



Trails West!® 2008



Trails West!® 2008 was a huge success with over 40,000 visits during the festival. A combination of community support, and dynamite visual and performance artists resulted in a successful financial outcome for Trails West!® 2008. Local non-profit organizations shared in the success of the festival earning over \$31,000 from their participation. The 16th annual arts festival had a net revenue of over \$10,000.

"The festival is such a good value," said

festival co-chair **Leanne Davis**. "Where else can you go for \$5.00 that offers quality arts and entertainment? Robust button sales and generous sponsorship donations reaffirmed our faith in the community's appreciation for the festival."

Local businesses purchased \$79,000 in sponsorships, down \$11,000 from the previous year. Given the current economy, the decrease in corporate giving was not unexpected. We certainly appreciate those businesses that were able to continue their support.

Revenue from local and state grants remained nearly the same as 2007 at \$62,000. Government agen-

cies providing grants were the City of St. Joseph, the Buchanan County Commission, the St. Joseph Convention and Visitors Bureau, Mid-America Arts Alliance and the Missouri Arts Council.

The festival has a significant economic impact on our community. Using the Arts and Economic Prosperity calculator from the Americans for the Arts, the festival had an economic impact of \$1.5. More than 40 local businesses sold \$85,000 worth of goods and services to the festival and 150 local musicians, actors and stage crew performed over the three days, earning an additional \$10,000.

Fun Festival Facts

- 24% of the visitors were from outside of Buchanan County.
- 13% of out of town visitors stayed in a hotel
- 18,100 buttons were sold
- Over 2,000 children created a work of art
- The Fine Arts area hosted 25 artists from around the country



Kellie Pickler wows the crowd.

Administration, Personnel and Marketing

The Council ended the year with a surplus over expenses.

The small but efficient staff keeps the Council office humming. Executive Director **Teresa Fankhauser** thanks Operations Manager **Cathy Ketter**, Program Coordinator **Tammy Santos** and Accounts Manager **Roger Singleton** for their hard work and dedication to

the Council and the arts.

The Council encourages the staff to seek professional development opportunities. Tammy Santos and Teresa Fankhauser attended the International Fairs and Festivals Conference, and Cathy Ketter attended the Kennedy Center Partners in Education Conference and The Big Read orientation.

Marketing was provided by agency staff and freelance writers **Beth Conway** who wrote the newsletter and **Christy Barber** who volunteered her services for Trails West!® marketing. The Marketing Committee chaired by **Allison Stewart** created this year's Arts Fund campaign materials.



Council Staff
Ketter, Singleton, Fankhauser, and Santos

Allied Arts Council
118 South 8th St
St Joseph, Mo 64501
Phone: 816-233-0231
Email: artstaff@StJoeArts.org



We're on the Web
www.StJoeArts.org

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Allied Arts Council of St. Joseph Mo

Annual Report 2008/09

Council Completes 46th Year of Service to the Arts

The Allied Arts Council ended its 46th year of service to the arts community with several accomplishments. The Allied Arts Council received state honors this year when it received the Missouri Arts Council award for outstanding organization. AAC was honored for its significant contributions to the arts in St. Joseph. This is the second year in a row that St. Joseph has been recognized for its leadership in the arts. Last year the Missouri Arts Council awarded St. Joseph and the arts community the 2008 Creative Community Award. This award honors communities that use the arts to promote economic growth, tourism, and civic growth.

None of the Council's programs would be possible without the work of our volunteers. Volunteers from diverse backgrounds serve on the board, the Visual Arts Committee, the Arts Education Committee, Arts Fund, Allocations Committee, Finance Committee and Trails West!®. Volunteers are also a key component in our day to day

operations. This year volunteers helped update our database, and deliver quarterly newsletters, Trails West!® brochures and posters to businesses. The volunteers inventory TW! t-shirts, make minor repairs to the office and take on the challenge of organizing and cleaning the basement. Volunteers assist in the office during Trails West!® week to keep things running smoothly.

The arts newsletter got a new look and a new name this year. In July 2008 the first issue of *Voice of the Arts* was launched. Each quarter over 10,000 copies of the newsletter are delivered to individuals, businesses and tourist attractions throughout northwest Missouri. The newsletter highlights arts and cultural events and organizations.

This year the Council received three new grants from the National Endowment for the Arts, Mid-America Arts Alliance and Missouri Arts Council mini-grant.

The Council and its staff play a vital role in advocating for the arts and



SJCC President **Mary Ann Haenni** and Representative **Rob Schaaf** at Missouri Citizens Day

keeping member agencies abreast of important issues that affect funding. In February President **Rich Crumley** traveled to Jefferson City along with staff, board members and arts supporters to advocate for the arts. The St. Joseph contingent hosted a Citizens Day for the Arts luncheon for Senator **Charles Shields** and Representatives **Martin Rucker**, **Ed Wildberger** and **Rob Schaaf** to thank them for their continued support of arts funding. The Missouri Arts Council fared well this year taking only a five percent cut from the Cultural Trust and a \$500,000 cut from general revenue. Although we hated to take any cuts given the economic climate, AAC appreciates the legislature's leadership in not making deeper cuts.



President **Rich Crumley** accepts the Missouri Arts Award from First Lady **Georgianne Nixon** and Missouri Arts Council Board Member



Volunteers **Barb Crumley** and **Vicki Christgen** make repairs to the Trails West!® statue.

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Artscape students perform during Art Talks at Artscape



The Big Read kicks off at the SJS spring concert.



Poetry Out Loud Participants



Lynn Davis won Best In Show during the spring Art for the Health of It



Wanda Taylor, Biennial Award Recipient

Arts Education Focus

Under the leadership of the Arts Education Committee and with the assistance of Operations Manager **Cathy Ketter**, the Allied Arts Council provides a variety of educational programs, including *Artists in the Schools*, *Artscape*, the regional *Poetry Out Loud* competition, and *The Big Read*. The committee includes **Sharmyn Thompson**, chair, **Rebecca Giles**, **Martha Greer**, **Karen Jensen**, **Carol Matt**, **Barbara Maxwell**, **Doratheia Polsky**, **Rick Rader**, **Linda Riddle**, **Mary Helen Stuber**, and **Jennifer Zeller**.

The Council publishes an **Arts in Education** booklet listing all of the *Artists in the Schools* offerings as well as performance and tour opportunities offered by the Council's member agen-

cies. Over 1,200 booklets are distributed to teachers in St. Joseph and the surrounding communities. This year the enrichment program provided 112 sessions and reached 5,100 children, teachers and parents. Now in its 26th year, this program includes some of the region's best artists, who provide support across the entire curriculum.

Artscape was held in August on the campus of MWSU, the program's co-sponsor. Now in its 22nd year, this multi-discipline day camp offered 141 young people a selection of 13 art classes.

Poetry Out Loud is a program of the National Endowment for the Arts and Poetry Foundation, and in February AAC hosted the third northwest Missouri regional competition, with

competitors from eight local and area high schools.

From April 25 – May 27, over 14,000 adults and 13,500 children participated in the community-wide **Big Read** by either reading "The Great Gatsby" or attending related events. For **The Big Read**, an initiative of the National Endowment for the Arts, the Allied Council partnered with the St. Joseph Public Library and Rolling Hills Consolidated Library, along with the St. Joseph School District. Varied events brought together many different organizations and arts agencies all focused on the same theme. The collaborations were rewarding and beneficial for all involved.

Submitted by Cathy Ketter, Operations Manager

Visual Arts Success Stories

The Visual Arts Committee had a full slate of activities this year. Committee members **Rick & Terri Rader**, **Pat Benedict**, **Lisa Fracica**, **Jim Fly**, **Idy Youngblood** and chair **Wanda Taylor** assisted Program Coordinator **Tammy Santos** in planning and implementing exhibits.

Heartland Health hosted the fall and spring *Art for the Health of It* exhibits with over 117 pieces representing more than 83 artists on display in the hospital corridors. To ensure art from local artists always hangs in the hospital, the committee arranged for Midwest Artist Association and Riverwalk Art Asso-

ciation to hang their artwork between *Art for the Health of It* exhibits.

Every two years the Council accepts nominations for the Biennial Award. The award honors an individual visual artist for lifetime achievement and commitment to the arts with a one-person show.

Pencil artist **Wanda Taylor** was this year's honoree. In January UMB graciously sponsored the reception and exhibit at the North Belt location.

The Visual Arts Committee organized the Council's art activity for the Arts Fund Kick-off. Children created colorful butterflies

with coffee filters, magic markers and water.

The committee took on the responsibility of securing art for the *Art in the Bank Auction*. Thanks to their efforts over 50 pieces were donated. The fundraising committee chaired by **Larry Stobbs** worked on the invitations. **US Bank** sponsored the fundraiser hosting the reception at Robidoux Center with hors d'oeuvres by **Chef Ralph**. Thanks to the combined effort the fundraiser earned \$1,300 for arts programming.

Submitted by Tammy Santos, Program Coordinator

Major Contributors

- City of St. Joseph
- Heartland Health
- Leah Spratt Charitable Trust
- St. Joseph Petroleum-Fastgas Convenience Stores
- Messick Charitable Trust
- St. Joseph News-Press/Cablevision
- KCP&L
- Nestle Purina PTC
- Commerce Bank
- Hofheimer Charitable Trust
- James F. Lawson Trust
- Hillyard Companies
- U.S. Bancorp Foundation
- American Family Insurance
- Western Robidoux, Inc.
- Boehringer Ingelheim Vetmedica, Inc.

Arts Fund Exceeds Goal



Under the direction of chairs **Byron, Phyllis, Bemo and Carol Myers**, the Arts Fund exceeded its goal of \$195,000, with \$202,347 in pledges. Executive Director **Teresa Fankhauser** credits the Myers family with making the campaign a success. "Byron and family worked tirelessly to raise the funds needed to support the arts community. They developed new programs that helped bring in first time pledges and put together a terrific cabinet that helped push us over goal."

Given the tight economy the finance committee chose to keep this year's campaign goal at the \$195,000 level raised in 2008. When the Myers clan agreed to serve as co-chairs they set a personal goal of raising \$200,000. According to Byron, "I'm never satisfied doing the same from year to year. I like pushing myself. After talking with the family we decided \$200,000 is an attainable goal and we worked to reach that goal."

One of the biggest accomplishments this year's

chairs can claim is bringing the City of St. Joseph on board as an investor in the arts. Byron asked right up front if the City contributed and if not, had they been asked. "Byron knows no fear," according to President **Rich Crumley**. "He asked the City to invest in the arts for the good of our children, our quality of life and economic development." The City Council agreed that the arts are important and voted to include them in this year's budget.

Fankhauser said, "We always knew the City valued the arts. Now they are providing the financial support to allow the arts to flourish. The City and the Allied Arts Council are true partners in the arts."

Even in this tight economy some divisions showed modest increases this year. "The cabinet did an outstanding job. I know it wasn't easy this year, but they worked very hard and should be commended," according to Phyllis Myers. The cabinet included: **Chris Schmitter**, Pacesetters; **Allison Stewart**, Special Gifts; **Larry Stobbs**, Major Firms/Industry; **Gary Myers**, Attorneys, **Dan and Chris Danford**, Finance; **Heather Shearin**, Retail; **Terry McKellar**, Services; **Becky Cowger**, Realtors; **Judy Smith**, Funeral Services; **David Benz and Mar-**

tha Greer, Higher Education; **Sharon Kosek**, School District; **Marcy George**, Heartland Employees; **Ed Andres**, Doctors; **Andy Trout**, Dentists; **Mark Sheehan**, Mail; and **Mary Robertson**, City Hall.

Four major events took place during the campaign: a kick-off event at MWSU Downtown University Center provided artistic experiences for over 100 children; the children of St. Joseph showed their support of the arts with a Kids Coins for the Arts campaign bringing in \$1,800; the Arts Fund Telethon chaired by **Brad Auge** with the assistance of **Bridget Blevins** raised over \$5,000 and increased community awareness; and an on-line arts auction for the Arts Fund hosted by Eagle Radio raised \$1,300, thanks to the donations of many businesses and art supporters.

The Arts Fund provides financial support for the Allied Arts Council, American Guild of Organists, Creative Arts Productions, Midwest Artist Association, Performing Arts Association, RiverSong, Robidoux Resident Theatre, St. Joseph Community Chorus, and the Saint Joseph Symphony.

Young artists show off their talent during the Children's Arts Fund kickoff.

