

**WHITE BEAR CENTER FOR THE ARTS**  
**2015 ANNUAL REPORT**

**MISSION**

The mission of White Bear Center for the Arts is to provide a gateway to diverse arts experiences.

Because we value:

- Creative process
- Openness
- Transformative experience

We fulfill our mission by:

- Educating new and established artists;
- Cultivating the understanding of art in its many forms; and,
- Celebrating the joys of art.

The following impact statements guide the organization:

- Art is accessible to all
- People feel safe and comfortable pursuing an artistic experience
- People feel connected to art through “wow” moments
- Art is an intrinsic and valued part of everyday life
- WBCA has regional recognition and influence in the arts

**EDUCATING NEW AND ESTABLISHED ARTISTS**

Guided by its mission to provide a gateway to diverse arts experiences, WBCA offers approximately 900 high quality art classes per year. Offerings are available for all experience levels and ages and include:

- Visual arts
- Creative writing
- Movement
- Culinary arts
- Artistic professional development
- Art lectures
- Premier workshops with internationally renowned artists
- Imagine Art, a summer camp providing eight weeks of hands-on, unique art classes for children and youth ages 6-14

Class offerings have increased 30% since 2013. Class registrations have increased 50% in the same period.

Each summer, WBCA offers **Imagine Art** for youth ages 6 to 14. In 2015:

- WBCA offered 117 different classes.
- 322 unique students took a total of 853 classes, a 10% increase over 2014.

WBCA makes programming accessible to all by offering scholarships to anyone in need. In 2015, WBCA awarded \$8800 in class scholarships (an increase of 113% since 2013). WBCA also offered 75 free onsite

classes in 2015 (an increase of 400% since 2013) in a multitude of artistic disciplines, including painting, writing, photography, public lectures, and artist discussion.

### **CULTIVATING THE UNDERSTANDING OF ART IN ITS MANY FORMS**

WBCA's community outreach programs reach thousands of children and adults who might otherwise lack access to the arts:

- The Arts in Elementary program serves 3,700 children grades K-5 in the White Bear Lake Area Schools. Each student receives six art experiences per year from WBCA teaching artists. This partnership was awarded the Local Government Innovation Award from the University of Minnesota's Humphrey Institute of Public Affairs.
- WBCA annually serves approximately 75 children from low-income families at Solid Ground, a White Bear Lake transitional housing community for families emerging from homelessness
- WBCA annually serves approximately 200 youth and adults with disabilities through arts classes and experiences
- Free art activities are offered at local events, schools, and libraries
- Community events include high school writing and visual arts contests, Sandcastles and Creatures Building Contest, winter and summer open houses, film screenings, and live music performances. These events are free and open to the public.

### **CELEBRATING THE JOYS OF ART**

Through community events in 2015, WBCA showcased area artists:

- WBCA hosted the 41<sup>st</sup> annual **Northern Lights Juried Art Exhibition**. 115 artists submitted a total of 374 pieces of artwork, with 54 selected for the exhibition. Best of Show went to *Fox Creek* by Mary Jo Van Dell.
- 132 area teens from the Forest Lake, Mahtomedi, Stillwater, and White Bear Lake school districts participated in the 2015 **WriteNow! high school writing contest**, submitting entries in the categories of poetry, short story, essay, and one-act play. Students read their winning entries at an awards ceremony on May 7.
- In June, WBCA provided **Art Cars on Parade** for the annual Manitou Days parade in downtown White Bear Lake, an event attended by an estimated 5000 people. WBCA also sponsored the annual **Sandcastles & Creatures Building Contest** on Memorial Beach as part of Manitou Days. Approximately 100 people participated in this popular contest.
- The **Members' Exhibition** featured 121 WBCA members in 2014. More than 300 people attended the opening reception.

WBCA hosts seven premier exhibitions annually in its **Ford Family Gallery**. All exhibitions are free and open to the public six days and three evenings per week. Exhibitions represent diversity of artistic disciplines, cultures, social perspectives, ages, and abilities, and are accompanied by subject related classes, free demonstrations, and public lectures.

2015 exhibitions included:

- Robert W. Peterson: A Conscious Journey – 1952-2014
- Invitational Art Sale/Exhibition
- 41<sup>st</sup> Annual Northern Lights Juried Exhibition

- Paul Dols Photography Exhibition: Community Reflections – Documenting Local Life with an Evolving Medium
- Edna Imm’s Journey: For the Love of Art
- Gregg Rochester Le Tour d’Art – Bicycle Art
- Small Art/Big Hearts
- 2015 Members’ Exhibition

Approximately 30 rotating art exhibitions, featuring WBCA member artists, were enjoyed by thousands of community members throughout the year. Locations included Dunn Brothers, Northeast Youth & Family Services, and Cerenity Senior Care

### **AUDIENCE SERVED**

WBCA is the only nonprofit arts center in the Greater Northeast Metro Area offering a diverse range of year-round art classes, events, and programs for children, adults, and families. Annually, WBCA directly serves 5000 children, 3000 adults and seniors, and an additional 25,000 individuals through events and outreach. WBCA draws participants from 200+ zip codes, with the majority coming from Ramsey (60%) and Washington (25%) counties.

### **COMMUNITY IMPACT**

#### *Economic Impact*

White Bear Center for the Arts has a significant impact on our local economy. A study conducted by Americans for the Arts, Arts and Economic Prosperity III, shows a 7:1 return on investment for funding of the arts. Investment in WBCA is returned to the community in the form of jobs, economic growth, and cultural vitality.

*Creative Minnesota: The Impact and Health of the Nonprofit Arts and Culture Sector*, a study released in 2015 by Americans for the Arts and Minnesota Citizens for the Arts, found that WBCA generates an annual impact of \$1.7 million on the local economy and supports the equivalent of 44 full time jobs in the community.

### **VOLUNTEERS**

Volunteers play a critical role at White Bear Center for the Arts. WBCA volunteers assist with educational programming, community events, fundraising, and much more. In 2015, volunteers contributed more than 1400 hours to WBCA!

## **2015 BOARD of DIRECTORS**

*Chair:* Mary Gove

*Vice Chair:* Mary Levins

*Treasurer:* Patricia Berger

*Secretary:* Nor Olson

*Ex-Officio Director:* Dan Wachtler

### *Members*

Donna Bruhl

Leonardo Castro

Kim Ford

Kevin Hart

Cindy Ihlenfeld

Jeff Schreier

Karl Sevig

Steve Wolgamot

Karen April Wong

Malia Yang-Xiong

### *Emeritus Directors*

Sue Ahlcrona

Robert Cuerden

Roberta Johnson

Neil Johnston

Kraig Thayer Rasmussen

Current year board members are listed at [whitebeararts.org](http://whitebeararts.org).

## **2015 FINANCIAL INFORMATION**

### *Revenue*

Arts Education: 43%

Contributions: 43%

Grants: 7%

Membership Revenue: 5%

Community Programs & Art Sales: 2%

Other: <1%

### *Expenses*

Program Services: 76%

Management and General: 15%

Fundraising: 9%

For additional information, WBCA's 2015 financial statements and Form 990 are available at [whitebeararts.org](http://whitebeararts.org).