



# Annual Report

River Tree Arts  
June 2022

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# Our Mission

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## *Where Creativity Inspires Community*

River Tree Arts' mission is to bring the joy and benefits of music, theater, and visual art to everyone in our community, regardless of age, income, or prior experience.



The board and faculty of River Tree Arts are committed to the development of our students, pushing them to new heights, and enabling them to make a positive impact on the world around them.

We believe the arts are crucial to the process of building community, and therefore we foster opportunities for people to come together to create, learn and celebrate.

# Our History

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RTA was founded in 1982 by a group of like-minded musicians in Kennebunkport, Maine. The donation of an Elmont S. Tyndale piano, coupled with international concert performers summering in the Kennebunks who needed a place to rehearse, and an acoustically inviting church sanctuary were the ingredients for the beginning of a summer concert series. It was from the double apple tree bordering the Kennebunk River that the newly formed organization took its name.

Like many organizations, River Tree Arts has evolved over the years:

- ❖ We are now a multi-disciplinary arts center featuring both performing and visual arts and offering a wide array of workshops, private instruction, performances and events
- ❖ We have resided in several locations throughout the community prior to settling into our home at 35 Western Avenue, a move made possible by the generous donation of the property by Andrea Irvine
- ❖ River Tree continues to now serve over 700 students per year providing over 3100 hours of instruction
- ❖ We are a registered 501(c)(3) non-profit organization and the oldest community arts center in the State of Maine

# Programs Offered

## Performing Arts

- Music
  - Voice
  - Piano
  - String
  - Woodwind
  - Brass
  - Percussion
- Theater
- Dance

## Visual Arts

- Painting
- Drawing
- Metalsmithing
- Jewelry Making
- Photography
- Pottery
- Ceramics
- Sewing



- ❖ Children's programming includes focus on all arts disciplines and creative learning such as after-school programs, weekend workshops, and summer camps
- ❖ Adult courses include Music and Visual Arts and are offered to students of all levels of experience
- ❖ Classes, workshops and private instruction are available for all disciplines
- ❖ Scholarships are also available to students in need

# Our Faculty

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- ❖ Marrick Auger–Visual Art
- ❖ Alice Carroll –Visual Art
- ❖ Piper Castles –Visual Art
- ❖ Jefferson Coniaris –Visual Art
- ❖ McKenzie Davidson –Visual Art
- ❖ Gayle Fitzpatrick –Visual Art
- ❖ Tina Fischer –Visual Art
- ❖ Barbara Fraser – Music
- ❖ Jackie Grigg - Music
- ❖ Angela Hamel Russell – Dance
- ❖ Lucy Hardy –Visual Art
- ❖ Lauren Hastings – Music
- ❖ Laurel Jordan – Theater
- ❖ Heather Lewis



- ❖ Conor Linehan - Music
- ❖ Caren-Marie Michel –Visual Art
- ❖ Dolly Nguyen – Dance
- ❖ Georgia Renfroe –Visual Artist
- ❖ Brendan Roddy – Ceramics
- ❖ Serina Ruggeri –Visual Art
- ❖ Abbeth Russell –Visual Art
- ❖ Samuel Smithwick – Music
- ❖ Shelby Trondle - Theater
- ❖ Lindsay Waller – Music
- ❖ Russel Whitten –Visual Art

# Staff & Board

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## Staff

- ❖ Cathryn Majorossy – Director of Communications and Programming
- ❖ Kym Mabee – Director of Operations
- ❖ Mari Mattuccio – Bookkeeping

## Board of Directors

- ❖ Paula Gagnon– President
- ❖ Meg Parkhurst – Vice President & Secretary
- ❖ Mark DiGiovanni – Treasurer
- ❖ Dan Nelson – Director
- ❖ Katie Ryan-Fairbanks - Director
- ❖ Kiersten Wilcox - Director
- ❖ Nicholas Howley - Director
- ❖ Morgan Moran- Director
- ❖ Rae Ingwersen - Director
- ❖ Sally Cuskley- Director
- ❖ Tina Fischer - Director



## Members Emeritus

- ❖ Maureen DiGiovanni
- ❖ Dorothy Matheson

# President's Update -- Paula Gagnon

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River Tree has worked hard during this Pandemic to provide alternatives when we were closed down for in person classes and safe classroom experiences once we opened. Now that masking is optional we have not just opened up face to face classes but we have added new offerings and begun to offer more adult options.

Our faculty and staff are continuing to put high quality and a safe teaching environment first as we continue to grow to serve our community better. We want to thank all of our Community Partners and all of our students and their families for helping us adapt to this “new normal”.



# Marketing Update

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- ❖ Continued to experience growth across all Social Media platforms
- ❖ Monthly email newsletter, upward trending open and click through rates
- ❖ Quarterly RTA Faculty Newsletter
- ❖ Regularly featured in local publications, Tourist & Town, The Village
- ❖ Featured in several Chamber of Commerce Newsletters
- ❖ Events highlighted across a variety of sites including GoKennebunks.com, EventBrite, Google Business
- ❖ Increased community partnerships
- ❖ Improved marketing to support growth of faculty, board and volunteer base



# Programming Update

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- ❖ Offered more summer youth programs than in previous years
- ❖ Ran successful outdoor adult art programs and virtual Clay at Home
- ❖ Dance in person enrollment up 20%
- ❖ Music lessons were both virtual and in person with Recitals in both formats
- ❖ Dance in person Recital returned after a two year hiatus
- ❖ Partnered with local venues to increase off-site workshops for both children and adults
- ❖ Experimented with morning classes for adults to better use available classroom times

# Building Committee

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- ❖ The committee has begun to work on several smaller projects this past year
  - More efficient lighting in the classrooms
  - Clearing out storage rooms
  - Recycling older items of no use to the programs
  
- ❖ Creation of form to collect bids and streamline building projects





# Financial Update

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## 2022 Highlights

- ❖ Gross revenues for Fiscal Year 2022 (Year ending 04/30/2021) totalled \$338K
- ❖ Program revenue was up 65% over the prior year as we were able to bring programming back to pre-pandemic levels with significant increases in all program area including Adult Art, Childrens Art, Dance, Camps and Music
- ❖ Operating expenses increased approximately 35% in parallel with our increased program enrollment
- ❖ We ended the year with a net operating income gain of approximately 10% which we expect to apply towards future operating needs

## 2023 Goals

- ❖ We are actively working on the budget for this Fiscal Year which we expect to finalize in the coming months
- ❖ Inflation will impact RTA as we anticipate higher operating costs which will likely be offset by moderate increases in tuition
- ❖ We anticipate continued growth of our programs which are significant to RTA in that they support ongoing operations and sustainability and make us less reliant on external donations

# Gallery Committee

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- ❖ The Micro Galleries have successfully hosted three artists since their official launch this past year
    - Angelique Luro, Scott McNeff, and Rae Ingwersen
    - Interest from artists has the Micro Galleries full through 2024
  - ❖ The Small Works Fundraiser raised \$8,584 in 2021, a 7% increase YoY
  - ❖ The 2022 Highlight Community Art Show included 65 artists and 84 pieces of art, an increase in interest and participation YoY.
    - 21% of the show sold this year
- ❖ **Looking ahead we plan to:**
    - **Expand the Micro Galleries into the second floor sitting area to create a 3D gallery space for our artists**



# Fundraising and Grants

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- ❖ Annual appeal was held for the second consecutive year and continues to be successful raising \$11,416
  - ❖ Giving Tuesday raised a total of \$895
  - ❖ Added 9 new community partner/sponsorships and hosted our first Community Partner Reception attended by board members, faculty, and staff
  - ❖ Adjusted membership levels to provide more options for members to donate.
  - ❖ \$8000 grant from The Onion Foundation
  - ❖ By January 2022, we have been granted support totaling \$37,479 from 6 foundations.
- ❖ **Looking ahead we plan to:**
    - **Continue with Annual Appeal and improve it**
    - **Grow our Membership**
    - **Increase our sponsors**
    - **Strengthen private donations**
    - **Strategically work with other committees to prioritize River Tree needs**

# Meet Our Community Partners-- Thank you!



# Vote to Ratify New Board Members

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## ★ **Sally Cuskley** – March 2022 - Finance Committee

- After her retirement from JP Morgan in 2008, Sally Cuskley served with various organizations in South Carolina including The Progressive Club, Our Lady of Mercy, Magnolia Garden Club, and the Golf Club at Briar's Creek. In her free time, Sally likes to quilt, sing, and garden, playing chimes with the South Congregational Church and earning her Master Gardener credentials. She is a native of Durham, North Carolina and a graduate of Smith College and Wharton School, with an Advanced Management Program certificate from Harvard Business School.

## ★ **Morgan Moran** – December 2021 - Dance Committee

- Morgan grew up in Tallahassee, Florida, and later moved to Orlando graduating from the University of Central Florida with a degree in Organizational Communications and Hospitality Management. She began her career working for the most magical place on earth, Disney, as an event industry professional. In 2016, Morgan moved to Maine with her husband and daughter, and a year later added a son. Upon moving to Maine, they nestled quite nicely into a little slice of paradise in Kennebunk and she has since dedicated her career to helping others find properties that bring them joy here in southern Maine.



# Vote to Ratify New Board Members, cont.

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## ★ **Michael Lee – June 2022**

- Mike is the Chair of the Digital Media program at York County Community College. He is an accomplished artist and has donated to our Small Works fundraiser with several fabulous sculptures that sell every time we offer them. He also is involved in the art community in New Hampshire and is very supportive of River Tree and our mission. Mike not only knows the arts, he is a leader in technology and the use of new technologies to advance the arts. He is also a hard worker and strong supporter of education and high quality teaching. He is very interested in joining our Gallery Committee and expanding the impact of River Tree arts in the region.

## ★ **Barbara Berry – June 2022**

- Barbara is a New Hampshire native who has lived in Kennebunk for over 15 years. She has taught in multiple capacities since the early 80's, including chorus and piano at Berwick Academy. She is a well known artist and has supported River Tree Art shows. She is an active member of the Art Guild of the Kennebunks and Maine Women in the Arts. She also is a talented musician and has provided music at several River Tree events and taught at York County Community College. Her commitment to the arts and her experience will serve us well as we try to expand our music program to both young people and adults. She is excited about traveling with her husband, grandparents her seven grandchildren, and making a difference at River Tree!

## ★ **Phyl Harmon – June 2022**

- Phyl has been volunteering for several River Tree activities while getting to know us for this past year. She recently moved from Vermont to Maine and was very active with several non profit boards while in Vermont and has now expressed a willingness to serve on the River Tree Board. Her experience and talents in Oral History will be an asset to River Tree as we spend the next year capturing the history and producing our story. After that Phyl's talents as an artist will make her an ideal candidate to join one of our committees.

# Slate of Officers

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- ❖ President: Paula Gagnon
- ❖ Vice President: Morgan Moran
- ❖ Treasurer: Sally Cuskley
- ❖ Secretary: Meg Parkhurst

***Thank you!***

## ***River Tree Arts: Where Creativity Inspires Community***

River Tree Arts' mission is to bring the joy and benefits of music, theater, and visual art to everyone in our community, regardless of age, income, or prior experience.

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