

A Look Back 2011 in Review !!

seARTS Cape Ann 2011 Newsletter Vol. 1

The Cape Ann Museum;

The Museum welcomed over 18,000 visitors in 2011. Program attendance and the number of programs increased as well. More than 3,400 children and families attended 126 family programs. The Hopper House Walks, gallery tours, White Ellery House art installations and the Conversations with Contemporary Artists series continue to draw crowds. Six major exhibitions were mounted and over 40 works of art, artifacts and/or archival material were added to the collection. The Museum also enjoyed collaborations with more than 30 local cultural and community institutions. We hosted the U.S. Department of Commerce's Economic Assessment Forum on Arts and Culture for the City of Gloucester, two visits organized by State Rep. Ann-Margaret Ferrante and State Rep. Sarah Peake, Chair of the Joint Committee on Tourism, Arts and Cultural Development, seART's Partner with an Artist Forum, and the Costume Society of America's Annual Meeting. Staff is participating in the development of the Gloucester HarborWalk and the Downtown Cultural District Committee. The success of these initiatives should result in a stronger appreciation of the region's cultural assets.



Rockport Music;

In its 30th season and second season in the Shalin Liu Performance Center, Rockport Music drew an audience of nearly 20,000. In addition to the 22-concert internationally renowned Rockport Chamber Music Festival, we presented over 100 events including legendary and emerging artists from the worlds of jazz, pop, folk, classical and world music. Our Metropolitan Opera and English National Theatre HD broadcasts



drew new audiences to experience the facility. As part of its mission to the community, Rockport Music presented over 35 educational and/or free events in the Shalin Liu Performance Center and in area schools. As a rental facility, Rockport Music was host to private family and corporate events.

Cape Ann Artisans;

Cape Ann Artisans held two very successful studio tours in June and October of 2011, resulting in excellent sales and a great number of new visitors from NH, CT and Rhode Island as well as the greater Boston area. We are excited to announce the addition of four new studios to our 2012 tours: Sinikka Nogelo, Pia Juhl, David and Terry Piemonte, and Mace and Mary Ann Wenniger. We are also planning several celebrations for our 30th anniversary in 2013.



Our 2011 season boasted an exciting lineup of programs and events. In addition to six major Member exhibitions (the most NSAA has ever had), and the Associate Members show, there were nine "Featured Artist" and nine "Small Works" shows, as well as 15 well-attended free demonstrations and lectures by NSAA members and others, such as the Early Art Colonies of Cape Ann by Mary Rhinelander McCarl and a monotypes demon-

stration by Lynda Goldberg. The workshop program was quite successful, with a total of 12 Adult and eight Children and Teen classes. We would again like to extend our gratitude to the Stobart Foundation for its continued support of the Children and Teen Workshop program. A notable first at the annual Auction was the addition of "live" on-line bidding which drew much interest and resulted in the largest sale of the evening! The NSAA was also proud to be part of Music at Eden's Edge's 30th Anniversary Season by hosting two of its summer concerts, one being a tribute to the late Vincent Ferrini. NSAA looks forward to opening its doors in May for its 90th Anniversary season with a calendar filled with events to mark this historic milestone!



Art Haven; 2011 was a year filled with growth and excitement! We broke the 500-student mark in our regular classes and had a record-high 356 families come to paint buoys for the 2011 Lobster Trap Tree on Main Street, our largest community event of the year.

We also started new programs in graphic design, pottery, portfolio design, photography, and collaborated with Henry Allen TheatreWorks to offer a combination theater and visual arts summer program.

Please visit seARTS.org for contact information for these seARTS members.

Thank you to seARTS Sponsors and Donors

seARTS is grateful to the many individuals, businesses, and fellow non-profits that have made its efforts successful. Here are a few ongoing sponsors we would like to recognize and please view our 2011 Annual meeting presentation for a full listing. **Acme Merchandise & Apparel, Bass Rocks Golf Club, Gloucester Engineering, and Varian (VSEA).**

Financial Statement

seARTS is in relatively stable financial position. Conducting two fundraising events during FY 2011 generated additional cash that would normally not be available until the fall. The organization has no short-term or long-term debt. There is adequate cash to cover the next several months of expenses, which is a standard against which 501c(3) organizations are generally measured.

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The seARTS Annual Meeting

kicked off 2011 with a spirited evening of conversation about arts-related harbor development and cultural district legislation. Mayor Carolyn Kirk called for a more comprehensive and higher-level understanding of the arts and cultural vision for the City. Our two guest speakers, Susan Silberberg-Robinson from MIT's Department of Urban Studies, and Jay Paget of the MCC, described the cultural district designation initiative's genesis and processes, and the need for strong leadership, vision and cross-sector collaboration to make it a success. In the months that followed, seARTS expressed the meeting's vision with an exciting series of artistic events – in other words, all the things that make a great cultural district. Let's take a look back at those events.



Captains Courageous Festival: September 22, 2012 Relaunch

In March, 2010 seARTS launched the Captains Courageous Festival, a celebration of Gloucester's cultural heritage and Rudyard Kipling's seafaring adventure novel, Captains Courageous. The day long Festival featured cover-to-cover readings of the book by community volunteers of all ages as well as related family and children's activities. All events took place in downtown Gloucester at cultural partners' locations: Cape Ann Museum, Sawyer Free Library, Maritime Gloucester (formerly Gloucester Maritime Heritage Center) and Cape Ann Art Haven. The celebration's final event, at Cape Ann Community Cinema, was a rousing performance by Schooner Adventure's Three Sheets to the Wind followed by a screening of the 1937 Academy Award-winning Captains Courageous starring Spencer Tracy and Freddie Bartholomew. After two successful years and an enthusiastic community response, Beth Welin, Education Coordinator at Schooner Adventure, will now take the lead in reshaping the Festival into a broader celebration with special events throughout the city that highlight Gloucester's working waterfront and Cape Ann's maritime heritage. More partners will present waterfront multiple offerings throughout the day at many venues on both sides of the harbor. Plans are underway to present the Captains Courageous Festival on September 22, 2012 during the Essex National Heritage Commission's popular Trails & Sails events. For info contact: Beth Welin at bwelin@schooner-adventure.org



Partner With an Artist (PWA) Connecting Artists and Local Businesses, seARTS' signature artist grant program, made possible in recent years by grants from the Bruce J. Anderson and the Selma and Bayness Andrews Funds of the Boston Foundation, invites artists to submit proposals for innovative collaborations

with local businesses. PWA offers a unique opportunity for artists and businesses to explore creative relationships and develop innovative projects. In the spring, five Partner With an Artist grantees, each awarded \$1,500, discussed the concept, development and execution of their projects during a public forum at the Cape Ann Museum. During the week of May 9 – 14 the five projects were installed and ready for the public to enjoy at several locations.



Partner With an Artist 2011 Grantees Elizabeth Ann Harty and The Rockport Council on Aging - Harty's mixed media work - using photo transfers, calligraphy, texture and collage - reflected the history and future of the newly renovated historic Rockport Community House in connection with its key role in the community and its Cape Ann location.

Susan Erony and The Gloucester Writers Center with additional partner(s) - Visual artist Erony's project, **A Few Chosen Words: 100 Fragments of Text by Gloucester Writers**, explored the relationship between word and image through and with the words of Gloucester writers on paper mache bricks. The project was exhibited and Erony presented a lecture on visual art that incorporates literature. **Kristen Miller and Cape Ann Community Cinema with Robert Newton** - Cellist Kristen Miller and writer/filmmaker Robert Newton created a 15-minute multi-media presentation using film, original music and narration tracing the history of the WPA Murals and their importance to Gloucester.

John Tagiuri and The Gloucester Marine Railways Corporation - Using a large film format camera and 35mm digital imaging public artist Tagiuri photographed the captains, crew and vessels that haul out of the GMRC this spring. Images were displayed at GMRC and negatives are housed at the Library of Congress Archives.

Abby Ytzen with community partners - Graphic artist Ytzen's project Discover Gloucester was an integrated education series - map, interactive website, posters and t-shirts - for residents and visitors that presented different various aspects of Gloucester such as fishing, arts, and history. *Partner With an Artist is managed by Sarah Slifer, choreographer and director of the Gloucester New Arts Festival. According to Slifer.*

Art@Bass Rocks began its fourth year in April with 27 works by 19 artists, to be shown through April, 2012. The show was juried by Joy Dai Buell, Juni Van Dyke, and Debbie Clarke and opened in early June. A promotional postcard was designed by E.J. LeFavour. The Viewer's Choice Awards were donated by Nor'East Frameworks. To date five works have been sold. Bass Rocks has invited seARTS back for year 5!

Viewer's Choice Awards were given to: Kathy Coakley, Kate Somers, and Terry Del Percio-Piemonte. **To date, five works have been sold, including pieces by** Anne Cowman, Michael Oleksiw, Edie Freedman, Coco Berkman, and Patricia Reed.



Vote for Gloucester & Cape Ann!

In 2011 seARTS secured the award for Cape Ann/Gloucester as a Top 25 Arts Destination by AmericanStyle Magazine, a highly respected national publication focusing on art, craft, and travel and an excellent resource for artists and art enthusiasts. Thanks to your votes, we achieved the #3 spot on the list for small U.S. cities.



Voting time is here again, and this year we want to aim for the #1 spot, so we need your help in spreading the word. Here's how: Incorporate the voting link (available on request from info@searts.org) into your own PR initiatives: social media, tweeting, blogging and literature; add it to your signature page at the bottom of your emails; help galvanize the community to vote by "talking-up" the campaign up with your co-workers, employees; pass on the postcard and link. **VOTE BY March 3rd, 2012** americanstyle.com

seARTS/Cape Ann Medical Center Art Loan Program

In September 2011, artists picked up their work from the Cape Ann Medical Center's bright, new, spacious facility, where it had been on display for one year. Twenty-one artists were selected by jurors for the seARTS/CAMC Art Loan Program, which opened in June 2010. The artists welcomed another Cape Ann exhibition venue and many spoke of the importance, and satisfaction, of presenting their work in an environment focused on maintaining and restoring health. The program was modeled after the highly successful seARTS Bass Rocks Art Loan Program. Although the CAMC's participation in seARTS' Art Loan Program only lasted one year, the partnership inspired CAMC to mount new work local work and to commit to showcasing work by Cape Ann Artists.



Surveys For approximately three years seARTS, in cooperation with its cultural partners, has been coordinating an effort to gather survey data from Cape Ann cultural events. The survey focuses on demographic and economic information from event attendees, both residents and visitors. We want to know who they are, where they come from, why they came, if they'll come again and most importantly, if they enjoyed the event. The surveys also ask if an attendee spent any money while here and, if so, where and how much. This provides the hard data to support the hypotheses that the arts bring economic benefit to the Cape Ann communities. All this information helps obtain public and private funding to support the arts on Cape Ann. The next step is to compile the data and issue a report in conjunction with UMass Dartmouth, who analyzes the information. We chose the end of seARTS fiscal year 2011 as the cut-off date for the report. However, we continue to collect data so that we can revisit the report



later, to see how the data may have changed the Cape Ann cultural scene, and how it may have been used by individual artists and cultural organizations. In addition to using the data as the basis of the seARTS report, the City of Gloucester has been approached by Endicott College to partner in its own visitor survey project. seARTS has offered to share its survey data with the City and Endicott College to assist with this project. The seARTS survey data may also be of use to the Cape Ann Cultural Districts that are in the process of forming under the new State act, which requires that Cultural Districts report annually on the tangible and measurable impacts of the cultural districts, including tracking the number of visitors. seARTS' visitor survey procedures could assist the Cultural Districts in this regard and will provide them with a base of historical data for use in a comparative analysis of the Districts' economic impacts. The seARTS Board of Directors thanks the seARTS cultural partners for helping us in the survey project and we all look forward to learning what the data analysis will show.

"Celebrate Wearable Art!"

The seARTS Wearable Arts Group "Celebrated" its fifth year with a September fashion event, which also served as the 2011 seARTS benefit. Sixteen artists sold work and there were 70 looks on the runway from another 25 artists, many invited from "Rising Design Group" of Boston and the Mobius Runway show. The event raised \$15,000 for seARTS and made the Wearable Arts group part of Boston Fashion Week. There was extensive local press coverage, a feature article in Cape Ann Magazine, and a place on the NECN Morning Show. This event was generously sponsored by Michael and Elaine Butter of Acme Merchandise & Apparel who have also supported seARTS through its first two fundraisers – "Broadway to Beauport" and "Celebrate the Guitar." seARTS gave out its first Wearable Art Recognition Awards along with Viewer's Choice Awards. The many table sponsors and in-kind sponsors are listed separately in the Annual Meeting presentation.



Wearable Art Recognition Awards

Congratulations again to all of our winners:

Beth Williams, Marlene Cann, Jennifer Greeke, Shalyn Webber, Julia Dusman, Mahri, Kathie McCarthy, Sigrid Olsen, Mary Hughes, Caro-Gray Bosca, Kate Seidman and Claire Sanford.



Wearable Art Holiday Show The Wearable Arts group also hosted its 5th Annual Holiday show at the Sawyer Free Library during the Middle Street Walk. Seventeen artists, including many new fiber artists and jewelers, took over two floors of Saunders House. The Raffle raised \$866 while artist sales reached a record high of \$12,174 with 15% donated to seARTS. seARTS thanks the artists and the Library staff for their support and enthusiasm, Linda Stockman for her fabulous design work and Carol MacIntyre for her harp music!



In conjunction with "Celebrate Wearable Art!" seARTS launched the first Art Experience Marketplace, a new kind of fundraising program that offers art "experiences" rather than actual works of art, e.g., painting lessons, music lessons, Boston museum tours, a writing coaching session and more. All experiences were donated by artists, with 50% or more of the value going to seARTS, and all were organized in a book available at the Fall benefit and online through 2012. Several items have been sold, and the Art Experience Marketplace continues to be a great marketing opportunity for artists.

Hello to Three New seARTS Board Nominees

Susan Boles is from Maine and came to Cape Ann via Hawaii, where she created several successful restaurant-based businesses, then returned east and began a 23-year marketing career. Susan was asked to join Cyrk to build their corporate promotional business and has been based in Gloucester ever since. Today, she runs the local branch of the NYC-based Axis Promotions. She also created and led the Lobster Landing fundraiser for Pathways for Children, and has worked on the seARTS Volunteer Committee. Susan is also a member of E Women Network and a founding member of ARCS Foundation in Tampa FL. She enjoys ballet, theater, skiing, working out, and bicycling, and time at her home in St. Petersburg, Florida. Susan holds an A.B. from College Lasell in Newton, MA.



For 38 years, **Bill Bode** has been a Principal Mechanical Engineer for Gloucester Engineering, who recently reached its 50-year anniversary and has a legacy of innovation in the plastics industry. Bill has authored several papers for TAPPI (Technical Assoc. of Pulp & Paper Industry) and other trade organizations presented at regional and annual conferences. Bill is an annual active volunteer for Project Bread/Walk-for-Hunger, has worked with Dress-for-Success and HAWK organizations and is an annual volunteer judge at local high school science fairs. Bill is deeply involved with his wife Mahri in her award-winning jewelry design business in Manchester. Bill and his family are Gloucester Stage members and also active in the Manchester and Marblehead Chamber of Commerce events on behalf of Mahri's business. Bill holds a BSME from the University of VT and MSME, Northeastern.



Kristine Fisher and her artist husband, Rick Crangle, have long championed Cape Ann's arts and cultural community. As a former seARTS Board Advisor, Kristine has sponsored community-based arts programs and has advised various art associations and individual artists on their marketing and fundraising strategies. Kristine's 25+ years, most recently as a Business Strategist with

Herman Miller Inc., a Fortune 500 global design leader, have prepared her well for a leadership role helping to raise visibility for Cape Ann's cultural community. She received numerous awards for her direction of high-performance teams and her contribution to overall growth strategy. Kristine graduated from the University of New Hampshire with a concentration in psychology that she feels served her well in her career focused on new business development with a high profile design leader. In 2011 Kristine initiated and led the marketing campaign that nominated Gloucester/Cape Ann as a Top 25 Art Destination for the national arts and culture magazine, AmericanStyle. She is also a board member of the Rockport Art Association. Supporting the rich arts and cultural community of Cape Ann is part of her DNA.

Cultural Members' Year in Review

seARTS is proud to have over twenty cultural organizations as members as collaboration is a core part of our mission. Here are highlights from a sampling of these members.

Gloucester Stage Company; Our 2011 season was full of surprises and reprises. We staged an encore of Joanna McClelland Glass' popular *Trying*. The cast of Alan Ayckbourn's *Norman Conquests* trilogy returned in their roles for *Living Together* and this season with *Round and Round the Garden* except Jennie Israel, who played Ruth. Paula Plum will replace Jennie in the final chapter of this fun-filled British farce. Frank Loesser's musical masterpiece *The Most Happy Fella* proved a great success with sold-out performances. The 20th anniversary of GSC's production of Israel Horowitz's *Fighting Over Beverly* ended the season with a bang. The GSC Youth Acting Workshops (YAW) program continued to educate young students in the art of theater, culminating in its final presentation of *Holiday Delights*.



Beauport, Sleeper-McCann House; Our 2011 season



was exceptional, with record-breaking attendance of 40 group tours and 6, 207 visitors. After three years, conservation and preservation work at Beauport came to a close with the landscape restoration, giving our grounds the intended Arts and Crafts movement style. We celebrated with *An Evening in Sleeper's Garden*. Favorite programs such as *Nooks and Crannies* continue to sell out. The season ended on a high note as Beauport was named one of The

Top Ten Greatest Mansions and Grand Places in the world by popular travel guide *Lonely Planet*.