



Annual Report for 2016

The following reflects the activities and statistics of the Whitewater Arts Alliance for the calendar year 2016. 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 2016 there was an exhibit in our gallery for every month that we were open. We opted to close during January, as we found that the number of visitors dropped noticeably in past years, and it was much more difficult to book docents due to absences (lots of snowbirds!) and the weather. These exhibits drew artists from a broad area of Wisconsin, as well as several from other states. The exhibits included:

February	Karolyn Alexander - "Art from My Heart"
March	UW-W Sculpture Show
April	Julia Collins & Ron Zdroik - "Art x 2"
May	Annual WUSD Exhibit with the LINCS African Drummers
June	Wisconsin Regional Arts Program
July	Annual Fran Achen Photo Contest
August	Dual exhibit - Whitewater Fiber Guild and quilter Kent Williams
September	Second Annual Artrageous Birds
October	The Painter's Travels by Robert Tarrell of Edgewood College
Nov./Dec.	Annual WAA Members Show

Performances included:

African Drummers of LINCS

Savory Sounds - 5 concerts in June and July

Informational programs

Whitewater Veteran from World War 2 by Dave Saalsaa

Several mini workshops by WAA artists

One major workshop by and for watercolor artists

A performance by 2 UW-W Forensics Team members

- 2. Work with other area groups to further develop a climate of creativity and opportunity.** Our strongest partner continues to be UW-Whitewater. Three faculty members and one student served on our Board. Their expertise and sometimes financial support is invaluable.

The WAA also partners with **Downtown Whitewater and the Chamber of Commerce** (of which we are a member). This past year Bob Mertens continued to serve on the public arts committee and has been very involved with the Eastgate project. The College of Arts and Communication and the WAA provided the music for the Main Street Festival.

The arts teachers in **our school district** have been more than cooperative in our programs. Christine Hayes regularly brings her African Drummers to our building. The art teachers put in countless hours prepping for and installing the annual WUSD Art Exhibit. It is always our best attended event, and brings community members into our gallery who have never been in it previously.

Occasionally the CAC (White Building) is used as a meeting site **for other civic groups**.

The WAA annually hosts a **WRAP (Wisconsin Regional Arts Program)** exhibit. Winners here continue on to the state competition in Madison in the fall.

We have enjoyed support from the **business community** as well. They always help with our Savory Sounds series and other needs as required. And we can't say enough for the Whitewater Banner, WFAW and Michael Clish for their help in publicizing our events.

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

In 2015 a total of 1931 visitors came to the CAC for exhibits, concerts, other performances, and meetings. In 2016, that number increased to 2304, an increase of about 375 people, or **19%**. We are also pleased to report that many came from other cities or out of state.

We continue to rely on our volunteers for so many things. In 2015, those who volunteered as docent contributed 670 hours; in 2016 this increased to 688. This number does not include the hours the Board donates, nor the hours volunteers spend installing shows, cleaning the CAC, hanging and taking down the public art project, putting together our publicity, etc.

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

This year the WAA used forms of 5 different birds in our public art project. Response from the community was terrific, and we were able to hang 50 birds on our lampposts. Instead of having the artists purchase the forms and later having an auction, we tried finding sponsors for each bird. This was very successful, and all birds had a sponsor. We will consider this method again.

Since we are celebrating our 10-year anniversary in the CAC in 2017, we decided to have a different kind of fund-raiser, and will be returning to the public art n 2018.

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

The Fran Achen Photography Contest was held again and was bigger and better! We believe that holding a photography workshop in May helped us garner interest among our local photographers. In 2015 we had a total of 33 entrants with 99 pieces; this increased to 47 entrants with 152 pieces in 2016.

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

Please see the explanation in Item #2. In addition, the newsletter and website of the WAA promote other galleries in the community (The Sweet Spot, First Citizens State Bank /Studio 84, Crossman Gallery, Roberta's Gallery). We are also the sponsor of one state award for the WRAP competition.

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 and their willingness to reduce our rent to its original level. It has made all the difference in the world! Local businesses who recognize the importance of the arts in a community also continue to support us. Our workshops and commissions on art sales increased this past year, but this is never a guarantee. We reflect the general economy. We are realistic that we exist in a small community with limited resources for funding, but we continue to think creatively.

We were able to award our first scholarship to a Whitewater High School student going into the arts in college. Krystal Leon received \$250 and is attending UW-Whitewater. We also donated \$700 to the public school theater trip to New York and \$500 to the mural project at Washington School. These contributions were made from our Diane Flood Public School Arts Enrichment Fund, which we will continue, we hope, for years to come.



The Board of the Whitewater Arts Alliance would like to hear from you! Please take a minute to complete this brief survey and return it with your membership form. You need not put your name on it, and you may return it separately if you prefer. Thank you!

How long have you been a member of the WAA? average of 6.8 years (1 yr – 3; 2 yr – 2; 3 yr – 4; 4 yr. – 3; 5 yr – 3; 6 yr – 3; 7 yr -1; 8yr -1; 9 yr -3; 10 yr – 8; 12 yr – 4)

In which activities have you participated? Check all that apply.

- _22_ I have exhibited at the CAC.
- _36_ I have attended an exhibit at the CAC. Do you attend these regularly? _20_ Yes _7_ No
- _33_ I have attended a Savory Sounds concert.
- _18_ I have volunteered during the year. Please indicate how you volunteered: docent (12); install shows (6); baking (2); Board member
- _5_ Other; Please explain: painting workshops; special concert event; annual meeting;

What other activities would you suggest the WAA explore?

programs such as the veterans' program; lessons in Modern fiber art; more theater; more lectures; readings and plays; poetry readings; field trips; more with kids; more on diversity; good job of finding diverse exhibits; doing great job!;you guys are rockin'!

Where do you find most news about the programs of the WAA?

- _37_ WAA Newsletter
- _19_ The Banner
- _13_ WAA website (didn't know about the website)
- _5_ Newspaper article
- _1_ Radio interviews
- _ Other (Please explain): Email (4); Facebook; art teacher; Board meeting; word of mouth

What general suggestions would you have for the WAA? This might include types of exhibits/performances, where to advertise, hours of operation, etc.

- *When exhibit is open, put a sandwich board out on Main Street to Advertise; Also some "open" flags.
- *Open more days, such as adding Wed.
- *How about a flashing marquee in front outside advertising what is currently being shown?
- *I would like to see all official Board meetings open to the public, with all members of WAA being notified in advance.
- *Notice community involvement – with street festival and schools; personally I think there are too many things to choose from and people are very busy. Really appreciate the combination of music and various art forms that have been provided.
- *Loved the descendent of Julius Birge and her book review presented several years ago.
- *Fewer emails please.
- *Hours are good. Recruit artists for membership with smaller sellable works; willing to leave at the "gift shop" area (Develop a gift shop area)

*I think the WAA is doing a great job of exhibiting a variety of artwork during the year. The radio interviews are really informative. 2016 was a super year.

*Rick and Rise did a great job at the Savory Sounds concert. I would definitely invite them back.

*Keep photography separate from ART work. I would like to be informed of any art show/sales.

*Coffee bar – fun place to stop?

Is there an individual you think we might contact as a potential member of the WAA? If so, please give the name and address.

We did get a few names here that were passed on to our Membership Secretary.

Volunteer Hour

Year	Jan	Feb	March	April	May	June	July	Aug/ Sept	Oct	Nov/Dec	TOTALS	
2008	24				39	-	12	208	62	82	427	
2009	35		36.5	72.5	115	74	89	96	87	116	686	
2010	35		35	75		75	90	120	85	85	600	
2011	40	50	45	30	67.5	65	75	80	85	85	637.5	
2012	37.5	58	45	60	75	65	85	110	65	85	685.5	
2013	40	60	45	61	80	80	75	90	75	75	681	
2014	40	-	55	45	75	80	70	60	75	110	610	
2015	45	45	45	60	75	55	60	80	55	80	70	670
2016		58	45	75	80	55	80	60	80	80	75	688

Visitors Tally

*Began Tallying of Visitors

+Savory Sounds/Workshop

Year	Jan	Feb	March	April	May	June	July	Aug/Sept	Oct	Nov/Dec	TOTALS	
2009					*102	-	75	127	53	75	432	
2010	41	-	21	82	-	162	114	249	311	113	1093	
2011	79	211	51	109	185	122	154	179	154	102	1346	
2012	64	81	349	120	233	115	259 320*	419	90	156	1886 +320	
2013	45	77	118	69	343	41	160 175*	100	105	156	1214 +175	
2014	18	0	72	36	342	102 +25	244	43	188	56	1101 +25	
2015	57	82	119	187	382	132 +99	164 193*	79	128 +21	121	91 76	1542 +389
2016 Visitors +Workshops/Programs Meetings * S Sounds	+46	213	64 +27 14	131 +56	443 +37	135 +40 160*	194 140*	161	110 20	127 +26 35	97 52 8	1643 +284 77 300*

Meetings do not include WAA Board Meetings