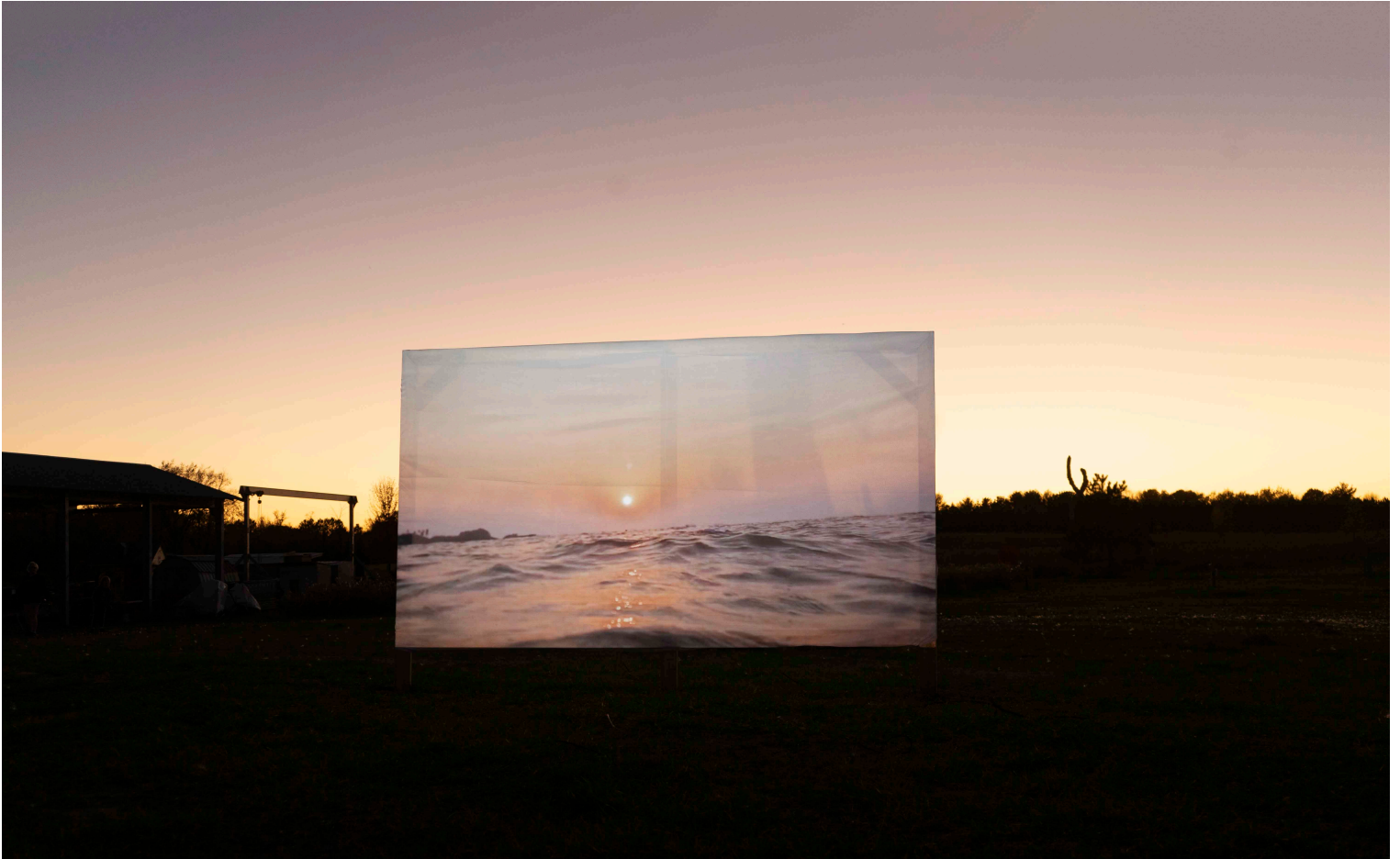


2020 Annual Report



Tsohil Bhatia, *"Sun Ritual"*
2020 Emerging Artist-in-Residence

**FRANCONIA SCULPTURE PARK
ANNUAL REPORT 2020**

MISSION

To foster an inclusive community to create and contemplate contemporary art inspired by nature and our ever-evolving world.

VALUES

Franconia Sculpture Park is:

- Contemporary
- Bold
- Inclusive
- Local & Global

VISION

We aim to be a national model for how a contemporary outdoor art museum can engage and collaborate with the community.

We cultivate critical dialogue between artists and audiences; support artists through the production and presentation of new, experimental work; and educate artists and audiences of tomorrow. Franconia applies creative solutions to topical issues through the vehicle of contemporary sculpture, land art, performance, and social practice. We create bold programming that is ambitious, innovative, and that is responsive to the wants and needs of artists and our community.



Don Edler, *"Franconia Tablet (Dedicated to the memory of George Floyd who was murdered by police on May 25, 2020)"*
2020 Franconia Fellowship Artist



I'm so pleased to have an opportunity to thank you all for your support and to share with you the many accomplishments Franconia Sculpture Park achieved this past year.

We all know that 2020 was difficult. However, because of Franconia's unique advantage of being an outdoor museum of contemporary art, we were able to welcome many more visitors than we've ever enjoyed. Nearly 180,000 visitors came to the park last year to experience a safe and rewarding time outdoors, taking full advantage of the distance provided by our 50 acres of art and nature. Nearly every day our parking lot was at capacity. People came, learned about our programs and mission, found value in their visit, and filled our donation boxes. When people were hungry to be outside and enjoy a quality cultural experience, Franconia was able to serve them. And during the social unrest of 2020, we were able to provide a supportive community for people struggling to find connection.

Through careful planning, Franconia was one of only 17% of artist residencies in the United States able to operate during the pandemic. As one of the core aspects of our mission, it was important to keep it going, particularly as several artists noted they otherwise would be left without housing. As a result, there is new art here!

After four years, we concluded our capital campaign and opened Franconia Commons. On a joyous afternoon in September, we cut the ribbon and invited guests into our beautiful new 7,000 square foot facility, featuring a Visitor Center, the Driscoll Education Center for events, performances and art making, the Mardag Gallery for rotating exhibitions, a Gift Shop, and a Café. We now have a "gateway" to the park for all of our visitors, which gives us the ability to provide deeper information about our mission and programs, suggest tours and activities, and to encourage visitors to join our new membership program, where patrons can engage more deeply and more often with Franconia.

With the help of Jocelyn Hale from Miller Hale Associates, the staff, and board of directors, Franconia developed a new three-year strategic plan to guide our efforts through 2023. This document provides the roadmap for Franconia to build on its strong foundation in sculpture while expanding into land art, performance, and social practice. We will honor the indigenous land in the St. Croix Valley while becoming more just, equitable and inclusive. It's an exciting plan, and I look forward to sharing it with you.

The board and our staff had a great time keeping up with our Executive Director and Chief Curator Ginger Shulick Porcella's boundless creativity and energy. So many events! Ginger launched our first Farmer's and Holiday Markets, our "Yappy Hours" for dogs and their humans, our outdoor Film @ Franconia series, and our beautiful outdoor skating rink illuminated by Jason Peter's mesmerizing installation. We have an equally exciting schedule of events planned for our 25th Anniversary in 2021 and invite you to visit our website to learn more.

I am filled with gratitude for the expansive vision of our Director Ginger and our staff. They do the work. But without you, our donors, none of this would be possible. For those of you who have supported us for many years, thank you for allowing us to move boldly into the future. For those of you who have given to Franconia for the first time this year—welcome, and thank you! I am honored that you find our mission worthy of your financial investment.

With gratitude,

Dorothy Goldie
Chair, Board of Directors

LETTER FROM EXECUTIVE DIRECTOR AND CHIEF CURATOR GINGER SHULICK PORCELLA

Looking back on my first full year as Executive Director and Chief Curator at Franconia Sculpture Park, it's impressive to see how far the organization and our community has come. We entered 2020 with high hopes and were confronted with a global pandemic and ongoing violence that shook our artist community to its core and took the lives of so many individuals. Whether we were prepared or not, Franconia saw a surge of attendees, artists looking to us for answers, and peer organizations needing us to lead when we were spread thinnest—yet we rose up to the challenge.

2020 was designed to celebrate “Art & Ecology” at the park, and we honored this throughout all our programming. We launched our popular “Art & Farmers Markets” that saw nearly 12,000 visitors over six months, and I even learned a new COVID skill—beekeeping! Tending to our bees on the land at Franconia has been a rewarding experience personally and also financially for the park, with our honey now our top-selling item in our newly-opened Gift Shop.



I feel incredibly fortunate that I was able to throw myself into my work this year and fulfill my promise to our community and donors of completing the Franconia Commons building within my first year. And with the help of my board and staff, we did it! As the pandemic starts to wane in 2021 I look forward to utilizing the space to its full potential and hosting a variety of public programs and events for our growing and engaged public.

This year's curatorial focus is “Authority, Access and Public Space.” This theme resonates not only throughout our curatorial programming but also as we continue to evaluate all of our policies to ensure we have just and equitable hiring practices and selection panels for artists. We're thrilled that we received over 180 applications to our artist residency this year, demonstrating a real need for housing, space and creative exchange during these challenging times. Half of our 2021 artists-in-residence self-identify as BIPOC, which is just one small step towards enacting positive change in our rural community. We're also looking forward to working with some exciting contemporary indigenous artists such as Super Futures Haunt Collective and Margaret Jacobs who will create new work at the park. Further, we're developing meaningful relationships with local tribal organizations to create unique and engaging educational content for visitors, exchanges for artists and deeper context into our indigenous past. I'm personally excited to present our Summer Solstice Performance Festival on June 19, postponed from 2020 due to the COVID-19 pandemic. We are thrilled to have received major support from the East Central Regional Arts Council to present this important work by twenty LGBTQIA+ and BIPOC performance artists. Franconia Sculpture Park is the ideal backdrop for immersive performance, and we look forward to presenting this and many other performance-based initiatives throughout the year with several community partners. Please be sure to save the date!

Now as we celebrate our 25th Anniversary in 2021, I look forward to shaping how Franconia can best serve its artists and audiences for the next twenty-five years and remain a place of inspiration for people of all ages and backgrounds. But we still have work to do, and luckily myself, my board and staff, and our artists are up to the challenge. Artists create the world that we want to live in, and I look forward to living in a world where our diverse artists and audiences can live and work freely without hate or judgment.

I thank all of you for visiting Franconia and for your generous support during 2020 to ensure that Franconia continues to survive and thrive. Your investment in arts and culture is what keeps us going. I hope to see you at Franconia soon!

2020 HIGHLIGHTS

In 2020—despite the COVID-19 pandemic—Franconia Sculpture Park commissioned new work by twelve emerging and internationally-recognized artists through our residency program, highlighting a diversity of mediums and concepts within contemporary sculpture themed around “Art & Ecology.” We hosted our longstanding Music@Franconia series and launched three new popular programs – Film @ Franconia, Monthly Art & Farmers Markets, and quarterly Yappy Hours in partnership with Ruff Start Rescue. We also presented a wildly popular Franc ‘n’ Stein - Octoberfest event that was our most highly attended event on record with over 5,000 visitors.

Our 24th Annual Art & Artists Celebration also marked the Grand Opening of Franconia Commons, with nearly 4,000 people safely visiting the park that day to celebrate with us. With the opening of the building we launched our first indoor exhibition “New Domestic” in the Mardag Gallery and opened our Gift Shop, which is now also online. We inaugurated our membership program, garnering 418 members in the first three months and generating \$17,990 in donations. We transitioned our “Dinner & Discussion” lectures and other educational content online, developing new curator-led tours for the park that allowed us to reach even more viewers and learners than ever before by eliminating the barriers for those who might not otherwise be able to visit the park. In total, Franconia served a total of 175,635 in-person visitors and 381,178 online viewers in 2020.

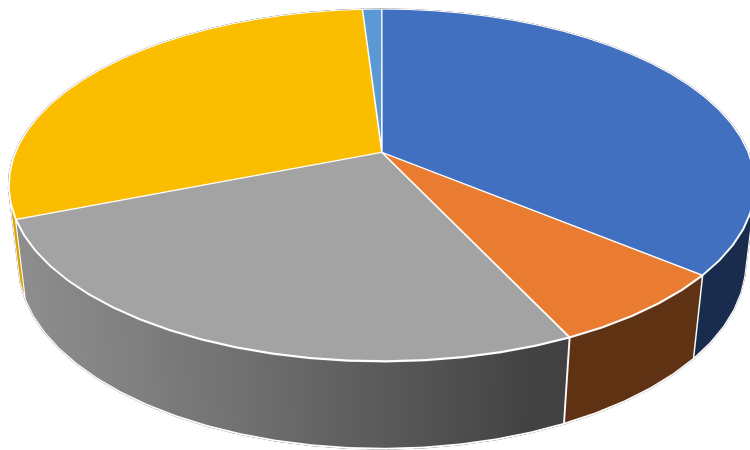


Installation by 2020 Franconia Emerging Artist YunKyoung Cho

FRANCONIA FY20 FINANCES

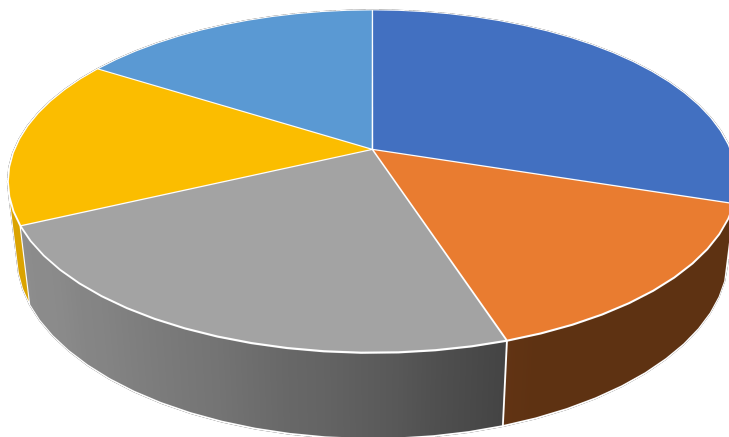
	2020	2019
Contributed Support	\$598,343	\$362,635
Earned Revenue	<u>\$36,787</u>	<u>\$37,347</u>
	\$635,130	\$399,982
Total Operating Expenditures	\$567,702	\$623,082
Net Income	\$67,428	-\$223,100
Year End Cash Balance	\$142,531	\$348,374

2020 Income Distribution



■ Board & Individuals - 36%
 ■ Earned Income - 7%
 ■ Government Grants - 26%
■ Private Foundations - 30%
 ■ Corporate Donations - 1%

2020 Expense Distribution



■ Administration - 30%
 ■ Fundraising - 15%
■ Artist Residency & Artwork Commissions - 23%
 ■ Youth Education - 16%
■ Community Programming - 16%

Franconia invested an additional \$298,679 in 2020 towards finishing the Franconia Commons Building, completing the 5-year, \$3,066,475 "Imagination in Action" Campaign in September.





Wax Lead performing at the "Franc 'n' Stein" Oktoberfest event, sponsored by the St. Croix Valley Foundation

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Davis Klaila
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FRANCONIA STAFF

Ginger Shulick Porcella, Executive Director & Chief Curator
Ellina Kevorkian, Director of Residency Programs
Alyssa Auten, Communications & Creative Director
Maddie Babel, Visitor Services & Membership Director
Calley Kesler, Gift Shop & Volunteer Coordinator
Don Porcella, Production Manager
Joe Moore, Site Manager
Travis Waite, Facilities Technician

Thank you to our 2020 Major Supporters, especially those generous donors who have made a sustaining contribution to Franconia Sculpture Park. Individual donations have a significant impact on the continued growth of Franconia, demonstrating the strong and lasting commitment our community has on supporting contemporary sculpture and the intersection of art and ecology in Minnesota.

If you would like to join our list of committed patrons to the arts, sponsor a program, or make a corporate or planned gift, please contact Maddie Babel at maddie@franconia.org or call 651.257.6668.

2020 MAJOR SUPPORTERS

\$50,000+

Russell Cowles
East Central Regional Arts Council
Minnesota State Arts Board
National Endowment for the Arts
Wingate Foundation

\$25,000+

Hugh J. Andersen Foundation
Mardag Foundation
The McKnight Foundation

\$10,000+

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\$5,000+

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FRANCONIA SCULPTURE PARK
651.257.6668

29836 ST. CROIX TRAIL
WWW.FRANCONIA.ORG

SHAFER, MN 55074
@FRANCONIAMN