

FRANCONIA

sculpture park

2017 Annual Report

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*Artistic Director and
CEO*

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21 years of big art: Franconia Sculpture Park is a non-profit arts organization that provides a nurturing place for artists to create and endless opportunities for all to become involved in the creative process. Franconia is celebrating its 21st year in 2017. Throughout our history, we have provided innovative arts and educational programming that has reached people from all over the world. Our annual exhibitions, cultural events, hands-on workshops, artist programs, and outreach initiatives enrich the lives of the people we serve.



our mission: To provide physically and intellectually wide-open spaces where all are inspired to participate in the creative process.

what we value:

- ❖ Fiscal responsibility
- ❖ Excellence and integrity in all we do
- ❖ Collaborative and community-centered work
- ❖ Infectious energy ❖ Balance
- ❖ Creative ambition and risk-taking by artists
- ❖ Access for all

strategic planning: Building on organizational strengths and addressing challenges, the Franconia board of directors, staff, artists and other community members launched a strategic planning process for 2014-2018. Interwoven in this plan is an emphasis on sustaining the balance between supporting working artists and engaging visitors, to maintain the shared creative experience that defines Franconia's valued character. This plan calls for strategic and operational focus in five areas:

- ❖ Deepen current programs
- ❖ Build relationships
- ❖ Broaden leadership and board capacities
- ❖ Strengthen financial sustainability, organizational management, and administrative capacity
- ❖ Launch a capital expansion project

programs and events: Franconia Sculpture Park is the Midwest's premier outdoor sculpture park, offering a unique combination of residence, work, and exhibition space for emerging and mid-career artists from Minnesota, the Midwest, and all across the world. Franconia supports a free and accessible, constantly changing exhibition of more than 120 contemporary sculptures, created on-site and viewed by more than 150,000 visitors this year. Thousands of community members participate in Franconia's annual **arts learning programs** and cultural events led by staff, artists-in-residence, and volunteers. These educational programs make contemporary art accessible and provide social context to the artwork, deepening the learning experience for all involved.

Arts Learning for Underserved Youth partners working artists with at-risk youth to encourage them to explore their own creative process. Implicit in this program is the commitment to making art accessible, especially to those who would not otherwise have access to quality arts experiences. Franconia provided tours for at-risk youth, working directly with youth experiencing homelessness who received services from Kulture Klub Collaborative.



Art in Rural Places provides essential arts programming to rural youth from East Central Minnesota. This program serves youth who are currently under-served due to a lack of robust arts programming in their community or with insufficient financial resources for field trips. With generous support from the Minnesota State Arts Board Arts Learning Grant, Franconia was able to serve 978 youth ages 5-18 from Chisago, Isanti, Kanabec, Mille Lacs, Pine, and Washington counties with fee-free art-making activities and guided tours led by professional visual artists, supported with transportation scholarships.

Franconia continues to offer Kids Make Sculpture Workshops as well as educational workshops related to our two Community Collaboration Hot Metal Pours, where community members are able to create their own cast metal sculptures. Interest and participation in these programs continues to grow, with a waiting list for every *Kids Make Sculpture Workshop* and an amazing 2,234 attendees at our two *Hot Metal Pours*. From April to November, artists and staff provided guided tours of the expansive outdoor sculpture exhibition, including a weekly Sunday free public tour.



In 2017, 4,737 visitors from preschool age to senior citizens took advantage of Franconia's Tour Programs. The annual Music @ Franconia series featured a wide variety of musicians performing live in the Earthen



Amphitheatre. The 2017 series welcomed the *Brass & Bluegrass* bands McNasty Brass Band, Black River

Revue, and Them Coulee Boys, *Folk Rock* featuring Corey Medina & Brothers and Actual Wolf and to hear *The Blues* performed by Tim Mahoney and the amazing Chastity Brown. The series attracts a high proportion of families with 33% of our visitors enjoying their first visit to Franconia, to experience the good music, good food, a relaxing outdoor setting, surrounded by the inspiring sculpture exhibition.

To celebrate our 20th annual Art & Artists cultural festival and supportive Violet, Platypus, and The Lakers, Band and Forest Lake and Open-Eye Figure arts organizations participated in guided and Franconia artists projects with



Anniversary, we went all out for the Celebration, hosting a day-long arts and recognizing Franconia's talented artists communities. Musicians including: Bruise Communist Daughter and Sonny Knight Chisago Lakes High School Marching Drum Core, and St. Croix Festival Theatre Theatre performed all day, eight family throughout the park, seven community showcased their missions, attendees exhibition tours led by resident artists, led activities and eagerly discussed their attendees.

artists: With generous support from the Jerome Foundation, in 2016 Franconia awarded fellowships to six emerging artists, provided essential financial support for their creative projects while in residence here. Open Studio Fellowships, supported by the National Endowment for the Arts and Windgate Charitable Foundation, were awarded to seven career artists. All fellowship artists also mentor career-bound artists from the Intern Artist Program during their residency. The Woodbury Foundation, Sage Cleveland Foundation and RBC Foundation supported fifteen intern artists, who also create their own sculpture for exhibition. Eleven hot metal artists participated in the 2016 Community Collaboration Hot Metal Pour. A highlight of 2016 was an exhibition of small sculptures and maquettes celebrating Franconia's 20th Anniversary in which 97 alumni artists participated. The exhibit was hosted at Franconia in the City@Casket, Franconia's Minneapolis satellite, during the annual Art-a-Whirl celebration in Northeast Minneapolis, and the gallery was visited by more than 3,000 people.

management & fiscal responsibility: Franconia is governed by a ten-member Board of Directors who have expertise in the areas of governance, legal, arts programming, fundraising, finance, and marketing. Co-founder and Artistic Director/CEO John Hock leads the organization and oversees key operational staff who manage Franconia's programs, fundraising/development, finances, marketing, and site development. Franconia is further guided by a diverse twelve-member Advisory Board that assist with special projects, program evaluation, and organizational development. Board and staff are guided by a five-year strategic plan and tactical work plan. Through documented financial and governance procedures, Franconia maintains strong budgeting, financial reporting, and governance oversight. In 2016, Franconia maintained a positive balance sheet through disciplined management of expenses and continued diversification of our revenue streams through fundraising income from multiple sources and additional earned income opportunities. We concluded 2016 in a strong fiscal position with a small surplus, healthy reserves, and modest debt load.

Recognizing its commitment to transparency and organizational accountability, Franconia has met both the Charities Review Council Accountability Standards and attained the GuideStar Exchange Gold Participation Level. These leading standards demonstrate Franconia's deep commitment to nonprofit transparency and accountability through extensive documentation and annual reporting. Franconia's full organizational profile is available to the public on smartgivers.org and guidestar.org.

public service & public benefit: In 2016, Franconia provided arts education programming to thousands via more than 50 community events. These include art-making workshops for youth, adults, and families; festivals, artist talks, and the summer music series; hour-long artist-led guided tours to individuals from over 85 schools and organized groups; free public weekly artist-led guided tours; and public artist exhibitions at Franconia in the City@Casket. Franconia partnered with Kulture Klub Collaborative, Minneapolis, the St. Croix Public Library, St. Croix Falls, Wisconsin, and the St. Croix River Valley Navigate Project to deliver customized arts learning for youth. Franconia's youth programs offer future members of the workforce deep immersion in the creative process and creative skills expansion. These programs also offer crucial arts learning to schools that may have limited resources. Recent studies showing that arts learning can increase success in many other academic areas point up the significance of this contribution. We attract visitors to the St. Croix River Valley through extensive marketing efforts, including print and digital promotion, as well as significant social media outreach, which is of economic benefit to our entire region. In partnership with ArtReach St. Croix, we also collaborate with regional efforts to market St. Croix River Valley arts opportunities region-wide.

Franconia maintains accessible facilities and programs for those with mobility impairments by providing accessibility vehicles and accessible public restrooms, and continually seeks opportunities to increase accessibility.

contributing partners: Franconia's programming is made possible through the generous support of over 50 foundation, corporate, and government partners; corporate and business sponsors; and many generous individual donors. Thank you!

In 2016, the Artist Residency Program received lead support from Jerome Foundation, National Endowment for the Arts and Windgate Charitable Foundation, with additional support provided Sage Cleveland Foundation, RBC Foundation, and Sustainable Arts Foundation. With generous lead support provided by the

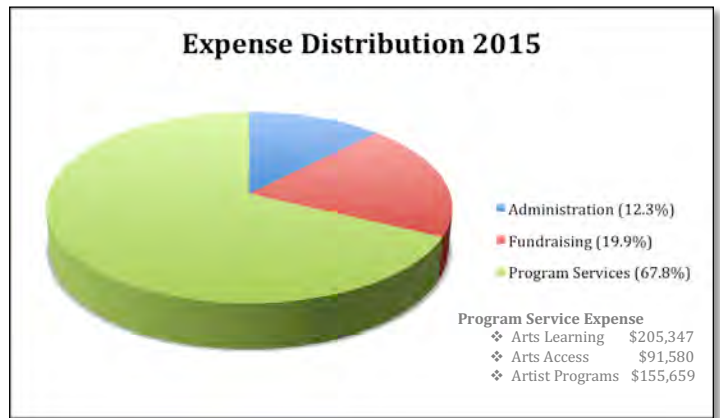
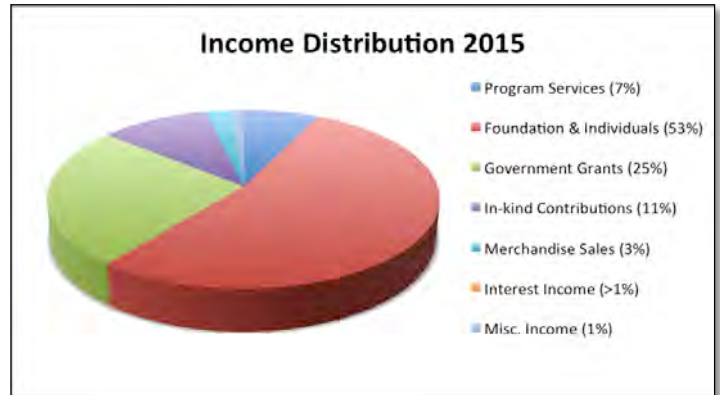
Woodbury Foundation, the Intern Artist program serves emerging artists with residency internships recruiting these outstanding students and recent graduates for this program through partnerships with over 80 educational institutions from around the globe.

Franconia’s 2016 community arts programming received support through grants from the Hugh J. Andersen Foundation, East Central Regional Arts Council, Metropolitan Regional Arts Council, MN State Arts Board, St. Croix Valley Foundation, National Endowment for the Arts, and the Nash Foundation. Major operating support is provided by the McKnight Foundation, L & N Andreas Foundation, Harlan Boss Foundation, and MN State Arts Board.

assessment and evaluation: Franconia evaluates the annual progress of its programs, the achievement of intended outcomes, and identifies barriers to access by conducting surveys of artists, audience members, and program participants. Franconia employs several methods of program evaluation in order to compile relevant metrics on all of our existing programs and measure results, including exit surveys for artists-in-residence, an annual evaluation and audit of the program by Franconia's Artistic Review Committee, feedback from participants on their experience at events, workshops and festivals and during artist-led tours of the sculpture exhibition. Demographic data from visitors and program participants help us to assess the composition of our audience and identify underserved populations. Utilizing survey data in our planning process, we continually reference and update Franconia’s 2014-2018 strategic plan and tactical work plan.

STATEMENT OF FINANCIAL POSITION, DECEMBER 31, 2015

CURRENT ASSETS	
Cash and cash equivalents	\$410,689
Unconditional promises to give	478,589
Accounts receivable	669
Prepaid expense	4,565
Total Current Assets	894,512
OTHER ASSETS	
Deferred debt issuance costs	12,934
PROPERTY AND EQUIPMENT	
Property and equipment	1,524,658
Less accumulated depreciation	335,528
Net Property and Equipment	1,189,130
TOTAL ASSETS	\$2,259,339
CURRENT LIABILITIES	
Current portion of long-term debt	\$14,038
Accounts payable	663
Accrued expenses	59,282
Total Current Liabilities	73,983
LONG-TERM DEBT	388,543
Total Liabilities	462,526
NET ASSETS	
Unrestricted Net Assets	
Unrestricted	983,820
Designated	96,354
Total Unrestricted Net Assets	1,080,174
Temporarily Restricted Net Assets	716,639
Total Net Assets	1,796,813
TOTAL LIABILITIES AND NET ASSETS	\$2,259,339



the next 20 years – Imagination in Action: Within the surrounding rural community, Franconia is the only arts organization supporting a residency program for professional artists from around the world who are creating contemporary three-dimensional art. Franconia audiences have an opportunity to experience a caliber of artwork rarely found outside of urban galleries and museums.

At the heart of Franconia’s mission is a commitment to making visual arts accessible to a broad and diverse audience. While many thousands are being served every year, the organization has maximized its programs in the context of its current facilities. After careful planning, evaluation of its needs, and gathering feedback from the community, our Board of Directors identified a priority list of needs to be addressed as we move into the next 20 years of operation. Specifically, Franconia will add a Community Learning Center to provide year-round educational programs. Indoor artist studios will be built to provide year-round opportunities for artists.

Consistent with Franconia’s operating philosophy, the new facilities will incorporate sustainable design, technology, and materials, and will serve as a model for other rural organizations. Ultimately, the expansion of Franconia will enhance our role as a regional arts mecca, driving economic growth and vitality in the region, and ensuring long-term stability, sustainability, and flexibility for the future.



When completed, Franconia Sculpture Park’s expansion and new facilities will invite artists and audience to connect on a deeper level, allowing all to share an appreciation for visual arts, the creative process, and education on multiple levels.



from the director:

The vision of Franconia Sculpture Park is, to provide physically and intellectually wide-open spaces where all are inspired to participate in the creative process.

2016 marked a major milestone, 20 years of BIG ART! This milestone could have never happened without the dedication, commitment, and generosity of our Board of Directors, Board of Advisors, staff and artists as well as our donors, sponsors, and grantors who sustain our organizational mission. As I reflect on the past 20 years I am inspired remembering all the artists who have passed through our doors as well as all the community members we have served through our ever-evolving arts programming. Most of all, I am inspired by all those who generously support Franconia and believe in our dream of artist development, arts learning, and arts access for all.

As we embark upon our 21st year in 2017, we are filled with ambition, inspiration, and renewed dedication toward serving our mission and our local community in new and impactful ways. As you know, in 2015 we launched our 20th Anniversary: Imagination in Action Capital Campaign to expand and enhance our campus, as well as artist and educational opportunities. In November of 2016 Franconia welcomed new buildings to our 43-acre park which will be transformed into Franconia's new Community Learning Center. Upon completion the new 2,200 sq. ft. classroom in part of the Community Learning Center will provide the community with year-round opportunities for classes, workshops, artist talks, and more.

2016 certainly was an exciting year at Franconia! With all the recent developments and celebrations, what we at Franconia look forward to most is serving you and our community over the next 20 years and beyond.

You make Franconia possible!
Together we will make 2017 our best year yet.

See you at the park again soon and often.

John Hock
Artistic Director/CEO



20th Anniversary Franconia Sculpture Park Iron Brigade of artists poured more than 9,000 pounds of molten iron at our Community Collaboration Hot Metal Pour 2016.



Kendra Douglas, also our resident Education and Program Coordinator, demonstrating welding techniques to youth (above left). Artists Richelle Soper and Hideki Yamakawa offer a tour to students from a local high school (above right).



Visitors stop to discuss FSP/Open Fellowship Artist Lu Xu's work in progress (above).



Conversation with Creators on the Prairie Program engages arts learning led by exhibiting artists, live music, and youth arts activities.



Everyone has fun at Music@Franconia!