

# FRANCONIA

sculpture park

Donor  
Prospectus  
2025 - 2030





## Executive Summary

Franconia Sculpture Park is a internationally recognized engine for contemporary art in the Midwest: a 50-acre outdoor museum where artists build monumental public works and communities gather to experience creativity in action. Each year, we support over 200 emerging and established artists, most from underrepresented backgrounds, with paid residencies, technical resources, and space to take risks.

What happens here is big: experimental sculpture, land art, immersive installations, and a deep commitment to cultural equity. Over 180,000 people visit annually for programming that fuses art, environment, and civic imagination.

Franconia is where new ideas get built. We've reshaped what rural cultural life can be and we invite you to help shape what's next.



SCULPTURELAND, Youth Summer Camp, 2024, Instructor: Jillian Gryzlak



Jeremy Messersmith  
Music @ Franconia



## Sustainable Artist Empowerment

Support the core of Franconia's mission: providing artists with paid residencies, resources, and national visibility.

*Core programming that uplifts over 200 artists annually through residencies, exhibitions, and mentorships.*

**Why it matters:** Artists receive stipends, housing, and production support at no cost to them.

**Opportunity:** Scale to full year-round residency capacity, enhance fellowships, and provide deeper mentorship.

**Sponsorship fits:** Residency Sponsors, Fellowship Funders, Visiting Artist Endowments.

### Opportunities:

Artist Fellowship Partner (\$25,000)

Emerging Artist Residency Underwriter (\$10,000)

Visiting/Performing Artist Endowment (\$7,500 annually)

**Benefits:** Studio tours, exclusive previews, naming recognition in signage and press.



SCULPTURELAND, Youth Summer Camp, 2024, Instructor: Jillian Gryzlak

Big Listener, Michael Legan, in progress, 2024 Residency Artist AJ Meadows, Site Council Member, Gold Level Business Sponsor

Dazzle, Chris Manzione, 2024 restoration



## Community-Centered Education

Bring the transformative power of the arts to thousands of rural students and multigenerational learners. Because of donors like you, no one faces a cost barrier to participate at Franconia.

**Why it matters:** Rural and underrepresented learners access arts education not otherwise available: providing dynamic educational workshops with contemporary living artists, ecological art, and non-traditional artistic practices outside of the classroom.

**Opportunity:** Expand multi-generational workshops, increase school partnerships, free standards based curriculum, and offer mobile or satellite learning options.

**Sponsorship fits:** Education Series Partner, Franconia Educational Library, Field Trip Funder, Rural Learning Advocate.

### Opportunities:

Education Impact Sponsor (\$15,000)  
Arts Workshop Series Sponsor (\$7,500)  
Field Trip Patron (\$2,500)

**Benefits:** Recognition on school programs, classroom visits, press and volunteer visibility.



*Hands-on, inclusive arts education and public programs that directly serve over 3,000 students and families annually.*



*The Art of Surprise  
2024 Youth Summer Camp  
Instructor: Harper Steinbach*



## Cultural Belonging Through Public Programs

Celebrate and uplift diverse communities through inclusive events and exhibitions.

**Why it matters:** These moments build lasting emotional and social connection, especially for BIPOC, Indigenous, LGBTQIA2+, and rural communities.

**Opportunity:** Grow audiences, add seasonal programming, and enhance regional impact. Provide rich and diverse cultural experiences to rural communities.

**Sponsorship fits:** Festival Title Sponsor, Inclusive Programming Funders, Artist-Community Event Underwriters.

### Opportunities:

Festival Presenting Sponsor (\$20,000)  
Named Exhibition Gallery (\$30,000 annual,  
minimum 5-year commitment)  
5-Minute Film Fest Funder (\$1,000)

**Benefits:** VIP event access, naming rights, media outreach inclusion, community engagement.

*Signature events like Midsummer Pride, Puppets in the Park, and First on the Wall amplify joy, identity, and belonging.*

Mexica Yolotl  
October 2024



### **Franconia 3.0 Capital & Revenue Expansion**

Double Franconia's capacity and secure its future through innovative revenue-generating projects like camping, artist-designed tiny homes, and a public cannabis dispensary. Leverage existing high-volume tourism and interstate traffic, which will grow from 12,000 to 20,000 vehicles per day over the next five years. Add sustainable, significant earned revenues that stabilize Franconia's year-round operations.

**Why it matters:** Long-term financial sustainability and increased hospitality capacity for artists and visitors while supporting regional small business and vendors.

**Opportunity:** Support infrastructure, cannabis education, and innovative artist-built lodging.

**Sponsorship fits:** Capital Donor, Tiny Home Underwriter, Wellness Partner, Cannabis Equity Supporter.

#### **Opportunities:**

Lead Capital Campaign Sponsor (\$500,000)

Founding Franconia 3.0 Partner (\$10,000)

Tiny Home Underwriter (\$30,000)

**Benefits:** Lifetime recognition, naming rights, launch celebration participation, regional press.

**Expansion creates sustainable revenue fully funding year round residencies.**



## Transformative Giving Opportunities

### Complete the Franconia Visitor Center

Opened in 2020, Franconia's Visitor Center added tremendous new capacities that have allowed Franconia to serve more than twice the number of people. A 3,600 square foot Education Center with reinforced concrete floors lets Franconia host workshops, performances, and large events. Our new gift shop and exhibition gallery generates support for hundreds of artists annually. Plus - indoor, air conditioned restrooms! But, opening this building was hurt by the COVID-19 pandemic.

Further investing into these new capacities is a smart and proven way to make a difference. You can help Franconia's mission positively reach hundreds of thousands of people by supporting its growing Center.

### TOTAL NEEDED: \$3.2M

- Make the building ADA accessible, with power doors, accessible second-floor deck, and elevators
- Outfit gallery, studio, and education spaces with technology
- Build out a café to serve 180k+ annual visitors and 12,000 daily highway travelers
- Eliminate \$400,000 in pandemic-related debt
- Modernize staff offices and improve building infrastructure
- Establish Franconia's Educational Library



*Queer Geographies, Sebastian Duncan Portuondo, 2024*

*Dua Saleh  
Music @ Franconia  
September 2023*



*First on the Wall, Exhibition*



*Puppet play, Art Class*



## Transformative Giving Opportunities

### Modernize the Workpad

One thing that makes Franconia unique is the chance for visitors to see artists working. People of all ages witness creation of new, bold, creative ideas - and interact with artists at the park.

Big forces shape this environment: weather, safety, and equipment highest among them. Taking these seriously would enable Franconia to fully operate year-round, maximizing wonder while minimizing risk

- Construct year-round fabrication spaces
- Add weather protection to outdoor gantries and workyards
- Install contemporary welding, hot metal pouring, and safety equipment
- Improve tool storage and site security

### Opportunities:

Create a Four-Season Sculpture Pad (\$250,000)

Adopt a Gantry (\$5,000 Annual Sponsorship)



*Kids Make Sculpture, Art Class,  
Instructor: Harper Steinbach*



*Big Listener, Michael Legan, 2024 installation with  
Clarence the Crane Truck, & Mother the Forklift*



## Transformative Giving Opportunities

### Name & Renovate the Artist Residency House

Franconia's 10-bedroom Residency House has served more than 900 artists in its lifetime, yet has never had dedicated support. Addressing these accumulating shortfalls ensures a safe and sustainable environment, and we need your help ensuring a quality experience for the resident artists Franconia serves.

### TOTAL NEEDED: \$550,000

- Restore 4 damaged basement bedrooms and lower level commons space
- Renovate first floor bedroom and kitchen to meet ADA requirements
- Modernize bathrooms, kitchen, laundry, and utility systems
- Offset ongoing food, equipment, and living support for resident artists

### Opportunities:

Help Feed Artists (\$50,000 annual per diem budget)





## Transformative Giving Opportunities

### Multiyear Naming Rights for Residencies and Awards

Endow or sponsor residencies for midcareer and emerging sculptors. Franconia can host more than 50 each year!

Current Fellowship Awards include: Mid-Career Artist (\$10k), Emerging Artist (\$5k), Teaching Artist (\$10k), Eco-Artist (\$10k), Biennial Gallery Artist (\$20k), Artist in Leadership (\$5k)

Additional Residencies Include: Family Artist (\$2k), Visiting Artist (\$1k), Performing Artist (\$2k), Writer (\$2k)

- Ensure artists receive competitive compensation and long-term commitment
- Elevate these programs by ensuring they consistently operate
- Exhibit world-class art created through these programs to regional rural communities

### Opportunities:

Sustain or double artist awards (~\$140,000/year today)  
Provide transportation for artists to Franconia (\$25,000)  
Support annual equipment & materials budget (\$35,000)



*Steadying Pause, Erin Paradis, 2024 restoration*

*Sapling, Kay Dartt, 2013 Open Studio Fellow*



## Transformative Giving Opportunities

### Sponsor Sculpture Sites

Today there are more than one hundred sculptures on display at the sculpture park, but except for "Are You Down?" by Michael Richards, they are all temporary. More than 900 public artworks have been on display at Franconia, defining the park as a free, fun, family-friendly destination that supports arts, education, humanity, and the environment.

Share your legacy by sponsoring a sculpture site, and shape the future. Every sculpture relates to the earth, and at Franconia there are a variety of ecosystems and organisms - humans included - who benefit from this kind of visionary stewardship.

### Opportunities:

Name and dedicate a sculpture site (\$30,000, est. 5-10 year lifespan, legacy sites available)

Make the park more accessible and enjoyable through a memorial bench (\$5,000)

**Benefits:** Name recognition included in full-color Chromalux sculpture site signage, Options to sponsor specific themes, artists, or areas around the park



## Transformative Giving Opportunities

### Endow Fellowships or Staff Roles

As steward of a nationally recognized artist residency program, Franconia has vital functions well-understood through 30 years of operating history. Endowing artist fellowships or roles within Franconia's staff ensures our impact is ongoing.

- Consider a multi-year term or a perpetual legacy gift.
- Use a giving structure that works for you, like a Donor Advised Fund. Locally, we're partnered with St. Croix Valley Foundation, making it easy to translate noncash assets into philanthropy - including crypto currency.
- For endowment gifts, estimate your annual impact based on a 5% draw. For example, a \$200,000 endowment would empower a \$10,000 Mid-Career Fellowship - forever!



Sculpture Walk, Art Tour



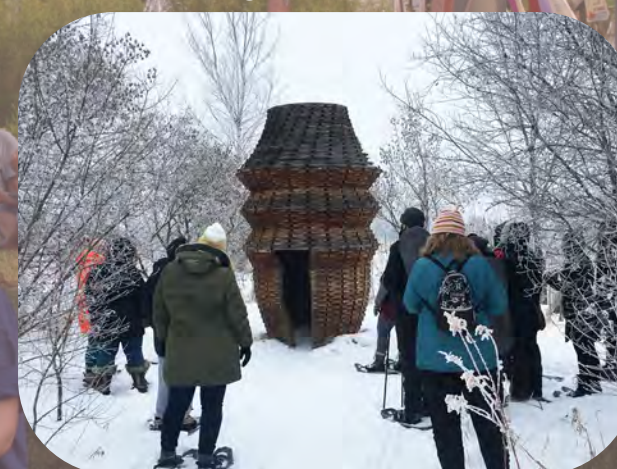
Winter Snowshoe, Art Tour



MoreLight, Performance



Always time for friends, Cameron C.



Winter Snowshoe, Art Tour



Puppet Play, Art Class



## Why Sponsor Franconia?

We invite mission-aligned individuals, businesses, and foundations to join us in supporting bold artistic vision, rural economic development, and cultural equity by sponsoring our next phase of growth.

- Artists paid fairly, not just showcased
- Equity-first approach: BIPOC, Indigenous, LGBTQIA2+, and rural communities
- Transformative public programs for rural MN
- Groundbreaking capital expansion plans
- Trusted leader in contemporary public art since 1996
- 200+ artists supported annually
- 3,000+ students served via arts education
- \$3.2M regional economic impact
- 95% of artists from underrepresented backgrounds
- 180,000+ annual visitors and growing

***Your gift shapes the world artists and communities deserve***