



2011

SALEM ART ASSOCIATION • ANNUAL REPORT

2011 SAA STAFF

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Katie Loney, Museum Assistant

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Ann Kresge, School Arts Director

BUSH BARN ART CENTER

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Galleries Coordinator

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Brooke Serres, Accountant

Dear Friends,

We all know the arts are fundamental to the economic fabric of a city: creating jobs and preparing the workforce to compete in the global economy. In addition, the arts enhance the livability of a city, which in turn brings investment and prosperity. In a flourishing environment other non-profits also thrive and provide resources to the community through food banks, youth programs and various other human services. However, the arts do more than that. Not only are they essential for personal enrichment but they are a vital part of any comprehensive and formal education for every student. Study after study has shown that an integrated arts curriculum in the schools raises the standards of achievement across a wide variety of subjects. Students simply do better all round when they have an arts rich education. They have higher grade point averages, score better on standardized tests in reading and math, and they have lower dropout rates.

All of this is what the Salem Art Association contributes to Salem. We are here to enrich the community through the art education provided to almost 14,000 students each year, through the heritage of the Bush House Museum, through the continual exhibitions and events in the Bush Barn Art Center, through services to artists and through the nationally recognized Salem Art Fair & Festival.

There is always something simmering at Salem Art Association. Join us and be part of this world: the art that becomes both our legacy and the heritage of the future.

Sincerely,
Sandra Burnett
SAA Executive Director

"I was first exposed to the arts as a child growing up in a big city. Though my parents were strong supporters of music, theatre and the visual arts, most others took them for granted. It wasn't until I moved to Salem that I truly appreciated how important the arts are to the culture and attractiveness of a community. They are fundamental to what gives a community its vibrancy and its soul."

-Paula Kanarek, SAA Board President 2012



River Leading to the Mountains by Jamee Linton
2011 Salem Art Fair & Festival Poster Art

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BUSH BARN ART CENTER

In 2011, the Salem Art Association Galleries Program presented 21 diverse art exhibitions in the A.N. Bush, Camas and Focus Galleries at the Bush Barn Art Center featuring regional and national artists working in a wide variety of art mediums. This schedule represents an increase in the number of exhibits from 18 in 2010. Additionally, the Galleries Program exhibited artwork by approximately 100 local and regional artists in the first-floor Gift Gallery through two, six-month exhibition periods. Many of these “core” artists also participated in SAA’s rental-sales program which offers SAA members the opportunity to rent a work of art for a three-month period. Members wishing to purchase the artwork after the rental period can apply their rental fee as a discount on the purchase price.

Highlights of the 2011 exhibition schedule include:

- *Earth + Allegory*—the inaugural exhibition in SAA’s Guest Curator Series curated by Jonathan Bucci (Salem) featuring work by Craig Goodworth (Newberg) and Andrew Myers (Portland)
- *Salem Salon: Art Squared*—an open (non-juried), biennial exhibition including works of art by more than 80 members of the Willamette Valley community with each work measuring 16 x 16”
- *Flirting with the Muse*—a three-person exhibition highlighting wood carvings by Totem Shriver (Sheridan), mixed media works by Nils Lou (Willamina) and paintings by Mike Bronco (McMinnville)
- *Bits & Pieces: Intuitive Quilts from the Northwest and Beyond*—an exhibition of contemporary quilts curated by Bonnie Hull (Salem) and Kate Speckman (Salem) coinciding with Salem’s “Quiltopia” event
- *Art at Zena*—an exhibit in partnership with Willamette University’s Center for Sustainable Communities featuring artwork by ten noted regional artists and inspired by the Forest at Zena Farm
- *James Southworth: Colors of Italy*—a solo exhibition of pastel paintings by James Southworth (Salem) depicting Italian landscapes and city scenes of Italy
- *Parks for People: Lord & Schryver’s Legacy* – a group exhibition of paintings by regional artists inspired by photographic portraits of Elizabeth Lord and Edith Schryver, noted landscape architects
- *Parks for People: The Art of Stewardship* – a group exhibition of fine art photography highlighting noteworthy features of Bush’s Pasture Park and the volunteer and civic groups that steward it

In 2011, the Galleries Program also hosted several special offerings including two Art Fusion events featuring live performances by local music groups, a jazz soiree to benefit the Community Arts Education (CAE) program and the annual Holiday Showcase which included fundraisers dedicated to the Community Arts Education Program and the Bush House Museum.



Artwork by Craig Goodworth and Andrew Myers - *Earth & Allegory*



Bush House Museum • Photo by Frank Miller

BUSH HOUSE MUSEUM

In 2011, Bush House Museum programming enhanced its working relationship with several local cultural-heritage and social service non-profits to better engage the Salem community. In addition to welcoming approximately 3,000 adults, seniors, students and children for guided tours, special events and interpretive programming, the museum presented a variety of new educational offerings.

The Parks for People: Lord & Schryver’s Legacy exhibit at the Bush Barn Art Center featured the history of Bush’s Pasture Park and Historic Deepwood Estate through historic photographs and related contemporary art. The highlight of the exhibition was John Van Dreal’s portrait of Sally Bush which was acquired by the Salem Art Association and now hangs over the fireplace in Sally Bush’s bedroom. Fine and decorative art in the Bush House Museum were featured at the “Peek in the Bush House Museum: A Brief Tour of Art and History” during the 62nd annual Salem Art Fair & Festival. This 15-minute self-guided tour of the first floor provided festival attendees a glimpse into the museum and encouraged them to return for a full guided tour at a later date.

In September 2011, the Bush House Museum hosted Pie-O-neer Day, sponsored by Salem Electric, which featured pioneer games for children, craft demonstrations and a fruit pie baking contest. During the Holiday Season Bush House Museum hosted a complimentary open house with live music, storytelling and children’s activities. The Bush House Museum ended 2011 with a renewed commitment to illuminating Oregon history and culture associated with the lives and legacy of Salem’s Bush Family.



Art & Poetry Project • Adam Stephens Middle School

SALEM ART FAIR & FESTIVAL

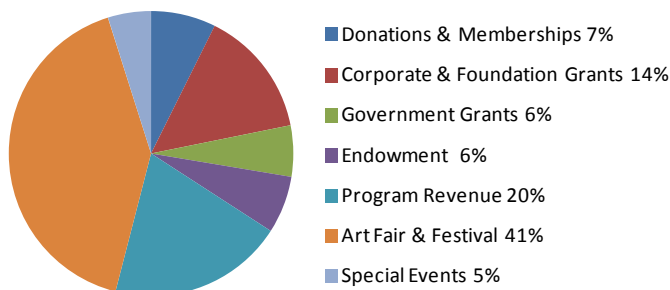
Ranked 20th in the nation in 2011 out of over 1,400 art festivals, the Salem Art Fair & Festival showcased artists from all across the nation for the three-day festival. The 2011 festival featured 30 bands on two stages and helped support over 50 local non-profit organizations. Attendance was affected by heavy rain through two of the three days but, despite this, the 2011 festival netted \$172,000 (after adjusting for direct costs) to help support the programs of the Salem Art Association.

FINANCIALS

2011 ended on a positive note for SAA with approximately \$26,000 surplus, representing a considerable achievement after many years of financial challenges. Through 2011, individual donor funding exceeded budget by 110% (budgeted \$18,500, actual \$38,934). The appointment of a half-time grant writer in 2010 greatly increased SAA's success with grants and in 2011 we exceeded projected grant income by 73% (budgeted \$104,000, actual \$180,000). In addition, revenue from member-ships exceeded budget by 35% (budgeted \$15,300, actual \$20,638). These successes indicate even greater potential for revenue growth.

	Income	Expense
Salem Art Fair & Festival	\$392,687	\$186,002
Bush House Museum	\$17,427	\$81,051
Bush Barn Art Center	\$77,073	\$138,827
Community Arts Education	\$137,623	\$188,444
Fundraising & Marketing	\$117,908	\$154,724
Friends of Bush Gardens*	\$12,770	\$42,079
General Administration	\$201,086	\$139,776
Totals:	\$956,574	\$930,903

*FOBG income is net of direct expenses for plant sales.



COMMUNITY ARTS EDUCATION

In 2011, CAE's Artists Services Program served the communities of Marion, Polk and Yamhill Counties through the Studio Annex Artist-in-Residence (AIR) Program, con • temporary, ArtMarket, a Statesman Journal writing collaboration, professional development opportunities for artists, development of online resources and two long term projects. Through these initiatives, the CAE program served 2,250 attendees/participants for Artists Services programming, hosted five exhibitions and eight events, published 52 artists/writers and produced 15 articles which appeared in the Statesman Journal among other publications.

SAA's thriving School Arts program served more than 14,000 children, teachers, artists and community members during 2011. The Art & Poetry program celebrated its fifth year teaching youth from the Hillcrest Oregon Youth Authority Facility to write poetry and combine it with visual art. The Art & Poetry program was funded by PGE and the Salem Art Association Gallery Guides. The Artists-In-Schools (AIS) and Performing Artists programs brought teaching artists to over 400 local classrooms engaging students in hands-on arts activities. Students from several area schools participated via the AIS program in the creation of the Salem Peace Mosaic, a community created public artwork in downtown Salem. A new initiative, Art In the Annex, offered weekend workshops which provided in-service opportunities for classroom teachers and the general public. These day-long workshops engaged adult students with a range of art media taught by professional artists.

SAA ENDOWMENT FOUNDATION

Salem Art Association has an endowment of approximately \$1 million which is under the stewardship of the Salem Art Association Endowment Foundation (SAAEF) of which SAA receives 5% annually. The SAAEF board is working on strategies to increase the Endowment through legacy and major gifts and in 2010, a Legacy Society (planned giving program) was launched. The SAAEF board encourages you to consider an endowment gift or to join the SAA Legacy Society, which is a very special group of people who have included SAA in their estate plans, thereby ensuring that the legacy of the arts is handed on to the generations of the future.

Immeasurable thanks and appreciation to the members of the 2011 SAAEF Board of Directors for their dedication to their task: Michele Patterson (President), Bob Hill (Treasurer), Davida Wilson (Secretary), Judy Basker, Carol Green, Rich Harcourt, Paula Kanarek, John Lake, Erich Paetsch, Tim Van Horn and Betty Wiley. Leaving the board in 2011 were Ellen Weyant and Efrain Diaz-Horna - a special thank you for your tireless hours of service over many years.

THESE SAA SUPPORTERS MADE CONTRIBUTIONS, SPONSORSHIPS AND IN-KIND GIFTS ABOVE AND BEYOND MEMBERSHIP. THANK YOU!

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