



ANNUAL REPORT 2023

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

ARTISTS HONE THEIR BUSINESS SKILLS

In line with one of our core values of advocating for and building partnerships between artists and community resources, ArtReach hosted “Mocktails & Motivation.” This monthly event brought artists together to learn business skills that can support their artistic endeavors. The gatherings encouraged conversations structured around Springboard for the Arts’ proven “Work of Art” program. Topics included Funding, Grant Writing, Business Plan Essentials, Customer Engagement and Selling Your Work. Discussions were led by Syndie Sorensen, ArtReach’s program and marketing manager. To ensure there was some fun involved, seasonal mocktails were served, and social time was set aside for networking!

SHARING THE CONFLUENCE OF ARTS, CULTURE & NATURE

ArtReach connected 22 local voices to the *We Are Water MN* exhibition to humanize the information about hydrology, pollution and water conservation in Minnesota and the lower St. Croix River Valley. On view at Stillwater Public Library from October to early December, *We Are Water MN* is a partnership with the Minnesota Humanities Center, Pollution Control Agency and other statewide partners. Designed to engage curious minds of all ages, from water enthusiasts to experts and even our youngest



An array of Water Action Cards.

learners, the exhibit underscores the fundamental importance of water in all our lives. In tandem with the exhibit, a special series of free programs were offered, delving deeper

into the intricate stories of water including the keynote presentation by celebrated author Anton Treuer, titled “Native Americans and Logging the Northwoods: An Indigenous History.” In addition to the exhibit and programs, Water Action cards featured the “10 Actions You Can Take Now” for our waterways, a partnership with A House Unbuilt and 1Mississippi. Ten local artists shared their work to make the Water Action Cards even more impactful, allowing us to demonstrate how to work at the intersection of art and nature.

UPPER WEST SIDE MEETS UPPER MIDWEST

A solo exhibition of original drawings by New Yorker cartoonist and author Roz Chast was on view at ArtReach St. Croix as part of the 2023 NEA Big Read which featured Chast’s book, *Can’t We Talk About Something More Pleasant?* The exhibit featured originals of her famous New Yorker drawings and less-famous Midwest work, all of which touched on the overarching themes connected



ArtReach staffers in front of the selfie wall.

to those of aging found in Chast’s graphic memoir and to other subjects particular to Midwesterners. Also part of the exhibit was a special commissioned piece about her first visit, in the early 80s, to her husband’s native state of Minnesota. This original Chast cartoon is for sale and proceeds support ArtReach’s programs and services. Another highlight of the exhibit was the ‘selfie wall’ installation—gallery visitors enjoyed snapping photos of each other on the couch!

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.

We acknowledge that ArtReach St. Croix occupies land that is the ancestral home of the Wahpekute people and the larger Očhéthi Šakówiŋ – Seven Fires Council – alliance of Dakota tribes. The Dakota people today are here and maintain deep connections to this land and its stories despite genocide and forced relocation.

ArtReach St. Croix will build and strengthen relationships with Indigenous people who currently or in the future call the St. Croix Valley home. ArtReach looks to amplify artists' voices and draws on the arts to connect communities to their stories, and to each other.

BALANCE SHEET

ASSETS

Current Assets	
Checking/Savings	\$292,155.16
Accounts Receivable	\$0.00
Other Current Assets	\$80.00
Total Current Assets	\$292,235.16
Fixed Assets	\$431,438.56
TOTAL ASSETS	\$723,673.72

LIABILITIES & EQUITY

Liabilities	
Current Liabilities	
Accounts Payable	\$854.40
Credit Cards	\$255.57
Other Current Liabilities	\$76,208.26
Total Current Liabilities	\$77,318.23
Total Liabilities	\$77,318.23
Equity	\$646,355.49
TOTAL LIABILITIES & EQUITY	\$723,673.72

BOARD OF DIRECTORS

Erik Anderson	Jo Strong Howell
Hannah Bredahl	Josh Misner
Angie Eckel	John H. Potter
Gil Gragert	Tim Quarberg
Cecily Harris	Jon Skaalen

CONTACT INFORMATION

224 N. 4th St. Stillwater, MN 55082

Phone: 651-439-1465

Email: info@artreachstcroix.org

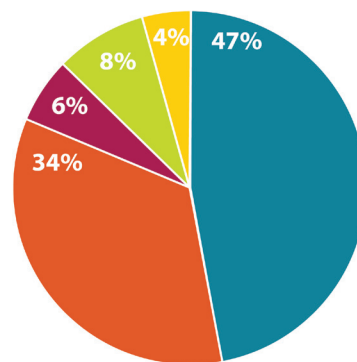
Websites: artreachstcroix.org
stcroixsplash.org

takemetotheriver.info

Facebook: facebook.com/ArtReachSTX

Instagram: @ArtReach_StCroix

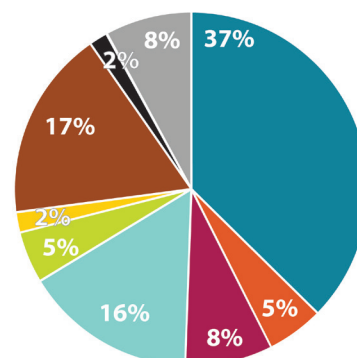
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2023

COSTS FOR CORE PROGRAMS

Visual Arts	\$35,314.00
Literary Arts	\$25,575.00
Take Me to the River	\$4,465.00
Mobile Art Gallery	\$6,217.00
St Croix Splash	\$3,342.00



REVENUES

Foundation Grants	\$93,175.00
Corporate Funding	\$13,005.00
Government Grants	\$20,000.00
Individual Gifts	\$39,399.00
Gallery Sales	\$43,128.00
Memberships	\$4,380.00
Other Earned Income	\$19,891.00
Fiscal Agency Fees	\$4,524.00
Fundraising Events	\$11,692.00

Behind the Scenes at ArtReach

Staff:

Heather Rutledge – *Executive Director*

Syndie Sorensen – *Program & Marketing Manager*

Sofie Cohen – *Programs & Engagement Coordinator*

Jennifer Anderson – *Graphic Designer*

Core Volunteers:

Visual Arts Committee – *Jenn Anderson, Tom Dent, Gil Gragert, Diana Hatchitt, Phyllis Hunter, Bev Marx, Craig Parent, Kristin Prideaux, Barbara Schotl, Susan Strand-Penman*

Literary Arts Committee – *Erik Anderson, Colleen Baldrica, Lynne Bertalmio, Jo Ann Dent, Margaret Pennings, Traci Post, Sarah Rosten*

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.



When **KATHLEEN BEHRENS** retired she wondered what the next chapter of her life held. She considered becoming an End-of-Life Doula: someone who assists a dying person and their loved ones with emotional and physical support. When friends of hers sadly passed away, it was a personal reminder of the desire people have for peace at the end of their lives. Then, in April 2023, Kathleen attended ArtReach's Big Read exhibition *Art of Caregiving, Aging, Death & Dying*. The show had a profound effect—it made her realize that there are things people don't want to talk about, but NEED to talk about. It was then, Kathleen committed to becoming an End-of-Life Doula, completing her training in spring 2024.

"This is good work," Kathleen says about ArtReach's exhibitions and their relevance to visitors. More than just art on walls, Kathleen believes that people can come to an ArtReach show and interact with it in their own way. "Sometimes an art gallery can seem so far away from life." Sometimes one needs escape, and other times one needs to not feel alone. ArtReach fosters conversations, even difficult ones. Now Kathleen is guiding people through end-of-life conversations. And that is good, beautiful work.



SYNDIE SORENSEN moved to Stillwater with her husband Erik and three little kids. Her tenure at ArtReach as Program & Marketing Manager can be measured by the accomplishments, height and maturity of those (now) young adults. Prior to moving to Minnesota, Syndie worked in nonprofit marketing and communications with expertise in media relations, copywriting, journalism and public speaking. After joining ArtReach in July 2012, Syndie dedicated herself to supporting artists. Behind-the-scenes, Syndie coordinated the slide review, contracted artists, answered questions and worked with installation. Importantly, her work also included communicating with the media and the public to make sure the

exhibitions, gallery sales and art fairs were top-of-mind with Valley residents and visitors. After over a decade of building systems to support art programs, and building relationships with artists, Syndie's work at ArtReach has come to a close. She plans to share her fiber arts in the Members Show and to take more classes at the Textile Center. She is also looking forward to using her time and energy to support those kids as they wrap up high school and head off to college—and beyond!

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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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