



Joe Cepeda

"It is difficult to express how much the residency helped my work. It helped further the work that I have established over my career. More importantly, it allowed for the valuable luxury of affording the opportunity of exploring new avenues of expression, revisiting forgotten approaches and renewing internal conversations about my individual working philosophy. The daily experience of having authentic and impactful experiences in the studio over a concentrated time seemed to occur in a such relaxed fashion. That is difficult to do... that made the residency such a special professional experience."

~ Joe Cepeda



Anderson Center

163 Tower View Drive, P.O. Box 406 • Red Wing, MN 55066 • 651-388-2009 • AndersonCenter.org
Member of Alliance of Artists' Communities, RES ARTIS: International Association of Residential Arts Centres

ANDERSON CENTER



Robert Hedin, left, has retired as the executive director of the Anderson Center in Red Wing. Christopher Burawa, right, has replaced Hedin. Sculpture piece titled "Picnic Table for Two with Podium" by Siah Armajani. Photograph courtesy of the Post-Bulletin.

Annual Report
2016

Chairman's Letter

"Life is a great big canvas and you should throw all the paint on it you can"

~ Danny Kaye

This year we have certainly put a lot of paint on the canvas of the Anderson Center at Tower View. 2016 has been a challenging and rewarding year for the Center under our new Executive Director, Chris Burawa, and, as you might expect, has been a year of changes, with new beginnings and support of our core values.

Our strong artistic and educational programs have supported so many artists this year and have reached out to our community through the continuing series of exhibitions, concerts, festivals and public forums. Our internationally recognized Artist Residency Program continues to bring to Red Wing many established and developing artists from around the world. This artistic exploration into the exhilarating world of creative thinking is an on-going activity at the Anderson Center. We want to sincerely thank all those donors whose faithful contributions allow us to continue these programs that touch so many people from around world.

Many of the beautiful historic buildings on campus, built between 1915 and 1921, have undergone a facelift this last year with necessary maintenance repairs. These buildings carry on the legacy of A.P. Anderson and define the unique presence that differentiates us from any other arts organization in the country. As we continue to raise funds to support these efforts, we want to thank all of our friends who generously contribute to this restoration. Our maintenance team and volunteers have worked tirelessly to paint, repair, mow and clean our facilities to uphold the inherent stability and beauty of our property. Their efforts have helped us to guarantee a quiet and welcoming place for all those who visit us each year.

Financially the Anderson Center is sound and we look forward to growing our activities in 2017. Our fundraising efforts this past fall were successful and we send a very special thanks to our donors and financial contributors who so generously supported our efforts to bring meaningful artistic endeavors to our

community and to the state of Minnesota. Their additional support this year has allowed us to grow in new directions and to build a greater enthusiasm for the arts in Red Wing.

Our dedicated and caring staff invites you, your friends, and family to walk through our sculpture garden, enjoy the natural surroundings, and visit our galleries and our many studio artists whenever you can. To our members, artists, donors and friends, we say thank you for another wonderful year.



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Chairman, Board of Directors

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Minnesota Children's Book Festival Sponsors



Michael Tsalka

"The perfect residency!"

~ Michael Tsalka

Director's Letter

I begin looking back over this past year by thanking retired Director, Robert Hedin, for all the years of selfless work he devoted to the Anderson Center, building it into a nationally recognized artist residency and valued arts center for Red Wing and the region. His work also extended to restoring and preserving the historic Tower View Estate buildings, which are listed on the National Register of Historic Places. The arts and cultural legacy he established in Red Wing has impacted countless people over the past 20 years and will for years to come.

What has truly been remarkable to see over the past year is the profound impact that the Anderson Center has on artist residents, visitors, participants at our events, and the Red Wing community. The historic Tower View Estate buildings certainly imbue the place with majesty, but there is also an ineffable spirit to our campus, one of embrace, encouragement, and creativity.

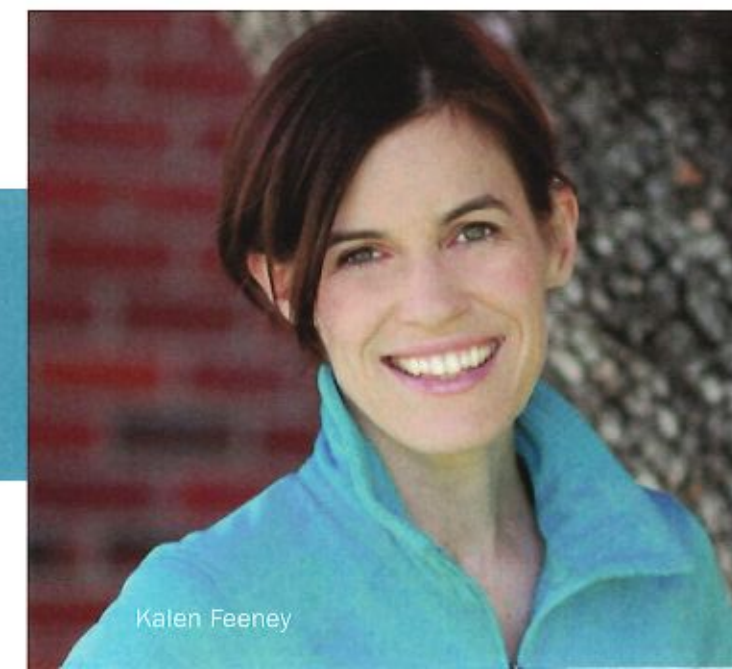
There were many transitions in Fiscal Year 2016. Both Teresa Kosmas and Jackie Anderson, after many years of exemplary work at the Center, decided to pursue other opportunities. I am very grateful for the passion and energy they brought to the Center and its programs. We now have two new staff members in the main office. Joe Loer, Finance Manager, is a writer who has been a year-round studio artist at the Center for several years. Previously, Joe spent many years managing major engineering projects around the world. Shawn Niebeling, Communication Manager, worked for many years as a marketing manager for Mattel/American Girl, and is responsible

for coordinating the residency program, marketing, and membership outreach. Joe and Shawn have been instrumental in assisting me in re-envisioning our programs so that we reach a broader cross-section of people within the region and, in that way, help to boost the visibility of the Center and Red Wing.

Christopher Burawa
Executive Director

Administration

One of the transition initiatives that we launched this year was a *Technology Upgrades Plan*, to address outdated technology and improve workflow and efficiency. The plan prioritizes important steps toward capacity building, such as redesigning our website, upgrading our customer relationship management system plan, creating or purchasing an online facilities venue rental portal, and integrating these systems with our telephone, computer, and server systems. This past year we implemented two of the technology initiatives: going to an online application system for the Artist Residency Program and creating an online giving link for donations on our website. We will be advancing the plan as resources allow.



Kalen Feeney

"This was an opportunity that exceeded my expectations, especially through the support and understanding of the staff—as well as the staff's passion and respect for the arts. I immediately felt like I was in a nurturing environment and that the staff already had a lot of experience in interacting with residents and knew what was to be expected through the artistic journey and discovery process."

~ Kalen Feeney - Deaf Artist

Residency Program

This year the Center received 191 applications. The application review panel awarded 35 applicants with two- or four-week residencies and advanced 55 to the waiting list. The roster included artists from 13 states and 4 countries.

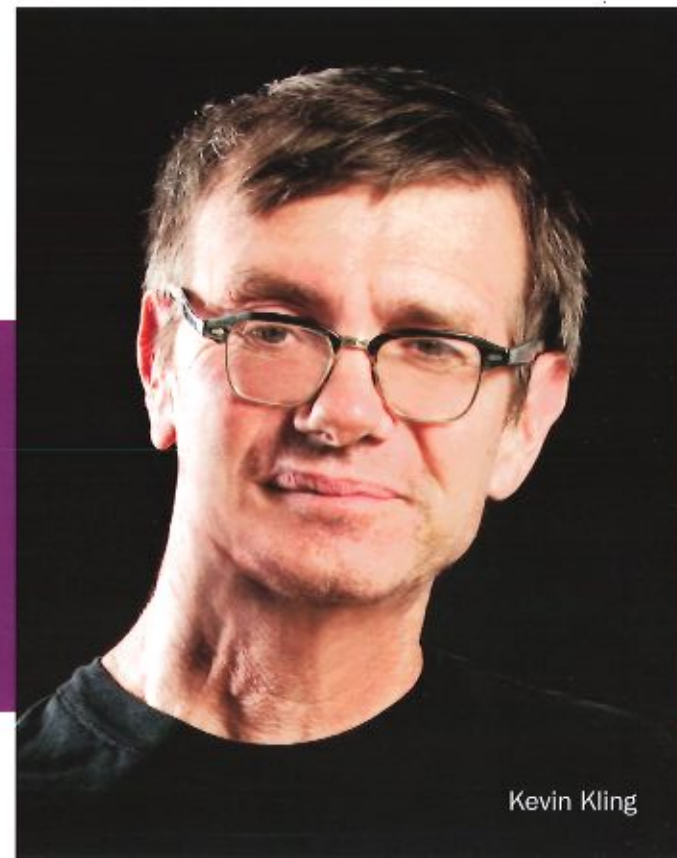
One of the technology improvements we implemented has been to move from a paper application process to an online application using *Submittable*, a web-based system, which conforms to the standard practices many arts organizations—from journals to residencies—are now using. This process allows us to gather data on applicants, notify applicants that were awarded or not awarded residencies by email, and streamline the panel review process by which applications are adjudicated.

Before the residency season began we expanded the Residency Evaluation Questionnaire so we could gather feedback from residents to use toward strengthening the residency experience and telling our story better to supporters and potential supporters. What the questionnaires revealed, what we in the office knew intrinsically, was how deeply the artist residents appreciated the support of time and space to create. But the questionnaires also revealed how valuable it was for them to share their work, even across disciplines. How emerging artists, having engaged with established artists, were empowered to look for other professional development opportunities. How the artists formed deep friendships that will become lifelong friendships. How the artists, because of their community service experiences, were inspired to find civic and community organizations after they returned home to volunteer their time and talents. What this one

year of information gathering illustrated to us was how profoundly the benefits gained at the Anderson Center Residency Program echo well beyond Red Wing.

The Center also hosted the second Deaf Artist Residency in June, where we continue to advance the national dialogue on how to serve Deaf Artists within a residency solely for artists whose native language is American Sign Language. The Center is one of only two residencies in the world devoted to providing the space for these artists to create, share, and network.

There is one bit of important statistical data that we want to share regarding the 2016 residency season: 41 percent of the artist residents this year were emerging artists—and that does not include the Jerome Residency artists. When we include the five August residents into the calculation, 55 percent of the artists in residence for 2016 were emerging artists. This statistic does not reflect deliberate or prescribed instructions to the review panelists, but does reflect the large number of applications we receive from emerging artists who are creating exceptional work.



Kevin Kling

"Expectations are usually measured in amounts of work completed or renewed vigor for a project or 'I'll finally finish that tome.' Often an unexpressed expectation is that something unexpected will happen, we all secretly hope for it, a visit of an unanticipated treasure, the *lagniappe* as they call it in Cajun cooking, the *sumptin sumptin* that keeps you coming back. And it did, in the way of personal connection. I made dear friends, met amazing people including Anderson residents, students, teachers, community members, and of course the incredible staff."

~ Kevin Kling

Residency Program Sponsors

This past year the Anderson Center partnered with many organizations and institutions to present a wide variety of community-minded events. Thank you to the following:

Arlin and Marilyn Albrecht	Johanna Ghei	Network for Good
Barbara Cushman Blue Fund	Bill & Nancy Haaland	Noesen & Associates, P. A.
Bruce and Barbara Bayley	Eleanor Hall	Ben & B-J Norman
Doug and Lisa Bayley	Nick & Helen Healy	Northern Trust Charitable Giving
Sam Blue	Robert & Carolyn Hedin	Sheila O'Connor
Suzanne Blue	Thomas & Joan Hedin	Shawn Otto
Marianne Boruch	Cynthia Hogue	Pacific Lutheran University
Wanda Brown & Phyllis Goldin	Indigo Properties LLC	Clarisse Perrette
Margaret Chesley	Jerome Foundation	Gary Peter
Stephan Clark	Frederick Johnson	Pomerleau Electric
Naomi Cohn	Jones Family Foundation	Red Wing Shoe Co. Foundation
John Coy & Fiona McCrae	Joan Kovacs	Lawrence Redmond
Jay & Page Cowles	Lawrence Leasing, Inc.	Jeri Reilly
Melissa & Dave Donkers	James & Susan Lenfestey	Cathy Ryan
Kevin & Beth Dooley	Lenfestey Family Foundation	Hugh & Cheryl Sargent
Michael Downs & Sharon Beth Venema	Dr. John Lillehei	Trish & Chip Schilling
Corinne Duchesne	Jamie & Jane Lorentzen	Jeffrey & Barbara Seaberg
Elaine Elinson	Lydia Macauley	Stephen & Katie Sheppard
Dawn Zero Erickson & Matt Quinn	Chrissie Mahaffy	CB Sherlock
Frank & Cary Eustis	The McKnight Foundation	Claude Smith
Ned Foster	Larkin McPhee	Norton Stillman
Emily Galusha & Donald McNeil	Minnesota Legacy Arts & Cultural Heritage Fund	Joyce Sutphen
Carol & Gerry Gardner	Minnesota State Arts Board	Michael Tsalka & Angelica Minero Escobar
General Mills Foundation	Shawn Monaghan	University of Minnesota
Bruce & Doris Geary	James Najarian	Tom Virgin
	National Endowment for the Arts	David Weiser
	Leigh Nelson	Wells Family Charitable Fund
		Stan Yogi

Community Service Hosts

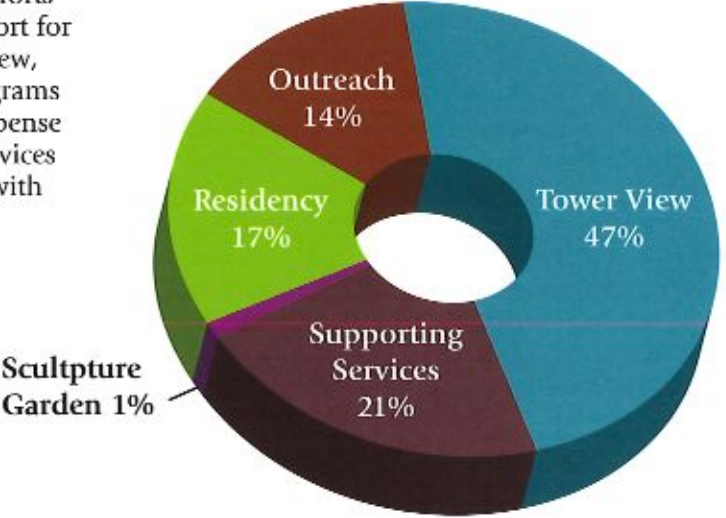
Thank you to the following organizations, schools, and institutions for hosting programs for the public by Anderson Center Residents in 2016. The total number of people who benefit each year from Resident presentations and workshops in Red Wing and the surrounding communities in the region was approximately 3,500. The Community Service Hosts include:

ArtReach	Kiwanis	Pier 55 Red Wing Area Seniors
Bluff View Elementary School	Mayo Clinic of Red Wing	Red Wing High School
Goodhue County Historical Society	Metro Deaf School	SparkZ! A Summer Adventure
Goodhue County Adult Detention Center	Minnesota Correctional Facility	St. Catherine's University
Hope Coalition of Red Wing	Minnesota Hands & Voices	Tower View Alternative High School
ISD917 Deaf and Hard of Hearing Resource Program	Minnesota Kids of Deaf Adults	Universal Music Center
	Minnesota State Academy for the Deaf	Red Wing Area Women's Network
	Northfield High School	

On the Expense side, the Tower View campus, at 47%, reflects depreciation as well as facilities costs (i.e., hardware supplies toward maintaining the buildings as well as professional services of vendors). At 17% of expenses, the Artist Residency Program is the primary program of the Anderson Center. As I state above, the residency provides many benefits to artists, but we have not cultivated or framed the story of the many successes that have been a result of this program. With a well-developed fundraising campaign, I believe that we can improve our fundraising efforts around the residency to grow the support for this program. Combining the Tower View, Residency Program, and Outreach Programs expenses, the total program services expense comes to 79%. At 21%, Supporting Services expense for the past year is consistent with previous years, even though the office staff devoted time toward planning, budgeting, execution of programs, and assessment. This speaks highly of the staff and how well they can prioritize administrative tasks while still advancing strategic operations toward improving the quality of our programs and operations.

Operating Expenses

• Program Expenses	\$479,760
• Supporting Services	\$129,208
Total Expenses	\$608,868



Outreach Partners

This past year the Anderson Center partnered with many organizations and institutions to present a wide variety of community-minded events. Thank you to the following:

- | | | |
|---|--|--|
| Anderson Center year-round studio artists | Graywolf Press | Red Wing Area Mountain Bike Organization |
| ArtReach | Hobgoblin Music | Red Wing Arts Association |
| Audubon Minnesota | In the Heart of the Beast | Red Wing School District |
| Bare Bones Puppet Theater | Puppet and Mask Theatre | Red Wing Photography Club |
| Capstone Publishing | Kerlan Collection/Children's Literature Research | Red Wing YMCA |
| Citizens Climate Lobby | Collections (University of Minnesota) | SparkZ! A Summer Adventure |
| Every Hand Joined | Lerner Publishing Group | State of Minnesota Department of Natural Resources |
| Fair Trade Books | Lu and Bean Read Podcast | TinderBox Press |
| Friends of the Bluffs | Recordings | Tower View Alternative High School |
| Friends of the Red Wing Public Library | Mackin Educational Resources | Universal Music Center |
| Gandy Dancers Train Club | Minnesota Center for Book Arts | Wonder Weavers Storytelling |
| Goodhue County Historical Society | Red Dragonfly Press | |

"I've never written so steadily or productively. Whether I was creating new work or revising old work, the atmosphere at the Anderson Center seemed to encourage the writing to always be its best self."

~ Cate Hennessey



Cate Hennessey

Outreach Programs

Our objective for the three festivals—the *Summer Celebration of the Arts*, the *Holiday Celebration of the Arts*, and the *Minnesota Children's Book Festival*—was to reframe the schedule of events for the day, making it a more profitable day for the artists and vendors, and designing the festival space to make for better flow. We drew similar numbers of attendees compared to past years, but based on our informal evaluations we saw more families attending than in the past and more attendees coming from outside of the Red Wing area.

Our goal for the three annual exhibitions was to align the focus of the exhibitions around the creative process behind the show—thereby aligning the message with the Artist Residency Program and the importance of time and space to create new works—by having the artists give an Art Talk at the opening reception. This approach worked very well and deepened the appreciation of the artworks by attendees. It also enabled sales of artworks. The featured exhibitions this past year included: Chap Achen in January; David Culver, Barbara McIlrath, and Leslie Pilgrim in March; and Deb Lee Carson, Karen Sebesta, and Mike Route in October.

Other events for the year included:

- Music Night in the Barn with Kevin Kling and Zeitgeist performing Kling's composition, *For the Birds*.
- The A.P. Anderson Award was awarded to the outgoing president of the Jerome Foundation, Cynthia Gehrig, whose work in arts advocacy and arts grant research has been instrumental in understanding the needs of arts organizations in Minnesota and across the country.
- The biennial *Walk with Thoreau*, one of the most popular outreach programs.
- A presentation by artist Sara Lubinski, *Bluff & River: Where Art & Science Meet*, as a complementary event around the *Water/Ways* Exhibition, a touring exhibition of the Smithsonian Institute, that was launched on October 1 at the Goodhue County Historical Society.
- The Center hosted a 2-week summer extended-learning camp for middle grade students, *SparkZ! A Summer Adventure*, and several of the July and August artist residents worked with the camp teachers to create arts-integrated learning experiences.

Tower View

Tower View and its grounds are more than just the setting for the Residency Program and Outreach Programs; they serve as the inspiration for our work, much as A.P. Anderson is the muse for the interdisciplinary vision of the Center. Most of the visitors to our campus are awed by the history of the estate and the Anderson family and impressed by the preservation efforts that Robert Hedin and the board have undertaken over the years.

Over the past year, we have seen an interest in historic tours of the estate. We gave 12 tours to groups—from vintage car clubs to retirement communities—interested in the history of the Tower View Estate, directed to us, in large part, by the Red Wing Convention and Visitors Bureau.

The Center's staff and board of directors are the stewards of Tower View and we take this responsibility seriously. The historic buildings, as well as the later addition of the main building, are important vestiges of Red Wing's past and must be preserved as Red Wing grows and becomes more of a destination for cultural and historic tourists. In fulfilling this responsibility, the following projects were undertaken this past year:



- The rehabilitation of the former mechanical shed (which the Environmental Learning Center used for many years) into studio space, which will add to our revenue stream. The plan for this building is to create several studios on the west side of the building separated by a temporary wall that opens out into what will be a large multipurpose space.
- The historic water tower, one of the iconic images of Red Wing, will be assessed by MacDonald & Mack Architects, a historical architecture firm out of Minneapolis in spring 2017. The Center received a Minnesota Historical Society grant of \$10,000 for the assessment of the parapet walkway.
- Another project that began in October 2016 was the replacement of the flat roof of the main building—over the main gallery area—and the metal roofs adjoining the flat roof to remediate water entering the gallery space.



"The unencumbered time to focus, paired with the incredible studio I was given, allowed me time and space to push my practice further than I could have imagined."

~ Lauren Krukowski

Financial Summary

The Anderson Center's overall financial condition is healthy, as the pie charts in the Financial Summary illustrate. However, during this time of leadership transition, with the Center now paying for a full-time director, it is vital that we diversify revenue streams toward building for sustainability to ensure that the Center's important work continues.

The Center has a long record of successful grant writing, as the 36% shows, and in this past year includes support from the: McKnight Foundation, Jerome Foundation, Jones Family Foundation, Red Wing Shoe Foundation, Xcel Energy Foundation, Archer Daniels Midland, Minnesota State Arts Board, and the Legacy Funds. Despite this success, identifying and applying for grants from foundations is an area of potential growth—especially toward purchasing new technology, general operating support, and possibly increasing personnel. Another area of revenue development will be in fundraising, specifically toward donor cultivation and prospect research. The Fundraising Committee has also acknowledged that the Center also needs an annual fundraising event.

The income from leases and rentals, at 32%, remains an important generating source for the Center. We lease space to 20 year-round studio artists and classroom space to the Tower View Alternative High School, and raise rates by approximately 3% each year to pay for increasing facility and utility costs. The revenue of the short-term rentals of the barn and the estate house during the off-residency season continues to grow but is overshadowed by the amount of personnel time required to manage, set up, and clean up from these activities; we have raised rental rates for this coming year to offset overhead and seek some margin of profit for these efforts.

Sales from the outreach programs are an area that we will strive to increase, though building revenue from this program will require several years of development and will, ultimately, not be a major revenue source.

Memberships, for all nonprofits, are vital for several reasons: foundations, granting organizations, and donors often look to membership numbers to gauge the health of an organization. That our revenue is at 3% of income is not unusual and does not reflect the number of memberships; rather, it reflects that our membership base contributes at the \$50 level—that said, these individuals are long-term supporters and renew their support with the Center annually. I will be working with the board to identify how we can expand our membership support.

Contributions are essential to maintaining the historic estate and to support our residency and outreach programs. The staff and board of directors are very grateful for the continued support and trust of the donors, sponsors, corporations, businesses, former artist residents, and individuals who value the work of the Center, all of whom we acknowledge in this report.

Operating Income

• Grants	\$133,172
• Leases/Rentals	\$115,946
• Contributions	\$94,821
• Memberships	\$11,533
• Sales	\$8,428
• Programs	\$5,148
Total	\$369,048

