



Creative 360
Stage, Studios & Gallery.



2015 Annual Report

September 2014 – August 2015

VISION: We envision a world in which creativity is integral to every life and its value is recognized.

MISSION: Our mission is to create an environment for people of all ages and abilities to experience the creative process through ongoing classes, events, art exhibits, concerts and outreach programs, with its goal to enhance the development of physical, mental and spiritual wellness through the arts and humanities.

GOAL: To develop supportive environments in which each person has an opportunity to become directly involved in the creative process.

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ABOUT US

For 21 years, Creative 360 has been a vital and unique destination within The Great Lakes Bay Region. **Every class, event and outreach program has at its core a focus to provide wellness through experience, expression and expansion of the creative self.**

Since its inception, Creative 360 has offered **a wide variety of classes, workshops and events for all ages and populations.** Our offerings have grown to include those with special needs, individuals with disabilities, older adults, people in recovery, veterans, at-risk teens, and gifted and talented youth. Through collaboration with local schools, universities, assisted care facilities, youth groups, service clubs, human-services agencies and other nonprofits we tailor programs that give students and residents greater exposure to the creative arts and humanities.

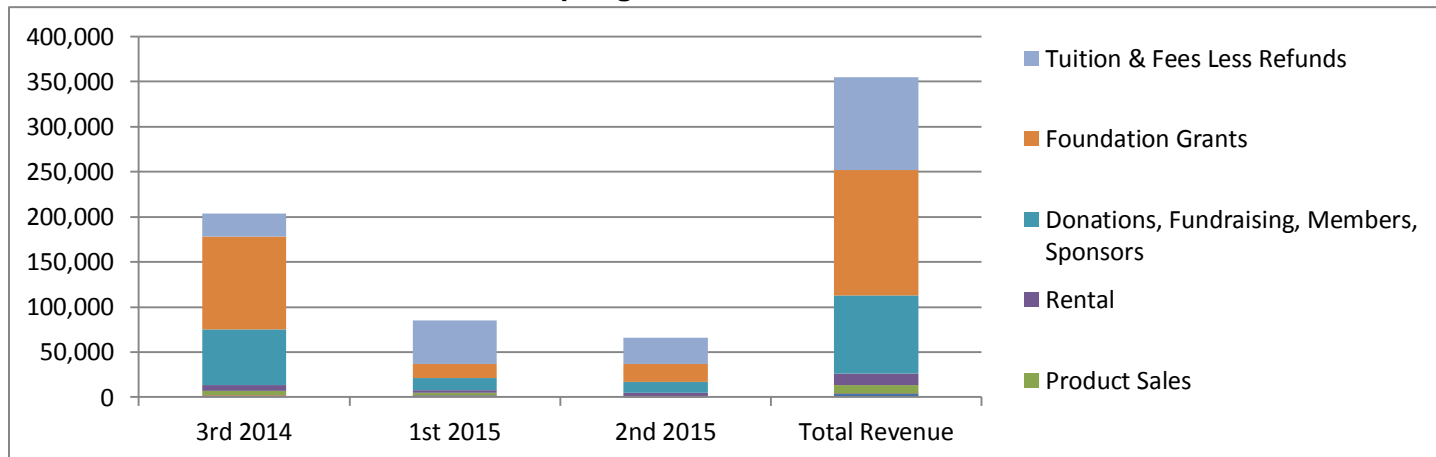
In 2013, Creative 360 worked with several local agencies to open **Express Yourself Artshop**, a crucial Inclusive arts program designed for people who are physically, mentally or intellectually challenged. Express Yourself Artshop offers over 40 different art, music, drama, dance and wellness classes for more than 175 participants, many of whom have Community Living Support (CLS funding from CMHCM). Artshop continues to grow - many new students have already signed up for the fall semester. Our Artshop Program Coordinator and Art Therapist, Rachel Gaffney, directs 12 outstanding art instructors and numerous volunteers. Highlights from the past year include having our first acting class performances and our first art therapy group. A student showcase is being planned for September 2016.



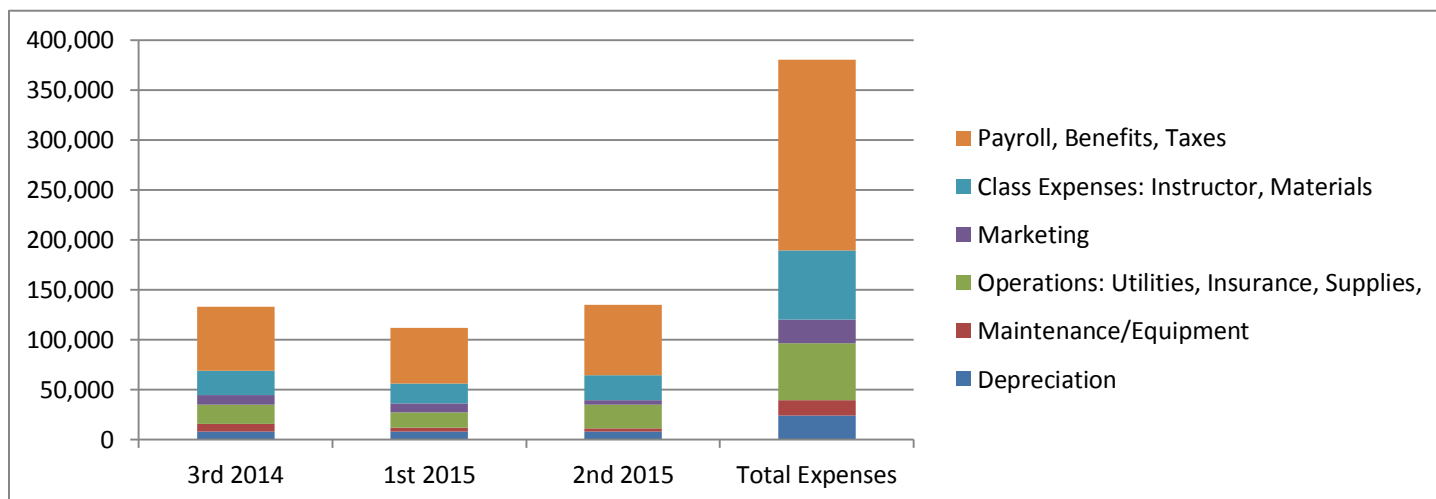
Our **art gallery** is open free to the public and was enjoyed by more than 8,700 visitors last year. It is one of the most visible galleries in the area and was voted Greatest Art Gallery in the Great Lakes Bay by readers of Great Lakes Bay Magazine.

Activities at Creative 360 are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts, Midland Area Community Foundation and the Herbert H. and Grace A. Dow Foundation.

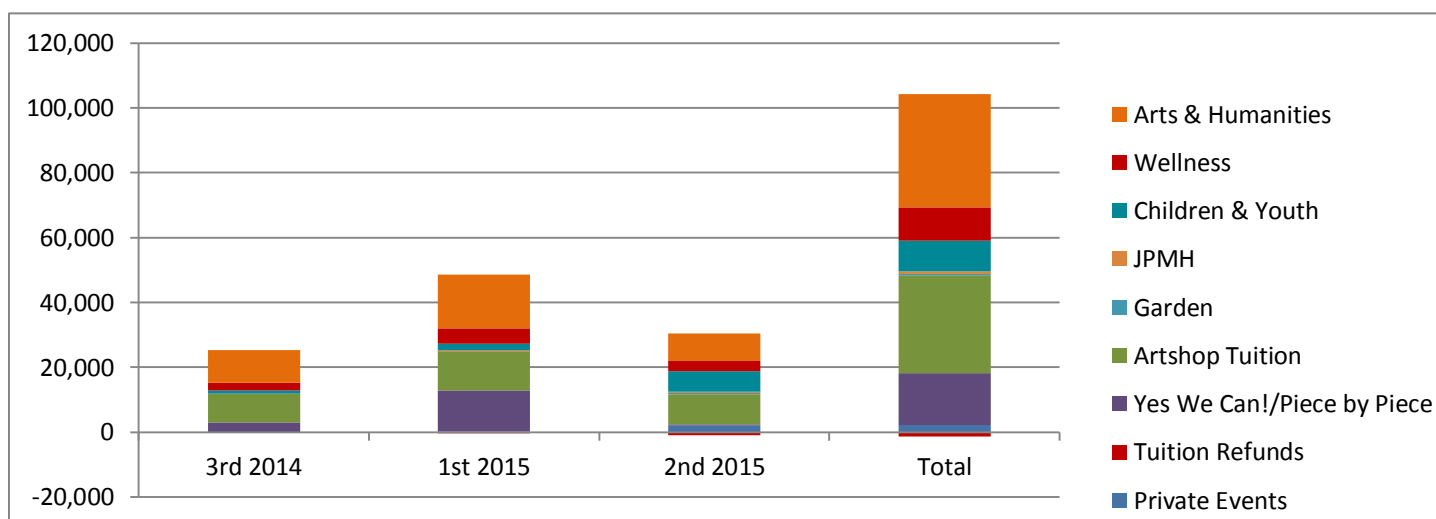
FINANCIALS – Fall 2014, Winter 2015, Spring/Summer 2015



REVENUE



EXPENSES



EARNED REVENUE – TUITION, FEES, PERFORMANCES

HIGHLIGHTS

- Awarded a matching grant up to \$50,000 from the Herbert H. and Grace A. Dow Foundation for years 2014 and 2015 operational expenses.
- First annual fundraiser exceeded all expectations with more than 350 people attending and nearly \$39,000, matched dollar for dollar, raised to offset operational expenses.
- Water, water everywhere prompted the safe removal of warped tiles in the basement and an unscheduled clean out – a day now remembered as “Water Polo.” Leuter Insurance raffled a Michigan State football and matched dollars raised to help pay clean up expenses.
- Fifth annual Second Hand Picasso Sale raised \$3,431.50.
- Distributed the Winter 2015 schedule in the Midland Daily News for first time in several years. Increased registrations were a direct indicator of the effectiveness of this distribution method.
- Launched a new more relevant, user-friendly and better branded website.
- Artshop acting class students had their first performances.
- We had our first art therapy group.
- Part-time Marketing Director and Office Manager Positions became full time.
- Yes We Can! program honoring those 80 and older becomes a banner program at Creative 360.
- Our first Poetry Slam was well attended and prompted another planned for Fall 2015.
- Coordinated the River Days art fair.
- Staff received training from Pulse3 Organization on how and when to administer CPR and use an AED.
- We received 12 grants so far in 2015 totaling \$149,250. Grants received help offset costs related to operations, Artshop, Yes We Can! and Piece by Piece programs and the Wellness Path.

THE FUTURE

There is a continued increase in class and event registrations, facility rentals, art exhibit and event attendance, and Express Yourself Artshop students, which points to a bright future for Creative 360. We must begin to take action now in order to accommodate today's demands and those of the future. At the same time, we need to rescue the John Pratt Mosaic Art, a folk art treasure, which exists on the deteriorating John Pratt Mosaic House. We are responding to these needs with a planned expansion to our building at 1517 Bayliss St. in Midland.

The expansion design by architect Don Koster of ArchiVerde Design respects and complements the Alden Dow design of our existing building and incorporates the John Pratt mosaics as a vital part of the new architecture. Transporting the mosaics is a complicated process that requires cutting the mosaic art murals into 15 sections and transporting the sections to Bayliss St. where they will become part of the exterior and interior walls of our addition in a way that preserves and showcases their beauty. We will be able to preserve the mosaics and continue to tell a story that embodies the spirit of Creative 360.

A group of highly qualified designers and building experts serve on the project committee and Creative 360's Board of Directors is actively involved with each decision regarding this project. All involved are confident that the expansion will serve our facility needs while also creating an important destination for Midland, the Great Lakes Bay Region and all of Michigan.

Thank you for believing in us! Yes, we are *Creating Together Piece by Piece!*

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Creative 360 Member benefits include the ability to attend 2 free events each year and early entry into our Second Hand Picasso sale. Creative 360 warmly thanks and acknowledges our members who express their confidence in our mission by joining our organization.

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