WELCOME MEMBERS!



THE GUILD

AGENDA



Welcome

President, Daniel Edwins

Mission, Vision

FY25 Finances

Executive Director, Michael Johnson

Capital Campaign

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

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 2 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.

STRATEGIC FOCUS

BOARD OF DIRECTORS

Daniel Edwins, President
Wendy Manuel, Vice President
Francisco Galecio, Treasurer
Melissa Hager, Secretary

Susan Carlson
Beth Christensen
Elizabeth Christensen
Dan Dressen
Lizzie Lathrop
Jane Turpin Moore
Bob Thacker
Brea Borgerding, youth member





EXECUTIVE DIRECTOR REPORT

STAFF

Annie Sanders, Visual Arts & Education Associate

Lynn Mueller, Curator & Shop Associate

LaToshia Neshek, Program & Operations Manager

Michael Johnson, Executive Director

Neal Wilson, Maintenance Technician

Nick Pavek, Custodial Assistant

Noel Ponder, Custodian

Pauline Jennings, Performing Arts Manager

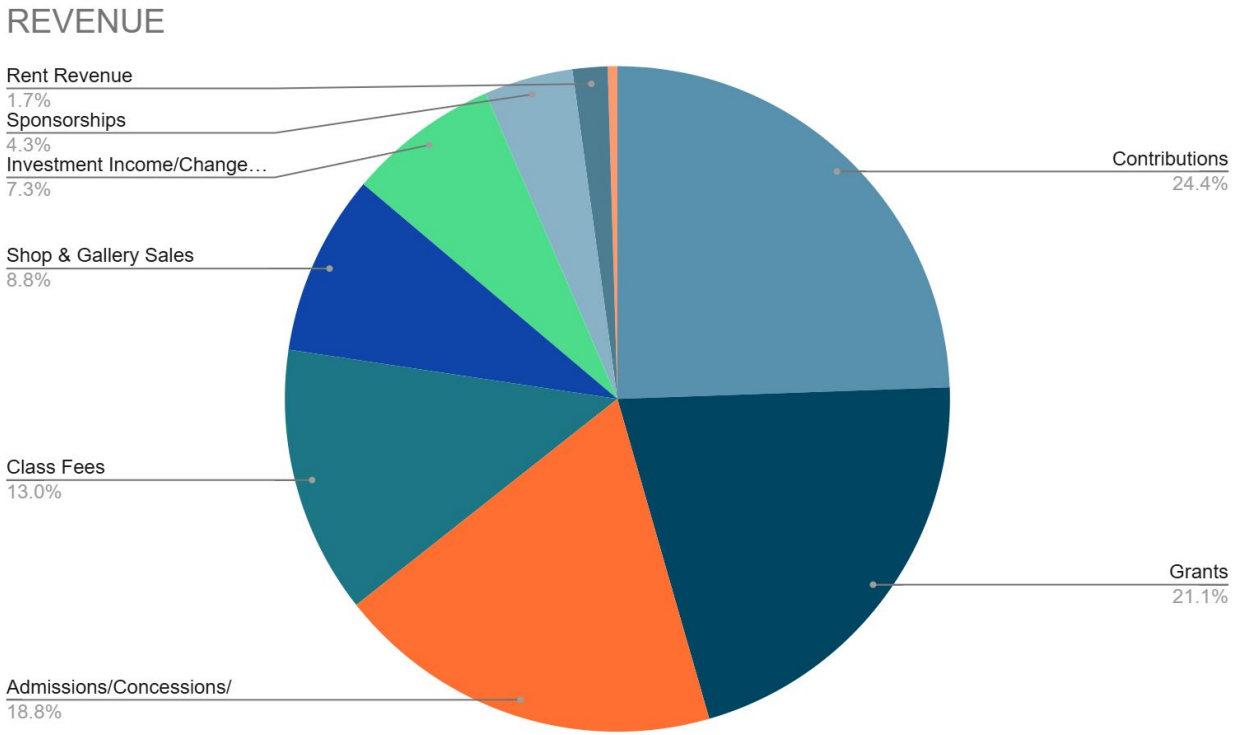
Rayvin Gierwatowski, Shop & Marketing Associate

Year in Review

9/1/2024 - 8/31/2025

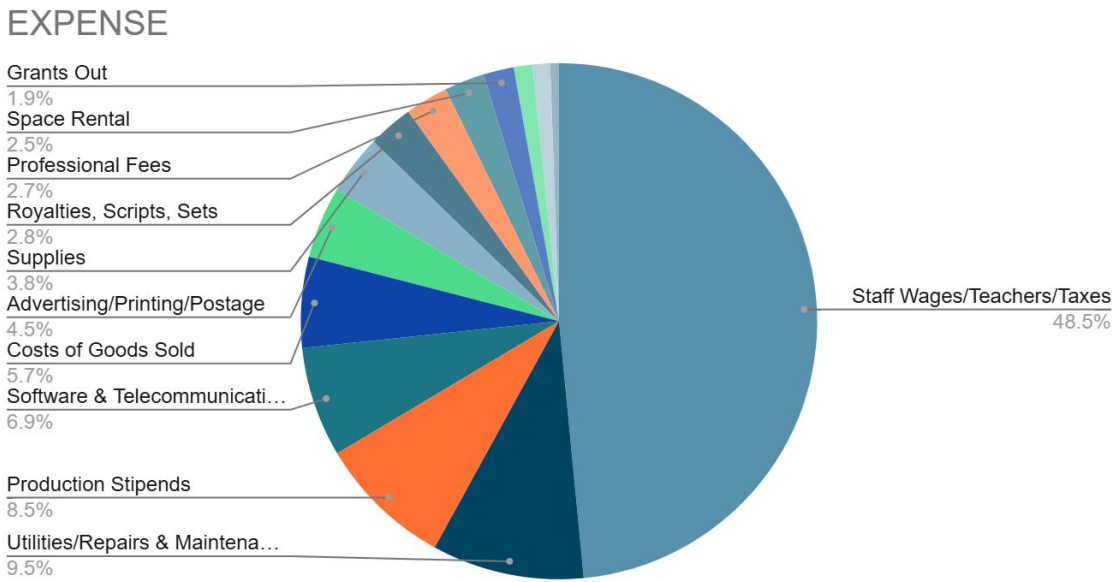
FINANCIALS: 24 - 25

Contributions	$130,409.98
Grants	$112,567.00
Admissions/Concessions/ Other Event Income	$100,455.19
Class Fees	$69,309.00
Shop & Gallery Sales	$46,939.68
Investment Income/Change in Northfield Shares	$39,194.76
Sponsorships	$23,050.00
Rent Revenue	$9,071.91
Contract for Service	$2,500.00
Total Income	$533,497.52



FINANCIALS: 24 - 25

Staff Wages/Teachers/Taxes	$254,146.66
Utilities/Repairs & Maintenance	$49,902.95
Production Stipends	$44,313.75
Software & Telecommunications	$36,164.28
Costs of Goods Sold	$29,815.76
Advertising/Printing/Postage	$23,383.87
Supplies	$19,717.00
Royalties, Scripts, Sets	$14,848.51
Professional Fees	$14,090
Space Rental	$13,182.97
Grants Out	$10,000
Hospitality	$6,129.40
Credit Card/Bank Fees	$5,773
Meetings, Membership, Misc.	$2,862.93
Total Expense	$524,331.08



Visual Arts

Galleries
Gift Shop
Festival

Performing Arts

Theater
Music
Dance

Education

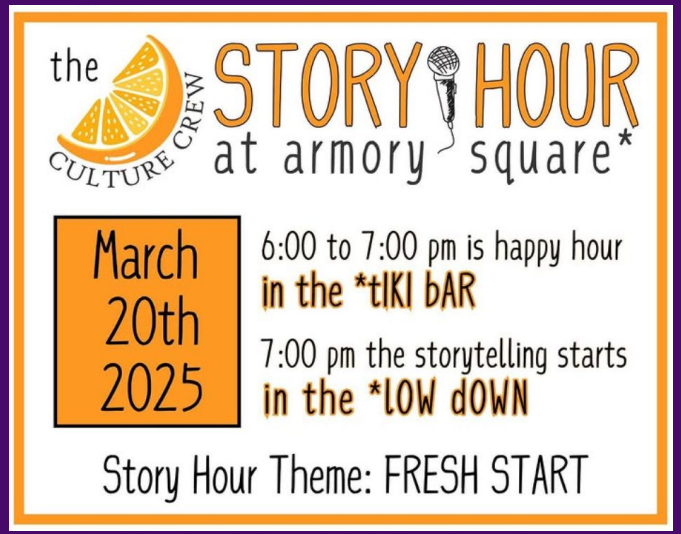
Classes + Workshops
Community Activities



Performing Arts

Performing Arts







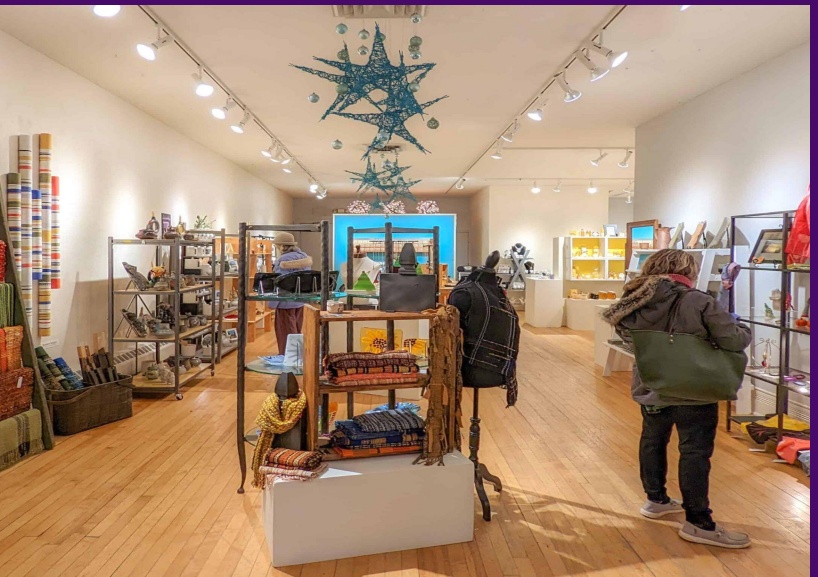
Theater

65th Season	Tickets Sold	Capacity	Percentage
My Fair Lady	904	999	90%
Christmas Show	457	666	68%
Legally Blonde Jr	768	777	99%
The Glass Menagerie	386	666	58%
Shakespeare In Love	598	666	90%
Flora & Ulysses	560	666	84%
Totals	**3673**	**4440**	**82.7%**

63rd Season	2,370	4,344	54.56%
64th Season	2,968	4,190	70.84%
65th Season	3,673	4,440	82.7%

Visual Arts








Water Street
STUDIOS

411 Water St 20w

THE GUILD

We were mentioned in Northfield News!

SPOTLIGHT

Northfield Arts Guild opens new studio during Riverwalk Market Fair

By COLTON KEMP colton.kemp@apgsomn.com
Jun 3, 2025



411 Water Street S is home to a gift shop with merch from The Guild and artwork from the 14 artists renting its newest studio space. On Saturdays, it will open its doors to the public from 9-1 p.m. Saturdays, coinciding with the Riverwalk Market Fair. (Colton Kemp — NorthfieldNews.com)

As the Northfield Arts Guild finds its footing at its newest location, it began to open its doors to the public during the Riverwalk Market Fair on Saturdays from 9 a.m. to 1 p.m.

The new space, located at 411 Water St. S., provides 14 artists of any level a rentable studio at just $100 a month, which can be split by multiple artists. It only opened in March, but the tentatively named "Water Street Studios" has seen immense success in that time.

Check out the link in our bio to learn more about our new location at **411 Water St!**



LLAmADO PArA mVrALEs

1. NorthfiELD BriDGE



Presupuesto: $20,000

2. LOON LiQVor DistiLLEry



Presupuesto: $25,000

POSTÚLATE ANTES DEL

20 DE JULIO



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
- The Coordination of the Riverfront Fine Arts Festival
- Hosting Winter Walk, Imagination Celebration, & Crazy Dayz activities



Education





Education


ALL KINDS OF ART
THE GUILD
ALL KINDS OF PEOPLE
A VERY MOXIE MAKEUP CLASS


Sustainable
FASHION
Class
led by Jessica Toft

Education


THE GUILD
Now offering need-based scholarships!
ART & ART HISTORY
summer camp
one-week session
August 4-8 | Grades 3-6
COMING SOON






KIDS CLAY CLASSES



Strategic Planning

- Overview of planning & community engagement that led to strategic plan
- Capital Campaign – Kathleen Kvern

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**
1. **Increase diverse representation and relevance** through casts, topics, artists 2. **Conduct a strategic program review** along Mission-Money Matrix and move in the direction of Mission & Money! 3. **Grow from areas of strength** (expanding programs in high demand) 4. **Increase visibility** through more free programming and off-site activities 5. **Develop new programs strategically** (fill community needs/gaps, connect to new audiences, work toward a bold vision, and build the coalition)	1. **Deepen existing core relationships** to build trust (board, volunteer, artist, donor, audiences) by finding ways to engage, inspire, energize, thank and celebrate folks! 2. **Build 2-way communication channels** for ongoing connection, input, and accountability 3. **Identify and develop strategic external relationships** 4. **Develop a Strategic Communications & Branding Plan** 5. **Increase role as a community leader,** bringing folks together, supporting the community, and developing our BOLD VISION	1. **Increase Revenue:** a. **Increase annual giving** b. **Increase earned revenue** (space rentals, increases fees) 1. **Leverage our new database** to aid in relationships, marketing, volunteering, and fundraising. 2. **Create Facilities Plan** b. **Audit space & create short- and mid-term goals**: audit space use and accessibility, and set goals to keep things safe and welcoming now. c. Hire a consultant to conduct a **feasibility study** for capital campaign by end of year 3 d. **Answer key questions for capital campaign:** new building(s) or renovation? If/What new property? 3. **Budget strategically** for new initiatives, and audit resource use along Mission/Money matrix 4. Make a plan/timeline to move towards **sustainable staffing levels and compensation** & benefits	1. **Add staff and volunteer capacity** (need staff time increased around marketing, volunteer coordination, fundraising) 2. **Strategically fill the Board** to build a diverse, skilled, connected, and visionary team for a capital campaign 3. **Strengthen internal connections**: bring board, staff, and volunteers together, socializing and thinking big 4. **Improve onboarding process** 5. **Hone tools and practices** to stay focused, engaged, and learning as a team

Preparing for Capital Campaign

- Phase 1: Preliminary Discovery & Information Gathering – 1 - 2 months
  - Deliverables:
    - Discovery Report (site notes, initial observations, fundraising assessment)
    - Foundation Grant Report
- Phase 2: Feasibility & Strategic Options – 2 – 3 months
  - Deliverables:
    - Feasibility Study Report (with tested case statements. Budgets, and recommendations).
    - Foundation Grant Report.
- Phase 3: Campaign Readiness & Planning 2 - 3 months
  - Deliverables
    - Draft Case Statement
    - Draft Campaign Fundraising Plan

NORTHFIELD ARTS GUILD
CONSULTING SCOPE OF WORK TIMELINE

	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
PHASE 1: DISCOVERY																
Orientation / Site Visit																
Document & Data Review																
Preliminary Stakeholder Engagement																
Foundation Grants Analysis and Advising																
Deliverables: initial discovery report and foundation report																
PHASE 2: FEASIBILITY																
Define preliminary capital campaign																
Community & stakeholder input																
Feasibility study																
Campaign analysis and budgeting																
Foundation grant analysis and advising																
Deliverables: Feasibility study report and foundation report																
PHASE 3: CAMPAIGN PLANNING																
Case development																
Gift table & prospect mapping																
Fundraising analysis																
Board orientation																
Deliverables: Draft case statement and draft campaign fundraising plan																
PHASE 4: CAMPAIGN LAUNCH PREP																
Marketing / Communications																
Full Campaign Plan																
Foundation engagement																
PHASE 5: CAMPAIGN IMPLEMENTATION																
Quiet phase																
Public phase																
Ongoing																

Ongoing Work

Three key site facility scenarios are currently being considered:

1. Full new consolidated facility to bring all Guild programming under one roof.

2. Partnership or shared facility approach with municipal or civic partners

3. Incremental renovation and optimization of existing sites.

QUESTIONS?

THANK YOU!

YOU MAKE ART HAPPEN

