

Annual Report October 2008—September 2009



Creative 360 Stage, Studios & Gallery

Special points of interest:

- April 2009: name change to Creative 360
- July 2009: outdoor performance pavilion constructed
- July—September 2009: *Clear Water* juried art exhibit features 52 Great Lakes Bay Region artists

Board of Directors

Janet I. Martineau,
President

Jan Poppe,
Secretary

David Burke,
Treasurer

Pam Hart
Bonnie McManus
Laurie Kroupa

Administration

Sarah Gorman,
Creativity Director

Colleen Reed, Program Coordinator

Molly Warren-Haycock, Office Manager

Jessica Carroll,
Office Assistant

President's Report— Janet I. Martineau

A new name, new look and new pavilion are the hallmarks of this past 12 months at Creative Spirit Center -- now called Creative 360.

As reported in last year's annual report, Bolger and Battle, a highly respected marketing and branding firm in Midland, had been hired to work with our marketing committee, headed by Jan Weaver, to help us broaden our base and grow our presence in the community. We learned from surveys that most people were either unfamiliar with Creative Spirit Center or felt its name had something to do with a church.

To say it was an arduous and sensitive undertaking is an understatement. But after extensive discussion,

consultation, and research, Creative Spirit Center became Creative 360, with a "subtitle" of Stage, Studios & Gallery, to better express what we are all about.

We are pleased that overwhelmingly the response to the new name — and its logo of blue-hued circles — met with approval in the community.

Around the same time, a private funder paid for a revamping of the landscaping at our entrance and front of the building. Designed by Anne McGeehan-Woodard, a longtime Creative 360 volunteer, those two areas now feature a mix of blooming perennials and annuals along with grasses, roses and lilies replac-

ing the overgrown shrubs.

Board member That Hallberg oversaw a repainting of the interior and exterior, which freshened up things.

And at the end of July, the Pigeon Creek Shakespeare Company of Grand Haven returned to inaugurate our new pavilion -- an Eagle Scout project funded, in part, by the Midland Community Foundation, with much of the labor donated by Hallberg and former board member David Rousse. Two performances of "Comedy of Errors" found the energetic company members using both side rooms of the pavilion for entrances and exits.

We look forward to many performances of all kinds in our pavilion, as well as classes. As is the case of both floors of our main building, the pavilion also is available for rentals.

Other news from the past 12 months:

Nancy Barker was named seventh Art Sweetheart, an award given annually to a long-time arts advocate. Barker's list of arts activism is lengthy, from Northwood University to Matrix: Midland to Michigan's ArtServe.

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All ages enjoy the movement studio.



Annual Report

President's Report, *continued*



Nancy Barker,
2009 Art Sweetheart

“We were mindful of studies that contend that every 14 years or so a business often needs to reinvent itself and shake things up. We are nearing our 15th anniversary.”

In 2008, Creative 360 served over 5,500 individuals.

Pigeon Creek also presented “Twelfth Night” in December, on the shortest day of the year.

Two grants from the Michigan Nonprofit Association’s Michigan NOW! program enabled the board and Sarah to create marketing material to reach out to our community, to acquire internet tools for researching granting prospects, to provide board member training in governance and fundraising, and to create a board manual.

Molly Warren-Haycock was hired as the office manager with the departure of Elizabeth Walsh. We wish Elizabeth success in her return to college studies. Warren-Haycock is a familiar

name at Creative 360 -- having taught art classes for us as well as winning art awards in our exhibitions.

On a more somber note, the difficult economic times in our nation and particularly Michigan challenged and continues to challenge our fund raising efforts. Our planned drive to raise a \$4.2 million endowment fund if behind schedule as we focus on efforts in raising operating funds for the present and near future.

Toward that end, the board has been slightly restructured. Janet I. Martineau continues as president. Bonnie McManus is the new vice president/

governance and Jan Poppe the new vice-president/marketing. And David Burke is now treasurer/secretary.

Governance and marketing were separate functioning committees, and will be again someday. But as the entire board focuses on raising money they are downsized to a committee of one with McManus and Poppe standing guard.

Creativity Director's Report



Greg Reed, Thad Hallberg, and David Rousse (L to R) lay a firm foundation for the new outdoor performance pavilion.

Creative 360 is the place to experience, express, and expand your creativity. Whether painting, acting, singing, writing; or appreciating the creative work of others, we offer a standing invitation to get to know your personal creative process in a safe and nurturing environment.

Since the annual report for the period October 2007 – September 2008, Creative 360 has changed, as described in the

President's Report. More changes in support of our new look and brand await only the funds to implement them, and they will roll out in their turn. We will more clearly highlight the permanent art collection housed in the lower level, through décor and design. But not everything is changing. We listened to those customers who said “Don't change!” and also to those who said, “Change can be good.” Our goal was to honor the values

Happy times with paint in the children's art studio



and beliefs of everyone who cares about Creative 360, and to keep the environment a place where all can feel at home.

Our wellness program continues to be a pillar of Creative 360's year-round program. Yoga, tai chi, belly dancing, Nia, and bodywork classes serve students committed to maintaining their health, flexibility, balance, and joy through physical expression.



Creativity Director's Report, *continued*

In 2010, our Facing Forward program will expand to serve a younger age group, through a collaboration with Central Middle School. This mentoring program in the integrated arts is one of many opportunities here in Midland for young people to develop a relationship with a caring adult, and we believe it is just exactly the right thing for some young women who are looking to expand their horizons.

Also on the horizon, Creative 360 sees several opportunities to incubate theater programs of various kinds – performance, instruction, and activities for

children and youth. Never an audition, always an appreciative response from the instructors and facilitators who invite you to take a chance on something new. Next year, perhaps you will take the next step, and audition for a wonderful show.

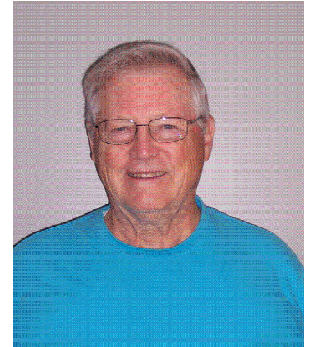
The committed Board, volunteers, instructors, and staff of Creative 360 continue to do a lot with a little. If you review our audited financial report below, you will see that everything that we accomplished in 2008 was carried out with expenditures of \$267,606. While we are proud of this record, we are thoroughly open to the pos-

sibility of growing our financial resources and offering opportunities in creativity to a wider circle of people.

In the administration of Creative 360, our creativity is often expressed by developing innovative programming and finding the resources to deliver it to the widest possible audience.

We invite you to join us in experiencing, expressing, and expanding your creativity in the year ahead.

Sarah German



Len Szymanski, 4-year vereran of Gentle Yoga for Seniors with **Wilma Carter**

“On the horizon, Creative 360 sees new opportunities to incubate theater performance, instruction, and activities for children and youth.”

Treasurer's Report — From Audited 2008 Financial Statement

	2008 — TOTALS — 2007	
Public Support		
Contributions, net of write-off of \$12,450	\$ 45,822	\$369,448
Gifts in kind	-	900
Total Public Support	\$ 45,822	\$370,348
Other Revenue		
Tuition and fees	\$ 48,548	\$ 46,495
Rental Income	\$ 9,244	\$ 1,691
Merchandise sales	\$ 1,945	\$ 3,301
Miscellaneous	\$ 4,994	\$ 3,907
Interest income	\$ 1,243	\$ 397
Realized gain/(loss) on investments	-	\$ (733)
Total Other Revenue	\$ 67,730	\$ 56,364
Total Public Support and Other Revenue	\$113,552	\$426,712
Net Assets Released from Restrictions	\$105,200	
Total Public Support, Other Revenue, and Net Assets Released from Restrictions	\$113,552	\$426,712
Expenses		
Program services	\$203,789	\$ 85,296
Management and general	\$ 45,338	\$129,511
Fundraising	\$ 18,479	\$ 9,355
Total Expenses	\$267,606	\$224,162
Change in Net Assets	\$(154,054)	\$202,550
Net Assets, Beginning of Year	\$993,066	\$770,516
Net Assets, End of Year	\$819,012	\$973,066

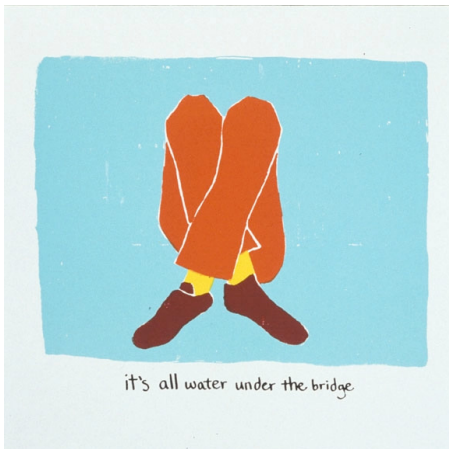


The Comedy of Errors, with Pigeon Creek Shakespeare Company, July 2009

How does Creative 360 help to experience, express and expand your creativity?



- In March 2009, we hosted coloratura soprano Michele Marschalkowski (above) in an intimate recital of glorious singing.
- In summer 2009, we offered a Creativity and Health series at The Dow Chemical Company Employee Development Center.
- In Fall 2009, Delta College Radio aired a series of six brief interviews on Creativity and the Brain, hosted by Sarah Gorman and featuring Maureen Donker, Randal Crawford, Dr. Richard Dolinski, Dr. Mark Bernius, and Delta College student Nathan Brandt.



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Thanks where thanks are due

Creative 360 acknowledges with thanks the many donors, funders, and volunteers who made our work possible during the past year. Please refer to the enclosed copy of our Fall 2009 schedule for a complete list of members, funders, and donors.

One hundred and one volunteers provided over 1350 documented hours of their time to Creative 360 from October 2008 through July 2009. Special thanks to Anne McGeehan Woodard, Janet I. Martineau, Greg Reed, Josh Angus, and Thad Hallberg, who led a united group of forces to transform our outdoor space this year. An all-volunteer Board, including former Board members Rosalind Berlin, Jan Weaver, Cheryl Swarthout, Jane Heiss, Kelly Nori, and Thad Hallberg brought great passion and conscientious service to a year of change.

The staff of Creative 360 have continued to exhibit remarkable flexibility, commitment and dedication, going to extraordinary lengths to keep the doors open days, evenings, and weekends; offer hospitality to guests; make our offerings known to a wider audience; and apply their knowledge and inspiration to keeping the organization vibrant.

Our valued collaborators include Midland Volunteers for Recycling, MCTV, Studio 23 in Bay City, the Saginaw Arts and Enrichment Commission, the Midland Artists' Guild, the Great Lakes Bay Regional Alliance, the Michigan Nonprofit Association, the Legacy Center for Student Success, and Delta College Radio FM 90.1.

A Whole New Mind

Creative 360 is taking the lead in helping students, adults, and organizations get to know the raw material of their own creativity — the right brain.

Inspired by Daniel Pink's book **A Whole New Mind: Why Right-Brainers Will Rule the Future**, in 2009 we launched a 6-week series of right brain workouts. The class,

Xponential, features sessions in Story, Design, Empathy, Symphony (big-picture thinking), Meaning and Play.

Local creatives Greta Bolger, Jim Hohmeyer, Stephanie Ciriha, and Peter Sinclair have led sessions of Xponential, and Sarah Gorman took a mini-version to the Saginaw Art Museum and the Dow Employee Development Center in 2009.

Summer art camp instructor Emma Johnson, whose work

is featured in the **5X10: Mid-Michigan Printmaking** exhibit on view through November 6, brought right-brain fun to children, gathering enthusiastic reviews. (Her print "It's All Water under the Bridge" appears at left.)

At Creative 360, we believe that the human potential to create and innovate is unlimited. We can meet the challenges of the future only with new solutions. Our creative gifts represent the starting point of the solutions for tomorrow.