

## VALUE REQUEST FOR OPERATING RESOURCES

We are a rural art center located in Southern Minnesota requesting resources to maintain the long-term viability of our arts programming vital to our non-profit organization.

Our mission: "To provide the people of the greater Waseca County Area opportunities to experience diverse creative arts essential to a healthy community."

The purpose of our request is to help keep our community art center doors open as well as maintain access to the arts as we adapt to the changing environment due to the global pandemic.

### REQUEST:

**\$ 15,000** for Creative Support in order to stay relevant and connected to our regional reach, exhibiting artists, students, and seniors that participate in our regular arts programming.

**WAC ANNUAL OPERATING BUDGET** (SALARIES, ACCOUNTANT, PRINTING, UTILITIES, PROGRAMMING):

**\$ 68,000**

### WAC ANNUAL FUNDING REQUESTS:

County of Waseca: \$12,000

Prairie Lakes Regional Art Council \$8,000 (Arts and Cultural Heritage Fund)

City of Waseca: \$3,000

Investments & Endowments \$ 9,200

Waseca Area Foundation: \$4,500

**Subtotal: \$ 36,700**

### ADDITIONAL ESTIMATED REVENUE:

Art Exhibition Fees: \$500

Memberships: \$11,750

Fundraising: \$7,000

Gallery & Gift Shop Sales: \$700

**Estimated Subtotal: \$ 19,950**

**TOTAL WITHOUT REQUEST: \$ 56,650**

**TOTAL ALLOCATIONS WITH THIS REQUEST FOR 2021-22** (WAC Calendar FY; \$11,250 in 2021 and \$3,750 into 2022 FY We anticipate increased activity in 2022 which should increase income to balance our budget.)

**\$ 67,900**

### MISSION:

**"TO PROVIDE THE PEOPLE OF THE GREATER WASECA COUNTY AREA OPPORTUNITIES TO EXPERIENCE DIVERSE CREATIVE ARTS ESSENTIAL TO A HEALTHY COMMUNITY."**

## HISTORY OF ORGANIZATION

Our organization has been serving Waseca County and has been incorporated since 1974. Up until 2013 we were limited to one small gallery space - due to the hard work of many individuals we were able to move into our current location which is easily over 10x larger. We own our building and now have three operating galleries, an auditorium and a floor dedicated to class space and will also be home to artists studios. Considering the growth we've achieved and the increase number of artists we've assisted - we've been able to keep our expenses down and our annual operating budget is less than or similar to the past 10 years by offering more services and having greater public exposure.

Our mission: To provide the people of the greater Waseca County Area opportunities to experience diverse creative arts essential to a healthy community.

We are in the process of updating how our board of

directors operates, we aren't the same community we were when this organization started. The board is in the process of updating committee roles, recruiting art minded leaders, getting permanent public art into our community and serving a wide range of under served populations. The board is also focused on growing our education offering, updating our teaching platform and adding computer based art to our curriculum. We know there is a lack of community learning when it comes to graphic and web design programs, the Adobe Creative Suite, 3D modeling and rendering to name a few future opportunities. We recognize that along with traditional mediums that computer based art can give students and artists a leg up when it comes to performance in a professional setting. These tools will also help traditional based artists showcase their work to the world - from their phone, or computer.

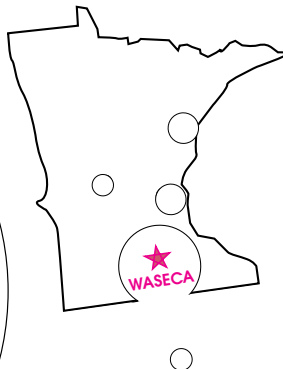
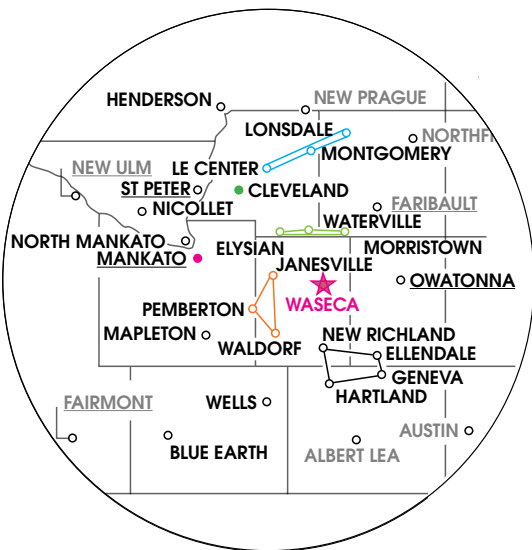


**Figure 2.1**  
Rendering of our property  
(proposed exterior flower planters  
and awning is included within this  
grant request)

# COUNTIES SERVED

MN Counties Served: **WASECA, STEELE, FREEBORN, MARTIN, WATONWAN, BROWN, NICOLLET, LE SUEUR, BLUE EARTH, RICE, HENNEPIN, SAINT LOUIS, SHERBURNE**

IA Counties Served: Story  
We documented visitors from 22 states, and 2 countries Australia and Europe (Italy)



**Figure 3.1**

Left: location of the Waseca Art Center and the Rural Area of Impact

Above right: MN diagram - home locations of our 2019 exhibiting artists



**GIFT SHOP WITH ORIGINAL ART & UNIQUE GIFTS**

**COMMUNITY ART PROJECTS**



**PICTURE PERSON ART OUTREACH FOR GRADES 1-6**

Volunteer in-school art education

## COMMUNITY COLLABORATION



**ARTIST MENTORSHIPS**

**+ HOLD YOUR NEXT EVENT IN OUR BEAUTIFUL SPACE**



**AUTHOR BOOK READINGS; ARTIST LECTURES & WORKSHOPS**

**CREATIVITY  
CONNECTED  
TO COMMUNITY**

# DIVERSITY

As the only paid staff, the Artistic Director and the Office Manager oversee the day to day operations of WAC. All Staff and Directors live in **Greater Rural Minnesota**. Waseca is a community with a population of 8,900.

The Artistic Director works directly with the artists and coordinates installations, exhibits, programs, education, funding and marketing; Andrew identifies within the **LGBTQ+ community** and advocates the WAC as a Safe Space when speaking at local schools.

We actively seek to maintain an equal balance of male and **female** Board of Directors with half of our board identifying as **Senior Citizens**.

## BOARD OF DIRECTORS

<p>Dr. DB Retired art educator, and news editor &amp; reporter. She holds PhD in Art History and has written a book, Diabolical Designs on the work of artist, James McNeil Whistler <i>Outlying Waseca</i></p>	<p>Dr. CG Physician for the University of Minnesota Hospital system, working in Mankato, he is a member Waseca Chorale, Northern Drawl Bluegrass Band, and comic theater. <i>Waseca Proper</i></p>	<p>RS Vice President of Board, Fundraising Committee Masters in Public Health &amp; Nutrition <i>Outlying Waseca</i></p>
<p>MC / Waseca City Council member <b>Treasurer of Board</b> Scheduler at Britton Plumbing and serves on several area organizations, Boy Scouts, Church, WHS Choir, City Council <i>Waseca Proper</i></p>	<p>JM Retired/ Educator Active in Stitcher's in Time, quilters guild, volunteered at Dakota Prairie Regional Center for Art and the Waseca Art Center <i>Outlying Waseca</i></p>	<p>KS Bachelor of Business; retired Vice President of Emerson Network Power and serves on the board of directors for Waseca Area Foundation, Mayo Clinic Waseca Development, Waseca American Legion, and Grace Lutheran Church <i>Waseca Proper</i></p>
<p>IDO Restoration Expert and former business owner of Service Master Waseca/Mankato <i>Waseca Proper</i></p>	<p>BN, Waseca County Commissioner Owner of RE/MAX Masters of Waseca <i>Rural Waseca</i></p>	<p>JS <b>Secretary of Board, Education Committee</b> B.A. in Art Education and is a local stay-at-home-mother. She is interested in building new arts educational opportunities for Waseca's children. <i>Waseca Proper</i></p>
<p>BD is a practicing artist, PLRAC Emerging Artist Recipient 2019 and retired large format printer <i>Rural Waseca</i></p>	<p>MP <b>President of Board</b> Master's degree in Practical Theology/Pastoral Ministry and active in church <i>Rural Waseca</i></p>	



## DUTIES & EXPERIENCE

2019-present	<b>WASECA ART CENTER</b> EXECUTIVE DIRECTOR <ul style="list-style-type: none"><li>Engage with community doubled attendance from 2018 to 2019</li><li>Created an engaging newsletter; design, write, edit and print monthly</li><li>Managed up to staff of 3, coordinated volunteers of all ages</li><li>Added a Community Gallery for local and emerging artists</li><li>Curate and install 3 galleries monthly; create yearly programming for all ages</li><li>Grant writing experience with successfully increasing grant requests</li><li>Maintain website, social media and cross promote events</li><li>Work with board of directors to accomplish art driven mission</li></ul>	
2018-2019	<b>WASECA ART CENTER</b> ADMINISTRATION ASSISTANT	<b>WASECA COUNTY HISTORICAL SOCIETY</b> CONTRACT FOR EXHIBIT DESIGNER
2017-present	<b>WASECA COUNTY COURTHOUSE PARK</b> CARETAKER <ul style="list-style-type: none"><li>Maintain 175 acres of trails and park, campground host, brought programming to park</li></ul>	
2013-2016	<b>OFFICE SPACE DESIGN</b> MANKATO INTERIOR DESIGNER AND INSTALLER <ul style="list-style-type: none"><li>Oversaw rebranding - partnered with graphic design studio, and website design team - and redesigned the showroom for seamless user shopping &amp; design experience</li><li>Designed new design standards, marketing materials, proposal design and process;</li><li>Provided space planning and reconfiguration design; sales for home offices, businesses and national corporations</li><li>Created POs, invoices, quotes and proposals</li><li>Managed project installations, trained oversaw &amp; up to 4 installers</li><li>Designed custom furniture in AutoCAD and work with manufacturers for production</li><li>Increased sales from 400k to 1 million over 2.5 years</li></ul>	
2011-2013	<b>TERRITRON, INC</b> MANKATO MAINTENANCE AND RECEPTION FOR HOTEL, MAINTENANCE FOR RETAIL AND MULTI UNIT HOUSING COMPLEXES <ul style="list-style-type: none"><li>Met with new tentants</li><li>Professionally completed work orders for tenants and maintained hotel rooms</li><li>Gained knowledge of the hospitality industry</li></ul>	
2007-2010	<b>I&amp;S GROUP (ISG)</b> MANKATO INTERIOR DESIGNER; GRAPHIC DESIGN, PHOTOGRAPHY AND MARKETING <ul style="list-style-type: none"><li>Worked Daily with, and Gained Knowledge from Architects, Technicians, Landscape Architect, Electrical, Structural and Civil Engineers, and Multiple Contractors</li><li>Designed, printed and bound professional proposals, master plans, marketing material and in-house documents</li><li>Designed Project with Extensive Brand Standards for InterContinental Hotels Group</li><li>Created Prototype for New Abra Auto Body &amp; Glass Buildings</li><li>Submitted Design Approvals for Pizza Ranch Restaurants</li><li>Gained Extensive Knowledge of Interior Design Products and Resources</li><li>Met with Product Reps; Organized and Maintained Extensive Resource Library</li><li>Produced Professional Material Boards; Presented Concepts to Committees, Corporations and Clients</li><li>Designed and Submitted Ads for Several Magazines; Each with Unique Specifications</li><li>Oversaw Overhaul of Company Website while Reducing Maintenance Costs</li><li>Photographed Interior and Exterior Projects for Proposals, Website and Advertising</li><li>Gained Experience with Construction Documents, Building Codes, Proposal Writing, Client Interface and Confidentiality, Designing within Budget</li><li>Designed Low-Budget to Multimillion-Dollar Projects</li></ul>	



EF JOHNSON  
MACHINE OPERATOR

WALTERS PUBLISHING  
GRAPHICS & DIGITAL RETOUCHING

INDEPENDANT CONTRACTOR  
KITCHEN & BATHROOM REMODELS

## EDUCATION

- |                                |  |
|--------------------------------|--|
| <p>2004-2007<br/>Cum Laude</p> | <p>MINNESOTA STATE UNIVERSITY, MANKATO<br/>BACHELOR OF SCIENCE, INTERIOR DESIGN</p> <ul style="list-style-type: none"> <li>• IDSA [Interior Design Student Association] Vice President 2006</li> <li>• Excelled in Ceramics, Drawing, Graphic Design and Design Courses</li> </ul>   |
| <p>2000-2002<br/>GPA 3.34</p>  | <p>UNIVERSITY OF WISCONSIN STOUT, MENOMONIE<br/>BUSINESS AND GENERAL STUDIES</p> <ul style="list-style-type: none"> <li>• Symphonic Singers and Vocal Jazz Ensemble [Extra Curricular]</li> <li>• Institution: First Malcolm Baldrige Award Recipient in Higher Education</li> </ul> |
| <p>1999<br/>With Honors</p>    | <p>WASECA HIGH SCHOOL</p> <ul style="list-style-type: none"> <li>• Invited to be Office Assistant; Answered Main Telephone Line and Directed Calls</li> <li>• Involved in Sports, Drama and Choir &amp; Held Leadership Positions</li> </ul>   |

## PASSION & VOLUNTEERING

- |                  |   |
|------------------|---|
| <p>2017</p>      | <p>HEADWATER SCHOOL FOR MUSIC &amp; ARTS BEMIDJI<br/>BOARD OF DIRECTORS</p>   |
| <p>2012-2016</p> | <p>WASECA ARTS COUNCIL<br/>BOARD OF DIRECTORS</p> <ul style="list-style-type: none"> <li>• Chief Designer for New Building</li> <li>• Collaborated with Architecture Firm to Design 6,000 sq. ft. Art Center</li> <li>• Assisted with demolition, painting and moving</li> <li>• Have volunteered with organization since 1998</li> </ul> |
| <p>2015-2016</p> | <p>CITY ART COMMITTEE</p> <ul style="list-style-type: none"> <li>• Fundraising, art selection and sculpture program governance</li> </ul>   |
| <p>2007-2010</p> | <p>TWIN RIVERS COUNCIL FOR THE ARTS<br/>MARKETING COMMITTEE</p> <ul style="list-style-type: none"> <li>• Created Ads and Donated Interior Design Services; Volunteered at Events</li> </ul>   |

## ACCOMPLISHMENTS, SKILLS & HOBBIES

- 2019 Emerging Artist grant recipient
- NCIDQ certification
- Mac and PC Savvy
- Software literacy: AutoCAD, SketchUp, Podium, Adobe CS: Photoshop, Illustrator, InDesign, Acrobat; Power Point, Outlook, Word & others
- Have Spoke in Public on Sustainable Design, Created Several Presentations for Public Showing, speak in public on behalf of the Waseca Art Center
- Experience in writing press releases and submitting camera ready graphics
- Experience in Masonry, Construction, Architecture, Graphic Design, Technology and Print Industries
- 35mm and Digital Photography, Sculpture, Drawing, Water Color, Ceramics, Enjoy Landscaping/Gardening and Natural Environment
- Exhibited Art and Photography in Several Group and Individual Shows
- Advied hiker, camper and world traveler

# STAFF // OFFICE MANAGER

## **MCL - WAC Office Manager**

*Past Work Experience: Office and Administrative Specialist - MSU Mankato Career Development Center, State of MN. 5/99 to 1/09, 2018-19*

- Scheduled appointments and answer and route calls for director and professional staff.
- Trained and orientated up to 15 new staff and students on a regular basis.
- Publish and update staff and student Policy and Procedure Training Manual.

*Minnesota Department of Corrections Owatonna field office. 1/2009-7/2017*

- Provided administrative assistance, secretarial service and office management for district and regional managers. Central office field staff, STS crew leaders and corrections agents.

*Accounting Assistant - ABC Bus Company, Faribault, MN 11/98 4/99*

- Accounting duties in the accounts receivable department statements

*Business Office Assistant - Faribault Health Care Center, Faribault, MN 5/1996 to 10/1998*

- Maintained accounts payable and reimbursements to vendors. Configured payroll for 100+ staff with accuracy and detail. Administered and oversaw all benefits and insurance for staff
- Provided central duplicating services for staff and clients of state hospital. Performed receptionist and switchboard duties, correspondence, and mail distribution.
- Answered Help and Crisis Lines.

*Education: Austin Community College, Austin, MN - Business Administration GPA: 3.5*

### **Training & Skills**

- Criminal Justice programming and training.
- Confident in independent and team-orientate tasks.
- Exceptional oral, written and interpersonal communication skills; strong knowledge of administrative policies and procedures.

- Training and experience in Word Suite, Student Records System (ISRS), Oddyssy, MMB,
- Basic accounting: Budgeting, Reconciliations, Accts Payable and Receivable.

### **Honors, Awards, and Special Accomplishments:**

- Woman of Courage and Vision 8 years.
- Multiple Customer Service Awards
- Involvement in many committees Employment Searches, Policies, Appeals, Graduation Coordinator (spring & fall); Professional Development Funding Committees; 2004 Search Committee for Vice-President of MSU and Director of CDC; Student Wage and Financial Aid Committee, Testing proctor and volunteer for student senate voting 2004 Web Page Committee

Previous: Secretary of Local Union AFSCME Local 638

## COMMUNITY INVOLVEMENT

This year and next will be a unique but exciting challenge for art in our community. In response to our physical location being shut down due to an executive order - we relocated an installed exhibit to our front window. This gave us the opportunity to showcase student work while being closed. Since March we have switched out our front window with original local art 5 times with great community response. We will continue showcasing artwork in this manner as bringing art to the street has helped us break down our reputation of being an exclusive organization. We have proven that we are anything but in the last couple years. This year we also moved our Member Exhibit online through a gallery on our website. We had three ways members submit their work in a safe and socially distanced manner. The work will be achieved and we will be able to add content to our media endeavors throughout the organizations' history (public access show, filming of the

House-walk homes, printed material and newsletters, etc.) We will continue to add virtual content and artist demonstrations and lectures - we will not only be able to present them live, but they will be archived and stored for future viewing and reference. This will force us to continue to utilize our website for information, collection and exhibition.

Feedback on our opening has been positive and will help our community begin to have some sense of normalcy.

A typical year would look like the following description, however due to the pandemic we are limited in the amount of face to face involvement.

The Art Center has approximately 45 volunteer docents and 11 volunteer Board of Directors to help run the exhibits for 2019. In 2019, the Waseca Art Center will collaborate with the Waseca County Library for the annual

Water Carnival and we will assist with some of their art-related after-school programming in the 2019 school year. The Art Center collaborates with the Waseca Historical Society on their Chautauqua biennial event, we collaborate with FarmAmerica, the Pleasant Grove Pizza Farm, the 2018 Waseca Sesquicentennial Programs, and the annual Brick and Block event (trick or treating event) brings in over 400 young visitors to the Art Center. The WAC joined with the Specialty Shops of Waseca group to help increase our foot traffic in 2018.

In 2019, the Art Center will collaborate with ICAN (assisted living) and Achieving Dreams to host a workshop and exhibit for people with developmental disabilities. ICAN provides services to approximately 90 individuals within Steele and Waseca Counties. ICAN serves individuals with intellectual, developmental and physical disabilities and those with an array of mental health



## COMMUNITY INVOLVEMENT CONTINUED

challenges and diagnoses. To encourage independent living, ICAN provides in-home care for children and adults who need support within their own residence. They also offer community residential settings for those who require a higher level of care and/or supervision. Currently, ICAN has 11 community residential settings in Waseca County for adults and children. Each home includes four individuals who receive daily support and personalized care that aligns with their personal desires and goals. People living with developmental disabilities are very much a part of Waseca's community and deserve more exposure and interaction with local art activities.

Last year, the Art Center planned an exhibit and workshop for women at the Waseca Federal Correctional Institution, however, administration changed at the facility and the new Warden was not open to the collaboration. In 2019, it is our goal to re-establish a working relationship with their

new Warden to hopefully be able to serve the women housed at the Correctional Institution in the futures.

Additionally, the Art Center's Picture Parade Programs travel to the assisted living facility, Colony Court, where volunteers expose elderly residents to art appreciation discussions. The Picture Parade is also used by Sacred Heart School and other parochial schools in the region. The Art Center's Director regularly visits the local high school to recruit young volunteers and she visits Rotary, Exchange, and other charitable organizations to promote the Art Center's activities. The Art Center offers volunteer opportunities for individuals needing to fulfill community service requirements as well.

Community support for our organization is shown financially through membership donations, fundraisers, class enrollment fees, ticket sales, and donations from visitors. The Art Center has

volunteers who provide material support, specialized expertise, IT/website support, newsletter publication assistance, and building maintenance.

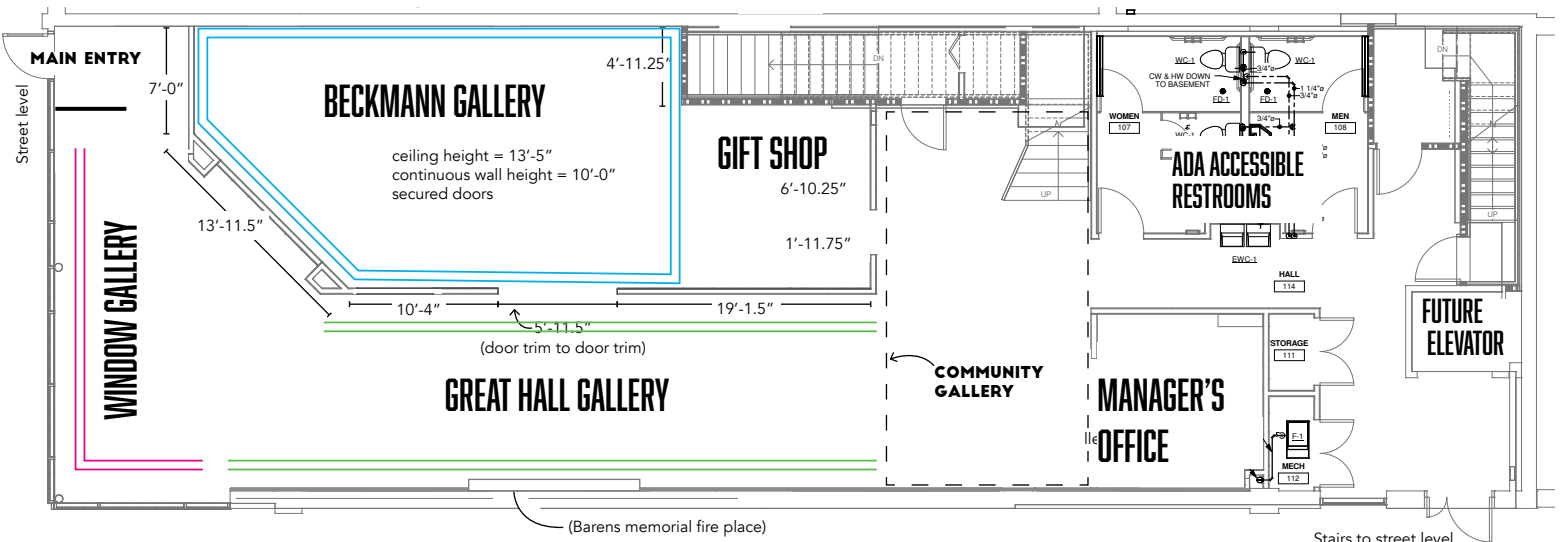
//

# LOCATION

Physical Location:  
Waseca Art Center  
200 N State St Waseca MN 56093  
Building owner:  
Waseca Arts Council, inc.



*Images 10.A,B*  
We creatively  
reconfigured one of  
our gallery spaces  
in March when we  
closed due to the  
pandemic. **The  
gallery is viewable  
24/7**



# CURRENT EXHIBITIONS



## **TU JULY. 29TH – FR SEPT. 4TH**

Window: Craig Groe, new work; watercolor  
Great Hall Gallery: David Hamlow, #oneaday;  
365 photography project & installation  
Beckmann Gallery: Tami Resler, Nude; ceramic, raku

## **TH SEPTEMBER 10 - FR OCTOBER 16, 2020**

Window Gallery: Cathy Durso  
Great Hall Gallery: Cole Nyquist  
Beckmann Gallery: Closed for Renovations

## **OCTOBER 1, 7, 15, 22, 29**

Outdoor Workshop: "Where the Sidewalk Ends" Chalk and Poetry with Boatemaa 3:30pm

## **WED OCT 21 - FR DECEMBER 4, 2020**

Window Gallery: Liz O'Brien  
Great Hall Gallery: Lauren O'Brien  
Beckmann Gallery: Steve Delaitsch  
Community Gallery: Cole Nyquist  
Entry Wall: 6x6

## **WED DECEMBER 9, 2020 - JANUARY 22, 2021**

Window Gallery: Winter Display  
Beckmann Gallery: Brand Donner  
Community Gallery: Postcard Project  
Great Hall Gallery - Waseca All School Show  
**Any Waseca County student is eligible to participate. Parents, please email 1 photo depicting something creative your child would like to share, OR drop off 1 piece of artwork to the Waseca Art Center**

*All times, artists and workshops subject to change.*

*Please visit [www.wasecaartcenter.org](http://www.wasecaartcenter.org) for current information.*

## **WED JANUARY 27 -- FR MARCH 5, 2021**

Window Gallery: Derek Meier  
Great Hall Gallery: Areca Roe  
Beckmann Gallery: Wednesday Art Adventurers

## **WED MARCH 3 - FR MARCH 26, 2021**

Virtual Show: High School & Virtual Workshop (2/5/21)

## **WED MARCH 10 - FR APRIL 23, 2021**

Window Gallery: Mary Walchuk; color pencil  
Great Hall Gallery: Peggy Larkin  
Beckmann Gallery: Jeffery Hansen  
Community Gallery: Arron Rykhus

## **WED APRIL 28 - FR JUNE 4, 2021**

Window Gallery: Greg Lecker  
Great Hall Gallery: Members Show  
Beckmann Gallery: Marjie Laizure

## **WED JUNE 9 - FR JULY 16, 2021**

Looking for LGBTQ+ artists to be featured in June - please submit

1. Artist Statement
2. Artist Bio
3. Portfolio

to [director@WasecaArtsCouncil.org](mailto:director@WasecaArtsCouncil.org) with  
**Subject: Pride Exhibit**

Artists looking to featured July 21, 2021 and onward - please submit the above mentioned requested information to [director@WasecaArtsCouncil.org](mailto:director@WasecaArtsCouncil.org)  
**Subject 2021-2022 Exhibit**  
or stop into the Waseca Art Center with your portfolio.

# YEARLY PROGRAMMING

## **Arts Programming, Arts Education, and Arts and Cultural Heritage Festivals:**

During our 2020 season programming has been on a wait and see basis. We held an outdoor Summer Art Camp and five outdoor Pop Up Classes on our front sidewalk.

We will go into 2021 with similar precaution but expect to digitally record events and workshops moving forward, with limited in person activity.

The main goal of this fiscal grant cycle is to maintain a public art presence and to support artists by maintaining a high quality and safe environment to display their work.

Education and programming will be moved online and archived for posterity. **Some of this request will be used for equipment to allow this to happen.**

We are making an effort to support black artists and LGBTQ+ artists on a continued basis with 2020-2021 drawing more attention to these under served populations, while still supporting causes such as Cow Tipping Press events for people with cognitive disabilities. We are currently advertising for LGBTQ+ artists to be featured in our galleries in June 2021.

The following is the 2019 programming description: In addition to monthly exhibits, the WAC also has ongoing outreach programs: The Picture Parade Art Appreciation Program, Wednesday Group (drawing and art appreciation group), Children's Classes, Art Appreciation Discussions, K-8 After School Programs, Monthly Newsletter, Art Library and Resource Center, Waseca County Fair Art Exhibit, Concerts, Plays, Workshops for Children and Adults, and special fundraising events. The Art Center collaborates on large events with other local non-

profit organizations in Waseca including the Chautauqua in collaboration with the Historical Society and the Water Carnival in collaboration with the Library. This year the Art Center has begun a new collaboration with Waseca's Community Education. Community Education will be responsible for registration and promotion for the Art Center's Educational Opportunities starting September of 2018. Community Education sends catalogs to all Waseca residents and is able to offer need-based discounts for classes. We anticipate that the exposure that the catalog provides and the existing audience that Community Education has will help the Art Center increase our class numbers. The classes are still open to anyone, students do not have to be enrolled in Waseca Public Schools or reside in Waseca. Classes are offered for children and adults via Community Education. Our on-going programming includes: the Picture Parade Program which is a series of

## PROGRAMMING CONTINUED

art appreciation portfolios that travel to area parochial schools and assisted living facilities. It is a volunteer program. The volunteer shows the images included in each portfolio, which are themed groups of art historical images, and presents a short lecture about the topic. This is a free program offered to schools and other groups.

The Wednesday Group is an art appreciation group established over 30 years ago. They meet every Wednesday morning 9:30 am-11am for a self-directed art activity and from 11am-noon for an art appreciation discussion. The group talk about their recent art projects, art related activities in the area, and the WAC Director gives a short talk about an art historical or contemporary art topic. The Wednesday Group is free and open to the public.

The Art Center produces a monthly newsletter that members receive in the mail. The newsletter contains information about upcoming artists and exhibits, classes,

events and fundraisers. The newsletter is printed in color and is one of the ways that the Art Center promotes exhibiting artists. Other informational opportunities include the WAC Library, a collection of books and periodicals that are open to the community to use at no cost.

For structured educational opportunities, the Art Center offers special topics courses for adults throughout the year and monthly children's classes. The children's classes are divided into two groups, one for children in grades K-3 and one for 4th grade and up. These classes are taught by retired art teacher, Karen Krause. We also offer special topics classes for children throughout the year.

In addition to fine art activities, the WAC hosts three live performances and participates in community activities. The community activities include the Waseca County Fair Fine Art Exhibit, the Water Carnival in collaboration with the Waseca County Public Library,

Chautauqua in collaboration with the Waseca County Historical Society, and this year the Art Center is planning events surrounding Waseca's Sesquicentennial.

The Art Center hosts two exhibits per month, one in the Lobby Gallery and one in the Beckmann Gallery. In 2019, we will offer 19 exhibits, eleven of the exhibits in 2019 will be group exhibits. We served over 100 individual artist in 2019 and due to closure dates in 2020, the number of individual artists has been 30.

**This grant request is to support expenses related to hosting three galleries featuring local and regional artists. of the art exhibits between April 2021 to April 2022.**

We are currently requesting proposals for our '21-'22 exhibition cycle and expect to schedule less artists due to capacity and opening restrictions.



## PROGRAMMING CONTINUED

*January 9- March 15:*

Prairie Lakes Artist Grantee Exhibit, on view in the Beckmann and Lobby Galleries.

- 38th Annual Regional High School Art Exhibit and Workshop. The High School exhibit is on view in the Beckmann Gallery. Reception: Friday, February 15th, 5 pm-7 pm. The High School Workshop will be held on February 22, 2019.

*- March 19-April 19, 2019:*

Stitchers in Time Quilt Guild, Quilts on view in the Beckmann Gallery. Reception: March 22, 2019, 5 pm-7 pm.

Artist, Joellen Preston, will display mixed media works in the Lobby Gallery March 19-April 19, 2019. The reception is March 22, 2019, 5 pm-7 pm.

\*Painter, Kathy Nottingham, will display landscapes in the Lobby Gallery April 23-May 24, 2019. The reception is April 26, 2019, 5 pm-7 pm.

\*Frank Meuschke will display paintings in the Beckmann Gallery from May 28-June 28, 2019. The

reception is May 31, 2019, 5 pm-7 pm.

\*Andrew Judkins, painter and PLRAC grant recipient will display in the Lobby Gallery from May 28 to June 28, 2019. The reception is May 31, 2019, 5 pm-7 pm. Grant funds will also make possible the High School Workshop to be held 9 am-12 pm on February 22, 2019.

The workshop's instructor is Dana Sikkila. Dana is the director of the 410 Project in Mankato and she has extensive experience working with young people.

The High School Exhibit is a judged exhibit and the judge will be present to give out awards and speak with participants about their work. Grant funds will be used to pay the judge a small fee to offset travel costs. Host a workshop in collaboration with ICAN for people with developmental disabilities; workshop: June 15, 2019.

//



**SENIOR CITIZEN  
ART OUTREACH**



**COMMUNITY**

**3 GALLERIES**



COMMUNITY

CONCERTS,  
PERFORMANCES  
& THEATER

YOUTH & ADULT  
ART CLASSES

3 GALLERIES  
MONTHLY ARTIST  
RECEPTIONS

ART ADVENTURERS  
ART  
APPRECIATION

SENIOR CITIZEN  
ART OUTREACH

HIGH SCHOOL  
WORKSHOPS



## EDUCATORS

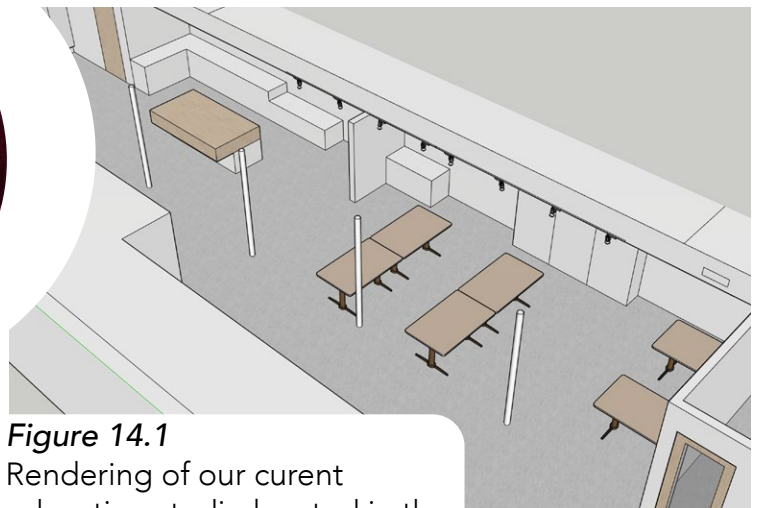
Paid and Volunteer Artists & Educators  
Involved in our Organization:

KK, WAC Education Committee Retired  
Educator  
Board of Directors, PLRAC

MD  
High School Art Educator  
Choice Technical Academy - Owatonna, MN

JP, WAC Education Committee  
Waseca High School Art Educator

Andrew Breck, Artistic Director  
Designer & Artist



**Figure 14.1**  
Rendering of our current  
education studio located in the  
basement of our building



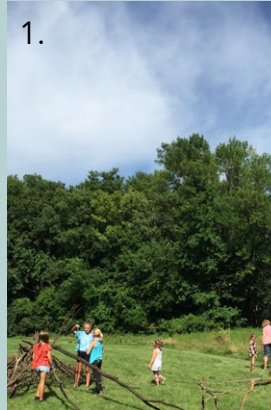
# PHOTOGRAPHS

## Summer Art Camp 2020

Summer Art Camp 2020 took place at Courthouse County Park in August. The weather was perfect. Thank you to our volunteers for assisting with the 18 student artists during our four day camp.

### *Top, left to right:*

1. Groups artists and individual young artists work on their public sculptures 2. A student artist and his monster looking through a collaboratively made sculpture with the meadow in the background



### *Middle, left to right:*

3. The entrance to Summer Art Camp 4. A small group of artists talk through how to complete their piece 5. Work in progress - a sibling groups' outdoor sculpture



### *Bottom, left to right:*

6. A night photograph of a paper installation project 8. Ms. Popp and the volunteers 9. Artists sizing a large canvas which was later painted with paint-brushes students made from plant material.



## MEMBERSHIP

We average 175 memberships with options: Student & Senior \$25, Individual \$35, Family \$50, Friend \$150, Patron \$250, Sustainer \$500, Benefactor \$1000, Event Sponsor \$175.

Our budget includes membership forecast for the fiscal year. We recently changed our bylaws to accept memberships throughout the year in lieu of one overall membership drive. We have typically seen donors contributing more than the previous year which shows trust in our organization and leadership. Our board of directors holds a phone drive toward the end of each calendar year to encourage past due members to renew. Annual membership is encouraged and our newsletter has been a great recruitment tool for new members.

//

## PUBLICITY

We rely on press releases, social media posts 'Facebook events' for each exhibit, e-mail communication, our website - [www.wasecaartcenter.org](http://www.wasecaartcenter.org), direct mail through postcards and our newsletter. We do our best to cross market events with direct mail print, newspaper and social media. We publish our yearly schedule in January and highlight upcoming artists in our newsletter. Our email and print list includes membership and other individuals interested in the Art Center's programming. PLRAC support is vital to our organization and we proudly include credit in each newsletter publication and for exhibits during this grant request cycle.

We are in the process of bringing back a monthly video for public access TV station and will give credit to the ACH Legacy Amendment and PLRAC.

Press releases are sent digitally to the Waseca County News, New Richland Star, Mankato Free Press and Owatonna Peoples

Press newspaper for exhibits, events and classes. Press releases are sent approximately 2 weeks prior to an exhibit's opening day.

Other methods of publicity utilized include: flyer's and posters in local businesses and other non-profits. A list of exhibits is sent to PLRAC for the monthly newsletter.

//

# BUDGET

**STAFF** is needed to oversee and implement our programming and exhibition schedule. Staff will be installing exhibits, opening the gift shop for sales, providing the necessary processes for virtual events and keep public interest in our organization. Without staff we would not be able to fulfill our mission.

Office Manager hourly wage (\$15/hr x 20hrs/ week  
Artistic Director hourly wage (\$20/hr x 20hrs/ week  
(pre-pandemic 30hrs/week)

## EXPENSES

Publicity printing: A portion of this grant will be used to cover printing costs for our newsletters, posters and mailing for membership. Printing is also a necessity in the day to day operation of running the Waseca Art Center.

Funds will be used for operational expenses: utilities (website, gas, water and electric)  
Funds will be used for expenses

related hanging exhibits. Funds will be use to pay for postage, costs related to printing (newsletters, didactics, and postcards).

Annual Operating Budget:  
\$ 68,000

Our organization saw growth of \$3,247 in 2019.

Programming costs add up, we try to provide a range of free and low cost classes and events. Documented participants for WAC events, including exhibits, programming and outreach.

Art Experiences/ year:  
2017: 3,965  
2018: 3,529  
2019: 7,623

2020 Closed March 13th - August 6th  
Reduced Gallery Hours by 4hrs/ week from August - December

We hope to increase our education outreach towards the

end of 2021 and will be prepared to offer outdoor classes and events in 2021.

## SECURITY

We have funding and anticipate construction of three artists studios in our basement. Building security enhancements are needed to allow 24/7 access to the artist studios. Equipment upgrades may include security cameras, key fob, and exit only door upgrades.

## RISK & GROWTH

Historic:  
growth: 2017: \$1,604  
risk: 2018: \$376  
growth: 2019: \$3,247  
Projected risk 2020: \$1,371  
due to the change in our operating plans, we have responsibly pulled back to minimize expenditures that don't result in realizing our mission.

## GOALS & STANDARDS

**Widening our impact:** our community has changed since we were founded. We have the opportunity to reach out and engaging with the specific demographics that haven't been prominent until recently. By providing a safe and welcoming environment to showcase work as artists, we are engaging with local artists and supporting them in their goals to provide accessibility to everyone in our community. We are also supporting and partnering with diverse organizations like Lead for Minnesota, a woman founder and executive director.

**Diversity:** By far Black and LGBTQ+ individuals make up an under served minority population. Our mission directly cites diversity in its mission and though it has been slow to change the dialog and comfort level of white community members.

**Open to everyone:** our galleries and locations are all ADA accessible and also will have a

virtual platform on our website that is viewable to anyone who is able to navigate the World Wide Web.

**Community:** we do not charge for group exhibitions and we do not charge if we invite an artist to work with. The current ED also has adapted a NOTAFLOF policy. NOTAFLOF is an acronym that means 'No One Turned Away For Lack Of Funds'.

**Enhance Education and Programing:** our organization is focusing on increasing our educational offerings. It is our goal to house equipment that will allow us to specialize in digital art.

**Our organization is in a small, rural community** and our board members are active with other organizations - a majority of feedback comes from face to face communication as it allows individuals to approach members they are comfortable with. We have had great feedback regarding reorienting our space so it is visible from outside of our building and is most striking and effective in evening light.

Our "Waseca Area Art Guide" program will document and showcase the art and artists that make our community home. We will be able to archive this footage and collaborate with the Waseca County History Center.

## DOCUMENTING

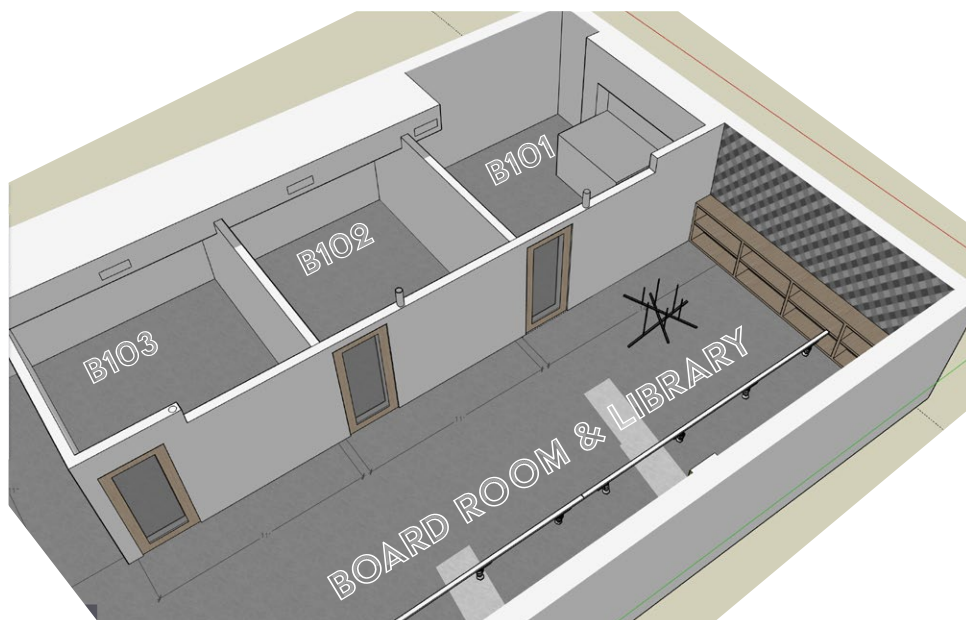
Our goal is to continue showcasing art by local artists in our community, support artists by providing a quality, safe environment to exhibit.



200 State Street North  
Waseca, MN 56093

Waseca Art Center / gallery hours:  
Wed 10 am – 4 pm Th - Fr 12 – 7 pm

## STUDIO SPACES & LIBRARY [FUTURE]



Three private 150 SF± studio spaces [with the ability to add additional studios to the East]. Studio's available for a bi-monthly reoccurring donation to WAC of \$175 or \$1000/yr.

## COVID-19

We are open; we follow Covid-19 CDC guidelines for retail operation for our galleries and gift shop.

We have begun producing video for a television "Waseca Area Art Guide" series that will:

- showcase artists that are exhibiting in our galleries
- visit local artists' studio's
- record short music concerts and showcase local school performances
- provide art tutorials and demonstrate projects with materials found in free WAC-Packs



**MISSION: "TO PROVIDE THE PEOPLE OF THE GREATER WASECA COUNTY AREA OPPORTUNITIES TO EXPERIENCE DIVERSE CREATIVE ARTS ESSENTIAL TO A HEALTHY COMMUNITY. "**

THANK YOU!