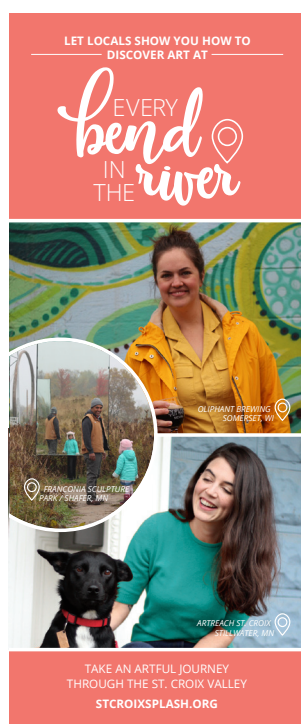


ArtReach fulfills its mission through partnership building and touchstone programs and services: Gallery Exhibitions, Take Me to the River, NEA Big Read, StCroixSplash.org, Cultural Tourism Marketing and more.

Cultural Tourism Marketing – In 2018, ArtReach explored new ways to promote the St. Croix Valley



as an arts destination. ArtReach worked with a PR consultant, conducted research and established a strategy for regional cultural tourism marketing. In the end, ArtReach developed “Insider Itineraries” with recommendations from locals about how to find art at every bend in the river. This new initiative was funded by a Challenge America grant from the National Endowment for the Arts matched locally by the Stillwater/Oak

Park Heights Convention and Visitors Bureau, The Water Street Inn, Afton Area Business Association and Falls Area Tourism Committee.

Exhibition Galleries – Rotating group exhibitions in our Stillwater galleries bring in 250 visitors a month. This year’s Annual Members Show featured 52 artists including 6 new members. One notable exhibition featured photographs from Minneapolis-based artist Selma Fernandez Richter, who makes portraits of recently-arrived immigrants and refugees, entitled *Ache for Home*. These beautiful, large scale images were displayed alongside *Bridges and Borders*, a show of local artwork exploring those themes.

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. 2018 saw the continued collaboration 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 2018 season, making the Valley an arts destination for guests and locals alike.

The NEA Big Read – *Into the Beautiful North* by Luis Alberto Urrea was the chosen book for ArtReach’s fourth NEA Big Read grant. This year we reached 17,250 people through the Big Read’s visual arts exhibitions at our Stillwater galleries and traveling exhibition at nine regional libraries. We also reached at least 294 readers through book discussions and other literary programming with our library partners. Despite a big spring snow storm, 383 attended Festival Theatre’s production of a new work by a Minnesota playwright. And, 403 people attended the culminating event, where Krista Tippet from the On Being radio program and podcast interviewed the author for national broadcast in July 2018!

StCroixSplash.org – Find events of all kinds happening in the valley online at StCroixSplash. This program allows ArtReach to raise the visibility of the area’s visual, literary and performing arts. StCroixSplash markets events from painting classes to guided nature walks, and plenty of programs for kids as well! StCroixSplash data is syndicated on other sites such as DiscoverStillwater, and continues to be the go-to resource for event attendees and event hosts alike!



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 partnerships 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 communities and the arts. ArtReach hosts 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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 Guillermo Cuellar
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 Peter Jadoonath (joined 11/18)
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 Traci Post (joined 11/18)
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Contact information

224 N. 4th St. Stillwater, MN 55082

Phone: 651-439-1465

Email: info@artreachstcroix.org

Websites: www.artreachstcroix.org

www.stcroixsplash.org

www.takemetotheriver.info

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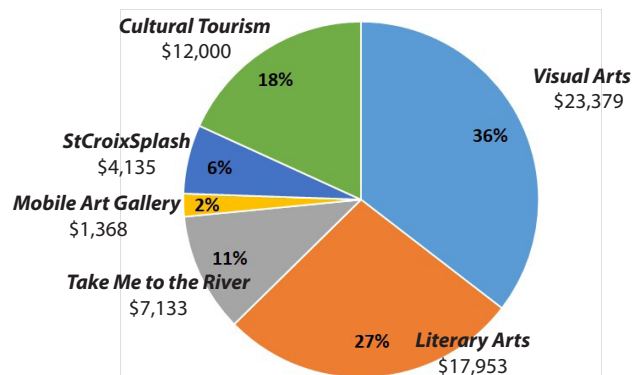
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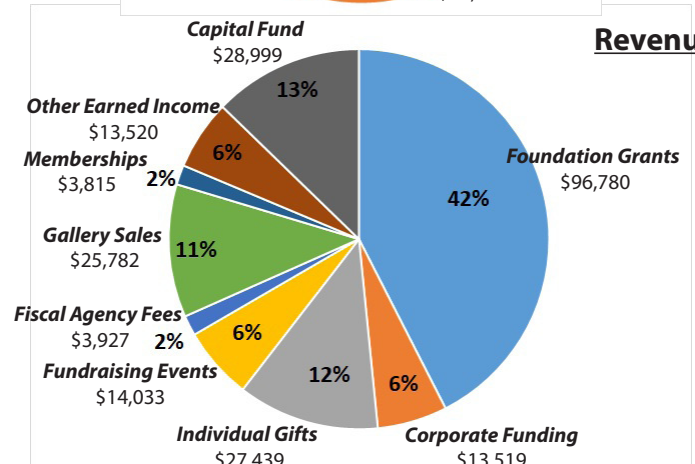
Balance Sheet

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	44,892.61
Accounts Receivable	15,000.00
Total Current Assets	59,892.61
Fixed Assets	426,463.94
TOTAL ASSETS	486,356.55
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	979.04
Credit Cards	2,096.57
Other Current Liabilities	17,655.39
Total Current Liabilities	20,731.00
Total Liabilities	20,731.00
Equity	
32000 - Retained Earnings	489,772.94
Net Income	-24,147.39
Total Equity	465,625.55
TOTAL LIABILITIES & EQUITY	486,356.55

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, Susan Strand-Penman

Literary Arts Committee – Stephani Atkins, Colleen Baldrica, Lynne Bertalmio, Aurora Jacobsen, Traci Post, Jason Richards, Cole Zrostlik

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



GIL GRAGERT has been with ArtReach since 1992! Retired from his work at the Minnesota Department of Education, Gil is a practicing artist working in mosaics, printmaking, watercolor, fiber arts and creative stitchery. He was involved in the early organization that grew into ArtReach St. Croix, and has since exhibited artwork in the galleries, served on the volunteer Visual Art Committee, and is embarking on a new level of service to the organization as a member of the ArtReach Board of Directors.

EDIE ABNET is a painter notably featured in the 2018 gallery exhibition *Edie Abnet and Matthew Krousey: Two Solo Shows*. Her saturated watercolor paintings lend her a distinctive style. She creates bold scenes inspired by the wildlife surrounding her home and studio at Abnet Farm in Stillwater, MN which she recently sold. Edie has been an ArtReach member and a vibrant participant of the local arts community for years.



ST. CROIX FESTIVAL THEATRE is a regional, professional theatre located in St. Croix Falls, WI and a partner organization for the NEA Big Read programs. In 2018, Festival staged *Lone Star Spirits*, a play from emerging Minnesota playwright Josh Tobiesen. A New York Times critics pick, this play speaks to the changing human landscape of small towns as people seek opportunities in other places. Festival Theatre is an artistic gem in the St. Croix Valley! They provide opportunities for artistic experiences in our rural and small town communities and support artists outside the creative hubs of urban spaces.

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

To donate please visit:
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