



# ANNUAL REPORT 2020

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

## **"SCIENCE WILL GET US OUT OF THIS AND THE ARTS WILL GET US THROUGH THIS."**

– Children's book illustrator Mo Willems

As we reflect on nearly 30 years of operations and over 10 years in our Stillwater headquarters at 4th & Mulberry, ArtReach St. Croix is committed to being here and ready for the future. In this topsy-turvy time, we are observing the needs of the field and listening to our colleagues. With a strong network of artists and arts organizations, we are seeking to navigate changes, adapt and respond in creative and innovative ways.

**HOLIDAY GIFT GALLERY** – In 2020 the Holiday Gift Gallery was reimagined to accommodate COVID-19 restrictions. After seven years of setting up our first Holiday Gift Gallery in downtown Stillwater, we decided to keep the shop at ArtReach's house on 4th & Mulberry Streets. We also created an online store so people could shop from the comfort and safety of their homes. Volunteer Visual Arts Committee member Kristin Prideaux helped make the online store a reality by helping with the slew of photos so all the pieces could be included online. To our delight, the change was a success. ArtReach St. Croix and the participating artists felt well supported by our community during this special time of this unusual year. The Holiday Gift Gallery proves that we can do more when we work together.

**STCROIXSPASH.ORG PARTNERSHIP WITH NORTH WOODS AND WATERS OF THE ST. CROIX HERITAGE AREA** – An exciting partnership came to fruition in 2020 with North Woods and Waters of the St. Croix Heritage Area, a wonderful nonprofit that promotes the natural, cultural, and historic assets of the St. Croix watershed and its part in the American story. North Woods now exclusively uses StCroixSplash's network license to share calendar

content on NorthWoodsAndWatersLYNX.org. We are honored to share the Heritage Area's philosophy of collaboration. This partnership is an example of our missions in action.

**NATIONAL ENDOWMENT FOR THE ARTS FOR THE BIG READ** – Our community has such a passion for the literary arts that we were able to move the 2020 NEA Big Read events from their initially scheduled time in April to mid-August without lack of involvement or enthusiasm. These few months allowed time to re-plan and reimagine. We created an engaging gallery exhibition that allowed for social distancing and an outdoor reception. We hosted outdoor theatre under the summer sky and presented renowned authors and musicians online. These activities help bring a deeper understanding and fresh perspective to the selected memoir, *Lab Girl* by Minnesota native and paleobiologist Hope Jahren. NEA Big Read connects people to great literature and to each other in a BIG way!



2020 NEA Big Read outdoor theater event with St. Croix Festival Theatre at St. Croix Art Barn.

## HISTORY

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. It then evolved into ArtReach Alliance and began integrating the literary and performing arts, as well as building connections with other arts organizations in the area. Over time, these connections have expanded. Today, ArtReach St. Croix's mission of connecting communities and the arts has a valley-wide and multi-disciplinary focus.

Core ArtReach programs and services have taken shape with the goal of advancing the interconnectivity of the arts in the St. Croix Valley. To this end, 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.

### Mission Statement:

To connect communities and the arts.

## BOARD OF DIRECTORS

Erik Anderson	Margaret Pennings
Hannah Bredahl	Traci Post
Gil Gragert	John H. Potter
Cecily Harris	Tim Quarberg
Jo Strong Howell	Linda Radimecky
Peter Jadoonath	

## CONTACT INFORMATION

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**Phone: 651-439-1465**

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

**Websites:** [artreachstcroix.org](http://artreachstcroix.org)  
[stcroixsplash.org](http://stcroixsplash.org)  
[takemetotheriver.info](http://takemetotheriver.info)

**Facebook:** [facebook.com/ArtReachSTX](https://facebook.com/ArtReachSTX)

**Twitter:** @ArtReachSTX

**Instagram:** @ArtReach\_StCroix

## BALANCE SHEET

### ASSETS

#### Current Assets

Checking/Savings	\$98,083.54
Accounts Receivable	\$25,000.00
Other Current Assets	\$1,395.29

Total Current Assets \$124,478.83

Fixed Assets \$386,938.57

**TOTAL ASSETS \$511,417.40**

### LIABILITIES & EQUITY

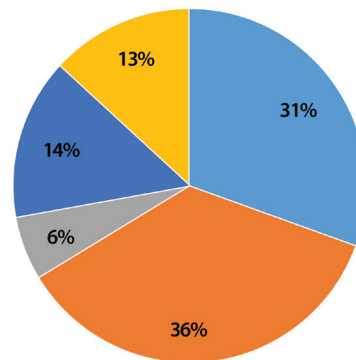
#### Liabilities

Current Liabilities	
Accounts Payable	\$3,449.38
Credit Cards	\$393.36
Other Current Liabilities	\$20,751.55
Total Current Liabilities	\$24,594.29

Total Liabilities \$24,594.29

Equity \$486,823.11

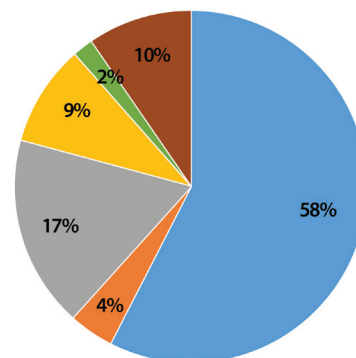
**TOTAL LIABILITIES & EQUITY \$511,417.40**



### 2020

#### COSTS FOR CORE PROGRAMS

Visual Arts	\$20,442.00
Literary Arts	\$23,770.00
Take Me to the River	\$3,910.00
St Croix Splash	\$8,874.00
Mobile Art Gallery	\$9,619.00



#### REVENUES

Foundation Grants	\$103,820.00
Corporate Funding	\$7,252.00
Individual Gifts	\$31,380.00
Memberships	\$3,348.00
Gallery Sales	\$16,456.00
Other Earned Income	\$17,461.00
Fiscal Agency Fees	\$198.00
Fundraising Events	-

# 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, Kristin Prideaux, Barbara Schotl, Susan Strand-Penman

**Literary Arts Committee** – Erik Anderson, Stephani Atkins, Colleen Baldrice, Lynne Bertalmio, Aurora Jacobsen, Traci Post

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



**JOHN H. POTTER** is no stranger to being a leader in the St. Croix Valley arts scene. He served as the Executive Director of The Phipps Center for the Arts for many years. He was recently appointed to a third term on the Wisconsin Arts Board by Gov. Tony Evers. He also serves on the ArtReach St. Croix Board of Directors. He contributes to the arts through these leadership positions and as a participant in local community theater.



**VALLEY BOOKSELLER** is a local and independently owned bookstore located in downtown Stillwater. They have been a long-time partner of the NEA Big Read in the St. Croix Valley, helping arrange events and providing each year's chosen book at a discount. They continue to be an excellent steward of ArtReach's commitment to the literary arts.



ArtReach keeps our grounds looking beautiful and tidy thanks to people like **SARAH LILJA** who has been helping with gardening and landscaping at ArtReach for the past year. After moving to Lake Elmo in 2019, Sarah, a photographer, began looking for an arts community and was excited to connect with. In her photography, Sarah creates distinctive compositions while exploring unique perspectives and anomalous subjects. When she isn't creating photographs, Sarah works as a therapist and school counselor.



## 2020 SUPPORTERS

Kinji Akagawa and Nancy Gipple  
Bruce Akins  
Sarah Andersen  
Dave and Amy Anderson  
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Cindy Harrison  
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Michael McGuire  
Trina McNeely and Garth Morrisette  
Kathleen Melin  
Jim Miller

## HOW YOU CAN HELP

Become a sustaining supporter of ArtReach St. Croix!  
Visit [artreachstcroix.org/giving](http://artreachstcroix.org/giving) and make a difference  
in the St. Croix Valley.

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Erin White  
Katharine Widin  
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Beth Wood  
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River Market Community Co-op  
The Partnership Plan  
Valley Bookseller  
RBC Foundation  
Cummins and Bonestroo Law Office  
Alfresco Casual Living  
Arts Midwest  
First State Bank and Trust  
Water Street Inn  
ArtAndes  
Foley, Kalseim and Co, Ltd.  
Royal Credit Union  
St. Croix Valley Foundation  
The Howard Family Fund  
Seasons on St Croix Gallery  
Security State Bank of Marine  
St. Croix Catholic Iconographers Guild  
Constance Mayeron Cowles  
and Charles Fuller Cowles Foundation  
Fred C. and Katherine B. Andersen  
Foundation  
Hugh J. Andersen Foundation  
Margaret Rivers Fund  
Summer Fund