



Annual Report 2017

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 touchstone programs and services: Gallery Exhibitions, Take Me to the River, The Big Read, StCroixSplash.org, The Mobile Art Gallery and more.

Mobile Art Gallery – 2017 marked the first full season of programs and outreach for the Mobile Art Gallery. With support from the Minnesota State Arts Board, the Mobile Art Gallery featured Pop-up Performances by local bluegrass ensemble Blue Hazard at Afton, William O'Brien and Interstate Parks. A Micro-Exhibition, *Biome*, with nature-inspired art was also installed in these three locations. Working at the intersection of art and nature, the Mobile Art Gallery surprised and delighted park visitors with an unexpected cultural experience.



St. Croix Galleries – Rotating exhibitions in our Stillwater galleries bring in 250 visitors a month. In the past year, 31 artists have exhibited in juried group shows themed around the subtle rhythms of nature, fragmentation and unity, and reflections on daily life. Additionally, this year's Annual Members Show featured 58 artists including 11 new members. A striking exhibition this year featured the artwork of inmates of the Minnesota Correctional Facility-Stillwater in conjunction with NEA Big Read. This complex show challenged viewers and fostered a rare exchange between these incarcerated individuals and the larger St. Croix Valley community.

Take Me to the River – Take Me to the River is a series of art fairs and festivals that take place in September across the St. Croix Valley. Each year, ArtReach powers the marketing and communications efforts to make this event series a success. 2017 saw the formation of River Valley Potters, a collective formed around Take Me to the River studio sales. ArtReach and the anchor event partners saw a robust turnout for the 2017 season, making the Valley an arts destination for guests and locals alike.

The NEA Big Read – *The Maltese Falcon* by Dashiell Hammett was the chosen book for ArtReach's third NEA Big Read grant. Readers celebrated and explored this noir classic with programs throughout the St. Croix Valley. This year we reached 11,255 people through the Big Read's visual arts exhibitions at our Stillwater galleries and traveling exhibition of specially-commissioned sculptures at nine regional libraries. We also reached at least 270 readers through book discussions and other literary programming with our library partners. 693 people attended various theater performances and previews, and 483 of those attended Festival Theatre's comedic twist on a classic whodunit.

StCroixSplash – Find art events of all kinds happening in the valley area online at stcroixsplash.org. This program allows ArtReach to raise the visibility of what is happening in the St. Croix Valley through many art forms. 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. In the summer of 2017, Splash received a valuable upgrade to make it fully-responsive and much more mobile-friendly!

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 and increase the visibility of the arts in the area. ArtReach builds 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.

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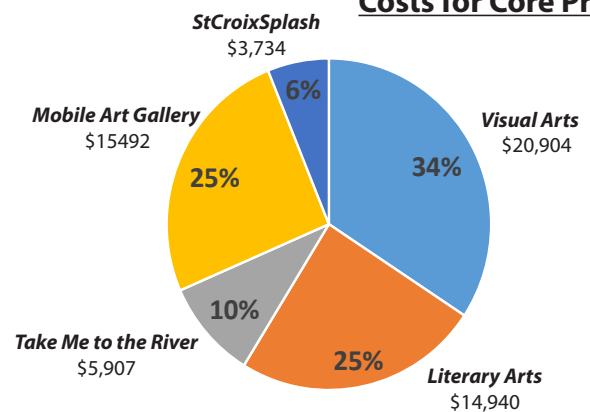
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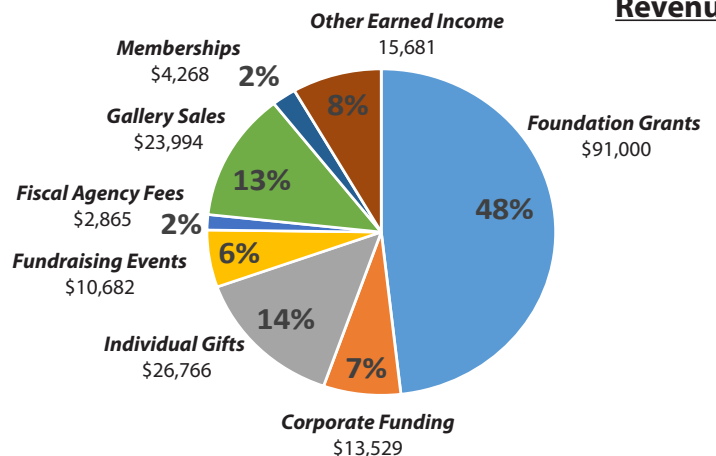
Balance Sheet

	Dec 31, 17
ASSETS	
Current Assets	
Checking/Savings	42,505.83
Accounts Receivable	18,000.00
Other Current Assets	10,835.00
Total Current Assets	71,340.83
Fixed Assets	444,745.15
TOTAL ASSETS	516,085.98
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	453.04
Credit Cards	653.16
Other Current Liabilities	25,274.09
Total Current Liabilities	26,380.29
Total Liabilities	26,380.29
Equity	
32000 · Retained Earnings	509,957.24
Net Income	-20,251.55
Total Equity	489,705.69
TOTAL LIABILITIES & EQUITY	516,085.98

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, Aurora Jacobsen, Ed Moersfelder, Traci Post, Denise Stephens, Stephani Atkins*

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



TRACI POST is a YA author based in Stillwater, Minnesota. She is a freelance editor, copywriter and Literary Arts Committee member. Traci has volunteered at ArtReach St. Croix for the NEA Big Read since 2015. She has helped interface with library and other partners, organized events and championed the program all along the way! Traci's work to support the NEA Big read makes her an essential volunteer at ArtReach St. Croix. She also mentors young writers through StoryArk's Boomsite literary magazine.

CARA FRAFJORD is a painter and volunteer at ArtReach St. Croix. She specializes in small format art, with many pieces only a few inches in size. She was a potter and sculptor in her younger years, and now spends her focus primarily on encaustic painting. Cara was one of the artists featured in *Biome*, an exhibition designed for the Mobile Art Gallery. She was also key in the execution of this traveling exhibition, helping ArtReach staff transport the Mobile Art Gallery to three different locations in local state parks!



GUILLERMO CUELLAR is an ArtReach board member, local potter, and a host during the internationally-recognized St. Croix Valley Pottery Tour. As an ArtReach board member, Guillermo offers insight from the perspective of a full time artist living and working in the St. Croix Valley. He is also a member of River Valley Potters, a collective of ceramic artists working collaboratively to support each other.

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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