

# ANNUAL DIRECTORS REPORT

by Andrew Breck, WAC Artistic Director

*for the Wasca Arts Council*

## 2020 ANNUAL DIRECTORS REPORT

COMMUNITY

CONCERTS,  
PERFORMANCES  
& THEATER

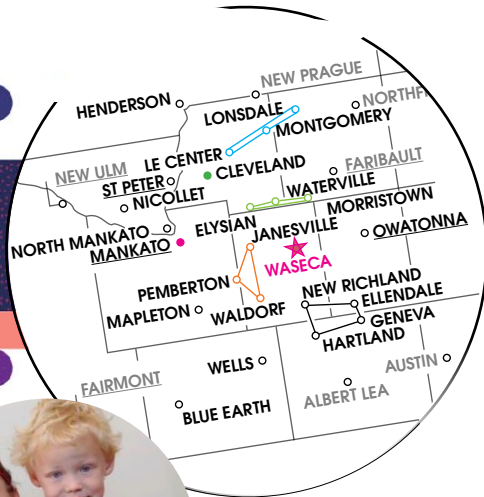
YOUTH & ADULT  
ART CLASSES

3 GALLERIES  
MONTHLY ARTIST  
RECEPTIONS

ART ADVENTURERS  
ART  
APPRECIATION

SENIOR CITIZEN  
ART OUTREACH

HIGH SCHOOL  
WORKSHOPS



### SOME OF OUR IMPACT INCLUDES:

- + We award a \$500 scholarship to a graduate of Waseca County pursuing a career in art
- + 50+ overall volunteers
- + **7600+ attendees participated in a WAC sponsored event\***
- + 12+ **Senior Citizens** were taught how to make paper\*
- + Community collaboration with schools: **416 pieces of art in the All School Show** with grades K-12 from 5 Waseca schools & grades 6-12 from NRHEG\*
- + **38 student classes**
- + Week long student **Summer Art Camp**
- + **53 adult Classes**

+ WORKSHOP: SENSORY ART FOR LOW VISION & DEVELOPMENTAL DISABLED\*  
+ ANNUAL WORKSHOP: 40 REGIONAL HIGH SCHOOL STUDENTS FROM:  
**LOYOLA, MANKATO EAST, TRI-CITY UNITED, NRHEG, WEM, JWP & WASECA**

- + **663 total artists** on WAC walls\*
- + 3 **book readings** hosted from 9 authors, 7 of whom are writers with **developmental disabilities** through Cow Tipping Press\*
- + 3 **music performance series** held in the Schultz Auditorium
- + 3 **galleries curated monthly** with 10 change outs annually
- + Grant **collaboration with Waseca High Schools' Art Team**
- + 12 PLRAC Grantee professional artists showcased
- + **16 regional cities participated in High School events\***

\* in 2019



**MISSION:**  
TO PROVIDE THE PEOPLE OF THE GREATER WASECA  
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CREATIVE ARTS ESSENTIAL TO A HEALTHY COMMUNITY.

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## WASECA ARTS CENTER STAFF 2020 //

|  |  |   |   |
|--|--|---|---|
| <b>ANDREW BRECK</b><br>Executive Director // | <b>AMANDA LARKIN</b><br>Gallery Assistant // | <b>MARIE LOVERINK</b><br>Admin Assistant // | <b>KALA VINEYARD</b><br>Student Liason // |
|--|--|---|---|

## WASECA ARTS CENTER STAFF 2021

|   |  |
|---|--|
| <b>ANDREW BRECK</b><br>Artistic Director //<br>director@WasecaArtsCouncil.org | <b>MARIE LOVERINK</b><br>Office Manager //<br>info@WasecaArtsCouncil.org |
|---|--|

## WASECA ARTS COUNCIL BOARD MEMBERS JANUARY 2020

|   |   |   |
|---|---|---|
| Monica Priebe, PRES.<br>Rebecca Schimming, VP<br>Mark Christiansen, TREA.<br>Jessica Stuckmayer, SEC. | Deanna Bendix<br>Ivan DenOuden<br>Brad Donner<br>Carroll Galvin | Jan Manly<br>Diane Moe<br>Rick Morris<br>Blair Nelson<br>Kent Schultz |
|---|---|---|

## WASECA ARTS COUNCIL BOARD MEMBERS JANUARY 2021

|   |   |  |
|---|---|--|
| Bruce Boyce<br>Mark Christiansen<br>Ivan DenOuden<br>Missy Donner | Molly Erdman<br>Carroll Galvin<br>Nick Linell<br>Blair Nelson | Elizabeth O'Brien<br>Monica Priebe<br>Jessica Stuckmayer |
|---|---|--|

## WASECA ARTS COUNCIL COMMITTEE MEMBERS JANUARY 2021

Steve DeLaitsch // Events  
Karen Krause // Education  
Jen Popp // Education  
Kent Schultz // Building

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## ABOUT US

- i. The Waseca Arts Council, Inc. operates the Waseca Art Center (WAC). WAC is an independent 503.1c nonprofit charitable organization. Thanks to the perseverance of previous directors and staff - WAC purchased our current building in 2011, renovated it in 2012, and opened in February of 2013.
- ii. In order to fund our organization we apply annually for funding and grants from local government agencies such as Waseca County and the City of Waseca; state appropriated funds made possible by the Arts and Cultural Heritage Fund using sales tax revenue resulting from the Clean Water, Land, and Legacy amendment created through the vote of Minnesotans on Nov. 4, 2008; the Waseca Area Foundation; as well as others. We also rely on additional funding from: memberships, sponsorships, donations, memorials, and gift shop & gallery sales.

## RECAP

2020 was an unprecedented year for most people and businesses globally, and also for our humble organization. News of a novel coronavirus began in late 2019 and noticeably affected attendance of the annual PLRAC Grantee Exhibit (held at WAC in January of 2019 and 2020).

### **Closure:**

We hosted two opening receptions prior to closing our doors on March 13th due to a state mandate regarding the Covid-19 global pandemic.

During the closure the ED created the Window Gallery and curated that gallery with local artists scheduled to exhibit, rearranged exhibit dates, checked mail and watered plants.

### **Staff hours:**

Executive Director weekly hours were reduced from 30 to 20 hrs/wk - the reduction is still in place. Marie Loverink was hired in February 2019 as our Office Manager and maintains her hours of 20 hrs/wk.

### **Reopening:**

We reopened August 6th with a limited schedule (Thursday-Friday 12-7pm) and added Wednesday 10am-4pm in September. The reduction was a way to cut expenses and continue to operate WAC hours. Previous hours of operation were Tuesday-Friday 11am-5pm and Saturdays 10am-1pm.

We held Summer Art Camp outdoors at Courthouse County Park at the end of August and held free outdoor chalk and poetry events every week in October. Staff maintained our Treats on the Streets presence which board members had previously hosted. We maintained our three (3) public art galleries in addition to the Window Gallery but stretched the exhibits to an average of 6-8 weeks in lieu of every 4-5 weeks. We paused opening receptions to avoid mass gathering in a confined space, I expect this to continue through the first three quarters of 2021.

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01/04/2021 6:00pm

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## **GALLERY & EVENT SCHEDULE:**

**Tuesday, January 7 to Thursday, February 7th Grant Recipient Program: Sunday, January 12th 1-4pm**

Great Hall Gallery **Prairie Lakes Grant Recipient Exhibit**

Beckmann Gallery **Prairie Lakes Grant Recipient Exhibit**

**Tuesday, February 14th - Voluneer appreciation gathering**

**February: Tues. Feb. 10th – Fri. Mar. 6th Reception: Thursday Feb 12th**

Great Hall Gallery: **Andrew Breck**

The Beckmann Gallery: **Juried Southern MN High School Show**

Community Gallery: **Jordan Below**

**March: Tues. Mar. 10th – Fri. Apr. 3rd Reception: Thursday March 12th**

Great Hall Gallery: **David Hamlow**

The Beckmann Gallery: **High School Show**

Community Gallery: **Tami Resler**

**April-May**

Window Gallery: **Craig Groe**

**May**

**Members Exhibit** - Virtual - hosted on our website

**June-July**

Window Gallery: **Brandon Guse**

**August**

Great Hall Gallery: **David Hamlow**

The Beckmann Gallery: **Tami Resler**

**Tuesday, August 18- Friday, August 21 - Summer Art Camp** - outdoors at Courthouse Park

**1. Th September 17 - October 16**

Window Gallery: **Cathy Durso** (small show @ WAC + virtual show on our website)

Great Hall Gallery: **Permanent Collection**

Community Gallery **Cole Nyquist**

Beckmann Gallery: **Closed for giftshop renovations**

**Where the Sidewalk Ends**

**Th October 22 – Fr December 4, 2020**

Great Hall Gallery: **Liz O'Brien**

Window Gallery: **Lauren O'Brien**

Beckmann Gallery: **Steve Delaitsch**



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## GALLERY & EVENT SCHEDULE CONTINUED

**November 11th 6x6 Artwork Sale Fundraiser** we made around \$500 in 2020, about half of what was made in 2019

**Th December 10, 2020 - January 22, 2021**

Window Gallery: **Winter Display "Masquerade"**

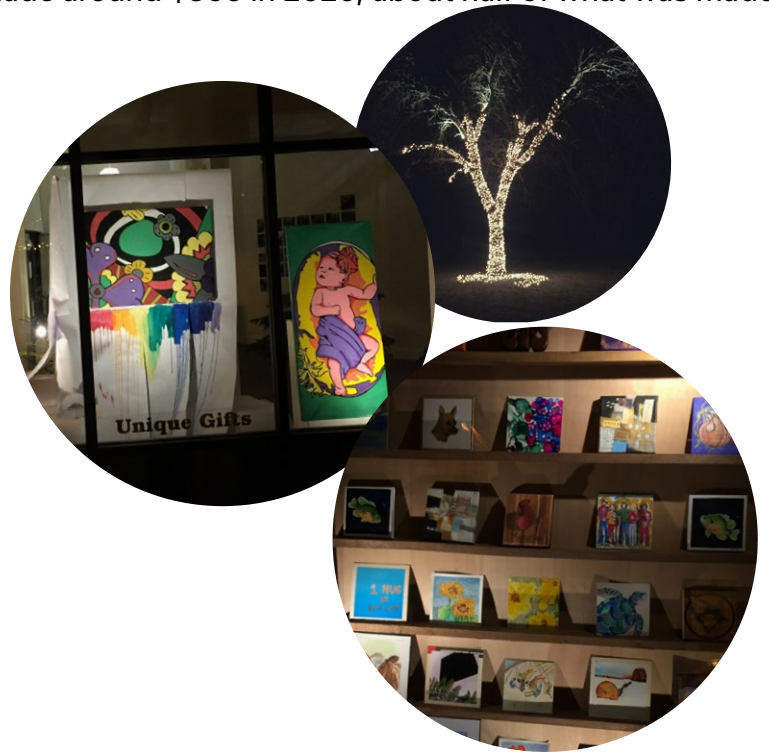
Great Hall **Brad Donner, Liz O'Brien**

Beckmann Gallery: **Steve DeLaitsch**

**December**

**All School Show - Virtual - hosted on our website**

Closed December 22- January 6th for Holiday Break



## 2020 ATTENDANCE

|       | 2009        | 2010        | 2011        | 2012        | 2013        | 2014        | 2015        | 2016        | 2017        | 2018         | 2019         | <b>2020</b>  |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| Jan.  | 130         | 192         | 178         | 137         | closed      | 360         |             | 95          | 176         | 166          | 242          | <b>157</b>   |
| Feb.  | 196         | 224         | 222         | 221         | 595         | 274         |             | 156         | 139         | 163          | 210          | <b>214</b>   |
| Mar.  | 190         | 169         | 284         | 142         | 493         | 225         |             | 285         | 156         | 271          | 315          | <b>263</b>   |
| April | 254         | 348         | 410         | 285         | 439         | 397         |             | 213         | 274         | 236          | 337          | <b>-</b>     |
| May   | 394         | 463         | 374         | 727         | 792         | 523         |             | 202         | 195         | 157          | 296          | <b>-</b>     |
| June  | 244         | 249         | 300         | 281         | 341         | 400         |             | 150         | 336         | 155          | 837          | <b>-</b>     |
| July  | 203         | 259         | 328         | 428         | 458         | 256         |             | 207         | 190         | 169          | 1,182        | <b>25</b>    |
| Aug.  | 210         | 280         | 186         | 210         | 589         | 304         |             | 130         | 228         | 345          | 347          | <b>59</b>    |
| Sept. | 206         | 271         | 253         | 168         | 268         | 292         |             | 147         | 399         | 344          | 479          | <b>113</b>   |
| Oct.  | 233         | 190         | 216         | 235         | 441         | 308         |             | 869         | 996         | 950          | 2,258        | <b>2,254</b> |
| Nov.  | 257         | 153         | 211         | 318         | 398         | 262         |             | 193         | 197         | 329          | 388          | <b>108</b>   |
| Dec.  | 901         | 848         | 750         | 647         | 750         | 382         |             | 339         | 679         | 244          | 732          | <b>235</b>   |
|       | <b>3418</b> | <b>3646</b> | <b>3712</b> | <b>3799</b> | <b>5564</b> | <b>3983</b> | <b>3603</b> | <b>2986</b> | <b>3965</b> | <b>3,529</b> | <b>7,623</b> | <b>3,426</b> |

Does not include online traffic

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## **PROGRAMS NOT HELD DUE TO THE COVID-19 PANDEMIC**

1. Annual High School Workshop
2. Spring Concert Series
3. Picture Parade Person volunteer outreach
4. Indoor art education
5. Community art outreach: Career Navigation Day at SCC Faribault campus; Colony Court art classes

## **2020 Improvements**

1. We continue to manage and operate our website which was relaunched in 2019
2. We are planning our Waseca Area Art Guide tv program - hoping to air in early 2021 (WAF Grant funded this project)
3. Our gift shop inventory is now Online and can be purchased Online
4. Window Gallery for 24/7 access to art on Main Street
5. Beckmann Gallery/ Gift Shop renovation

## **GRANTS:**

1. Waseca Area Foundation Fall Grant

**Awarded 10/28/20 \$3,000 for 7 episodes of WAC TV show/ Window Display materials**

Typical request: Spring Concert Series // **STILL HAVE 2020 FUNDS TO USE FOR CONCERTS**

a. COVID GRANT \$1200 for gift shop enhancements, permanent wall and getting items Online to sell from our website.

2. WAF Spring Grant 2020: \$1900; 2019: \$1000; 2018: \$600

3. County request awarded

2020 = \$12,000 up from \$10,500 previous years - have received full amount

4. City Funding: Automatic \$3,000 (this funding request was in jeopardy for 2021 but City did not cut funding. Thank you Monica for speaking with City Council in November, Andrew gave them a programming update the following week.) have received full amount

5. PLRAC ACH Grant awarded

2020/21: \$11,000 request up from \$7,000 in 2020

6. Applied for MN State Arts Board \$15,000 request for April 2021-2022. Submission due 12/4/20 - results given March 2021- **this round is covid funding related; we may not be eligible in the future**

7. Fundraising committee sent Great Fall (Don't) Get Together to the Carl and Verna Schmidt Foundation - we received \$2500

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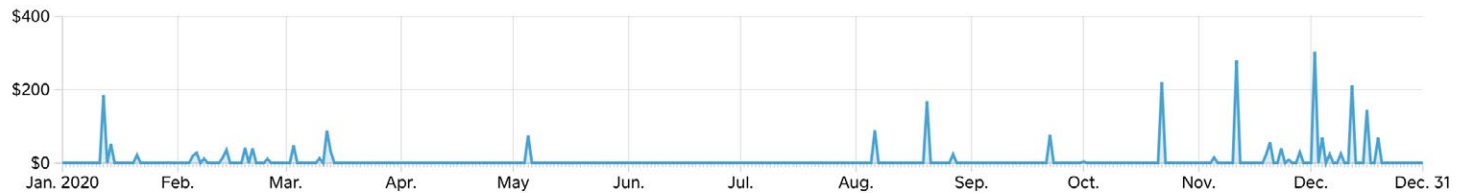
## FINANCIAL GIFTS

1. Randal Donations: \$16,000 remaining of \$20,000 planned living gift
  - a. Building committee is moving forward with New additional lighting for gallery as well as TV Monitor rough-in and WIFI reconfiguration. Project estimated at \$8,000
  - b. Artist Studio basement space - estimate \$2000 with volunteer work to build

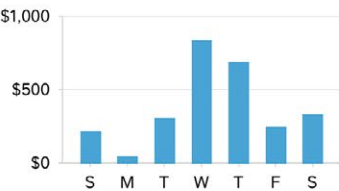
## GIFT SHOP (CONTINUES ON FOLLOWING PAGE)

### Jan. 1, 2020–Dec. 31, 2020

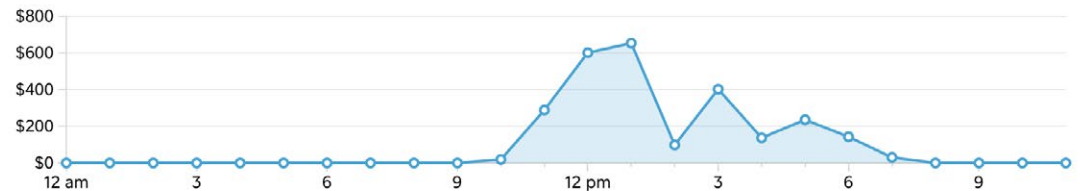
JAN. 2020–DEC. 2020



DAY OF WEEK



TIME OF DAY



### Sales

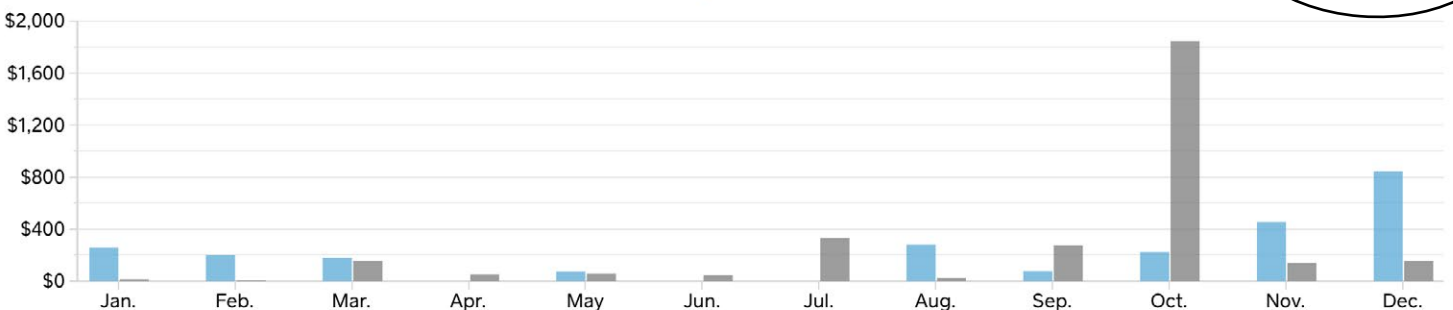
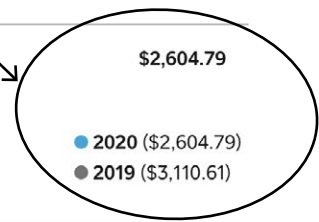
### Gross Sales

### YEARLY GROSS SALES

### 2020 compared to previous year.

-16.26% less in sales than in 2019. Use Square Marketing to boost your sales. [Try it free](#) or [learn more](#).

Note: Typically WAC Recieves 20% commission for gift shop sales and 30% for gallery sales, **(this year we only took 20% from each)** the remaining \$ goes back to local artists



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### The Gift shop and Gallery sales

|                  |   |   |
|------------------|---|---|
| 2020             | \$2604.79 less tax (\$161.67) and fees (\$34.89); | \$2408.23 x.2 = profit of <b>\$481.65</b> |
| 2019 Consignment | \$1,033.45 Expenses: \$ 126                       | for estimated profit of \$907.45          |
| 2019 Gallery     | \$392.87 Expenses \$250                           | for estimated profit of \$142.87          |
| 2018 Gross:      | \$ Expenses: (Switched to consignment)            | for estimated profit of \$ 1,245          |
| 2017 Gross:      | \$4,244.66 Expenses: \$3,057.74                   | for estimated profit of \$1,186.92        |
| 2016 Gross:      | \$4,272.87 Expenses: \$3,607.85                   | for estimated profit of \$665.02          |
| 2015 Gross:      | \$7,099.73 Expenses: \$4,586.77                   | for estimated profit of \$2512.96         |
| 2014 Gross       | \$8,584.77 Expenses:\$4,512.55                    | for estimated profit of \$4072.22         |
| 2013 Gross       | \$10,364.00 Expenses: \$6,790.03                  | for estimated profit of \$3,682.33        |
| 2012 Gross:      | \$4,026.60 Expenses: \$2,694.29                   | for estimated profit of \$1332.31         |
| 2011: Gross:     | \$5,842.90 Expenses: \$3,884.87                   | for estimated profit of \$1958.03         |
| 2010: Gross:     | \$7,326.64 Expenses: \$4,500                      | for estimated profit of: \$2826.64        |
| 2009: Gross:     | \$6,072.49 Expenses: \$3,132.62                   | for a total profit of \$2,939.87          |
| 2008 Gross       | \$11,031.28 Expenses: \$7,974.29                  | for a total profit of \$3,056.99          |

Right: 2020 Holiday Window Display at the Waseca Art Center!

"Masquerade" People in society have been wearing masks for centuries. Let's work together in 2021 by wearing face masks so that in 2022 we can remove all masks... real and metaphorical

Below: Boatemaa teaches how to blend chalk during the free outdoor event.



Right: Young artists create a collaborative sculpture during Summer Art Camp 2020





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## 2020 WEB SITE SALES (100% PROFIT AFTER FEES)

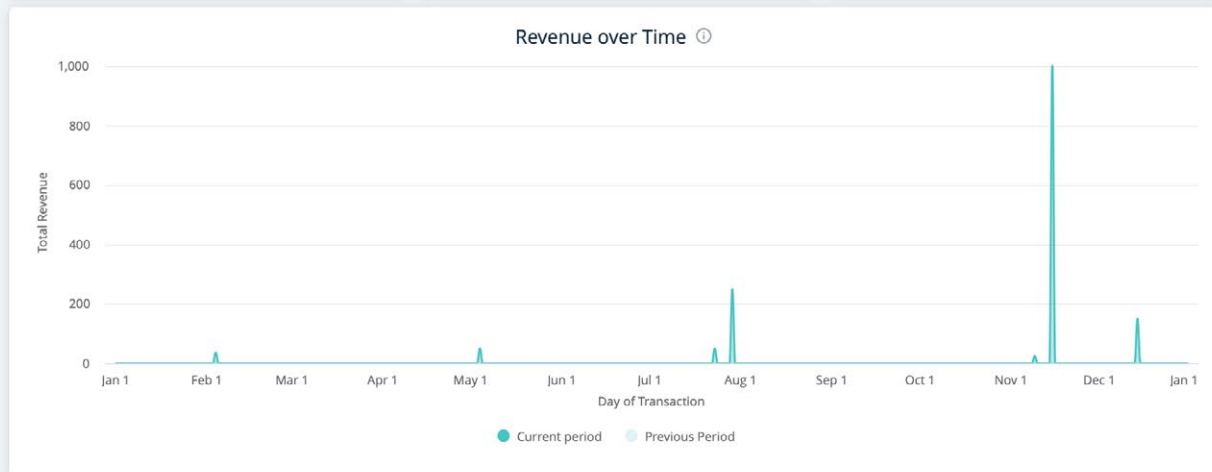
### Fees

December 2020 Processing Fees = \$4.65

November 2020 Processing Fees = \$30.33

July 2020 Processing Fees = \$9.30

**Total fees in 2020: \$44.28**



### Top Selling Items

| Item Name             | Items Sold | Gross Sales | % Of Total | Change from Previous Period |
|-----------------------|------------|-------------|------------|-----------------------------|
| Benefactor Membership | 1          | \$ 1,000    | 64%        | 0%                          |
| \$1 Donation          | 402        | \$ 402      | 26%        | 0%                          |
| Family Membership     | 2          | \$ 100      | 6%         | 0%                          |
| Individual Membership | 1          | \$ 35       | 2%         | 0%                          |
| 6x6. PRE-SALE         | 1          | \$ 25       | 2%         | 0%                          |

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## 2020 WEB SITE TRAFFIC

Jan 1 - Dec 31, 2020 Compared to: Dec 31, 2018 - Dec 31, 2019

Date

Previous Year



1,568

Total Site Sessions

▲ 276%

1,011

Unique Visitors

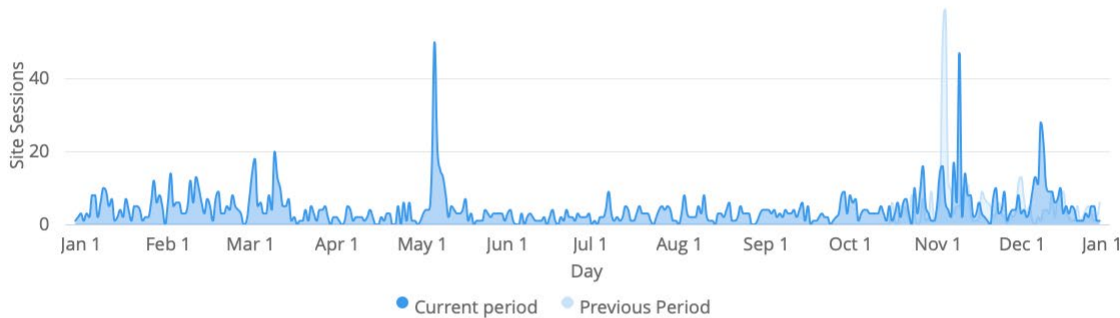
▲ 225%

04m 36s

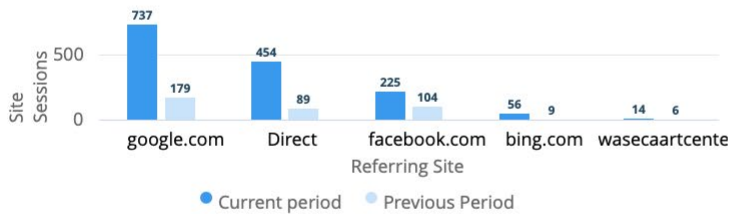
Average Session Duration

▼ -87%

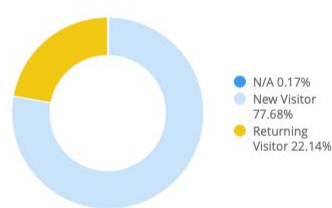
Traffic over Time



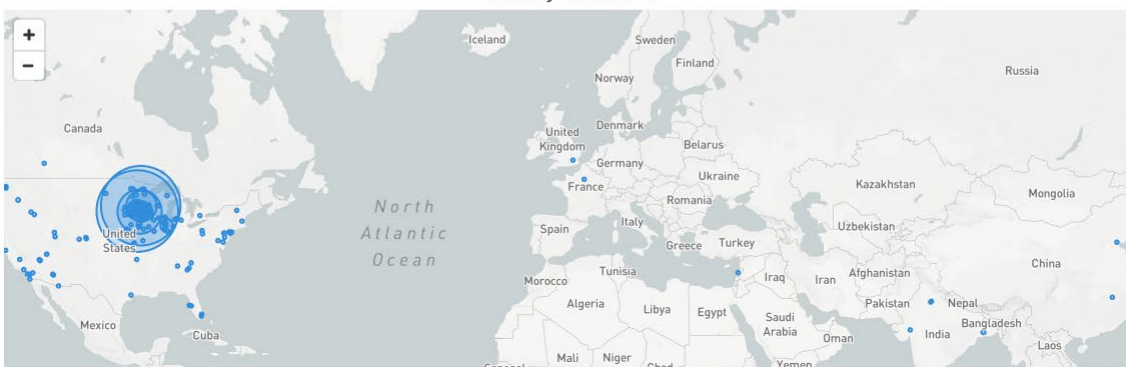
Top Referring Sites



Visitor Retention



Traffic by Location



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## 2020 WEB SITE TRAFFIC

Selected Period: Jan 1 - Dec 31, 2020

Date: Previous Year Select Columns: is 01.Date or 25.Page Views or 26.Site Ses... 1m ago

| Day          | Page Views | Site Sessions | Unique Visitors | Site Bounce Rate | Avg. Session Duratio... |
|--------------|------------|---------------|-----------------|------------------|-------------------------|
| May 07, 2020 | 88         | 15            | 12              | 13.00%           | 11m 03s                 |
| Nov 11, 2020 | 86         | 47            | 42              | 70.00%           | 00m 41s                 |
| Jul 09, 2020 | 85         | 9             | 4               | 11.00%           | 06m 07s                 |
| Mar 04, 2020 | 85         | 14            | 11              | 50.00%           | 25m 09s                 |
| Nov 09, 2020 | 84         | 17            | 14              | 41.00%           | 08m 43s                 |
| May 08, 2020 | 82         | 50            | 42              | 68.00%           | 01m 46s                 |
| Apr 29, 2020 | 78         | 6             | 6               | 17.00%           | 11m 04s                 |
| Feb 04, 2020 | 71         | 14            | 10              | 29.00%           | 14m 59s                 |
| Nov 05, 2020 | 61         | 16            | 15              | 38.00%           | 03m 43s                 |
| Oct 17, 2020 | 60         | 5             | 5               | 20.00%           | 04m 42s                 |
| Dec 10, 2020 | 53         | 28            | 27              | 54.00%           | 00m 28s                 |
| Oct 28, 2020 | 53         | 9             | 7               | 33.00%           | 08m 32s                 |
| Mar 10, 2020 | 46         | 8             | 8               | 25.00%           | 16m 26s                 |
| Mar 05, 2020 | 45         | 18            | 14              | 39.00%           | 35m 56s                 |
| Feb 11, 2020 | 44         | 12            | 8               | 42.00%           | 04m 17s                 |
| May 09, 2020 | 44         | 21            | 21              | 62.00%           | 16m 39s                 |
| Mar 12, 2020 | 43         | 20            | 12              | 55.00%           | 07m 34s                 |
| Jul 20, 2020 | 41         | 5             | 5               | 0.00%            | 07m 50s                 |
| Nov 13, 2020 | 40         | 14            | 11              | 50.00%           | 02m 34s                 |
| Jan 12, 2020 | 40         | 9             | 7               | 22.00%           | 02m 38s                 |
| Nov 10, 2020 | 39         | 6             | 5               | 33.00%           | 06m 19s                 |
| Jul 08, 2020 | 39         | 4             | 3               | 0.00%            | 10m 16s                 |
| Jan 08, 2020 | 39         | 8             | 8               | 38.00%           | 02m 23s                 |

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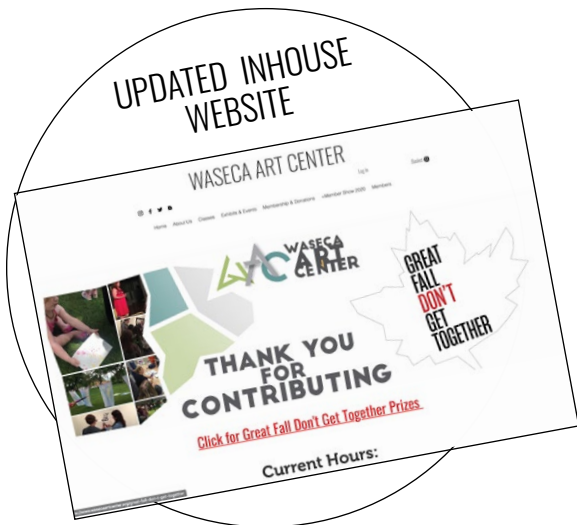
## 2019-20 WEB SITE COST

### Billing History

View invoices and credit notes for your Premium subscriptions and paid services.

| Date / Invoice                            | Description                               | Site        | Payment Method | Status | Total    |
|---|---|-------------|----------------|--------|----------|
| Oct 1, 2020<br><a href="#">771589883</a>  | <b>Premium Plan</b><br>Business Unlimited | wasecaar... | ****           | PAID   | \$324.00 |
| Oct 17, 2019<br><a href="#">533087031</a> | <b>Domain</b><br>wasecaartcenter.org      | wasecaar... | ****           | PAID   | \$13.95  |
| Oct 15, 2019<br><a href="#">531754671</a> | <b>Premium Plan</b><br>Business Unlimited | Waseca ...  | ****           | PAID   | \$162.00 |

(We were able to take advantage of a 50% off deal in 2019)



ONLINE CREDIT CARD SALES

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## CLOSING

As disheartening as it has been to lose the momentum in attendance gained in 2019, it is encouraging to see our members, the community at large, and other entities step up to financially support our organization. We continue to adapt and redefine who and what we are for our community.

When reviewing the financial reports you will notice an increase of revenue. This is in part due to the efforts of the executive committee and the director, as well as market growth in our investments as well as grant money and other restricted funds that have postponed events associated with them.

Several years ago our financial situation (operating funds) was not in prime shape. The board (Note that the director was a board member at that time) voted to borrow funds from the building fund, among other measures, to cover costs and outstanding building and construction loans. The Treasurer recommends replacing the monies borrowed during that time with revenue we have made this year and the director strongly supports his recommendation.

Thank you to past and present Board of Directors for your commitment to the organization that we all have personal investment in. 2021 will give us the perfect opportunity to enhance our operations so the investment that the many others before us have made continues to grow, shine, and prosper. Thank you so, so much.

Warm regards,  
Andrew

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## Grants/Support

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**CITY OF WASECA**



**WASECA COUNTY**



EF Johnson & Al Vollbrecht

Gallery exhibits and educational programming are made possible by the voters of Minnesota through a grant from the Prairie Lakes Regional Arts Council, thanks to a legislative appropriation from the Arts and Cultural Heritage Fund. Our legacy is having an impact, thank you.