

WELCOME
MEMBERS!



AGENDA

Welcome

President, Susan Carlson

Mission, Vision

FY24 Finances

Executive Director, Michael Johnson

Strategic Plan

Member Social





PRESIDENT - GREETINGS

Our mission is to inspire artists of all ages and skill levels with inclusive opportunities, connect audiences to new art and ideas, and grow our increasingly diverse audiences to strengthen our community.

MISSION

We envision a community thriving with curiosity and creativity, where everyone is enriched by the arts.

VISION

Susan Carlson, President
Lizzie Lathrop, Secretary
Beth Christensen
Elizabeth Christensen
Dan Dressen
Daniel Edwins, Vice-President
Lauren Hafemeyer, Youth Member
Melissa Hager
Emily Johnson, Youth Member
Rolf Kragseth, Treasurer
Jane Turpin Moore
Rony Pannell
Bob Thacker
Lyn Thwing

BOARD OF DIRECTORS



EXECUTIVE DIRECTOR REPORT

Fiko Insel,
Visual Arts & Education Associate

Pauline Jennings,
Performing Arts Manager

Michael Johnson,
Executive Director

Lynn Mueller,
Shop Associate

LaToshia Neshek,
Program & Operations Associate

Neal Wilson,
Maintenance Technician

STAFF

Year in Review

9/1/2023 - 8/31/2024

FINANCIALS: 23 - 24

| | |
|-----------------------|------------------|
| Grants | \$92,094 |
| Contributions | \$119,924 |
| Investments | \$9,375 |
| Miscellaneous Revenue | \$4,315 |
| Class Fees | \$64,752 |
| Rent Revenue | \$3,573 |
| Shop & Gallery Sales | \$37,773 |
| Ticket Sales | \$88,224 |
| Total Income | \$420,031 |

| | |
|--------------------------|------------------|
| Payroll | \$231,765 |
| Teachers | \$45,628 |
| Contract Services | \$27,791 |
| Travel and Meetings | \$1,655 |
| Facilities and Equipment | \$75,484 |
| Operations | \$50,272 |
| Other Expenses | \$16,292 |
| Credit Card/ Bank Fees | \$6,631 |
| Production Expenses | \$61,704 |
| Commissions | \$19,072 |
| Total Expense | \$536,294 |

Visual Arts

Galleries
Gift Shop
Festival

Performing Arts

Theater
Music
Dance

Education

Classes + Workshops
Community Activities



Performing Arts

- Volunteer engagement is up. More new and younger folks wanting to volunteer. More improvement is needed.
- We are meeting our goal of diversity for the 411 series. More work here is needed on the theater side.
- Re-engaged Shari Setchell and now offering Big Woods Movement dance at the Guild which tripled our dance classes. Shari will be preparing and performing an original dance performance in 2025.
- Collaborating with Artmakers - providing them with a space and assistance for their performance in November.

Theater

| 64th Season | Tickets Sold | Capacity | Percentage |
|-----------------|--------------|----------|------------|
| CAST 4 | 320 | 472 | 67.80% |
| Sweet Charity | 768 | 936 | 82.05% |
| The Matchmaker | 510 | 708 | 72.03% |
| Children's Hour | 283 | 708 | 39.97% |
| Merry Wives | 254 | 540 | 47.04% |
| The Hobbit | 833 | 826 | 100.85% |
| Totals | 2,968 | 4,190 | 70.84% |
| 63rd Season | 2,370 | 4344 | 54.56% |



Music

411 Series

- 4 2023/2024 season concerts
 - Openers: All Northfielders including 5 NHS students
 - 4 main acts: All have performed nationally
 - 380 patrons; 18 performers; 8 technicians; 12 volunteers

CVRO (Sept 23 – June 24))

- 4 Concerts
 - Concert featuring commissioned (grant) Tim Mahr piece was very well received.

Lab Series (2024/25)

- 2 shows: 159 patrons
- We may take Shakespeare's Will to the 2025 MACT festival.

VISUAL ARTS



VISUAL ARTS

The Main Gallery hosts juried invitational shows and three educational shows per year, in addition to hosting the Fine Craft Collective every winter

The Up Gallery hosts a rotation of work based on availability

We provide work on display for a variety of locations around Northfield, including Allina Clinic

Our Guild Shop, featuring over 100 artists, shifts on a weekly bases with new work, undergoing significant updates seasonally, with a revenue of **\$37,773**

The Coordination of the Riverfront Fine Arts Festival

Providing gallery tours and talks upon request for various community groups

Hosting Winter Walk, Imagination Celebration, & Crazy Dayz activities

EDUCATION



EDUCATION

The Guild was in attendance at many community events in the past year, including Pride in the Park and Hispanic Heritage Celebration. These events introduce many new potential constituents to the Guild, and offer free artmaking to attendees!

We completed a very exciting Artist Development Workshop collaboration with other regional art centers with the help of funding from SEMAC.

In the last year Jennie was also back in the schools doing free after-school art lessons.

We have also welcomed back our “Creating Community Club” program, as well as a new music and art collaboration with EPIC Enterprises, both of which provide arts experiences for adults with disabilities in the Northfield community.

Our Young People’s Theater Workshop had another successful summer and our ceramics programs have been running strong with new class opportunities being added!

STRATEGIC PLANNING

- Board & Staff Retreats
- Community Surveys & Events
- Support from consultant,
Erin Brueggemann



STRATEGY ROADMAP

Why statement: We are deeply passionate about the enriching and transformative power of arts and the creative process, and believe that everyone has a right to access this.

- Core Values:**
- **Creative Cultivation:** We believe that art-making and the creative process can be personally and collectively transformational, and we prioritize inspiring, nurturing and celebrating creative energy.
 - **All are Welcome here:** We respect individual differences and strive to be relevant & welcoming for people with diverse backgrounds and artistic interests.
 - **Trustworthiness:** Knowing we are only as strong as our relationships, we prioritize clarity, respect, integrity, and accountability.
 - **Good Neighbor:** Rooted in Northfield's artistic community, we celebrate and honor people and culture. With a mindset of abundance, we seek opportunities to show up for our neighbors, to give back, and to collaborate with others doing this work.

Vision: We envision a community thriving with curiosity and creativity, where everyone is enriched by the arts.

- Current Products and Services:**
- **Performing Arts:** 4-6 Mainstage Theater Season productions, 2 LAB Series Productions, 411 Concert Series, Cannon Valley Regional Orchestra concerts, Summer Gigs at the Guild
 - **Visual Arts:** 10 Main Gallery shows including the winter Fine Craft Collective, rotating Up Gallery exhibits, satellite work on display including at City Hall and Allina Clinic, Riverfront Fine Arts Festival, Guild Shop featuring over 100 artists, host Winter Walk, Crazy Dayz, Imagination Celebration, provide gallery tours and talk on request.
 - **Education and Engagement:** After school elementary art lessons, Middle Schoolers at The Guild (weekly bus-load), Young People's Theater Workshop, Artist Professional Development, Open Art studio, Adult Paint, Creating Community Club, Canvas Building, Ceramics program including courses and private lessons, Open Clay studio, Showing up at community events: Pride, Day of Peace, Hispanic Heritage, Riverfront Fine Arts Festival, Arty-Party packages

Niche: We are Northfield's nurturing creative hub (home?). We create space for art and artists through offering opportunities for artistic growth, collaborating with others doing this work, and connecting people and resources. We see and treat people as individuals.

Hedgehog/Virtuous Circle: *Work that:* 1) Ensures everyone has access to the enriching and transformative power of art (finds/fills the gaps), 2) Leverages our role as Northfield's nurturing creative hub (offering opportunities for artistic growth, collaborating with others, and connecting people and resources), and 3) Attracts, inspires and engages volunteers and artistic partners in a regenerative, non-extractive way.

Strategic Focus: To meet the needs of the future and ensure the Northfield Arts Guild continues to thrive, we must move toward a capital campaign. Over the next 3 years, we will prepare ourselves for this growth and new facilities by building deep relationships and a vision for our future rooted in our community's needs. We will focus on: **building our coalition** (strategic relationships), **growing attendance and engagement**, **increasing our relevance** with new communities, **increasing our capacity** (financial and staff), and **strengthening our team**.

| Artistic Mission & Programs | Relevancy & Relationships | Finance & Infrastructure | Leadership & Culture |
|--|---|---|--|
| Grow & Diversify Engagement Fill the gaps | Build Our Coalition through Love, Trust & Relevance | Increase Revenue & Capacity | Strengthen the Team |
| <ol style="list-style-type: none"> Increase diverse representation and relevance through casts, topics, artists Conduct a strategic program review along Mission-Money Matrix and move in the direction of Mission & Money! Grow from areas of strength (expanding programs in high demand) Increase visibility through more free programming and off-site activities Develop new programs strategically (fill community needs/gaps, connect to new audiences, work toward a bold vision, and build the coalition) | <ol style="list-style-type: none"> Deepen existing core relationships to build trust (board, volunteer, artist, donor, audiences) by finding ways to engage, inspire, energize, thank and celebrate folks! Build 2-way communication channels for ongoing connection, input, and accountability Identify and develop strategic external relationships Develop a Strategic Communications & Branding Plan Increase role as a community leader, bringing folks together, supporting the community, and developing our BOLD VISION | <ol style="list-style-type: none"> Increase Revenue: <ol style="list-style-type: none"> Increase annual giving Increase earned revenue (space rentals, increases fees) Leverage our new database to aid in relationships, marketing, volunteering, and fundraising. Create Facilities Plan <ol style="list-style-type: none"> Audit space & create short- and mid-term goals: audit space use and accessibility, and set goals to keep things safe and welcoming now. Hire a consultant to conduct a feasibility study for capital campaign by end of year 3 Answer key questions for capital campaign: new building(s) or renovation? If/What new property? Budget strategically for new initiatives, and audit resource use along Mission/Money matrix Make a plan/timeline to move towards sustainable staffing levels and compensation & benefits | <ol style="list-style-type: none"> Add staff and volunteer capacity (need staff time increased around marketing, volunteer coordination, fundraising) Strategically fill the Board to build a diverse, skilled, connected, and visionary team for a capital campaign Strengthen internal connections: bring board, staff, and volunteers together, socializing and thinking big Improve onboarding process Hone tools and practices to stay focused, engaged, and learning as a team |

THANK YOU!
YOU MAKE ART HAPPEN

