



Gualala Arts Year in Review



Gualala Arts mission statement is “promoting public interest and participation in the arts.” Day after day Gualala Arts fulfills this call to action.

With the mission statement as its guide, Gualala Arts manages and invests its resources: artistic, intellectual, human, and financial. We believe these investments nurture artists, build relationships with, and within, our community, and render us stewards of the arts.

2009 Opportunities

*Our programs are for everyone;
children, adults and families.*



OLIVER!



THE CROCKETT BROTHERS

Youth

Gualala Arts reaches out to the youth of our community. Children acquire a variety of art experiences at the Summer Arts Camp. Young people may become actors on our stage starting at the age of six. The Anchor Bay Children's Choir is invited to perform at the Arts Center as well.

Workshops, Classes and Interest Groups

Gualala Arts invites neophytes, experienced artists, and those with skills in between, regardless of age, to participate in the rich array of visual and performing arts offered in workshops and classes. They include, but are not limited to, drawing and painting, textural arts, photography, theater, music, dance and exercise, woodworking, clay, beading, and fiber arts. The Arts Center also supports 24 interest groups (many are offspring of our classes) and 2 affiliate groups, the Pacific Piecemakers Quilt Guild and the North Coast Artists' Guild. For the first time, free mini-workshops at Art in the Redwoods enticed the public to try new art forms.

Workshop and Interest Groups in 2009:

- Days of workshops/classes: 275
- Interest groups and committee meetings: 343

2009 Events and Fundraisers



The world-renowned **Kronos Quartet** appeared for the first time on the Mendonoma Coast at the Gualala Arts Center. They were featured at the Top Hat Dinner and headlined the Saturday night concert during Art in the Redwoods weekend.

Gualala Arts sponsored over 100 publicized events in 2009 and coordinated close to 2,000 calendared events.

2009 Events and Fundraisers

- Theater performances: 19 days of performances (total of 2400+ in attendance)
- Art exhibit openings: 10 in each - Burnett Gallery, Dolphin and Jacob Foyer (40 to 100+ in attendance)
- Lecture Series: 21 individual lectures (40 to 120 in attendance)
- Chamber Music Series: 8 concerts (with 40 to 200 in attendance)
- Local Eyes, Gualala Arts Presents, and Jazz Series: 17 separate events (60 to 200 in attendance)
- Festival of Trees (with 800 in attendance over two days)
- Day of the Dead (300+ in attendance)
- Fine Arts Festival (500-600 hundred in attendance over two days)
- Whale and Jazz Festival (with 1,000+ in attendance, 14 events in 9 venues over three weekends)
- Art in the Redwoods Festival (with 3,000+ in attendance)
- Recycle Your Art Sale (100+ in attendance)
- Top Hat Dinner (100+ in attendance)
- Art Off the Wall (200+ in attendance)

Community Support



Community Support

In 2009, Gualala Arts activities attracted tens of thousands of tourists that helped support Art in the Redwoods, the Auto Show, Fine Arts Fair, Festival of Trees, Chamber Music Series, and Art Center Theater productions to name a few. These tourists also patronized restaurants, lodging, art galleries, shops and other retail stores in the area.



Gualala Arts supports local artists by cooperating with businesses (e.g. **Westamerica Bank** and **The Sea Ranch Lodge**) to exhibit art created in our coastal community.

In addition, for the 17th consecutive year, Gualala Arts, in collaboration with the North Coast Artists' Guild, sponsored the Studio Discovery Tour, an opportunity for artists from Manchester to Timber Cove to open their studios to the public to show and sell their work. This tour showcases a diversity of artists who thrive in our coastal surroundings, and draws art lovers from the region, as well as from all over the world, to the Mendonoma coast for



Our Wonderful Volunteers

Volunteers

As with all non-profits, Gualala Arts could not exist without volunteers. Most of our volunteers are retired and do not want to sign “time cards,” so trying to calculate the number of volunteer hours is a Herculean effort.

Factoring in the number of events and everyday business held at the arts facility, an estimated 25,000 + hours of volunteer time would not be an exaggeration.

Art in the Redwoods alone uses hundreds of volunteers for a week to set up, run, and take down the event.

We also benefit from many volunteers who donate their long-practiced professional skills. For instance, property improvements and maintenance are carried out by the affectionately named Tuesday Boys.

We are always looking for new volunteers. Please call 884-1138 to sign up or stop by the Arts Center. Not only will you join a great team and help a good cause you may even make some new friends.



Gualala Arts Center property is continually being improved. In 2009 the DePrima Terrace was begun and was completed in early spring 2010. The annual Clean-up Days are held in late spring to clean the grounds and the building. The first floor walls in the Elaine Jacob Foyer received a clay makeover in 2009.



2009 Gualala Arts Website

GualalaArts.org

The Gualala Arts website, GualalaArts.org, contains 943 web pages, 840 documents and over 3,000 images as of February, 2010.

The website provides information on over 100 upcoming performances, festivals, exhibits and workshops, as well as information about our interest groups and committees, and displays the work of 73 local artists.

You can buy tickets to upcoming events, subscribe to Gualala Arts' email lists, download registration forms, explore opportunities for artists, and view photos & videos of selected events.

The website provides information about accommodations, food, beaches, parks and art galleries in the area for visitors, as well as information about renting the Arts Center for private events (weddings, conferences, etc).

After an event has occurred, its web page moves into the archive, to become part of Gualala Arts' institutional memory. When we need to remember the details of a particular event, it's easy to find.

Information about every performance, festival, exhibit, workshop and monthly edition of the "Sketches" newsletter since 2004 is still available on the website (currently about 700 events). You can view the archive chronologically by date ("Past Events") or by category ("Past Chamber Music concerts," "Past Dolphin Gallery Exhibits," etc).

Finding your way around the website is easy - you can get to any page in two or three clicks. Some examples:

- Want to know what exhibits are planned at the Dolphin Gallery? Just click Exhibits > Dolphin.
- Want to know more about the Chamber Music concert in July? Click on Performances > Chamber Music > Chamber Music Weekend Roy Bogas and Friends. You could also get there by clicking Events, scrolling down to July, and then clicking on Summer Chamber Music Weekend.
- Want to find something but don't know where to look? Click on "Search / Sitemap" in the left column, and then enter your query to search the entire website.

About 200 people visit the website per day, on average (not including search engine robots), which makes it one of the most popular websites in our area.

And it's getting more popular - five years ago, there were about 40 visitors/day. The number of visitors is a more accurate measure of website activity than hits, but many websites report hits, so for comparison, the Gualala Arts website got 200,000 hits in January, 2010.



Number of pages by category

- 84 main pages
- 106 upcoming events
- 73 local artist pages
- 306 past events
- 138 past workshops
- 133 past exhibits
- 103 past festivals
- **943 total pages**

2009 Finances

Funds

Gualala Arts is fiscally sound and prudent because it has a philosophy geared to philanthropy, volunteering, and support of artists and the general community. Gualala Arts has close to 1,000 members, twenty board members, and hundreds of dedicated volunteers.

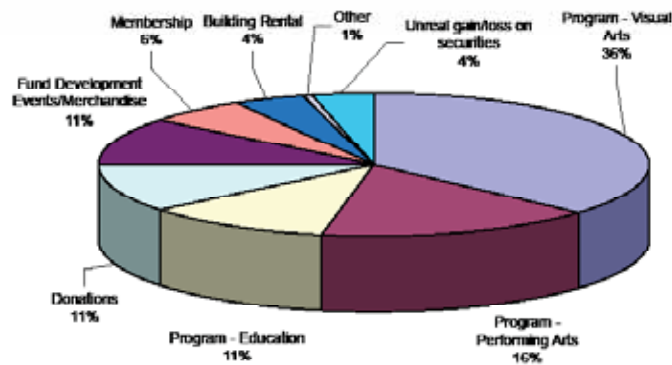
Gualala Arts has a diverse mix of revenue including programs, donations, membership dues, facility rentals, grants, fund development events, and art festivals.

100% of all donations support Gualala Arts programs to fulfil its mission in our community!

Balance sheet as of December 31, 2009:

Cash & Reserve	133,592
Building Replacement Fund	72,095
Endowment Fund	173,933
Building, Land & Equipment	1,277,047
Total Assets	<u>1,656,667</u>
Liabilities	7,447
Equity	1,649,220
Total Liabilities and Equities	<u>1,656,667</u>

2009 Gross Revenue \$690,100



Associate Store

Gualala Arts owns and operates the Dolphin Gallery, featuring art by local artists.

It is open 363 days a year and staffed by volunteers.

A new exhibit opens each month.



Staff Time

The Gualala Arts staff comprises five full time employees:

David "Sus" Susalla	Executive Director
Liz Redfield	Accounting
Barbara Pratt	Publicity
Karen Tracy	Front Desk
Scott Chieffo	Operations Manager

You Make a Difference!

2009 Honor Roll of Donors

Gualala Arts' ongoing success is a direct result of the **generosity of donors** who support its programs and fund-raising events.

We extend our deepest thanks to the many people who sustained our **mission to promote public interest and participation in the arts** over the past year.

The 2009 Honor Roll of Donors gratefully acknowledges gifts and pledges made by individuals, corporations and foundations in 2009.

We sincerely thank you for your **continued support** in building an arts organization that promises to improve and enhance the **future of the arts** in our community.

Innovators (\$10,000 plus)

Anonymous Family Trust
Anonymous Vanguard Charitable Trust

Champions (\$5,000-9,999)

Russell and Judith Hardy
Mary Sue Ittner and
Bob Rutemoeller
Sharon Nickodem

Leaders (\$2,500-4,999)

In Memory of Sally Kopac and
John William (Bill) Nichols
Mary Jane Sargent and
Edward Sargent
Brennie and Lawrence Brackett

Pacesetters (\$1,000-2,499)

Richard and Marilyn Balch
Howard and Sue Blair
Molly Buckley and Don Kurtz
Lynne P. Cannady and David Ford
Steve and Kristin Carnes
Drew and Carla Fagan
Ruth Hynds
Mirka Knaster and Larry Jacobs
Dennis and Nancy Marks
Scott and Tomi Matthews
Randy Owings
Mary and Bill Retzer
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Richard Skidmore and Mark Pierce
Jeri Taylor and David Moessinger
R.C. and Tina Vasavada

Believers (\$500-999)

Mary and Jim Alinder
Paul and Paddy Batchelder
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Hazel Eshleman
Susan and Jim Grenwelge
Alan and Cassy Grossman
Rosemarie Hocker
Barbara B. Hoover and Laura L. Senteney
In Memory of Joe Doughty
Dick and Nancy Killian
Carrie and Don Krieger
Nancy and David Kyle
Gualala Lions Club
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Jennifer Nichols
Penelope Nichols
Bill and Jeannie Osterland
Ted and Beth Peterson
Gerda and William Randolph
Sea Ranch Lodge and The Goodnight Foundation
Spindrift Gallery
James and Mary Suhr
Team Susalla & Harmony Art

Builders (\$250-499)

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Nancy Berto
Geoffrey and Maggie Bolt
Gretchen and Ted Chapler
Coldwell Banker Pacific Real Estate
Janet and Alan Coleman
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Martin and Betty Covington
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David and Judy Donaldson
John Fox and Nancy Fox
Jesus and Carole Garcia
Lance and Katherine Gyorfi
David and Gail Hamilton
Bryant and Diane Hichwa
Craig and Debbie Hoyt
Fred and Barbara Ilfeld
In Honor of Dave Jordan & P.T. Nunn
In Memory of Frank Klembeck
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Helen Klembeck
John Linderman and Brian Tippen
Mike and Peggy Mee

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Marian Molander
Charles Murphy and Kathleen Sandidge
Tom and Paula Osborne
Marion Patterson
Ted and Cora Lee Seale
Frank and Karen Serratori
The Sea Ranch Foundation
Edward Tunheim
Richard Warmer and Virginia Rubin
Alice Wingwall and Donlyn Lyndon
Martha and Norman Wohlken

Partners (\$100-249)

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Budget Blinds of N.W. Sonoma Co.
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Robert and Grace Carter
Cynthia Chilton Hauck
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Alice and Michael
Robert and Ann Cormack
Akiko and James Docker
Carol Drucker
Barbara Dunsmoor
Bob and Bonnie Dysart-Tollefson
Ann Edmonston
Sylvia and James Edwards
Nancy Eigsti
Robert L. Elder
Barbara Fast
Cheri and Barry Feiner
Margaret Feldstein
Dan Friedman

2009 Honor Roll of Donors, continued

Heinz Gewing
Kenneth and Julia Gibson
Barbara Gomes
Duane and Kathi Gordon
Marilyn Green and Drew McCalley
Royal and Reva Chafin-Greenwell
David and Joan Griffith
Gualala Redwoods
Joyce and Nils Hakansson
George Hall
Jeanne Hallburg
Suzanne Hansen
Mana Hobson and Sabina Walla
Robert and Edith Holmes
Shirley Hulse
Dard and Mary Hunter
In Honor of Jane Reichhold
In Honor of Jim Grenwelge, Michele &
George Marshall, and Don & Carrie Krieger.
In Honor of Tammy, Joe, and Jessica Larsen.
Susan and Frank Jackson
Jeanne and Richard Jackson
Elaine Jacob
Bruce and Sharon Jones
Inge Karlshoej
Hall and Jane Kelley
Donald and Francoise Kemp
Richard and Cindy Kennedy
Kennedy & Associates
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Dot Porter
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Pacific Piecemakers Quilt Guild
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Redwood Coast Land Conservancy
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Julie and Tom Reis
Nancy and Bruce Reitz
Barry Richman and Carolyn Andre
Virginia Rubin and Dick Warmer
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Steve Serdahely and Sumedha Khanna
Betty Sevier
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Peter Sidell
Raymond Sinetar and Sandra Brewer
SK Gallery
Christine and Thomas Smith
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Paul Spitler
Jack Stuppin
Styskal Design
Surf Supermarket
Bo Svensson
Gail and Matt Taylor
John and Fran Tornquist
Jack Warner
CeCe and Jim Werson
Anne and David Westwater
Edwin and Marjorie Willey
David and Janet Windsor
Charles and Megan Wosaba
Harriet Wright
Peter and Teresa Youtz
Eeva and Wilfried Zimmerman

Friends

Ruth P Barton
Albert and Kenneth Bellucci
Neil and Ann Berger
Bonnie Bertram
Donna and Doug Blum
Leanne Bly
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Tim A. Brody
Richard and Nancy Carter
Chester and Shirley Case
Christina and Lewis Chapman
Shirley Chatalian
James and Elizabeth Coffee
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Jack and Diana Damonte
Lynn Davis
Shirley Degurlund
Falzon Denise
Ron Deveron
Jim and Priscilla Dwyer
Dwight and Shirley Eberly
Ida Egli and Kosta P'manolis
Priss Ellingboe
Pietro Faconti
Nancy and David Faw
Frank's Plumbing Service
Jane Frederick
Friend's of the Lighthouse
John Galeazzi
Elk Garage
Trudi Garland
Sylvia Gehres
Joyce L George
Philip and Ann Graf
Melvin Grumbach
Gualala Sport & Tackle
John Haines
William T. Hartman
James and Rosemary Haver
Mary T. Heibel
Michael and Jennie Henderson
Carolyn Herman
Anna and Gary Hines
John and Katherine Horn
Marian and William Howard
Jim Huhn Betty Huhn-Riley
In Honor of Art Molina
In Honor of Dorise Ford
In Honor of Doug Stewart
In Honor of James Fusek
In Honor of Joanne Wright
In Honor of Judi & Leon Gross

In Honor of Ronald Herman
In Memory of Rodney Francis
Jack's Gualala Pharmacy
Kate Jackson
Jay Baker True Value Hardware
Carolyn Johnson
M Jones
Steve and Anita Kaplan
Stephen Kessler
Jack and Linda Knebel
Herbert and Gerda Korner
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Janet Loxley and David Fouts
Healdsburg Lumber Company
S & B Market
Ralph J. and Larain Matheson
Charles McGahan
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Claire McPherson
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Bob Schwein and Vicki Talbot
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Andrew Shea
Carol Shu
Robert and Nancy Shurtleff
Joel and Susan Sklar
Beverly Sloane
Vernard and Barbara Smith
Chris and Toby Smith
Roscoe and Gail Spencer
Mike Starr
Holly Stiel and Bill Apton
Paula Sullivan
Rhoda Teplow
Michael and Lynn Tuft
Robert Welch
Barbara and Phil Wendt



Building Update 2010

The DePrima Terrace has been completed and officially opened with a dedication ceremony.

We will honor our major financial donors and inaugurate a newly created Donor's Grove.



CONSTRUCTION HAS BEGUN ON THE BREAD OVEN

Plans for an indoor elevator and its back-up generator are in the works. The Elevator Lift Off Party kicks off the project on Sunday, May 23. Gualala Arts hopes to have this project completed for our 50th anniversary in 2011.

Whether you are planning a wedding or other private party, business meeting, seminar or fund raising event, the Arts Center has the right size rooms, amenities and aesthetics to fit your needs.

Increasing our Rentals

Available rooms include a large, multi-use auditorium, commercial kitchen with complete cooking essentials, professional conference room and large classroom. Additionally, there is an outdoor amphitheater, a picnic area with large permanent BBQ, and a network of hiking trails overlooking the Gualala River.

Additional amenities for rent include: professional lighting and sound system, digital projection system with 16' wide screen, high-speed wireless internet access throughout the building, two grand pianos, and countless other "essentials."

You can download a complete Gualala Arts Rental packet in printer-friendly pdf format on our website, GualalaArts.org/Rentals.



2010 Events and Fundraisers



TERRY RILEY W/ KRONOS IN 2009



LARRY VUCKOVICH

Gualala Arts is actively seeking financial sponsors and underwriters for its many festivals and events.

Some of the Events and Fundraisers planned for 2010:

- Theater performances: An Ordinary Woman Under Stress and Our Town
- Art exhibit openings: 14 in the Burnett Gallery & Jacob Foyer
Plus 10 Openings for the Dolphin Gallery
- Lecture Series: 19 individual lectures
- Chamber Music Series: 7 concerts
- Local Eyes, Gualala Arts Presents, and Jazz Series: 7 separate events
- Workshops and Classes 32 Workshops and 7 On-going Classes
- Day of the Dead
- Fine Arts Festival
- Festival of Trees
- Whale and Jazz Festival (17 events throughout April)
- Art in the Redwoods
- Recycle Your Art Sale
- Terry Riley's 75th Birthday Bash
- Studio Discovery Tour
- Ruth Hynds Watercolors Exhibit/Auction
- Top Hat Dinner, honoring artist Robert Holmes
- Art off the Wall (and more!)
- Festival of Lights



We look forward to our journey with you and your ideas into a future of growth and prosperity, a future that will pinpoint the Gualala Arts Center as one of the best arts destinations for not only the Mendonoma Coast, but all of Northern California.

In 2011 Gualala Arts will be 50 Years Old!

Gualala Arts is going to be 50 years old in 2011. Planning our celebration, we are gathering history and photos. We would love your photos related to Gualala Arts and your help identifying the photos we have. Perhaps you have photos of early Art in the Redwoods events or snapshots of the people who were instrumental in its founding. We would appreciate your written memories of people or events that relate to Gualala Arts. If you have a fun story about hanging a show or being on a committee we would like to know about it.

We value your information and are hesitant to accept original documents that need to be returned. Having a CD (or DVD) of your digital images would be wonderful. It would be even more wonderful with the identifying information in a Word file on the same disk. Be sure to mark the CD with your name and phone number. If that is not possible, please bring copies of your treasures in an envelope labeled with your name and phone number to the Gualala Arts Office.

Gualala Arts
46501 Gualala Road
Gualala, CA 95445
707-884-1138
Fax 707-884-3038
info@GualalaArts.org
GualalaArts.org

