

Annual Report

Financial Year December 1, 2012 – November 30, 2013

Background

In the 1970s, the Chippewa Valley Cultural Association (CVCA) dreamed of restoring the boarded-up old McDonell Memorial High School and converting it into a center for the arts. The dream languished for two decades as grant requests were repeatedly rejected, but a small group of committed citizens refused to give up. Determined to host a Spring Art Show in 1994 in the neoclassical building on the hill that would eventually be named the Heyde Center for the Arts, members of the fledgling CVCA issued a call to area residents, inviting them to reclaim the building. Floors were swept, pigeons sent flying, temporary electrical service established, pictures hung and people came to enjoy the art! Excitement for the project grew with donations of money and volunteer labor; eventually, more than \$2 million was gathered from a community of 13,000 people.

In 2000, the building reopened as the Heyde Center for the Arts. It's a place where local musicians make music, community thespians create drama and visual artists fill the galleries with color, texture and shape. Now more than 11,000 people a year take part in seasonal art shows and workshops, poetry readings, dance recitals, concerts and theater performances, and another 8,000 people celebrate special events such as weddings, birthday parties, fundraisers, and conferences/workshops. A ten member CVCA volunteer board and a small paid staff manage the facility and the association boasts more than 350 members. The CVCA maintains a database of actors, musicians and visual artists from west-central Wisconsin residents. In addition, it collaborates with nearly a dozen local and state agencies and organizations to provide staffing and arts opportunities for youth and adults needing special services.



A Year of Accomplishments

Building Occupancy

This past year saw another increase in building use by the community. Building occupancy is at an all-time high. During the year, the building was in use more than 52% of the time – meaning that there were meetings, rehearsals, special events, practices, performances, or exhibits happening in the building more than 190 days out of the year (not including normal building hours).

This is a sign that the Heyde Center for the Arts is maturing into a true community center by offering a welcoming and neutral space for a wide variety of community development events.

Although many of these events generated some revenue, rental and ticket charges were kept at more affordable levels to support these important community activities; however, the revenue generated does not cover all the operating costs. If the Center charged normal rental costs, these non-profit groups would likely not be able hold their event. Examples of the community events held at the Heyde Center are found below.

Community Arts Groups

Northwinds British Brass Band

Chippewa Valley Community Chorus

Jewelry Box Dancers – dance recitals

Sandra Statz and Ester Pedigo – musical recitals

Chippewa Falls Area United School District Art Show

Youth Music Performance and Fundraising Events

Torte Theatre – Chippewa Falls High School Music Dept.

Big Band Jazz Jam – Chippewa Falls Music Association

Stillson After-school Choir – Stillson Elementary School

EC North High School Jazz Program Fundraiser

Evening of Jazz - EC Memorial High School Jazz Program Fundraiser

Pine Hollow Audio/CVCA – music scholarship award

Community Development Activities

Boys and Girls' Club – “Men Who Cook” fundraiser

“Hearts in Harmony” barbershop quartet concert and fundraiser (Bolton Refuge House)

Ladies Evening Extravaganza – fundraiser for the Family Support Center

McDonell High School Alumni – 150th Year celebration and scholarship fundraiser

Homeless Veteran Fundraiser and Awareness Raising Concert – “Rosewater”

St. Joseph’s – Diabetes Education class

“Day of Dance” – health education event organized and implemented by St. Joseph’s Hospital

Two documentary screenings – Cray Research and EC Uniroyal Tire Company

Wisconsin Virtual Academy (WIVA) - space for home schooled youth to take required state academic tests

The arts create strong social networks and foster a sense of community. In addition to the community events noted above, the Heyde Center supports a wide variety of other community arts projects such as producing community theater



projects (new playwrights, amateur actors, directors, stage crew and light/sound techs), premiering new performances/projects such as plays, concerts, CD releases; and showcasing locally produced foods and beverages. Also, the Center has contributed performance tickets to silent auctions for many worthwhile causes such as Special Olympics, United Way, and local food banks.

Program Review

Over the past three years, a strong and dynamic CVCA/Heyde Center has brought out **innovation and creativity in the community by partnering with a wide variety of groups, individuals, and businesses.** This involvement of community and business members ensures a strong sense of ownership and a rich fount of ideas and suggestions to improve the work of the CVCA/Heyde Center.

A significant thrust of the CVCA/Heyde Center’s mission has been to promote and support local artists and performers and bring in high quality arts and cultural entertainment from outside the area. This past year there was a good mix of local, regional, national and international talent and forms of art (theater, music, dance, culinary, etc.).

There were 53 performances during the 2012 – 2013 financial year. In terms of art forms, there were 32 musical concerts, eight theater productions, four dance performances, two interactive dances, three documentary screenings and four “other” artistic events (comedy, food and beverage tasting). Fifty-five percent of the performances featured local musicians and performers; 15% of the performances were regional (northwestern Wisconsin); and 30% of the performances were national or international.

Looking at the audience breakdown by age, approximately 50% of our audience members were adults (18 – 61 years of age), 32% were seniors (62 years and up) and 18% were youth under the age of 18 years. Attendance numbers for exhibits and performances at the Center over the past year was well over **11,000 people and the number of performers and artists showcased was close to 770** (not including the hundreds of CFASD students displaying their work at the Center). In addition to performances, the Heyde Center hosted 11 Visual Arts Exhibits, one exhibit per month featuring multiple artists (nearly all from the local area), and the very popular Chippewa Herald Spring Art Show.



During the past financial year, the Heyde Center tracked the zip codes of audience members when they purchased their tickets. This was done to get a better idea about the geographical scope of the Heyde Center's patrons. It was expected that many of the attendees would be from Chippewa Falls (46.5% of the audience members), but it nice to see that over 23% of audience members came from more rural areas surrounding Chippewa Falls and another 20.1% were coming from the Eau Claire/Altoona metro area. It was surprising to learn that **over ten percent of the audiences came from outside of the wider Chippewa Valley area**. This included 1.9% coming from the Twin Cities metro area.

The CVCA/Heyde Center offers arts-related activities during the summer for youth. The CVCA/Heyde Center offered weekly classes called "Chill on the Hill" for children ages 4 – 10. Parents/grandparents, the YMCA, the Boys and Girls Club and child care programs have taken advantage of these free, 45 minute, hands-on summer classes given by community volunteers. In June, the CVCA/Heyde Center provided a free drama camp to 80 youth. In August, the CVCA/Heyde Center partnered with the Eau Claire Children's Theater (ECCT) and furnished classroom space at no cost so ECCT can give various acting/dance summer classes at the Heyde Center (in August) as a service for families in Chippewa Falls and surrounding rural towns.

The Heyde Center makes special provisions for people with disabilities to volunteer and enjoy events at the Center. In addition, the Heyde Center has made a positive impact on young people who have volunteered through an academic or religious community service project, a court-ordered community service requirement, or a youth work training program. While working at the Center, they have been exposed to a wide variety of arts and cultural events.

Facility Rentals

There have been many groups and individuals who have rented the Heyde Center for their special events (weddings, high school music fundraisers, workshops and seminars). During the past year, the number of people attending these special events at the Heyde Center was approximately 7,991 people during 52 different special events. This means in the past year, the Heyde Center estimates that over 19,000 people visited the building for performances, exhibits or special events.

Financial Report

Although there were some signs of economic recovery, the long drawn-out impact of economic uncertainty and sluggish returns has definitely had an impact on revenue from individual giving, foundational grants, and fundraising efforts. Individual giving was down over 10 percent again this past year and the outlook for giving in the coming financial year is pessimistic. Fundraising revenue was down nearly 15% compared to the previous year. Grant funding was down 42% over the previous year.

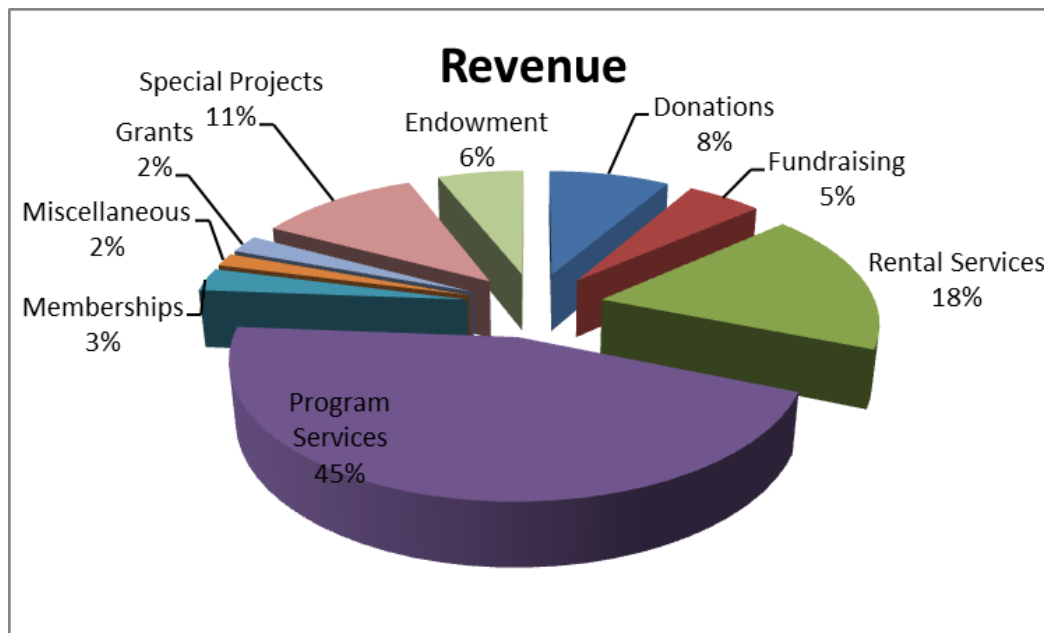
Facility rental bookings were solid for the year, but the overall income is down significantly from previous years (nearly 30%). This is an indicator that weddings, conferences and other rental events are still being held, but that they are spending less at each event than they had in the past. On a positive note, program service revenue was up 30% over the previous year – a sign that the performances and exhibits were still in high demand.

The CVCA/Heyde Center for the Arts has created a healthy and diverse revenue base with over 65% of CVCA revenue coming from earned income sources (rentals, box office and concession sales, business sponsorships, etc.). The other 35% comes from fundraising activities, individual donations, grant funding and memberships. There is room to grow in all of the revenue bases.

Revenue

There were nine main sources of income for the CVCA (FY2012-2013).

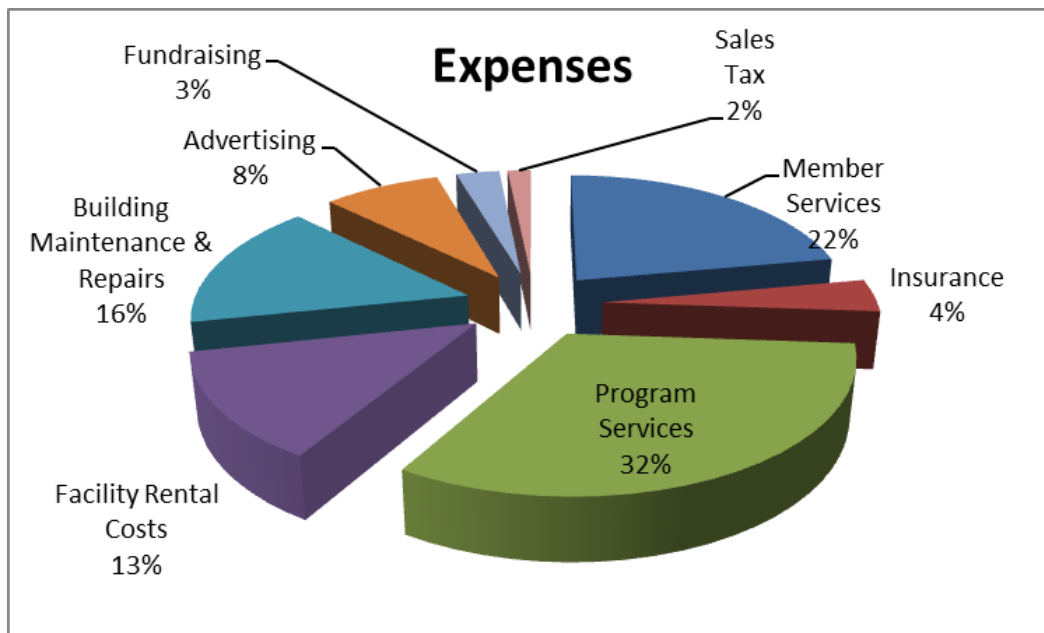
- **Donations** – individual contributions, gifts in honor of or in memory of someone (8.4%)
- **Fundraising Activities** – dinners, donations, and silent auction at the *Savoring the Arts*, and donations and product raffles at *Taste of the North* (5.2%)
- **Rental Services** – auditorium and other small room rental, beverage services, and other facility fees for assorted services (17.5%)
- **Program Services** – art sales and art shows, box office revenue, concession sales, entertainment package sponsors, gift certificates/entertainment package passes (45.1%)
- **Memberships** – annual membership subscriptions (2.8%)
- **Other revenue sources** – merchandise sales, miscellaneous (1.6%)
- **Grants** – designated funding from philanthropic and corporate foundations to support projects (2.2%)
- **Special Project Donations** – designated funding for capital improvement projects, includes \$25,000 for debt reduction campaign (11.2%)
- **Endowment Distributions** – funds received from CVCA Endowment Funds (6%)



Expenses

There are eight main expenditure categories:

- **Member Services/Administration** – personnel costs associated with membership, administration of the day-to-day operations, communication costs, etc. (22.1%)
- **Insurance** – insurance to cover the building, workman’s comp, and board/executive staff (4%)
- **Program Services** – performance fees, commissions to artists, concessions purchases, personnel costs associated with programming, marketing, communication costs (32.5%)
- **Facility Rental Costs** – bartending services, bar supplies and inventories, personnel costs associated with facility rentals, marketing, communication costs (13.1%)
- **Building Maintenance and Repairs** – various service contracts such as elevator, security and fire systems/monitoring, system maintenance and repairs, utilities, improvements, etc. (15.6%)
- **Publicity and Advertising** – paid advertising and production of publicity materials (8.1%)
- **Fundraising** – costs associated with events such as Savoring the Arts and Taste of the North (3%)
- **Sales Tax** – the Center pays sales tax on tickets, concessions, rental services, and merchandise (1.6%)



Staffing

- 2 full-time staff (Executive Director, Office Manager)
- 2 part-time janitorial staff and 1 part-time office assistant
- 3 ad hoc, part-time bartenders

- 200+ Active Volunteers - Front of House/technical staff; Building maintenance (repairs, upgrades); Performers; Board of Directors; Fundraisers and Board committees
- Outsourced work - Bookkeeping and accounting functions; Additional facility rental staffing (bartenders, other staffing needs); technical staff – light and sound techs; winter snow removal and summer lawn maintenance.

Center is involved in restorative justice programs by offering opportunities for people with court-ordered community service to donate their time to projects at the Heyde Center. Several of those who have given time to the Center have come back to volunteer or to participate in other programs. The Center has benefited from area youth and young adults contributing their time and skills through school community service programs (high school and university).

In terms of local **Economic Development**, last financial year the Heyde Center and its audiences generated approximately \$546,566 in economic activity in the Chippewa Valley and contributed nearly \$47,674 in local and state taxesⁱ. Heyde Center audiences are very diverse coming from the Twin Cities/Hudson area, rural towns, other areas in Wisconsin as well as Chippewa Falls and Eau Claire.

Conclusion

The CVCA/Heyde Center for the Arts provides **pure, simple, and AFFORDABLE entertainment** to the Chippewa Valley and beyond. Most people who participate in art and cultural activities say that these activities enhance the quality of their lives - they bring about personal enjoyment, enriching perspectives, intellectual stimulation, and opportunities for public involvement. The Chippewa Valley Cultural Association works hard to ensure that the performances and galleries are accessible and affordable to a wide range of residents from different cultures, socio-economic backgrounds, beliefs and ideologies. This means making sure that local performers and artists have the opportunity to share their talents with the Chippewa Valley and beyond. Plus, the CVCA brings to Chippewa Falls performers from the incredibly rich and broad artistic talent that exists in the world.

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http://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html