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 Tippett 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.

Board of Directors
Gary Kelsey, Chair
Greg Seitz, Vice-Chair
Jay Higgins, Treasurer
Jessica Bierbrauer
Hannah Bredahl
Guillermo Cuellar
Gil Gragert (joined 9/18)
Peter Jadoonath (joined 11/18)
Liz Malanaphy
Margaret Pennings
Traci Post (joined 11/18)
Tim Quarberg

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Email: info@artreachstcroix.org
Websites: www.artreachstcroix.org
www.stcroixsplash.org
www.takemetotheriver.info
Facebook: www.facebook.com/ArtReachSTX
Twitter: @ArtReachSTX
Instagram: @ArtReach_StCroix

Costs for Core Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Costs</th>
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<tbody>
<tr>
<td>Literary Arts</td>
<td>$17,953</td>
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<tr>
<td>Mobile Art Gallery</td>
<td>$7,133</td>
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<tr>
<td>Visual Arts</td>
<td>$23,379</td>
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<tr>
<td>StCroixSplash</td>
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<td>Cultural Tourism</td>
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<td>Take Me to the River</td>
<td>$7,133</td>
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<tr>
<td>Capital Fund</td>
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<tr>
<td>Gallery Sales</td>
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<tr>
<td>Other Earned Income</td>
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<td>Individual Gifts</td>
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<td>Corporate Funding</td>
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<td>Fiscal Agency Fees</td>
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<td>Memberships</td>
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Balance Sheet

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<th>Category</th>
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<td><strong>Total Assets</strong></td>
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<td><strong>Total Liabilities &amp; Equity</strong></td>
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<tr>
<td><strong>Total Liabilities &amp; Equity</strong></td>
<td><strong>486,356.55</strong></td>
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<table>
<thead>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<td>Retained Earnings</td>
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<td><strong>Net Income</strong></td>
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<td><strong>Total Equity</strong></td>
<td><strong>465,625.55</strong></td>
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Revenues and Costs Diagrams

Cultural Tourism: 18% of Visual Arts
Visual Arts: 36% of Total Costs
Mobile Art Gallery: 6% of Total Costs
Take Me to the River: 11% of Total Costs
Literary Arts: 27% of Total Costs
Capital Fund: 13% of Foundation Grants
Other Earned Income: 6% of Total Revenues
Memberships: 6% of Total Revenues
Gallery Sales: 11% of Total Revenues
Fiscal Agency Fees: 2% of Total Revenues
Fundraising Events: 12% of Total Revenues
Individual Gifts: 6% of Total Revenues
Corporate Funding: 6% of Total 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 Tobiessen. 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.
Karen and Kenneth Hannah
Gary Noren & Martha Harding
Diana & Terry Hatchett
Pat Haug
Jeff and Lucy Heegaard
Carol and Daniel Hegman
Kali and Jay Higgins
Terry & Julie Hindbrand
Della Hodler
Alan Horn & Susan Clayton
HFK Foundation Julia Kaemmer Fund
Hugh J. Andersen Foundation
Han Husman
Phyllis & David Hunter
Kristen Ilburg-Meyer
Images of the Past
Sandra and Gary Immel
Dana Jackson
Peter Jodoin
David Jorgenson & Dennis Otreba
Douglas Johnson
Jim & Pat Johnson
Margel Johnson
Orv and Kathy Johnson
Ron Johnson
Judd Sather
Donald & Judy Kaddilko
Jim & Steve Flanagan
Joyce Kapaux
Gary Kelsey
Chris Koltz
June & Ray Kolodzieski
Debra Korluka
Kowalski's
Christe Kowalski
Mike Kramer
Brad Kruse and Kimberly Faurot
Wendy Lascicka
Paul Erickson
John and Sandra Larson
Gwen LeFevre
Sally and Richard Leider
Lyne LeTart and James Kalb
Liberty
Janice Linkess
Lorraine Lowes & Gordon Maltby
Larry Loyer & Eric Tredani
Meg Luhns & Leif Bjornson
Bob Lyksett
Nancy Lymar
Jocelyn MacDonald
Rita MacDonald
Michaela Mahady
Tracy Maki and John Dyvig
Liz Malanaphy
Teresa and Andy Malon
Margaret Rivers Fund
Judy Markham
Ann Martin
Jill Marudas
Bev Marx
Angie McBride
Sylvia McCallister
Michael McGuire
Kathleen Melin
Metropolitan Regional Arts Council
MidWestOne Bank
Richard Mittelstadt
Susan Moriarty
David and Sandy Mazur
Sharryl Murphy
George Nelson
Sandra Nicholson
Gwen Nickelski
Stuart Nielsen
John Niemi
James Noone
Peter Nord
Keri Norman
John Nuechterlein
Jody & Kevin Nygren
Debra Ost
Douglas Padilla & Susan Jacobsen
Kathleen Palmer
Kathy Panciera
Carol Patt
Marie Pinion
Nan Pederson
Margaret Pennings & Dan Guenther
Laura Phillips
Marilee Poe Tangen
John H. Potter
Lori Powell Gordon
Kristin Prideaux
Tim Quarberg
Cathie Raymond
RBC Wealth Management Foundation
Jenny Rediske
Sherrill Reid
Dennis Reynolds
Jeanette Richards
Kim Richardson
Mary Richie
Riverton Town
Susan Rockwood
Lily and Ryan Rodgers
Sharon Rodning Bash
Sue Rowe
Barbara Roy
Royal Credit Union
Matilda Rupp
April Rust
Heather & Andrew Rutledge
Beth Ryan
Joe Samuelson and Myrlah Olson
Jacqueline Savstrom
Stephen Scallen
Lisa Schlegel
Megan Schmidt
Barbara Schott
Kathleen Schulz
Charlotte Schuld
Karen & Greg Schulz
Security State Bank of Marine
Carol Seeffeldt
Doug Setz & Joan Beaver
Greg and Katie Setz
Judy Sell
Lynn & Dean Sayer
Jill Shannon
Jim Shelly
James Shoop and Kim Murphy
Mandi Sino
Stephen Simmer
Miriam Simmons
Jon Skalak
Warren Slucsm
Laurel Sorensen
Erik and Synde Sorensen
David Spencer
David Spohn
St. Croix Falls Room Tax Committee
St. Croix Valley Foundation
Adrienne Staalke & David Pickle
John Atkins & Stephanie Johnston
Denise and Mike Stephens
Stillwater & Oak Park Heights CVB
Jeff and Kathryn Stonehouse
Jerelyn Strand
Susan Strand-Pennan
Sabrina Suttif-Gross
Ann and Jim Swanson
Diana and John Swanson
Mark and Manly Symon
Leslie Tamble
Jill Tammen and David Long
Jo Tate
David Teschler
Richard and Lenora Thompson
Matt Thue
Tom and Kathy Thuesen
Wendi and Ivan Tosques
Mary Tostesen
Betsy Townsend
Chris & Jim Trevis
Tom Tritter & Vicki Slagle
Mark and Mary Troeddel
River Urke
Valley Bookseller
John and Van Zee
Jenny and Nancy Viebrock
Richard Vincent
Mil Voelker
Marjorie & James Wade
Water Street Inn
Gracy and John Waugh
Elizabeth Weaver
Marlyn Webb
Sharon Weiser
Phil & Sandra Wendt
Catherine Weyerhaeuser
Nancy and James Whiskey
Katharine Widdin
Wayne Will
Todd Williams
Norma Wilson
Ron Winch and Toni Maglish
Ann and Steven Wolff
John Woolley
Kirsten Yocum
Jim and Pam Young
Cole Zrostlik

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

To donate please visit: www.artreachstcroix.org/giving