

# 2024 Annual Report

## A Year of Renewal



This report narrates the story of our progress.

*Presented by Kim Adams, Gallery Director  
and the Board of Directors.*

## A Letter From the Gallery Director

Greetings All,

I'm honored to share an overview of the Whitewater Arts Alliance (WAA) from 2024. As I head into my second year as Gallery Director, it's easy for me to smile and say, "let's celebrate!" I'm a big believer in celebrating progress, and we have much to celebrate from the past 12 months!

We kicked off the year by gathering members and business partners to clean, organize, and paint the gallery space. This gave our South, Center, and North Galleries a fresh new look. We also developed a new slogan: "Celebrating the Arts and Creating Community!"

Our membership has grown since November 2023, and we plan for more membership growth in the new year. Over the past 12 months, we hosted or participated in 35 programs, including exhibitions, workshops, fundraisers, and community events. We connected with new partners in Whitewater, the surrounding communities and at UW-Whitewater, strengthening our community ties.

We secured a new six-year rental agreement with the City of Whitewater, providing stability for our future endeavors. We recruited new board members and elected officers, shifting our mind-set from "surviving" to "thriving." We also established several legacy campaigns, including the Marilyn Fuerstenberg Legacy Campaign, the Caryl Yasko Public Art Fund, and the John Dynkowski Legacy Campaign.

Our online presence was enhanced with website updates and increased activity on Facebook. We designed a monthly forecast poster and collaborated with a UW-Whitewater student to create a promotional video. We established working committees and formalized our fundraising campaign. Planning for our 20th Anniversary in 2025 is already underway, promising an exciting year of celebrations.

We experienced record attendance and sales at several events, marking a successful year overall. Together, we have accomplished so much, but there's still work ahead. Members and volunteers are the lifeblood of our organization. We need to recruit more members to help us celebrate the arts and work towards financial sustainability. I invite you to join us at our events in 2025 and be an active part of helping the arts thrive in Whitewater and the surrounding communities.

Thank you,

Kim Adams



The mission of the Whitewater Arts Alliance, Inc. is to support, promote, and develop the arts as an essential and integral part of our community.



## The Year in Review

It was a fantastic year for the Whitewater Arts Alliance, filled with inspiring events, engaging workshops, and vibrant community activities. Our gallery was a creative hub, showcasing a variety of exhibitions from local and visiting artists. We hosted hands-on workshops, fun community events, and holiday celebrations, all fostering inclusivity and artistic expression. Each event invited our community to enjoy the arts and create lasting memories together.

### Art Exhibitions:

- A Mosaic Journey Through Color and Texture by Amy Weh
- Signs of Community by Lance Thomas
- Annual Exhibition by Whitewater Unified School District students
- Wisconsin Regional Artist Program (WRAP) Exhibition: Stories Through Art by WRAP and members with folks from Opportunities, Inc.
- The Beauty of Nature by Woody Olsen & Jennifer Alexander
- 15th Annual Fran Achen Juried Photography Exhibition
- Expressions in Paint, Pastel, and Pencil by Tom Jewell
- The Color of Love/El Color De Mi Amor by Rhonda Kolander & Enrique Esquipula
- Electric Eclectic IV Invitational Photography Exhibition by 19 photographers
- Studio 84: Past and Present by Studio 84 artists
- Annual Members' Show



### Workshops:

- Collage Workshop with Amy Weh
- Visualizing Your Wellness Workshop by Angie Alesci
- Acrylic Painting Workshop #1: Moon Rise by Rhonda Kolander
- Fall Luminary Workshop by Angie Alesci
- Acrylic Painting Workshop #2: Ocean Scene by Rhonda Kolander
- Snowy Ornament Workshop at Fairhaven by Angie Alesci
- Ornament Workshop for Kids by Studio 84

### Special Events:

- Whitewater Storytelling Festival
- Savory Sounds Concerts
- Annual Member Meeting
- Whitewater Holiday Parade
- Photos with Santa & Friends
- Fort Atkinson Community Theater (FACT) Readers Theatre: A Hometown Christmas

### Community Events:

- Whitewater Chamber Dinner
- Whitewater Science, Technology, Energy, Art and Mathematics (STEAM) Event
- Whitewater Pride Rally
- "Be Kind" Pre-Event and Walk
- Native American Heritage Celebration
- Whitewater Holiday Parade of Lights



## We Recognize our Sponsors and Volunteers

Our successes at the Whitewater Arts Alliance this year come from the incredible support of our volunteers and sponsors. Your time, energy, and resources have been the cornerstone of our achievements, making each exhibition, workshop, and event possible. To our volunteers, your dedication and hard work have brought our programs to life. To our sponsors, your financial support and resources have allowed us to expand our reach and enhance our offerings. As we approach our 20th Anniversary, we look forward to continuing this journey together, celebrating the arts and creating impactful experiences for our community. We thank you for your steadfast support with heartfelt gratitude.

## Connect with us:

For current information visit:  
[www.whitewaterarts.org](http://www.whitewaterarts.org)  
 Contact: Gallery Director, Kim Adams •  
 608-201-2151 (cell)  
 Email: [wwartsalliance@gmail.com](mailto:wwartsalliance@gmail.com)

The Gallery is located at  
 402 West Main St., Whitewater, WI 53190  
 Gallery hours: Thursday-Sunday, 12:00pm-4:00pm  
 Most events are free. All are welcome.

***"Celebrating the Arts and  
 Creating Community!"***

## 2025 Board Members

### Officers:

Jeff McDonald, President  
 Mary Nevicosi, Vice President  
 Kristen Burton, Treasurer  
 Jodie Raddatz, Membership Secretary  
 Camden Harlan, Recording Secretary

### Board Members:

Ashley Dimmig  
 Rosie Martinez  
 Emily Painter  
 Dwight Watson  
 Katy Wimer

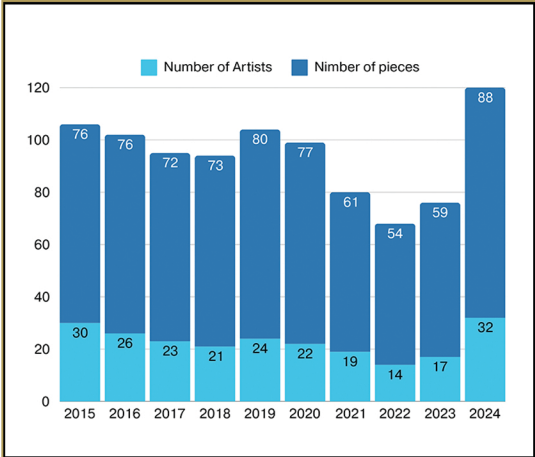
Many amazing docents are a part of our team, including Student Gallery Assistants.

**We thank Opportunities, Inc. for  
 providing exceptional cleaning services  
 at the Whitewater Arts Alliance.**

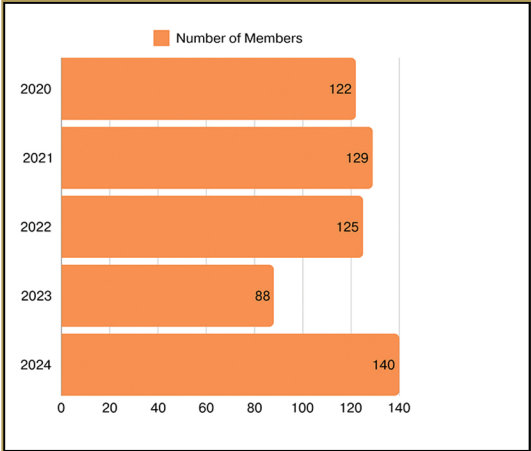


Logo for the 20th Anniversary celebration.

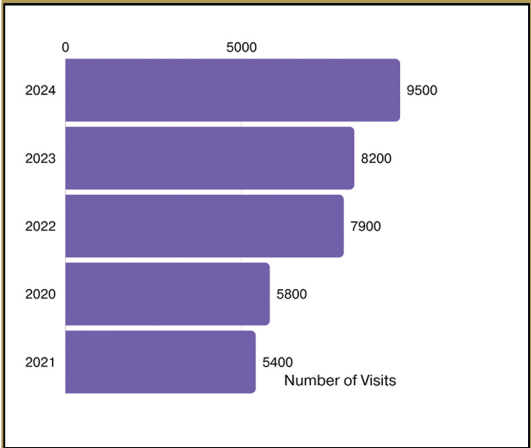




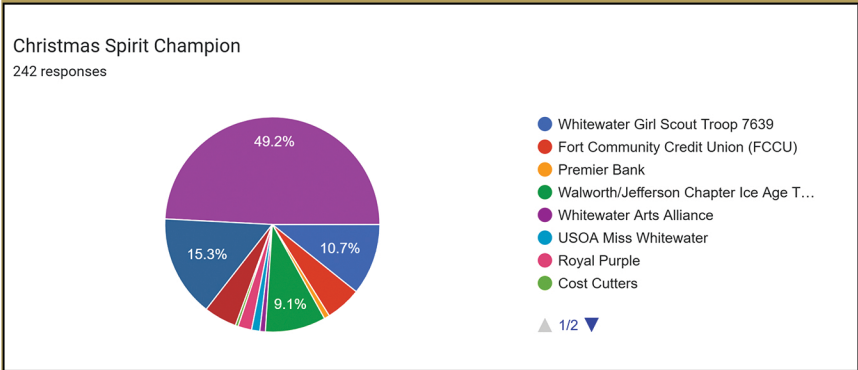
**Number of members participating and number of art pieces exhibited in Members' Show by years.**



**Membership growth by years.**



**Growth of website visits by years.**



**And, best of all, we were voted Christmas Spirit Champions in the Whitewater Holiday Parade!**



Greetings,

2024, a year both challenging and rewarding for the Whitewater Arts Alliance, was certainly event filled, as Kim has described. In producing these many, varied events, WAA's dedicated team of volunteers, members, sponsors, board members, and staff, in the newly revitalized Cultural Arts Center Gallery, has seen record attendance and participation, both at the CAC and online. The enthusiastic community response we have experienced has been an inspiration, as has enthusiastic artist involvement.

Much has been accomplished this year – strengthening the team, developing interesting programming, building membership and participation, finding relevance, and meeting evolving public expectations. To be sure, significant challenges remain, such as the need to continue turning the corner toward financial sustainability, the need to continue finding enthusiastic and dedicated volunteers, and to keep navigating forward through the modern challenges common to many non-profits. However, I am optimistic, but then I have been surrounded by artists of one variety or other for much of my professional life and I have observed that the most effective of them are, at their core, creative problem solvers.

2025, our 20th Anniversary year, will be filled with more high-quality, family-friendly events. Please stay tuned – I don't think you will be disappointed. Better yet, join our team and help make it happen!

We appreciate your support.

Warm regards,

Jeff McDonald, President  
Whitewater Arts Alliance





# "Celebrating the Arts and Creating Community!"

## Road Map for the Future: Building on our Success

*As we reflect on the successes of 2024, the Whitewater Arts Alliance is excited to continue our bold and ambitious strategy for the future, building on the momentum and achievements of this past year.*

**Enhancing Community Engagement:** Our events, workshops, and exhibitions in 2024 demonstrated the power of art to bring people together. Moving forward, we aim to deepen our community engagement by hosting inclusive events to serve our diverse audiences. We will continue to partner with local organizations and schools to ensure that the arts remain accessible to everyone in our community.

**Expanding Our Reach:** With our membership on the rise, we plan to implement targeted recruitment campaigns to attract even more members and volunteers. Our strategy includes enhancing our online presence with frequent updates to our website and active engagement on social media platforms. We will also explore new marketing channels to reach broader audiences and attract visitors from neighboring communities.

**Sustaining Financial Growth:** Securing a new six-year rental agreement with the City of Whitewater has provided us with a stable foundation. To build on this, we will continue to develop and execute fundraising campaigns, such as our successful Culver's Night fundraisers and our Meat Raffle. Establishing more legacy campaigns and working closely with sponsors will ensure long-term financial sustainability.

**Diversifying Programming:** The wide variety of exhibitions, workshops, and special events in 2024 showcased our commitment to diverse programming. In the future, we aim to introduce new and innovative programs that cater to different interests and art forms. We will also focus on expanding our educational offerings, providing more workshops and hands-on experiences for all age groups.

**Celebrating Milestones:** As we approach our 20th Anniversary in 2025, we are planning a year-long celebration that honors our history and sets the stage for the next decade. Special events and exhibitions will highlight the achievements of our artists and the impact of art on our community. This milestone year will serve as an opportunity to reflect on our journey and envision the future of the Whitewater Arts Alliance.

**Strengthening Organizational Structure:** The recruitment of new board members and the election of officers in 2024 has shifted our mindset from "surviving" to "thriving." We will continue to build a robust organizational structure by establishing more working committees, enhancing board training, and encouraging active participation from all members. This will enable us to operate more efficiently and effectively as we grow.

### Fundraisers:

- WAA Art Sale/Silent Auction/Bucket Raffle
- 50-50 Raffles
- Culver's Night Fundraisers
- Meat Raffle Fundraiser





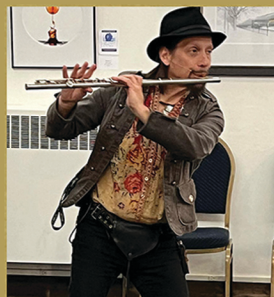
# Highlights to Celebrate:



- Record Sales from the Amy Weh Exhibit.

- Record number of participants (150+) at the Annual Whitewater Unified School District (WUSD) show reception.

- Received the "Whitewater Hero Award" from the Whitewater Unities Lives League.



- Record (160+) submissions for the 15th Annual Fran Achen Juried Photography Exhibition.

- Record number (250) of Savory Sounds participants at Piper Road Spring Band concert.

- Record number of participants (30) at Annual Member Meeting.

- Hosted a record number (35) events in the calendar year—exhibitions, workshops, special events, and fundraisers.

- Worked with a UW-Whitewater capstone student on a collaborative promotional video.

- Received the "Christmas Spirit Champion" Award from the Whitewater Holiday Parade.



**Top:** Emily Painter, Dwight Watson, Camden Harlan, Rosie Martinez, Jeff McDonald  
**Bottom:** Kim Adams, Jodie Raddatz, Kristen Burton, Katy Wimer **Not pictured:** Mary Nevicosi, Ashley Dimmig

