



# Annual Report 2016

**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** – Approximately every six weeks, the Visual Arts Committee of ArtReach installs a new exhibit emphasizing the artists of the St. Croix Valley. As the most visible program at ArtReach's location, the gallery exhibitions attract an average of 250 visitors a month. Exhibitions in 2016 featured a range of artists and media, from metalsmithing to oil painting to photography.



One memorable exhibition was *Deceptively Simple*, an exhibition of the late Elizabeth Manfredi.

ArtReach was thrilled to feature the work of this local artist and celebrate her life. 2016's Members Show featured 43 artists including 9 new members. Each year, ArtReach secures funding for three cash prizes to be awarded to member artists. At the closing reception we announce a winner of the Audience Award which is determined by ballots contributed by visitors throughout the exhibition.

**Take Me to the River** – Take Me to the River is a series of events taking place in the St. Croix River Valley during the month of September. In 2016, ArtReach achieved 1.5 million media impressions with our promotion of Take Me to the River, and over 43,000 visitors attended at least one of the anchor events. Volunteers and staffers maintain booths at these events, promoting and encouraging guests to see everything the St. Croix Valley has to offer.

**NEA Big Read** – Through the second year of funding by the National Endowment for the Arts Big Read, ArtReach continues the tradition of convening partners (bookstores, schools, book clubs, and libraries), designing a rich slate of multi-disciplinary public programs and engaging a range of host communities around a common book selection. In 2016, the selected book was *Grapes of Wrath* by John Steinbeck. We reached 823 visitors through the Big Read's visual arts exhibitions at our Stillwater galleries and exhibitions of historic photos at Prescott's Great River Road Visitor Center and at UW-River Falls' Library. At least 195 readers joined book discussions and other literary programming with library partners.

**StCroixSplash** – Art events of all kinds happening in the valley are posted online at [stcroixsplash.org](http://stcroixsplash.org). This program features local arts events, boosting visibility of local artists and businesses. StCroixSplash markets events from painting classes to guided nature walks, and plenty of programs for kids as well! Splash data is syndicated on other websites such as [DiscoverStillwater.com](http://DiscoverStillwater.com), where we saw over 133,500 unique visitors and 429,000 page views in 2016 alone.

**The Mobile Art Gallery** – Debuting in 2016 was the Mobile Art Gallery, a pull-behind trailer which has been artfully reconfigured to host programs across the valley. The Mobile Art Gallery features roaming



art exhibitions designed for the intimate gallery space, transforms into a "Fresh Art" roadside stand, and provides a venue for pop-up performances.

At ArtReach St. Croix we believe the arts are an essential part of what makes the St. Croix Valley great. ArtReach's regional focus is defined by a river that unites the arts and the communities of the lower St. Croix, in eastern Minnesota and western Wisconsin. Through programs and services we create partnership, increase the visibility of the arts in the area and build on the notion that we can do more collectively than the artists and arts organization 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.

### Mission Statement:

ArtReach St. Croix is a non-profit organization whose mission is to connect St. Croix Valley communities and the arts. ArtReach programs exhibitions and community arts events, supports the work of artists and arts organizations, and provides arts leadership within the St. Croix Valley community.

## Board of Directors

Jami Kalseim Flanagan, *Chair*  
 Gary Kelsey, *Vice-Chair*  
 Greg Seitz, *Treasurer*  
 Jessica Bierbrauer  
 Guillermo Cuellar  
 Lois Duffy  
 Karen Johnston  
 Liz Malanaphy  
 Margaret Pennings

## Contact information

**224 N. 4th St. Stillwater, MN 55082**

**Phone: 651-439-1465**

**Email:** [info@artreachstcroix.org](mailto:info@artreachstcroix.org)

**Website:** [www.artreachstcroix.org](http://www.artreachstcroix.org)  
[www.stcroixsplash.org](http://www.stcroixsplash.org)

**Facebook:**

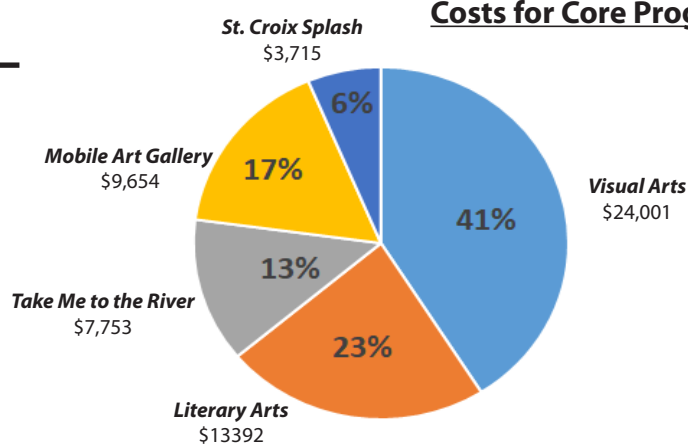
[www.facebook.com/ArtReachSTX](http://www.facebook.com/ArtReachSTX)

**Twitter:** @ArtReachSTX

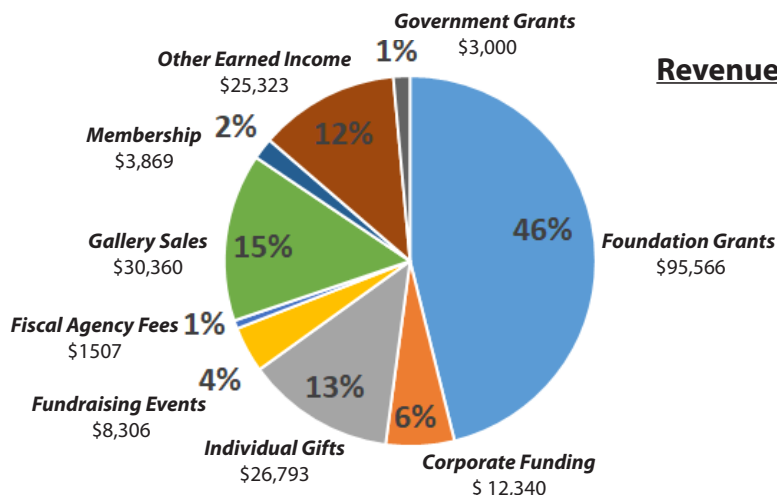
## Balance Sheet

	Dec 31, 16
<b>ASSETS</b>	
Current Assets	
Checking/Savings	71,292.64
<b>Total Current Assets</b>	71,292.64
Fixed Assets	463,086.15
<b>TOTAL ASSETS</b>	<b>534,378.79</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	426.56
Credit Cards	1,582.48
Other Current Liabilities	22,412.51
<b>Total Current Liabilities</b>	24,421.55
<b>Total Liabilities</b>	24,421.55
Equity	
32000 · Retained Earnings	505,101.91
Net Income	4,855.33
<b>Total Equity</b>	509,957.24
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>534,378.79</b>

## Costs for Core Programs



## Revenues



---

# Behind the Scenes at **ArtReach**

---

## **Staff:**

Heather Rutledge – *Executive Director*

Syndie Sorensen – *Program and Marketing Manager*

Alana Cuellar - *Development and Communications Assistant*

## **Core Volunteers:**

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

Literary Arts Committee – *Colleen Baldrice, Lynne Bertalmio, Kathleen Eddy, Ed Moersfelder, Traci Post, Denise Stephens*

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. Thanks to all Board Members and Volunteers.



**GREG SEITZ** is a writer and environmentalist. He maintains the website [stcroix360.com](http://stcroix360.com), which updates the community on news related to the St. Croix River at the heart of our geography. He is the resident writer at the St. Croix Watershed Research Station and Communications Partner for Belwin Conservancy. On the ArtReach board, Greg has offered insight helping to shape our work at the intersection of art and nature.

**JANE DIERBERGER** is a consummate artist. With an extensive background in painting, her work can be found in galleries and cafés across the valley. She is also a dedicated volunteer at ArtReach St. Croix. In addition to her painting practice, Jane is a photographer. Her knowledge and passion for the arts has made her an essential resource for local artists, as her expertise lies in photo documentation of art work. Jane has taken photographs of the artist-made birdhouses that were auctioned at ArtReach's annual benefit event this year.



**ANNA KOOSMAN** is the lead designer of the Mobile Art Gallery. Along with community input, the sleek, contemporary and functional space is inspired by her ten years of working with diverse communities in participatory design. She is focused on sustainable design, and was awarded a Fulbright grant for her work on eco-friendly bamboo building in the Philippines. This project was recognized as the Most Eco-Friendly School in the Philippines by the United Nations in 2015. Koosman is currently teaching at the University of Arizona School of Architecture in Tucson.



## 2016 Supporters

---

Edie Abnet  
Kini Akagawa & Nancy Gipple  
Sherry & Bruce Akins  
Ellen Albertson  
James Almendinger  
Jeff Ambroz  
Nance and Michael Anders  
Dave and Amy Anderson  
Sally Anderson  
Stephani Atkins  
Gail & Jim Bahner  
Caroline Baillon  
Colleen & Jim Baldrica  
Victoria Barkley  
Lynne Baur  
Lynette Beebe  
Barb Bend  
Lynne Bertalmio & Bill Ersland  
Carole and Chuck Betts  
Julie Betts  
Jessica Bierbrauer  
Dagny Bilkadi  
Bob & Margaret Boettcher  
Sharon Booher  
John & Kim Brach  
Emily Bretzel  
Suzann Brown  
David and Susan Browne  
Ellen Bruner  
Ute Buehler  
Marilyn Calver and Tim Parker  
Barb & Tim Casey  
Terri Chartrand  
Mary Chrun  
Barbara Claussen  
Jim Connors  
Sue Cranston  
Pauly & Debbie Cudd  
Alana Cuellar  
Guillermo Cuellar & Laurie MacGregor  
Becca and Tom Darrow  
Catherine Dauphinais-Oba  
Jennifer Davenport  
Carroll Davis-Johnson  
Jane Dierberger  
Leonard and Karen Diethert  
Lisa Doerr  
Beth Dorsey  
John & Laura Downs  
Joe and Lois Duffy  
Nick Earl  
Elaine and Mike Eastman  
Harriette and Rich Eastman  
Linda Eastman  
Tim Eastman and Carolyn Brown  
Genie Ebertz  
Melanie Ebertz  
Dick Eichten  
Karen Engelbretson and Steve Nusbaum  
Deborah Erickson  
Mary Fehr  
Wendy Fernstrum  
Randy Ferrin and Kathy Trombly-Ferrin  
Pam Fioritto  
Cara & Bruce Frafjord  
Joanne Frank  
Elaine Frederickson  
JoAnn Frekot  
Beverly Geber Petrie  
Maribeth Gedatus  
Joy Gerard  
Martha and Patrick Gerkey  
Mark Gibbons  
Ernest Gillman  
Dianne Ginsberg  
Dan Goding  
Julie Goodman  
Peter and Mary Gove  
Gil & Kathy Gragert  
Laurel Gregorian  
Kenny and Katie Gunderman  
Muriel Hackney  
Robert Hagstrom  
Karen and Kenneth Hannah  
Craig and Karen Hansen  
Gary Noren & Martha Harding

Kate Harri  
Diana & Terry Hatchitt  
Connie Helke  
Cathy and Jerry Helmberger  
Sharry Henry  
Kali and Jay Higgins  
Terry & Julie Hildebrand  
Angie and Gary Hong  
Han Huisman  
Phyllis & David Hunter  
Dana Jackson  
Peter Jadoonath  
Jim & Pat Johnson  
Margel Johnson  
Orv and Kathy Johnson  
Karen and Dean Johnston  
Ellery July  
Donald & Judy Kadidlo  
Jami & Steve Flanagan  
Gary Kelsey  
Carol King  
Gayle Knutson and James Maher  
Christie Kowalski  
Mike Kramer  
Monica Krinke  
Brad Kruse and Kimberly Faurot  
Ann Ledy  
Sally and Richard Leider  
Lynne LeTart and James Kalb  
Lonnie & Gordy Lovness  
Geraldine Lundby  
Maureen Lundquist  
Rita MacDonald  
Michaela Mahady  
Tracy Maki and John Dybvig  
Judy Markham  
Bev Marx  
Sylvia McCallister  
Bill McCarthy & Danette Olsen McCarthy  
Linda McGough  
Michael McGuire  
Nancy McLean  
Val and Phil Memmer  
Mary Methven  
Morgan Clifford and Timothy Old  
Eric Mueller  
Mary Mullenburg  
Helena Myers  
Rhett Neuman  
Gwen Nickleski  
Stuart Nielsen  
John Niemi  
Peter Nord  
John Nuechterlein  
Eric and Patti Olson  
Noreen and Kevin Olson  
Anita Otteson  
Kathleen Palmer  
Sydney Paredes  
Eden Penn & Tony Bol  
Margaret Pennings & Dan Guenther  
Ali Plevell  
Traci & Andrew Post  
John H. Potter  
Fred Potthoff  
Lori Powell Gordon  
Paul Quie  
Paul Randall  
Jennifer & Hayes Redmond  
Sherrill Reid  
Myron and Phyllis Reubendale  
Jeanette Richards  
Lily and Ryan Rodgers  
Sharon Rodning Bash  
Lucretia Rogers  
Steven Rolf  
Andy and Patsy Rollwagen  
Andy and Andrea Rose  
Jon Michael Route  
Sue Rowe  
Barbara Roy  
Matilda Rupp  
Heather & Andrew Rutledge  
Beth Ryan  
Joe Samuelson and Myrlah Olson  
Stephen Scallion  
Lisa Schlingerman  
Lewis Schnellmann  
Barbara Schotl

Charlotte Schuld  
Paul and Susan Schultz  
Karen & Greg Schulz  
Carol Seefeldt  
Doug Seitz and Joan Beaver  
Greg and Katie Seitz  
Judy Sell  
Lynn & Dean Shafer  
Jill Shannon  
Anastasia Shartin and David Folkert  
James Shoop and Kim Murphy  
Edward & Anne Simonet  
Julie Snidle  
Erik and Syndie Sorensen  
Laurel Sorensen  
Megan Sorensen  
David Spencer  
David Spohn  
Adrienne Stalek & David Pickle  
John Atkins & Stephanie Johnston  
David and Susan Stephens  
Denise and Mike Stephens  
Jeff and Kathryn Stonehouse  
Susan Strand-Penman  
Melissa Strom  
Ann and Jim Swanson  
Diana and John Swanson  
Steven Sweeney  
Judith Symalla  
Mark and Marcy Syman  
Richard and Lenora Thompson  
Matt Thueson  
Wendi and Ivan Tosques  
Tom Triplett & Vicki Slagle  
River Urke  
Mary Jo Van Dell  
John and Nel Van Zee  
Jerry and Nancy Viebrock  
Richard Vincent  
Mil Voelker  
Marjorie & James Wade  
Thomas Warth  
Gracy and John Waugh  
Elizabeth Weaver  
Steve Weber  
Sharon Weiser  
Roy and Julia Welter  
Philip & Sandra Wendt  
Catherine Weyerhaeuser  
Chris & Darla Wheeler  
Nancy and James Whipkey  
Laura White  
Joshua Wilichowski  
Roger Williams  
Ron Winch and Toni Meglitsch  
Kirsten Yocum  
Jim and Pam Young  
Cole Zrostlik  
Arts Midwest  
Brookside Bar and Grill  
Ecolab  
Fred C. and Katherine B. Andersen Foundation  
HRK Foundation Julia Kaemmer Fund  
Hugh J. Andersen Foundation  
IkutaSchodde Family Foundation  
Images of the Past  
Joyful Women Fund  
Margaret Rivers Fund  
Metropolitan Regional Arts Council  
MidWestOne Bank  
MidWestOne Bank Foundation  
RBC Foundation  
Security State Bank of Marine  
St. Croix River Association  
St. Croix Valley Foundation  
The Dock Cafe  
Valley Bookseller  
Water Street Inn

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

To donate please visit:  
**[www.artreachstcroix.org/giving](http://www.artreachstcroix.org/giving)**