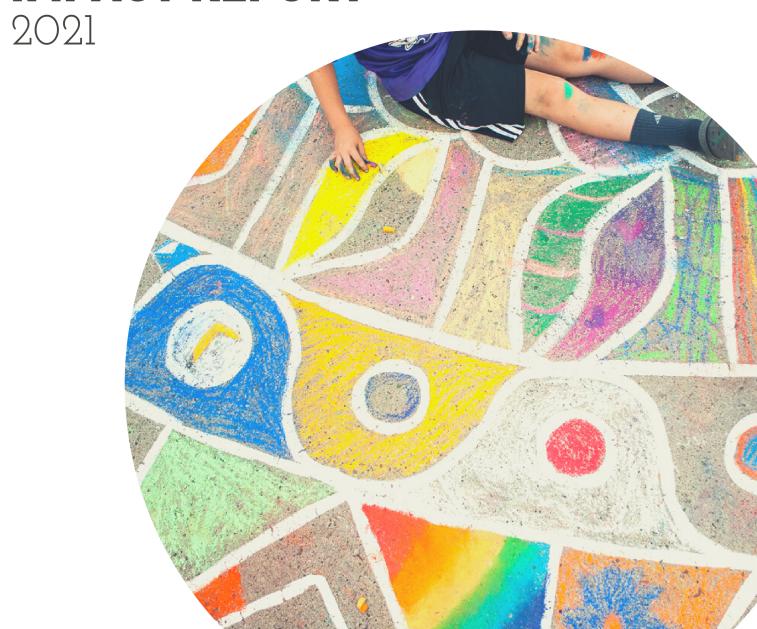


IMPACT REPORT



DIRECTOR'S STATEMENT

The Red Wing community was ALIVE WITH CREATIVITY in 2021 because of Red Wing Arts! This past year has seen a surge in excitement, momentum, and appreciation for the arts in this community.

I can honestly say that we, the non-profit arts world, have never been more challenged than in these past two years. Despite all the challenges and learnings, the arts have helped us heal through these crazy times. Every event had to have a COVID plan in place whether it meant a virtual Poetry Artist Collaboration, or an in-person 55th Annual Fall Festival. But we did it!! We successfully presented Plein Air, the Concerts in the Park, Fall Festival, the Poetry Artist Collaboration, and exhibitions in the Depot Gallery. We added the Art in Nature program, "Treasures on the Trail." We partnered with Downtown Main Street to bring sculptures to our downtown in the Sculpture Tour and we expanded our Gift Store at the Depot.

In 2021, we took time to listen to the needs of our community, our artists and our visitors. We've learned there is a deep desire for more arts experiences - for workshops, community art events and community creative experiences. We learned NOW is the time to expand our impact beyond the Depot and to build our vision for Red Wing: to become a stronger Regional Arts Hub.

And so began the development of our next chapter - the Clay & Creative Center. The foundation of this chapter was set by our founder Marge Vogel: that Red Wing Arts would offer opportunities for people to learn and grow in the arts. We hope you engage and grow with us as we begin this next exciting chapter for Red Wing Arts.

I want to thank you all for your tremendous participation and support over the last few years. I am proud and privileged to be a part of leading the organization forward with a missiondriven board of directors, energized staff and committed volunteers.

Emily FOOS

Executive Director

Welcome to a revitalized Red Wing Arts! We've accomplished so much since the pandemic demanded our programming for the community to either downsize or shutdown all together. The myriad of challenges we faced in 2020 only fueled us to think big and envision greater success in the years to come!

In the spring and summer of 2021, our board held intensive strategy sessions to tackle key issues and ask/answer tough questions. We focused on planning and made a commitment to increase our impact and bolster our earned income. To regain our momentum moving forward, we applied for and accepted an Economic Injury and Disaster Loan (EIDL) from the Federal Government at historically favorable terms. Our board remains actively engaged by meeting monthly to monitor progress and stay on course.

Today as a result, Red Wing Arts has expanded staffing to support our visionary Executive Director, Emily Guida Foos. We are growing creative opportunities for area residents, artists, and arts supporters to become a participant, attend a workshop, volunteer, and gain more exposure as working artists.

As we move forward with renewed energy and increased capabilities, I'm certain we are well on our way to fulfill our mission with Emily's strong leadership and our board of committed community leaders: to continually enrich lives by connecting, celebrating, inspiring and leading through shared arts experiences.

Thank you for joining us in building a vibrant community fueled by the arts Alive with Creativity!

KIRSTEN FORD

2022 Board Chair

OUR STORY STORY SO FAR OUR MISSION

Our mission is to build a vibrant community fueled by the arts. We enrich lives by connecting, celebrating, inspiring and leading through shared art experiences. Our vision is a community alive with creativity.

Red Wing Arts believes that diversity, inclusion, and equity are essential to fulfilling our mission. We embrace differences and commonalities across race, gender, ethnicity, sexual orientation, mental and physical ability, religion, and age. We commit to expanding our awareness about, and representation in, the greater diverse arts experience and strive to make art an intrinsic part of everyday life.



OUR HISTORY

Since our inception in 1952, Red Wing Arts has been a cornerstone of the arts in the Red Wing community and throughout the region. Beginning as an interactive arts education program, we have evolved as an anchor of the arts ecosystem. Our goal is to incorporate art into the dialogues, influences and economic impacts of the Red Wing community.

Each year Red Wing Arts supports over 400 artists in our gallery and festivals and over 45,000 visitors to our free events and exhibits. Many of you know us as the Depot Gallery. We are also the Fall Festival, Concerts in the Park, the Sculpture Walk, Welcome & West End Murals, Pollinator Park, the new Clay & Creativity Center, and much more!

2021 Board of Directors

Kim Wiemer - Board Chair Dir. Organization Effectiveness, Red Wing Shoe Company

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Jerry Olson - Board Treasurer Business Advisor

Kirsten Ford - Board Secretary Owner/Creative Director, Focus Design

Clare Larkin
Oral Health Professional, Retired
Independent Consultant

Rachel McWithey Sales Operations and Process Optimization, SAP Concur

Susan Forsythe Professional Musician

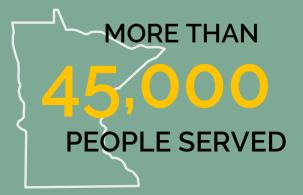
Maggie Paynter Retired ArtReach Director, Studio Artist

Peggy Simonson Professional Artist

Velma Carbajal Global Trainer, Red Wing Shoe Company

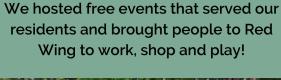
Christy Dickinson Senior Program Manager, Arts Midwest Visual Artist, Anansi Studio





38 PUBLIC EXPERIENCES

Sculpture Walk
Poet Artist Collaboration
Treasures on the Trail
Concerts in the Park
15th Annual Plein Air Festival
55th Red Wing Arts Fall Festvial
Gallery Exhibits
Artist Receptions & Celebrations
Educational Support









BY THE NUMBERS



2021 Total Revenue = \$448,435





\$108,000 Gallery Sales



\$42,925 Program Revenue



Grants Awarded \$105,300



IN-KIND

SPONSORS

FOUNDATIONS





\$26,660



\$16,250



\$101,950



\$47,350



"Art, freedom and creativity will change society faster than politics."

- Victor Pinchukt

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& Pierce Counties



THE FUTURE RED WING ARTS

As a result of our visioning sessions in the community in 2021, exciting things are happening with Red Wing Arts today and in the years to come!

We commit to a future Red Wing Arts model that will:

- Leverage the assets and history of our community
- Increase our impact
- Inspire funding
- Expand opportunities for more people to experience art
- Serve as an economic driver in our community
- Expose the region to new and unique arts opportunities
- Provide programming that people cannot find in other places, connecting people to the creativity and culture of our community
- Plan and organize workshops in a second location.
 The Clay & Creative Center opened May 2022







1920 Old West Main Street



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