media from photography and paintings to printmaking and ceramics. The 2015 Members Show included work by 53 artists from all over the St. Croix Valley.



Take Me to the River – Through this cross-promotional initiative, ArtReach encourages residents and visitors to experience the intersection of art and nature in the St. Croix Valley as they explore the region's art fairs, festivals and open artist studios. Take Me to the River is a one-of-a-kind "festival of festivals" during the height of the fall colors. In 2015, Take Me to the River extended to three September weekends and at least 42,000 people attended at least one of the artful events.

The Big Read – Funded by a grant from the National Endowment for the Arts, The Big Read in the St. Croix Valley is a month-long one book, one community program. The Big Read brings together readers from throughout the St. Croix Valley through music, theater, book discussions and other multidisciplinary programs. In 2015, The Big Read selection was *Love Medicine* by Minnesota author Louise Erdrich.

StCroixSplash – This online event calendar hosted by ArtReach raises the visibility of what is happening in the St. Croix Valley. Events of all kinds are online at StCroixSplash.org. Splash allows small and often all-volunteer run organizations to reach audiences with their event details on a beautiful and user-friendly site. Splash data is syndicated other websites like DiscoverStillwater.com. In 2015, DiscoverStillwater alone received 387,792 page views from 95,004 unique visitors.

Navigate – ArtReach St. Croix in collaboration with Arts Midwest brought together leaders from across sectors in a series of five retreats, with the purpose of building a coalition to amplify the work that is happening at the intersection of arts and nature in the St. Croix Valley. In the fall of 2015, two retreats were held which were centered on dialogue and design work toward development of a strategic course document.



At ArtReach St. Croix we believe the arts are an essential part of what makes the St. Croix Valley great. ArtReach's regional focus and bi-state work are defined by a river that unites the arts and the communities of the lower St. Croix. Through our programs, ArtReach creates partnership, increases the visibility of the arts in the area and builds on the notion that we can do more collectively than the artists and arts organizations we work with can do alone.

Founded in 1992, ArtReach St. Croix began as the River Valley Arts Council, a grass roots organization focused primarily on the visual arts in the greater Stillwater area. Conversations about ArtReach's growing role in the Valley set ArtReach St. Croix on a path toward becoming a regional arts service and arts marketing organization.

ArtReach St. Croix's mission of connecting communities and the arts took on a valley-wide and multi-disciplinary focus. ArtReach prioritizes arts leadership, creates marketing initiatives such as StCroixSplash.org, builds cross-promotional programs such as Take Me to the River, creates capacity-building opportunities, and hosts literary and visual arts programs showcasing local and regional artists.

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Website: www.artreachstcroix.org

www.stcroixsplash.org

Facebook:

www.facebook.com/ArtReachSTX

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Balance Sheet

Dec 31,15

Assets

Current Assets

Checkings/Savings	77,806.80
Accounts Recievable	-500
Other Current Assets	22.75

Total Current Assets 77,329.55

Fixed Assets 467,183.62

Total Assets 544,513.17

Liabilities & Equity

Liabilities

Accounts Payable	1,039.37
Credit Cards	78.68
Other Current Liabilities	45,040.18

Total Liabilities 46,158.23

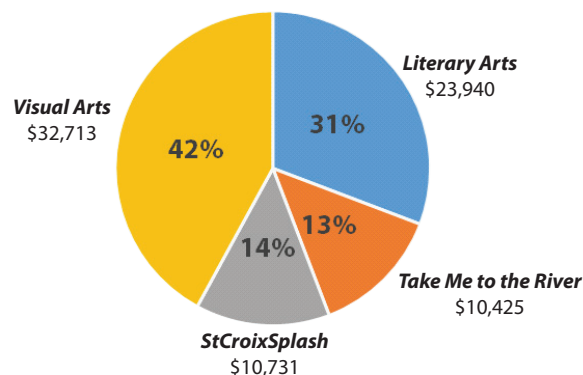
Equity

Retained Earnings	506,189.90
Net Income	-7,834.96

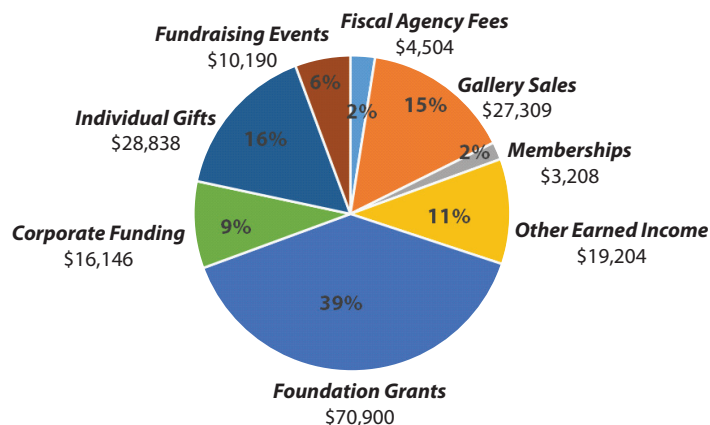
Total Equity 498,354.94

Total Liabilities & Equity 544,513.17

Costs for Core Programs



Revenues



Behind the Scenes at **ArtReach**

Staff:

Heather Rutledge – *Executive Director*

Syndie Sorensen – *Program and Marketing Manager*

Core Volunteers:

Visual Arts Committee – *Jenn Anderson, Gil Gragert, Diana Hatchitt, Phyllis Hunter, Bev Marx, Barbara Schotl*

Literary Arts Committee – *Colleen Baldrica, Lynne Bartalmio, Maureen Bell, Kathleen Eddy, Traci Post*

Gallery Receptionists – *Mikki Halsten, John Woolley*

Art Reach relies on many other volunteers for events and special projects including Take Me to the River, gardening, facility maintenance and data entry.



JAMI FLANAGAN knew she would be around art and artists when she joined the ArtReach St. Croix board of directors in 2011, but she didn't expect to be fully-immersed in an arts administration training program that would span two years. After ArtReach was invited to join the ArtsLab Peer Learning Community in 2012, Jami, a CPA and managing partner of Foley Kalseim & Co., became part of the core team that worked to articulate ArtReach's strategic position and to identify opportunities to make ArtReach be flexible, sustainable and resilient.

CHUCK DOUGHERTY, Innkeeper of the Water Street Inn and owner of Charlie's Restaurant and Irish Pub, was one of the first financial supporters of ArtReach's online events calendar StCroixSplash.org. Chuck saw how a robust valley-wide event calendar would be beneficial to the guests at his inn and how it would help spread the word about the live Irish music every weekend night at Charlie's. With support from people like Chuck, StCroixSplash.org continues to grow and is now the go-to event calendar in the St. Croix Valley.



RYAN RODGERS spent more than 300 days hiking and paddling the St. Croix River watershed. His constant companion was his camera. A former photojournalist, Ryan's sojourns resulted in a one-of-a-kind collection of photography capturing fleeting moments and celebrating the uniqueness of this National Wild and Scenic River. In 2013, Ryan's photographs were the central element in the popular "300 Days in the Watershed" exhibition at ArtReach St. Croix. In 2015, Ryan joined the artists and environmentalist in Navigate to imagine what is possible when we work together at the intersection of arts and nature in the region.

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ArtReach St. Croix relies on the generous support of individuals, local businesses and active members.

To donate please visit:
www.artreachstcroix.org/giving