

ANNUAL REPORT 2021

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

ABOVE ALL ELSE: WORKING TOGETHER

Whether we are working on programming, outreach, promotions or facility improvements, ArtReach St. Croix's board, staff and volunteer committees believe in working together. In May, a volunteer crew hosted by Jo Howell (ArtReach's board chair) and Heather Rutledge (ArtReach's director) repainted the gallery walls in preparation for the blockbuster Big Read exhibition.

While NEA Big Read is just one piece of our year's program, it exemplifies many things that ArtReach values above all else:

CONNECTING COMMUNITIES TO THE ARTS AND TO EACH OTHER—IN A BIG WAY!

NEA Big Read in the St. Croix Valley revolved around Minnesota author Kao Kalia Yang's



The Latehomecomer, a Hmong Family Memoir. We hosted indoor/

outdoor events and featured Hmong American creatives who are drawing national attention to the Twin Cities metro. Beyond building communities of readers, we installed Book Hikes at nine

St. Croix Valley libraries, and augmented our content with Twin Cities PBS (TPT) originals on topics including food, history, art and local culture.

BUILDING PARTNERSHIPS WITHIN AND BEYOND THE ARTS!

Venue, program and funding partners included Carpenter Nature Center, Marine Mills Folk School, St. Croix Festival Theatre, and Valley Bookseller. Chef Yia Vang's Union Hmong Kitchen created boxed meals and cook-at-home kits to add flavor to this year's Big Read. We understood the secret excuse



2021 NEA Big Read guest curators, Sai Chang (left) and Ashaley Yang (right), at the ArtReach Galleries.

when Chef Vang had to reschedule a partner event with Cooks of Crocus Hill because he was asked to compete on Iron Chef—now viewable on Netflix!

BELIEVING WE CAN DO MORE BY WORKING TOGETHER!

Up on a ladder, hanging painted hula hoops with fishing line and dressing borrowed mannequins, ArtReach installers helped curators Sai Chang and Ashaley Yang transform the galleries. Traditional patterns, techniques, shapes and colors make contemporary fashion one distinct way to preserve identity and culture amidst change. To contextualize the contemporary pieces, traditional outfits, headware, *Paj Ntaub* embroidery and jewelry were also on exhibit. In the north gallery, illustrations by Xee Reiter and Billy Thao showed the original artwork behind Kao Kalia Yang's recent children's books. In all, 12 artists were part of *Go Within & Go On*.

Look for these threads in the exhibitions and Holiday Gift Gallery, the Mobile Art Gallery, the fall art fair promotions during Take Me to the River and the online calendar StCroixSplash.org—**they are always there!**

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

CONTACT INFORMATION

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stcroixsplash.org
takemetotheriver.info

Facebook: facebook.com/ArtReachSTX

Twitter: @ArtReachSTX

Instagram: @ArtReach_StCroix

BALANCE SHEET

ASSETS

Current Assets

Checking/Savings	\$211,536.39
Accounts Receivable	\$19,998.34
Other Current Assets	\$4,018.79

Total Current Assets \$235,553.52

Fixed Assets \$369,946.57

TOTAL ASSETS \$605,500.09

LIABILITIES & EQUITY

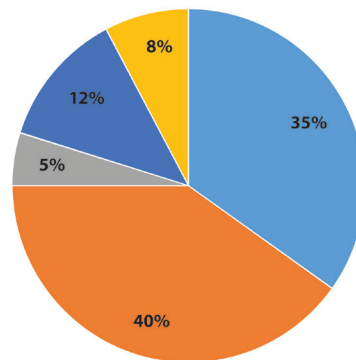
Liabilities

Current Liabilities	
Accounts Payable	\$2,151.70
Credit Cards	\$801.85
Other Current Liabilities	\$9,1024.58
Total Current Liabilities	\$93,978.13

Total Liabilities \$93,978.13

Equity \$511,521.96

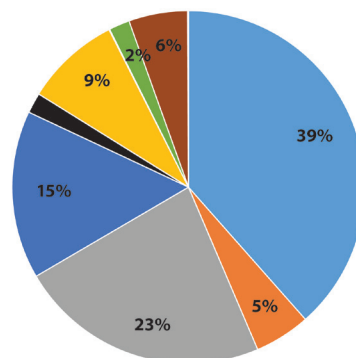
TOTAL LIABILITIES & EQUITY \$605,500.09



2021

COSTS FOR CORE PROGRAMS

Visual Arts	\$26,963.00
Literary Arts	\$30,779.00
Take Me to the River	\$3,769.00
Mobile Art Gallery	\$9,489.00
St Croix Splash	\$6,082.00



REVENUES

Foundation Grants	\$88,000.00
Corporate Funding	\$11,581.00
Government Grants	\$51,700.00
Individual Gifts	\$33,618.00
Gallery Sales	\$19,911.00
Memberships	\$3,915.00
Other Earned Income	\$13,643.00
Fiscal Agency Fees	\$3,125.00
Fundraising Events	\$1,300.00

Behind the Scenes at **ArtReach**

Staff:

Heather Rutledge – *Executive Director*
Syndie Sorensen – *Program and Marketing Manager*
Brianna Samson – *Communications & Outreach Coordinator*
Jennifer Anderson – *Graphic Designer*
Crista Walsh, Cornerstone Strategic Solutions - *Bookkeeper*

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, Gail Bahner,
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.



WILLIAM G. FRANKLIN “BILLY” is a college professor, independent art curator, and a bilingual educator. In 2021, Franklin once again brought his curatorial skills to the Mobile Art Gallery. He designed another timely group show *Rituals* with sensitivity to how the pandemic impacted artists’ creative space, processes and communities. Beyond his curatorial work, he teaches modern and contemporary art at the Minneapolis College of Art and Design and at Saint Cloud State University. Currently, Billy is curating and authoring a book, *Latin Art in Minnesota: Conversations and What’s Next* to be published in Spring 2023 by Afton Press.



No matter the shape it takes, a year-in-review provides documentation of time passing. In December 2021, Stillwater artist **SUE ROWE**’s visual timeline of 2020 filled the north gallery at ArtReach St. Croix. Rowe began a personal creative challenge to create a mandala for each day of 2020. As the year went on and the coronavirus pandemic shut down much of “normal” life, the Mandala Day challenge became a mixture of meditation, record keeping, discipline and exploration—a personal challenge set and met. Sue is

a full-time artist, working primarily in soft pastels, colored-pencil, acrylic, and mixed media. Although bears are her most well-known subjects, she also works with bunnies, pigs, cats, doughnuts, coffee, and pie. Using words, Rowe adds meaning and hopes to evoke a laugh, sigh, or deeper connection to her art. Her artistic goal was met through *Mandalas: a year of artistic practice*—people left ArtReach changed by experiencing her visual year-in-review.

2021 SUPPORTERS

Kinji Akagawa & Nancy Gipple
Ellen Albertson
Nance & Michael Anders
Sarah Andersen
Dave & Amy Anderson
Diane & Paul Anderson
Andrea Emmons & Won Yoon
John Atkins & Stephanie Johnston
Stephani Atkins
Gail & Jim Bahner
Nan Bailly
Colleen & Jim Baldrice
Victoria Barkley
Marianne Barratt
Kristine Barton
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Judy Markham
Ann Martin
Bev Marx

HOW YOU CAN HELP

Become a sustaining supporter of ArtReach St. Croix!
Visit artreachstcroix.org/giving and make a difference
in the St. Croix Valley.

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