



Annual Report of the Whitewater Arts Alliance 2017

The following reflects the activities and statistics of the Whitewater Arts Alliance for the calendar year 2017. These items also address the stipulations of the most recent lease for the White Building.

- 1. A minimum of 8 events to engage the community in the arts.** During 2017, there was an exhibit in the gallery for every month that we were open. (We are closed during January for building maintenance, weather, and docents' fleeing south!) These exhibits drew artists from a broad area of southeast Wisconsin, as well as a few from other states. The exhibits were carefully chosen to help us celebrate our 10th anniversary in the White Building, now more commonly known as the Cultural Arts Center.

February/March – Whitewater native Shelby Keefe “On the Road Again”

April – A Celebration of Latino Arts and Artists featuring prints from Oaxaca, Mexico

May – Annual WUSD Arts Exhibit with the Lincoln African Drummers performing

June – Wisconsin Regional Arts Program Exhibit

July – 8th Annual Fran Achen Photo Contest

August – Costume Exhibit by the UW-W Theatre/Dance Department

September – Artrageous Birds!

October – Virgi Driscoll “Abstraction Within”

November/December – Annual WAA Members’ Exhibit

Performances included:

UW-W student pianist

Songs by local Latino singers in April

Mariachi Latino in April (along with Mariachi Madness from Lincoln School)

Savory Sounds – 5 concerts in June and July, including one children’s concert

Carl Cole and Co. – both for the Fran Achen reception and the Bash!

The Daylilies women’s acapella group

A demonstration by Shelby Keefe

One major workshop by and for watercolor artists

A photography workshop by Jeff McDonald and Everett Long

The Tenth Anniversary Bash! – entertainment and arts auction

2. Work with other area groups to further develop a climate of creativity and opportunity.

Our strongest partner continues to be the UW-Whitewater College of Arts and Communication. Their expertise and financial assistance is invaluable to us. We could not have presented the Oaxaca artists without them, and they totally took on the month of August with the costume exhibit.

The WAA also partners with Downtown Whitewater and the Chamber of Commerce. We are the sponsors for the music for the Main Street Arts Festival.

The arts teachers in the WUSD continue to cooperate with us for the annual school district show. This is an enormous commitment of their time as they prepare and install the show. Christine Hayes also continues to assist with music students whenever she can (this year the drummers and the mariachi band.) The teachers were also so helpful as we sought permission slips from families to use student art in our new WAA calendar, which is being sold and funds used for school projects and our scholarship.

The CAC is occasionally used by other civic groups for meetings.

The WAA annually hosts the WRAP exhibit and sponsors one award at the state level.

We are most appreciative of the support of the business community as well. They were absolutely amazing this year during our 10th anniversary celebration. As always, the Whitewater Banner, WFAW and Michael Clish were instrumental in promoting our events.

3. Increase the number of visitors to the CAC by 5% annually.

During 2017 we had approximately 1843 visitors to the CAC. This was actually a decrease in attendance, attributed mostly to lower numbers for the WUSD exhibit (which competed with the World's Largest Buffet) and the workshops' not being offered this past spring. What was satisfying was the number of Latino visitors to the CAC in April for that month of activities.

Volunteer numbers for our docents were at an all-time high at 695. We know the total number of hours donated is higher due to our programming efforts. The Latino celebration and the Bash required extra efforts for their success. These hours do not include other volunteers – cleaning, setting up Savory Sounds, installing exhibits, etc. It would not be unrealistic to estimate that the volunteer hours would double if we counted all the other ways individuals have stepped forward.

4. Sponsor the annual public art project in downtown Whitewater.

Because we held the arts auction/bash this fall, we did not sponsor the public art project. It will return in 2018, and we may consider having it on alternate years with the auction.

5. Sponsor and stage the annual Fran Achen Photography Contest.

The Fran Achen Photography Contest was held again and was most successful. We continue to entice photographers from other communities to exhibit their work as well.

6. Continue to develop and foster partnerships with local artists and regional arts groups.

Please see #2. In addition, the newsletter and website of the WAA promote other galleries in the community. We are also the sponsor of one statewide award for the WRAP Exhibit. To support our member artists, we have also added a holiday art sale (Give the Gift of Art) in November; eleven artists are participating.

7. Increase the revenues of the WAA each year so that the organization may become self-sustaining.

The WAA continues to appreciate the support of the City of Whitewater. Local businesses who recognize the importance of the arts in a community also continue to support us. Our workshops and commissions on arts sales have made a significant addition to our revenue.

We were able to award our second scholarship to a Whitewater High School student going into the arts at the college level. Mitch Dalzin received \$250 and is attending UW-Madison. We also gave a second contribution of \$500 to the Washington School mural project.

We added another fund-raiser this year – the creation and sale of a calendar from the artwork in our WUSD exhibit. Money received will be put in the Diane Flood Public School Arts Enrichment Fund, which funnels money back into the arts programs in the WUSD.

8. One final word. . .

Our hope for 2017 was to have a great time celebrating the 10th year of the WAA occupying the White Building as our home. We believe we succeeded! The exhibits were outstanding; we had numerous musical performances throughout the year; and we raised the awareness of the WAA. Membership was at an all-time high of 166!

Our Bash in September was a roaring success! Not only did we have great music and food, but a crowd of about 100 people came to celebrate with us. Balloons represented the over 165 different events that have been held in the building during the past ten years. We had an auction of 68 different packages of artwork and arts-related items (lessons, theater tickets, dinners, etc.) We were overwhelmed by the support. Now our only problem is to top this in a few years!