



THE Arts Partnership

ANNUAL REPORT 2015

Mission: Cultivating the arts in our community

Vision: The Arts Partnership will be the primary resource and the leading champion for the arts in our community.

GREETINGS FROM THE EXECUTIVE DIRECTOR

Hello Arts Partners and Arts Supporters:

What a year it's been at The Arts Partnership, and really, for the arts in our community as well.

Some highlights I am particularly proud of:

- Our support local art campaign took off in fabulous ways and is showing up all over this community and well beyond.
- We far, far exceeded our Giving Hearts Day goal. That translates directly into our ability to better support the arts community through a range of initiatives.
- We continued our weekly writing relationship with *The Forum* and added a new monthly radio program with KFGO to reach an even larger audience about the value of the arts in this community.
- Partnering with ArtsLab, TAP provided scholarships to 11 area arts organizations to participate with us in the important work of capacity-building.
- We brought 16 artists and arts organizations to Bismarck for the Bi-Annual ND Council on the Arts Conference and Governor's Arts Awards.
- More than 1,000 people attended TAP's second annual ChalkFest — that's more than two and a half times that of the first year.
- More than four times the number of individual artists applied for TAP's grants and additional calls for artists this year than ever before, proving that the need is great to support both arts organizations *and* individual artists.
- We expanded our Artist in Residence program to include Myriad Mobile as well as TMI Hospitality — that means up to six artists can now participate in this program annually, reaching new audiences by taking the art to the audience.
- Choosing our Artists in Residence and CSA shares was extremely difficult because we had so many excellent applications.

I am excited to announce that Melissa Kossick has joined our team as the new Communications Coordinator and Media Producer. She will begin in earnest in July, so be sure to introduce yourself and welcome her to TAP.

All in all, this has been a tremendous year; we anticipate an even more exciting 2015-2016. Thank you for your support this year, for making such dynamic art for us to communicate about and advocate for, and for being such a vital part of what makes this community so vibrant.

Dayna Del Val, Executive Director

ADVOCACY

The most important work we do is to advocate on behalf of our Primary Artist Partners and the arts in general. We do this at the state and city levels, as well as working with the business, educational and service club sectors in our region. The following gives a brief overview of some of the key advocacy work we've done over the past year.

- **Support Local Art Campaign Launched** – The idea was simple and direct: encourage people to support local art with t-shirts, billboards, an airport sign, window clings and coffee sleeves. The merchandise allows wearers to show their love for the arts and artists in our community – and encourages others to do the same.
- **The Forum Partnership** – The Arts Partnership enjoys a unique relationship with The Forum. Three times a month, TAP writes a feature article about a Primary Arts Partner. The monthly column by the Executive Director provides an opportunity to address pressing issues in the arts community, whether local (the vandalism of public art) or national (STEAM vs. STEM).
- **Social Media Efforts** – As part of a larger project to ensure that our social media efforts are effective and efficient, this spring we consolidated ARTSpulse. Now simply the TAP e-newsletter, it no longer exists on Facebook or Twitter. We will continue to streamline our social media outlets to provide a clear, consistent platform for our community.
- **Unplugged with Dayna Del Val** – At the end of May, TAP Executive Director Dayna Del Val began advocating for the arts community in a monthly hour-long radio show on KFGO 790 AM. In each show, she will interview artists in the community, and also engage influential people in the area with the arts.

DEVELOPMENT

Our “development” goals are always conceived to benefit directly our Partners and the local arts community. Basically, growing TAP’s funding base – whether from the Tri-City governments, individuals or businesses – translates directly into a larger grant funding pool as well as the ability to offer indirect support to our grantees and Partners, for example the ArtsLab scholarships.

In February 2015, TAP participated for the 2nd consecutive year in Giving Hearts Day. TAP’s goal was \$10,000, but individual contributions raised \$14,355. With a match from Otter Tail Corporation and the City of Fargo deciding to use the day to give their Social Service and Art fund dollars, the final total raised was \$110,855. That impressive increase over the prior year resulted in 4 awards worth an additional \$21,500: the Gate City Bank Giveaway (Local Winner), 1st Place Fundraising Award (Small Nonprofit), Rising Star Award and Dynamite Award.

Additionally, throughout the year, we have been reaching both individual donors and businesses interested in increasing their overall support of the arts by contributing to TAP. For example, this spring, Jade Presents announced that it would donate a portion of all ticket sales at this summer’s Bluestem events to grants for musicians. Details of that grant program will be announced in the fall.

GRANTS

The most important development work TAP accomplishes each year is its award of grants to both organizations and individual artists. Receiving direct financial support is vital, of course, in allowing the organizations and artists to produce the kinds of programming, arts-related projects and individual artworks that nourish our community's quality of life. TAP has three funding programs: the City Arts Partnership grants are funded by the Cities of Fargo, Moorhead and West Fargo; the Sanford Arts Partnership grants are funded by Sanford Health; and the Individual Artist Partnership grants are supported by individuals and businesses.

In the past 15 years, TAP has awarded grants totaling nearly \$940,000. For the 2015-2016 grant period, TAP is pleased to be supporting 30 organizations and 9 individual artists with \$81,300 in grants. We were particularly gratified that the number of individual artists applying for grants this year nearly quadrupled from prior years.

This summer, we will be talking to Partners, grantees and others in the arts community about the grants program and how we can be most effective with the grants we give. We have been slowly growing the amount of funding available over the years, and are excited about the potential of growing the program further.

City Arts Partnership Grantees –\$70,600

Celebration of Women \$1,000	Learning Bank \$4,000
Churches United for the Homeless \$2,000	Moorhead Parks & Rec Celtic Festival \$1,800
Fargo Parks Classical Musical Festival \$1,800	MSUM CNL Performing Arts Series \$1,500
Fargo Theatre \$4,500	NDSU Department of Theatre Arts \$500
FM Area Youth Symphonies \$3,500	NDSU Memorial Union Gallery \$1,000
FM Chamber Chorale \$1,000	Plains Art Museum \$4,500
FM Community Theatre \$2,000	Prairie Public Broadcasting \$2,000
FM Opera \$3,000	Red River Watercolor Society \$500
FM Symphony Orchestra \$5,500	Rourke Art Gallery and Museum \$4,500
FM Visual Artists \$2,000	Spirit Room \$2,000
FM Youth Choir \$1,000	Theatre B \$5,000
Gooseberry Park Players \$3,500	Tin Roof Theatre \$1,000
Historical & Cultural Society of Clay Co. \$1,000	Trollwood Performing Arts School \$3,500
Kid Core \$1,000	West Fargo Public Library \$2,000
Lake Agassiz Concert Band \$1,500	West Fargo Summer Arts \$2,500

Sanford Arts Partnership Grants – Total Awards \$6,250

FM Area Youth Symphonies \$2,500	FM Opera \$1,750
FM Community Theatre \$500	FM Youth Choir \$1,500

Individual Artist Partnership Grants – Total Awards \$4,450

McCal Joy Johnson \$500 *
Anne Kaese \$500
Warren Kessler \$500 **
Tim Lamey \$500
Amber Parsons \$500 *
Margaret Rozella Schneider \$450
Elizabeth Schwankl \$500

Scott Seiler \$500 *
Emily Williams-Wheeler \$500 ***

* Recipient of the Art Party Grant
** Recipient of Erin Koffler Memorial Fund Grant
*** Recipient of the Moorhead P.E.O. Scholarship

PROGRAMS

The Arts Partnership has developed some on-going programs that build audiences, participants, purchasers and supporters of the arts in our community and that also benefit our local artists and arts groups. These programs are always developed to benefit directly our Partners and other local artists and arts organizations. Indeed, we view these programs largely from an advocacy stand-point: what can we do as an umbrella arts organization that best encourages audiences and support for the arts?

- **Community Supported Art (CSA)** – TAP’s CSA Program entered its fourth season this spring. Modeled after the Community Supported Agriculture program, TAP’s CSA also operates under the goals of being local, sustainable and community-driven. The motivation: to introduce arts supporters to local artists and help build audiences and purchasers for their work. Each year, 50 shareholders and their guests participate in each party. At each event, shareholders receive an original piece of art, an artisan work or a performance, in addition to a culinary art share. In the program’s 4-year history, TAP has awarded nearly \$40,000 to more than 40 artists and arts organizations for the creation of the art shares. CSA artists for 2015 include Jon Solinger (photographer); Vic Pellerano (singer-songwriter); Angela Ecklund (leather, stamped metal and cloth work); Cameron Peterson (printmaker); Lyra Trio (violin, cello and piano); Dan Jones (painter/pen and ink); and culinary artists Joe Swegarden, Nancy Olson and Phil Edwards.
- **Artist-in-Residence (AIR) Program** – The AIR Program began three years ago, as a partnership between TMI Hospitality and TAP. It was created with the understanding that building a creative community, encouraging imagination in the workplace and fostering creative agency for all leads to a more vibrant, more active society. Each year, three visual artists are selected in consultation with the corporate sponsor to produce a four-month exhibit for the corporate offices. The artists also engage with the employees, whether through an artist talk/Q&A or through an arts activity. This spring, Myriad Mobile also became a corporate AIR participant.
- **Chalkfest** – In 2013, TAP envisioned a free, three-hour, free public event with chalk and bubbles and pizza and pop. That first Chalkfest, hosted in the parking lot of the Great Northern Bicycle Shop, attracted more than 450 participants. Given that initial success, TAP upped the ante in 2014 with an expanded ChalkFest event. Held in Island Park, with live music and food vendors, TAP exceeded its goal of 1,000+ participants, who covered the sidewalks in chalk drawings as far as you could see from the gazebo. Planning for the 2015 edition of Chalkfest is underway, and has the potential to far exceed the number of participants in prior years.
- **Art Marathon** – This spring marked the third Fargo Art Marathon, which encourages participants to get out and about on a series of art-related adventures. Either by using the Fargo Art Marathon app created by Myriad Mobile or social media channels, this year’s participants had to complete 26 challenges in a two-week period. Challenges included attending an art event, finding a specific work of art located in our community or participating in an art action. Each year, participation has grown both in the number of competitors and the number of arts organizations and individual artists who want to participate.

FISCAL 2016 ANNUAL BUDGET

JULY 1, 2015-JUNE 30, 2016

REVENUE

Grants

City Arts Partnership Grant Funds	84,599
Sanford Arts Partnership Grant Funds	10,000
Tri-City Funding	36,257
State Agencies	7,805
Foundations	<u>8,000</u>
Total Grants	146,661

Contributions

Giving Hearts Day	19,500
Advocate Donations	<u>69,515</u>
Total Contributions	89,015

Program and Event Revenue

CSA Income	20,000
Artist in Residence	24,700
Other Program and Event Revenue	<u>5,500</u>
Total Program/Event Revenue	50,200

Earned Revenue

Artist Partnership Dues	13,500
Communications Sponsorship + Ad Sales	12,500
Merchandise + Other Earned Revenue	<u>4,100</u>
Total Earned Revenue	30,100

Cost of Goods Sold

(3,000)

TOTAL REVENUE

312,976

EXPENSE

Payroll Expense

Salaries	95,000
Payroll Taxes	7,268
Employee Benefits + Workmen's Comp	6,400
Intern	<u>500</u>
Total Payroll Expense	109,168

Grant Expense

City Arts Partnership Grants	84,599
Sanford Arts Partnership Grants	10,000
Artist and Other Grants	<u>20,000</u>
Total Grant Expense	114,599

Programs and Events

Artist in Residence	19,625
CSA	14,500
Partner and Other Programs/Events	<u>9,250</u>
Total Programs and Events	43,375

Administrative Expenses

17,750

Development

21,250

Operations

6,000

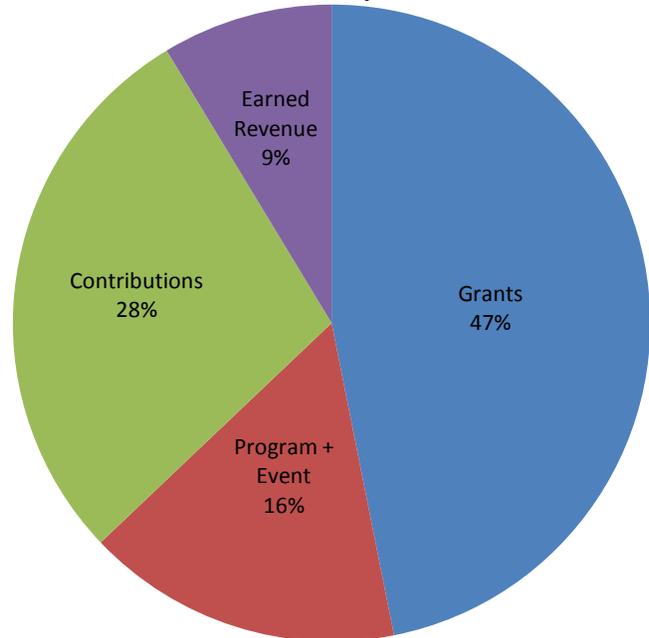
TOTAL EXPENSE

312,142

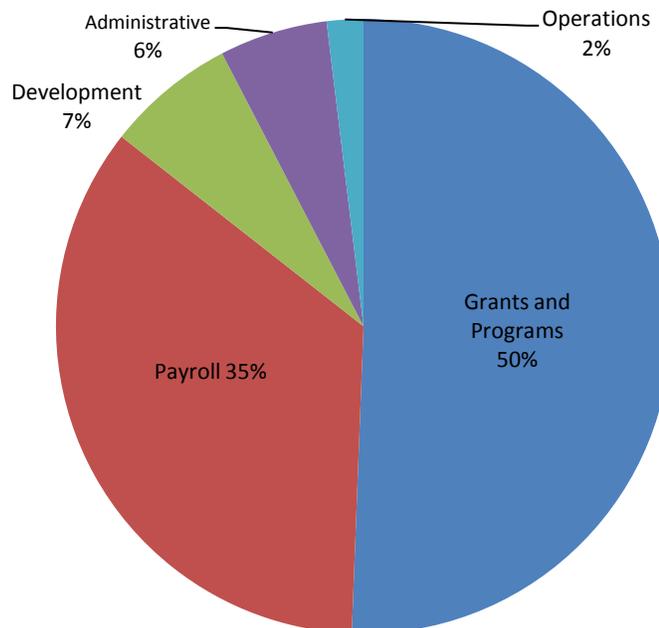
SURPLUS/(DEFICIT)

835

Where our money comes from



What it supports



PRIMARY PARTNERS

The Arts Partnership thanks our Primary Artist Partners for their participation and support of the arts in our community. Since July 1, 2014, TAP has welcomed the following individual artists and organizations as new Primary Artist Partners:

5 foot 20 Design Lounge
Apollo Arts Studio
Ashley Kunz
Bad Medicine Films
Birchpeel & Co/Angela
Ecklund
Brenda Luthi

Frog Alley Studio/Carrie Oye
Jade Presents
Jescia Hoffman
Jon Solinger
Kenneth Anderson
Krista Ulrich
Michael Weatherly

Office Sign Co.
Sandi Dahl
Steve Knutson
Stumbeano's
West Fargo Public Library
Willow Wood Quilts

The full list of TAP's more than 120 Partners can be found at theartspartnership.net.

FUNDERS

Granters/Foundation

The Arts Partnership receives significant support from the Tri-Cities, which supports the City Arts Partnership grants. Additionally, we receive funding from the North Dakota Council on the Arts and from foundations, locally and regionally.

Advocate Partners

Our Individual and Business Advocate Partners ensure that The Arts Partnership is responsive to our Primary Artist Partners and the arts community generally. Individuals are our grassroots funders and our audiences – they drive our Partners' audiences, purchasers and participants. Our Business Advocates share the belief that building a creative community, encouraging imagination in the workplace and fostering creative agency for all leads to a more vibrant, more active society.

For a list of our Advocate Partners, visit theartspartnership.net/partners/.

BOARD OF DIRECTORS AND GRANT REVIEW COMMITTEE

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Crystal Gilson
Jeff Knight
Andrew Mara
Ann Arbor Miller
Jill Steinhaus
Jenna Studt
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Kay Beckerman
Alyson Bjornstad
Miriam Mara
Ann Rathke
Bob Schieffer
Rebecca Sundet-Schoenwald
Jillain Veil-Ehnert

Individuals interested in participating as a board member or on the Grant Review Committee, please contact Dayna Del Val directly.