



Gualala Arts Year in Review 2010



Gualala Arts mission is “promoting public interest and participation in the arts.” Day after day Gualala Arts fulfills this call to action.

With the mission as its guide, Gualala Arts manages its resources: artistic, intellectual, human, and financial. We endeavor to nurture artists, build relationships within our community, and be stewards of the arts.



2010 Artists Opportunities

Workshops and Classes

Gualala Arts invites neophytes, experienced artists, and those with skills in between, regardless of age, to participate in the rich array of visual and performing arts offered in workshops and classes. They include, but are not limited to, drawing and painting, textural arts, photography, theater, music, dance and exercise, woodworking, clay, beading, and fiber arts.

- Days of workshops/classes: 275
- Workshops during 2010: 27
- Days of Ongoing Classes: 362

Definition:

Classes are on-going ~ Workshops have specific dates



Exhibits

In 2010 there were 16 Gualala Arts exhibits, 11 exhibits at Dolphin Gallery, 6 exhibits at The Sea Ranch Lodge Front Gallery and an ongoing exhibit at Westamerica Bank.



Interest Groups

The Arts Center also supports 32 interest groups (many are offspring of our workshops) and 2 affiliate groups, the Pacific Piecemakers Quilt Guild and the North Coast Artists' Guild.

- PPQG had their "I Love Chocolate" Quilt Challenge
- North Coast Artist's Guild had a Studio Discovery Tour which sponsored 43 studio stops in 2010

2010 Events and Fundraisers

2010 Events and Fundraisers

- Theater performances: 13 days of performances (total of 1200+ attendees)
(An Ordinary Woman Under Stress, Our Town, Elizondo: Coming of Age in Cuba)
- Art exhibit openings: Burnett Gallery, Dolphin and Jacob Foyer (40 to 150+ in attendance)
- Art exhibits at other venues (The Sea Ranch Lodge Front Gallery, Westamerica Bank)
- Lecture Series: 21 individual lectures (50 to 150 in attendance for each lecture)
- Chamber Music Series: 8 concerts (with 70 to 200 in attendance for each performance)
- Local Eyes: (with 50-200 in attendance) (It's Olivia, O Sweet Woods, Coastal Singers and Anchor Bay Children's Choir, Ernest Bloch Bell Ringers A Holiday Concert, Christmas Show)
- Fine Arts Fair (500+ in attendance over two days)
- Whale and Jazz Festival (with 1,000+ in attendance, 14 events in 9 venues over three weekends)
- Art in the Redwoods Festival (with 3,000+ in attendance)
- Top Hat Dinner (100+ in attendance)
- Art Off the Wall (200+ in attendance)
- Jazz Series (Larry Vuckovich: An Encore Solo Recital, Terry Riley's 75th Birthday Bash
100-200 in attendance for each event)
- Renata Yardumian Piano Recital: The music of Richard Yardumian (75+ in attendance)
- Gualala Arts Beautification Day (30+ participants)
- DePrima Terrace Dedication (75+ in attendance)
- Elevator Lift-Off Party (100+ in attendance)
- Summer Arts Program for Youth (80+ participants)
- Gualala Arts Auto Show (300-400 in attendance)
- Garden Guild Ladies and Gents Garden Luncheon (80 participants)
- Studio Discovery Tour (Thousands over 2 weekends)
- Dance in the Redwoods - San Francisco Ballet School (200+ in attendance)
- 50 Years ~ 50 More - Facilitated by Gail Taylor & Tomorrow Makers (75 participants)
- Gualala Arts Global Harmony Series (500+ in attendance over 3 events)
(Day of the Dead, Rupa and the April Fishes, Diwali: Festival of Lights)
- Festival of the Trees (600+ in attendance over 2 days)
- Festival of Nine Lessons and Carols (100+ in attendance)
- New York New Years Eve Party (150 in attendance)

Philanthropy

The Power of Philanthropy

Despite the global economic instability over the past few years, the Gualala Arts community has made a clear commitment to ensuring the future of arts in our community by supporting Gualala Arts in many ways in 2010.

Fund Drives:

Elevator campaign raised over \$100,000

Year-end letter raised over \$30,000

Membership currently has over 800 households, raised over \$40,000 in revenue and has a goal of increasing that number by 20% in the next few years.

Grants: Day of the Dead Celebration/Global Harmony Series was funded in part by a music-industry antitrust settlement, the **California Arts Council**, a state agency, as well as the **National Endowment for the Arts**, a federal agency. **The Sea Ranch Lodge & Good Night Foundation** also funded the Global Harmony Series and the Summer Arts Camp for Youth.

Examples of philanthropists in action:

R.C. and Tina Vasavada made a very generous unrestricted gift in return for the naming rights to one classical concert per year for the next ten years.

Alan and Janet Coleman, underwrote artist Heidi Endemann's exhibit, "Painting is Not Dead"

Russ and Judy Hardy have made a three-year commitment to assist with the costs of the May Show, an annual juried fine arts exhibit.

Elaine Jacob, Andrea Lundsford, Sharon Nickodem, Jan & Dennis Carter, The Shepherd by the Sea Episcopal Mission, and the Pacific Piecemakers Quilt Guild were major underwriters of the elevator campaign.

Bob Rutemoeller and Mary Sue Ittner made a substantial contribution to the operations fund in the name of Gualala Arts' hard working volunteers, dedicated staff and sponsored Art in the Redwoods.

Anonymous Family Foundations contributed to the Endowment and Elevator Funds & Dance in the Redwoods.

The Burnett family made a generous contribution to the year-end letter campaign.

For further information about what is entailed in becoming a sponsor, please contact the Fund Development Committee through the Gualala Arts office at (707) 884-1138. The committee chairperson Michele Marshall or Executive Director David "Sus" Susalla will be happy to discuss the wide variety of events available for sponsorship at costs to fit all budgets.

***Without the support of ALL our philanthropists,**
it would have been a very difficult year to keep our doors open.*

Community Support

In 2010, Gualala Arts activities attracted tens of thousands of tourists that helped support Art in the Redwoods, the Auto Show, Fine Arts Fair, Festival of Trees, Chamber Music Series, Whale and Jazz Festival, Art Off the Wall and Art Center Theater productions to name a few. These tourists also patronized restaurants, lodging, art galleries, shops and other retail stores in the area.

Being a sponsor means easing the constant burden of finding monies to offset deficits and helping to reduce the number of fundraisers that tax volunteers and the community.

Sponsors ensure that our ticket prices (which do not offset even 67% of our expenses) are affordable, allowing more people to enjoy the wide range of programming Gualala Arts offers our coastal community.

Thanks for your support

Our Wonderful Volunteers



Volunteers

As with all non-profits, Gualala Arts could not exist without volunteers. Most of our volunteers are retired and do not want to sign "time cards," so trying to calculate the number of volunteer hours is a Herculean effort.

Factoring in the number of events and everyday business held at the arts facility, an estimated 25,000 + hours of volunteer time would not be an exaggeration.

Art in the Redwoods alone uses hundreds of volunteers for a week to set up, run, and take down the event.

We also benefit from many volunteers who donate their long-practiced professional skills to improve and maintain the building and grounds.

We are always looking for new volunteers.

Please call 884-1138 to sign up or stop by the Arts Center.

Not only will you join a great team and help a good cause you may even make some new friends.

2010 Board of Directors & Officers

Michele Marshall, President

Helen Klembeck, 1st Vice President

Martha Wohlken, Secretary

Don Krieger, Treasurer

David 'Sus' Susalla, Executive Director

Phil Atkins

David Bower

Betsi Carey

Steve Carnes

Barbara Dunsmoor

Russell Hardy

Nancy Kyle

Mike Mee

Gerda Randolph

Bill Retzer

Susan Sandoval

Rich Schimbor

Thanks for your time

2010 Gualala Arts Online

GualalaArts.org

The Gualala Arts website, GualalaArts.org, currently contains approximately 1,100 web pages, 5,000 images and 1,000 documents (pdf).

Summary

The website provides information on about 100 upcoming performances, exhibits, workshops and festivals, as well as information about our interest groups and committees, and displays the work of more than 70 local artists.

You can buy tickets to upcoming events, subscribe to Gualala Arts' email lists, download registration forms, explore opportunities for artists, and view photos & videos of selected events.

The website provides information about accommodations, food, beaches, parks and art galleries in the area for visitors, as well as information about renting the Arts Center for private events (weddings, conferences, etc).

Archive

After an event has occurred, its web page moves into the archive, to become part of Gualala Arts' institutional memory. When we need to remember the details of a particular event, it's easy to find.

Information about every performance, exhibit, workshop, festival, and edition of our Sketches newsletter since 2004 is still available on the website (currently about 800 events). You can view the archive chronologically by date (Past Events) or by category (Past Chamber Music concerts or Past Dolphin Gallery Exhibits, etc).

Constant Contact and Facebook

Since its' inception in 2009, 22,439 Constant Contact emails have been received. Following the links in the email 1,182 people have clicked on a Gualala Arts webpage for additional information or to purchase tickets. For the weekly email, 254 people were subscribed in January 2010 and by December, 2010 we had 309 subscriptions. We also have dedicated workshop emails plus special announcement emails that go to our entire membership.

Navigation

Finding your way around the website is easy - you can get to any page in two or three clicks. Some examples:

•**Want to know** what exhibits are planned at the Dolphin Gallery?

Just click Exhibits > Dolphin.

•**Want to know** more about the Chamber Music concert in July?

Click on Performances > Chamber Music > Summer Chamber Music Weekend.

You could also get there by clicking Events, scrolling down to July, and then clicking on Summer Chamber Music Weekend.

•**Want to find** something but don't know where to look?

Click on Search / Sitemap

[in the left menu bar], and then enter your query to search the entire website.

Statistics

Over 200 people visit the website per day, on average (not including search engine robots), which makes it one of the most popular websites in our area. And it's getting more popular - five years ago, there were about 40 visitors/day. [The number of visitors is a more accurate measure of website activity than hits, but many websites report hits, so for comparison, the Gualala Arts website got over 2,500,000 hits in 2010.]

To sign up for the emails go to GualalaArts.org, click Email Sign Up in the left column menu.

You will be walked through the sign up where you can select which emails you would like to receive.

Facebook:

234 "Likes" as of December 31, 2010

66% Women / 31% Male "Like" Gualala Arts

6,853 Post Views, 598 from the Photo Tab

2010 Finances

Gualala Arts has a diverse mix of revenue including programs, donations, sponsorships, membership dues, facility rentals, grants, fund development events, and art festivals.

In 2010 art programs sponsored by Gualala Arts brought in operating revenues of \$438,821. These revenues covered 67% of the expenses incurred in the process of delivering over 100 publicized events.

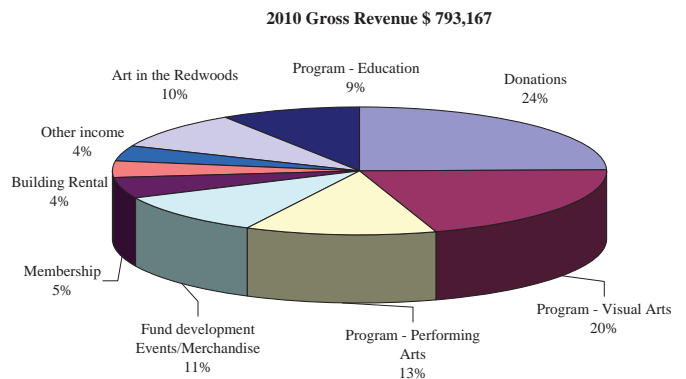
However, as a result of the philanthropic generosity of the local community, these expenses were totally covered through a variety of fund-raising drives and events throughout the year.

While philanthropic generosity is a necessity component of all public arts programs, the less than 33% support required by Gualala Arts is actually smaller than other regional art organizations. Full detailed financial statements are available upon request.

Balance sheet as of December 31, 2010:

Cash & Reserve	108,515
Building Fund	109,422
Other Current Assets	4,183
Building Replacement Fund	80,328
Endowment Fund	209,548
Building, Land & Equipment	1,246,147
Total Assets	<u>1,758,143</u>
Liabilities	14,549
Equity	1,743,594
Total Liabilities and Equities	<u>1,758,143</u>

An audit of the 2010 financial statement is underway and is scheduled to be completed in March 2011.



Associate Store

Gualala Arts owns and operates the Dolphin Gallery, featuring art by local and regional artists.

It is open 360+ days a year and staffed by volunteers.

Carol Chell is the manager.

A new exhibit opens the first Saturday of each month.



Staff Time

The Gualala Arts staff:
five full time employees:

David "Sus" Susalla (9 years)	Executive Director
Liz Redfield (6 years)	Bookkeeper
Barbara Pratt (5 years)	Publicity
Karen Tracy (3 years)	Front Desk
Scott Chieffo (3 years)	Operations Manager

You Make a Difference!

2010 Honor Roll of Donors

Gualala Arts' ongoing success is a direct result of the **generosity of donors** who support its programs and fund-raising events.

We extend our deepest thanks to the many people who sustained our **mission to promote public interest and participation in the arts** over the past year.

The 2010 Honor Roll of Donors gratefully acknowledges gifts and pledges made by individuals, corporations and foundations in 2010. We sincerely thank you for your **continued support** in building an arts organization that promises to improve and enhance the **future of the arts** in our community.

Angels (\$25,000 plus)

Elaine Jacob
Tina & R.C. Vasavada

Leaders (\$10,000-\$24,999)

Charlotte Burnett
Jan & Dennis Carter
Bob Rutemoeller & Mary Sue Ittner
Pacific Piecemakers Quilt Guild

Benefactors (\$5,000-\$9,999)

Judith & Russell Hardy
Andrea A Lunsford
Sharon Nickodem
The Shepherd by the Sea Episcopal Mission

Champions (\$1,000-\$4,999)

Kathryn & George Anderson
Marilynn & Richard Balch
Carla Basom
Sue & Howard Blair
Lawrence & Brennie Brackett
Don Kurtz & Molly Buckley
Alan & Janet Coleman
Walt & Nancy Custer
Penny & Art Dreyer
Barbara Duns Moor
Cassy & Alan Grossman
Rosemarie Hocker
In Memory of Carolyn Mohr
In Memory of Gloria Hengel
In Memory of Jerome O'Brien
In Memory of Lenore Sollum
In Memory of Susan Starry-Sheets Pajas
Wilma & Ben Klagenberg
Larry Jacobs & Mirka Knaster
Don & Carrie Krieger
Karel Metcalf & Jim Littlejohn
Nancy & Dennis Marks
Michele & George Marshall
Tomi & Scott Matthews
Peter B. Mohr
Miriam Owen
Randy Owings
John & Marianne Rittenhouse
Richard & Connie Schimbor
Ruth Short
Mark Pierce & Richard Skidmore
Spindrift Gallery
Mary & James Suhr
David Moessinger & Jeri Taylor
The Retzer Foundation
Harriet Wright
Laura & Clay Yale

Patron (\$500-\$999)

Alinder Gallery
Barbara & Joe Barrera
Paddy & Paul Batchelder
J. David & Jeanne-Marie Black
Diana & David Bower
Carol & Steve Chell
Fran & Phil Conley
Betty & Martin Covington
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In Honor of Allan Zee
In Honor of Sharon Nickodem
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Jane & Jon Raymond
Jackson Reed
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Edward & Mary Jane Sargent
Sandy Scott
Sea Ranch Lodge and the Goodnight Foundation
Peter Sidell
Roland Stoughton
Surf Supermarket
Team Susalla & Harmony Art
The Sea Ranch Foundation
Merry Marsh & Edward Tunheim
Westamerica Bank
Judith Chambliss & Allan Zee

Supporting (\$100-\$499)

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Adventure Rents
Holly Stiel & Bill Apton
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Eileen Barr & Heinz & Dina Gewing
Julia & Kenneth Gibson
Barbara Gomes
Kathi Gordon
Ann & Philip Graf
Drew McCalley & Marilyn Green
Ann & Tony Green
Reva & Royal Greenwell
Dorothy D. Gregor
Jim & Susan Grenwelge
Gualala Community Center
Gualala Lions Club

2010 Honor Roll of Donors, continued

Gualala Redwoods
Nils & Joyce Hakansson
Jeanne Hallburg
Dick Halley
Barbara Penny & Suzanne Hansen
Healdsburg Lumber
Jerry Hengel
Jim Hengel
Ralph Hengel
Diane & Bryant Hichwa
Kathye & Charles Hitt
Peggy & Doug Holloway
Edith & Robert Holmes
Lisa Lorenzo & John Holmgren
Dan Wormhoudt & Leslie Hoppe
Mary & Dard Hunter
ICO
In Honor of Don Heimbürger
In Honor of the 70th Birthdays in Sea Ranch
In Honor of the Larson Family
In Memory of J.W. Nichols, my dad
In Memory of Sally Kopac and Bill Nichols
Jack's Gualala Pharmacy
Richard & Jeanne Jackson
Elizabeth & Doric Jemison-Ball
Abigail & Chris Jensen
Elisabeth & Thomas Jones
Jim & Joan Jordan
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Ruth & Mitch Shapiro
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Beverly Sloane
Scott & Harper Smith
Ellen & Dick Soule
Donna & Walter Stornetta
Blossom Strong
Stuart Kummer Gallery
Paula Sullivan
Gary Sundstrom
Carol & Jim Tackett
Kathleen Thurmond
Megan Thurmond-Smith
Fran & John Tornquist
Martha & Tim Tyler
Marjorie & Lamar Van Gunten
Glenna & Frank Vaskelis
Maurie Veys
Virginia Rubin & Richard Warmer
Linda Morley-Wells & Walter Wells
Jim & CeCe Werson
Carol & Richard Westrich
Alice Wingwall
Norman & Martha Wohlken
Gloria Wood
Megan & Charles Wosaba
Teresa & Peter Youtz
Wilfried & Eeva Zimmerman
Jan & Theodore Zouzounis

Friends

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Jason & Jennifer Baker
Govindu Balaswamy
Michael Barney
Ruth P Barton
Gary & Marianne Baxter
Rosemary & Clark Beall
Ann & Neil Berger
Carol Bernau
Elizabeth & Richard Berry
Bones Roadhouse
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Earle & Rosemarie Cadwell
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CNA Metal Works, Inc.
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Cottage Carpets
Camille & Allen Cox
Barbara & Patrick Cullinane
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Betty Jane Darling
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Mario De Paoli
Robert & Alice Diefenbach
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Alice Garrett
Christine Gilbert
Dean Gillette
Global Recyclers
Fredrick Royal Greenwell
Melvin Grumbach
Gualala Country Inn
Gualala Sport & Tackle
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in Honor of Jeanne Griffith
In Memory of Matt Hengel
Industrial Carting
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JR'S Auto Care
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Paul Maurer
Harriett McGuire
Tess McGuire
MD Electric
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Sita Milchev
Cecilia & John Moelter
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Diane & Tom Preece
Zdena & George Price
Warren & Georgia Radford
Catherine Reece
Elaine Reed
Ridge Construction Co.
Grace Robbin
Rosie Iversen, Realtor
Suzanne & Walt Rush
Maggie Saffen
Scott Schneider
Sea Ranch Supply Inc.
Beth Seaward
Jody & Barry Semegran
Robert B. Welch & Francine Shapiro
Susan & Joel Sklar
Chris Stover
Don & Peggy Sundstrom
Bo Svensson
Tracy Takahashi
Thank You Very Much, Inc.
Lynn & Michael Tuft
Jan Venolia
Jack Warner
Janet & David Windsor
Dave Shpak & Susan Wolbarst

Updates on Projects

Elevator

Since the Lift Off Party on May 23, 2010, continuous progress has been made toward installing the elevator which will make the entire building accessible to all.

The on-going effort will continue until the goal is reached. Prospective donors may make tax deductible donations by check made out to Gualala Arts Inc., send to P. O. Box 244, Gualala, or by credit card over the phone at (707) 884-1138, or on-line at www.GualalaArts.org at the “elevator” link. All donors will be listed on a permanent donors’ plaque in the elevator and on the Arts Center web site.



The DePrima Terrace Dedication Ceremony



Donors Grove

The Donor’s Grove was dedicated at the Top Hat Dinner.



2011 Events and Fundraisers



Gualala Arts is actively seeking financial sponsors and underwriters for its many festivals and events.

Some of the Events and Fundraisers planned for 2011:

- 50th Anniversary of Art in the Redwoods
- Top Hat Dinner
- Theater performances: Honk!, One Flew Over the Cuckoo's Nest
- Art exhibit openings: 12 in the Burnett Gallery & Jacob Foyer
- Plus 11 Openings for the Dolphin Gallery
- Lecture Series: 11 individual lectures
- Chamber Music Series: 8 concerts
- Local Eyes and Gualala Arts Presents
- Workshops and Classes 24 Workshops and 8 On-going Classes
- Summer Program for Youth
- Global Harmony Series
- Fine Arts Fair
- Festival of Trees
- Studio Tour
- Whale and Jazz Festival (23 events throughout April)
- Art off the Wall (and more!)
- Joint sponsorship of the architecture house tour with Soroptomists
- Celebration of Life: Duane Gordon (created Gualala Arts logo)
- Gualala Arts Auto Show

We look forward to our journey with you and your ideas into a future of growth and prosperity, a future that will pinpoint the Gualala Arts Center as one of the best arts destinations for not only the Mendonoma Coast, but all of Northern California.

2011 Gualala Arts is 50 Years Old!

Gualala Arts is 50 years old in 2011. Planning our Art in the Redwoods celebration, we are gathering history and photos. We would love your photos related to Gualala Arts and your help identifying the photos we have. Perhaps you have photos of early Art in the Redwoods events or snapshots of the people who were instrumental in its founding. We would appreciate your written memories of people or events that relate to Gualala Arts. If you have a fun story about hanging a show or being on a committee we would like to know about it.

We value your information and are hesitant to accept original documents that need to be returned. Having a CD (or DVD) of your digital images would be wonderful. It would be even more wonderful with the identifying information in a Word file on the same disk. Be sure to mark the CD with your name and phone number. If that is not possible, please bring copies of your treasures in an envelope labeled with your name and phone number to the Gualala Arts Office.

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