

# River Arts Alliance Membership Form\*

Use the form below or visit:

[riverartsalliance.org/JOIN](http://riverartsalliance.org/JOIN)

Circle one: I am a **NEW** / **RENEWING** member.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website or Facebook: \_\_\_\_\_

Membership Category / Brief Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Annual Membership Dues\*\*

	Individual \$45	\$ _____	DONATION
Household \$60	\$ _____	General \$ _____	
Organization \$125	\$ _____	Family Art Day \$ _____	
Student \$15	\$ _____	<b>TOTAL</b> \$ _____	

Return this form to:

### River Arts Alliance

PO Box 992 | Winona, MN 55987

Questions? [info@riverartsalliance.org](mailto:info@riverartsalliance.org)

\*Information will not be shared. \*\*Membership is active from join date through the end of join month the following year. Membership fees and donations enable RAA to continue to grow and serve the needs of the arts community in Winona, MN and the surrounding region. River Arts Alliance is a 501(c)3 non-profit organization.



2019 Family Art Day  
Photo by Anna VanDemark

*Mission* River Arts Alliance supports and celebrates regional arts and culture by organizing educational programs, community events, and public art projects while promoting opportunities for artists and facilitating collaborations between organizations in the Winona region.

*Vision* To enhance and promote the Winona region as a center of arts and culture.

## River Arts Alliance

PO Box 992 | Winona, MN 55987

[info@riverartsalliance.org](mailto:info@riverartsalliance.org)

[riverartsalliance.org](http://riverartsalliance.org)

   [@riverartsalliance](https://www.youtube.com/@riverartsalliance)



This activity is made possible by the voters of Minnesota through grants from the Minnesota State Arts Board and the Southeast Minnesota Arts Council thanks to a legislative appropriation from the arts & cultural heritage fund.



*Staying Connected*

In 2020 & 2021, River Arts Alliance adapted to the changing needs of our arts community by reimagining the ways that we serve our members.



Cover image of our first online Annual Member Exhibit and Showcase.

## Staying Connected in the Online World

In 2021, River Arts Alliance (RAA) was awarded a **Creative Support for Organizations Grant** from the **Minnesota State Arts Board**. The purpose was to improve our online presence and offer opportunities for our members to learn how to better use the internet for showcasing and selling their work. The following activities and actions were used to accomplish these goals:

- \* **Presentation of Workshops** on Zoom, including *Social Media for Business*, *Square Up 101: Creating an Online Store*, *Photographing Works of Art for the Web*, and *Intro to Video for Artists*. (Visit website for workshop videos.)
- \* Providing **Professional Photography Services** to members.
- \* Conducting a **Survey** to assess the needs of our membership and the arts community in the Winona region and improve our ability to support area artists.
- \* **Redesign of the RAA website**, including rebranding and updated technology. (See homepage sample below.)
- \* **Adapting projects for online presentation**, such as our 2021 Member Exhibit and Showcase (pictured on cover) while COVID-19 restrictions were in place.

[riverartsalliance.org/staying-connected/](http://riverartsalliance.org/staying-connected/)

Welcome to River Arts Alliance



**PROJECTS**

River Arts Alliance organizes educational programs, community events, and public arts projects.



**MEMBERS**

We promote opportunities for artists and facilitate collaborations between organizations in the Winona region.



**ABOUT US**

Our goal is to enhance and promote the Winona region as a center of arts and culture.

Family Art Day:  
The 2020 Way



## Projects

- ✧ **RAA Member Exhibit & Showcase:** Annually, members are able to publicly display their recent work in a group exhibit. *Moving the exhibit online in 2021 allowed all of our members—not just visual artists—to participate for the first time.*
- ✧ **Family Art Day:** Held the first Saturday in September in partnership with the City of Winona Parks & Rec department. This free event attracts 500+ participants each year. *In 2020, RAA curated and assembled bags of art supplies that were distributed to children in Winona.*
- ✧ **Winona Art Walk:** Held the weekend before Thanksgiving in studios and galleries around Winona. *Adapted to an online format in 2020, it is now a hybrid event which expands the reach beyond the Winona area.*
- ✧ **HBC Fence Project:** This permanent art installation was completed in 2019 and is located west of Levee Park in Winona.



Photo by  
Anna VanDemark

## History

River Arts Alliance has its roots in the Blue Heron Project Committee. In 2006, this ad hoc group of artists and art supporters initiated a public statue project. 15 seven-foot Blue Herons, painted by local artists, were displayed in Winona locations and auctioned off, raising \$45,000 for Winona Fine Arts Commission grants.

This project's success, coupled with community discussions, resulted in the River Arts Alliance's formation to support the burgeoning artistic potential of the Winona region. In December 2014, River Arts Alliance became a 501(c)(3) non-profit organization, focusing on arts education and support for local arts and culture.

## Fiscal Sponsorships

Subject to board approval and a small administrative fee, RAA serves as fiscal sponsor of members' projects that require a non-profit sponsor to receive grants or other funds. Current and recent projects include:

- ✧ Maria W. Faust Sonnet Contest
- ✧ Bluff Country Studio Art Tour
- ✧ Publishing of *Crossings: An Anthology of the Poets Laureate of Winona Minnesota*
- ✧ Locally written and produced plays and films

riverartsalliance.org



2019 RAA Member Exhibit  
Photo by Joy Davis Ripley



## Partnerships

- ✧ **Winona County Historical Society:** RAA assists in curating exhibits hosted in the Slaggie Family Lobby Art Gallery in the History Center.
- ✧ **Winona Arts Center:** Serving as the group location for the Winona Art Walk, this newly accessible venue offers the potential for new ways to work together.
- ✧ **Great River Writes:** RAA coordinates literary events with the Winona Public Library, La Crosse Public Library, and La Crosse writers associations.
- ✧ **City of Winona:** Partners for Family Art Day, the HBC Fence Project, and arts advocacy in the community.
- ✧ **Visit Winona:** Reaches beyond the Winona community to attract visitors to RAA events.

Winona Art Walk 2019  
Photo by Mary Farrell



River Arts Alliance promotes the visual arts, music, theatre, dance, film, and the literary arts. We look forward to continuing to grow to serve the ever expanding needs of the arts community in Winona, MN and the surrounding region.

We invite you to become a member as an artist or arts supporter today at: [riverartsalliance.org/JOIN](http://riverartsalliance.org/JOIN) or complete and mail the attached form.

## Membership Benefits:

- ✧ Individual page on the RAA website customized with photo gallery, video, artist's statement, and contact info.
- ✧ Publicity of member news and events through the RAA weekly newsletter, website, calendar, and Facebook page
- ✧ Networking, collaboration, and access to artists' opportunities
- ✧ Participation in the RAA Annual Member Exhibit & Showcase
- ✧ Vote at RAA Annual Meeting
- ✧ Potential fiscal sponsorship for member projects (subject to RAA board approval)

## Membership Fees & Donations Support:

- ✧ The **RAA Annual Member Exhibit and Showcase**, now a hybrid online, gallery, and performance event open to all members.
- ✧ The annual **Family Art Day** in partnership with the City of Winona Park & Rec Department, community sponsors, local artists, and volunteers.
- ✧ **Art Schmooze** events that highlight our members and provide educational programming for the public.
- ✧ **General Operations** expenses, including a half-time arts administrator, website and specialized contractor costs, etc.