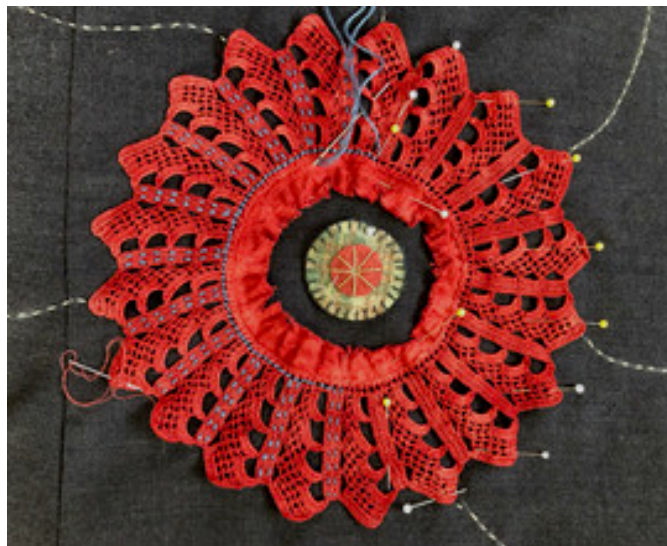


City of La Crosse Arts Board

2. Creative Development Grants

Mighty River Art Studio Tour, Richgruber, Ben
307 24th St S
La Crosse, WI 54601, US
6084450044
ben@pecoarts.com

Submitted: Jul 1 2025 1:35PM



Evaluations

Overall Rating

83.14

Rating Method: **Cumulative**
Range: **0 - 125**

83**Andrew Sherman**

Jul 6 2025 7:33PM

Public Access: 25, Demonstrated Project Planning & Feasibility: 18,
Community Importance: 20, Vision, Artistic Goals, & Educational
Merit: 20, Do you support moving this application forward?: Yes

"I believe that this project has a clear vision and goals: invite the La Crosse community into artist studios to meet artists within the community, as well as show them how their art is made. Because of this, I think that the goal of this project is to strengthen the La Crosse community's bond to its artist which could have a profound impact on the La Crosse community. Additionally, the tour being free for participants makes this project very accessible to the public. I do have some questions surrounding project feasibility: how many artists are participating exactly? Do individual artists plan/anticipate running programs parallel to the tour? How will attendance data be collected & cleaned (i.e. is each artist collecting attendance data and if so how is that information being checked for duplicates?). Despite these questions, the budget is clear to me and the lifespan of the project being over a year at this point gives me confidence in its feasibility. I also appreciated the inclusion of record keeping during the planning process. I am in favor of moving this application forward."

93**Zach Stensen**

Jul 13 2025 6:57PM

Public Access: 25, Demonstrated Project Planning & Feasibility: 18,
Community Importance: 25, Vision, Artistic Goals, & Educational
Merit: 25, Do you support moving this application forward?: Yes

"I think this is a strong proposal with potential to bring visibility to the artists working in our community. The studio tour is free to the public and aligns well with the Arts Board's goals. I noticed the Pump House is listed as the fiscal receiver and will receive \$1350 (I assume because they have the 501c). It would be helpful to better understand how that relationship functions, particularly who is responsible for managing and disbursing the funds.

Also, since members of the organizing team have marketing experience, I'd like to know whether any grant funds are being used to compensate someone within the group for the marketing expenses on the budget. I support funding this project but would prefer to ask a few follow-up questions about the budget before voting to approve."

95

Mary Cate Wesling

Jul 23 2025 9:17AM

Public Access: 25, Demonstrated Project Planning & Feasibility: 20, Community Importance: 25, Vision, Artistic Goals, & Educational Merit: 25, Do you support moving this application forward?: Yes

"I support the awarding of this grant specifically because of the open access and community engagement. I also appreciate that the arts board funds will go towards marketing the event, as I feel that is the only way it will be successful."

60

Jennifer Morris

Jul 28 2025 8:28AM

Public Access: 25, Demonstrated Project Planning & Feasibility: 15, Community Importance: 10, Vision, Artistic Goals, & Educational Merit: 10, Do you support moving this application forward?: No

"I think the project idea has some merit; however, I believe they could accomplish their goal on a much tighter budget. I've seen similar projects - like the Rivoli Arts District "friends and family" nights - that are quite successful with very little in the way of traditional marketing. There's also the First Friday Downtown Art Walk. Charging an artist fee also does not sit well with me, personally. I hope the artists will see a return on their investment. For these reasons, I cannot support moving this application forward."

87

Paige Shafrath

Jul 28 2025 11:33AM

Public Access: 22, Demonstrated Project Planning & Feasibility: 24, Community Importance: 20, Vision, Artistic Goals, & Educational Merit: 21, Do you support moving this application forward?: Yes

"Vision, Artistic Goals, & Educational Merit (25 Points Total)

1. Potential to advance the quality of arts in La Crosse (5 points)

Yes - This is an activity that can be done in groups and shows BTS of art - 5

2. Vision and innovation as outlined in the project description (5 points) - 4

3. Artistic quality as demonstrated by submitted work samples or portfolio (5 points) - 4

4. Advancement of applicant's artistic capacity and professional development (5 points) - 5 Room for future growth to add on.

5. Originality, relevance, and timeliness of the proposed project (5 points) - 3 a lot already in motion prior to the grant award, but I agree that the community benefit shouldn't be held up by the timeline and funding should go towards marketing this event.

21/25

Demonstrated Project Planning & Feasibility (25 Points Total)

1. Evidence of careful event planning and timeline management (5 points) - 4 would be curious to know what each artist is getting for compensation in the \$3,500 + breakdowns for marketing campaign - is this person getting paid? Is this outsourced?
 2. Accuracy and clarity of the project budget, with specific use of Arts Board funding clearly identified (5 points) 5
 3. THIS IS MISSING IN NEW SCORING?? 5
 4. Disclosure of other funding sources and ability to manage project resources (5 points) 5
 5. Organizational capacity to successfully complete the project (5 points) - 5 our funding would go toward public awareness for this event.
- 24/25

Community Importance (25 Points Total)

1. Value to City of La Crosse residents and the identified target audience (5 points) - 4 potential to bring in new faces to the city
 2. Explanation of how the project fills an identified community or cultural need (5 points) - 5 first of it's kind to do the studio tours.
 3. Contribution to advancing the availability and accessibility of the arts (5 points) - 3
 4. Inclusion of underserved, diverse, or underrepresented communities (5 points) - 3
 5. Alignment with the Arts Board's mission to foster community vibrancy and cultural impact (5 points) 5
- 20/25

Public Access (25 Points Total)

1. Inclusion of a significant and clearly defined free public event, performance, or exhibition (5 points) 5 free event to attend
 2. Evidence of partnerships and collaboration to strengthen community reach (5 points) 5 got involvement from a lot of artist already, with the opportunity to scale in the future.
 3. Plan to promote public engagement and participation (5 points) 4 - curious to see the plan for capturing day-of photos and highlighting these.
 4. Timing of public access opportunity (must occur after grant award and project completion) (5 points) 5
 5. Accessibility considerations to ensure inclusive participation (physical, economic, cultural) (5 points) 3 - Curious to know how DEI initiatives were incorporated within the tour and if they're represented throughout the artist representation.
- 22/25"

96

Maureen Freedland
Jul 28 2025 12:04PM

Public Access: 23, Demonstrated Project Planning & Feasibility: 25,
Community Importance: 23, Vision, Artistic Goals, & Educational
Merit: 25, Do you support moving this application forward?: Yes

"Category 1: Very educational, very comprehensive and broad. I especially like that both established and emerging artists are involved.

Category 2- It is excellent that future planning is already being considered. This will need to include financial sustainability of course as City of La Crosse funds may not be available, but it is understandable that the first year costs are extraordinary and essential to future sustainability as well.

Category 3 - The City of La Crosse is the hub of the Coulee Region, so it is natural that the incubation including planning and partial funding come from the City. It's also likely that most visitors will concentrate on city locations anyway, but I hope the regional approach will stand out as a special attraction and the City of La Crosse will receive value for that. I would like to know where the other grants of \$2500 are coming from.

Category 4 - The goals and considerations are all there including free admission and, most of all, partnerships. I am confident that this experienced planning team has the ability and will to successfully carry the goals through in the market plan."

68

Eva Black

Jul 28 2025 9:18PM

Vision, Artistic Goals, & Educational Merit: 14, Do you support moving this application forward?: No, Public Access: 19, Demonstrated Project Planning & Feasibility: 17, Community Importance: 18

"While this sounds like it could be a great event, I am cautious about approving this grant. My biggest reservation is the artist fee - will this deter artists from participating? Many of my point deductions relate to this question - are we providing access to art and artists in underrepresented areas?"

Vision, etc: Would have liked to have included work samples for current artists participating. I think it's worth discussing, is the return for these participating artists worth it? I'm not sure if this "advances or expands the artistic capacity and professional development" unless we can gather more info on artist participation and fees.

Demonstrate Project, Etc; Marketing budget seems high, could be changed to remove fees?

Community: Is there possibility for artists to apply for no fees?

Public Access: This is tricky because while providing access to most to get from point a to b - are we providing access to everyone if there are participants that do not drive or do not have access to cars, etc.

Ultimately, I really want this to event to happen, however as per our Grant Application Scoring, I cannot approve this application. A big chunk of our scoring includes accessibility for residents and artists - and as of now, it's not clear on how we are helping artists who may not participate simply because they cannot pay the fee or cannot access artists studios."

Comments

Form: Section 2 (CDG) - Project Description - Project Location

Andrew Sherman - How many locations?

Jul 6 2025 7:24PM

Form: Section 2 (CDG) - Project Description - Artistic Goals

Andrew Sherman - How will attendance be measured? Is each art studio measuring attendance independently, and if so what does the data maintenance part of this process look like?

Jul 6 2025 7:11PM

Form: Section 2 (CDG) - Project Description - Durability & Maintenance Plan

Andrew Sherman - I believe that project feasibility is bolstered by maintaining strong records of the event planning process. Record keeping demonstrates event planning competency and also allows for a reflection period where lessons learned can be better understood.

Jul 6 2025 7:11PM

Form: Section 2 (CDG) - Project Description - Under-Served Audience (optional)

Andrew Sherman - *I appreciate that the tour is free to attend. By removing a cost to attend, the art tour is more widely available to the public. That being said, I am curious about plans to eliminate locations as a barrier.*

Jul 6 2025 7:08PM

Section 1 (CDG) - Contact & Project Information**1. Name(s)/Organization**

The Mighty River Art Studio Tour

2. Mailing address

307 24th St S
La Crosse, WI 54601

3. Email address

mightyriverart@gmail.com

4. Phone number

(608) 445-0044

5. Website (optional)

<https://www.mightyriverartstudiotour.com>

6. Biography

The Mighty River Art Studio Tour is organized by a group of local artists with decades of art and event experience. Primary planning members include Ben Richgruber, Mike and Phylis Martino, Robin Moses and Debra Munson. They are supported by a team including Scott Onsager, Tim Pahs, Raelyn Larson, and Billie Stevens. Additional support is provided by the team at the Pump House Regional Arts Center, which is acting as our fiscal receiver.

Our mission is to showcase the many creatives living here, brining an audience directly to their studios.

7. 1-2 Page Resume or CV

File Uploaded
13.8-KB



8. Project Title

Mighty River Art Studio Tour

9. Brief Project Description

The Mighty River Art Studio Tour is a self-guided studio tour taking place in the Greater La Crosse Area on September 13-14. Art studios and galleries participating in the tour will open their doors to welcome guests from around the region to see "how the work gets made" right in the studio where it happens.

10. Project Start and End Dates

The tour takes place September 13-14.

11. Requested Funding Amount

2500

12. List of Participants

Over twenty artists are currently participating at over a dozen locations in the tour. A partial list includes, Ben Richgruber of PECO Studio, Billie Stevens of GlassStone Studio, Mike and Phylis Martino, Joe Endrizzi of ArtPop, Scott Onsager, Laura Siitari, DD's Rock and Wire, Einer Arts, Joyce Dively Pottery, and more. We will also feature local galleries including The Pump House, River City Gallery, Pearl St Gallery, Gallery 1802, and more.

13. Conflicts of Interest

None

14. Previous Funded Projects

No

15. Are you a non-profit that is registered in the City of La Crosse?

No

16. Federal Tax-Exempt Status

Section 2 (CDG) - Project Description

1. Project Location

The Mighty River Art Studio features studios and galleries in the greater La Crosse area. Starting in Stoddard to the South, the tour then winds through the neighborhoods of La Crosse, on to Onalaska and Holmen to the north. We are proud to say the majority of locations are right here in the City of La Crosse.

2. Project Description

The Mighty River Art Studio Tour is a self-guided studio tour taking place in the Greater La Crosse Area on September 13-14. Art studios and galleries participating in the tour will open their doors to welcome guests from

around the region to see “how the work gets made” right in the studio where it happens.

The tour currently features over twenty participants spread across over a dozen locations, from emerging artists to seasoned professionals. Many studios will also feature demonstrations, special events, or material “playgrounds” that allow visitors to try their hand at something new.

While quite popular elsewhere, this is the only tour of its kind based out of La Crosse. The tour will be an opportunity to showcase the many talented artists that call this beautiful place home, and to support their growth as independent small businesses. It will also spotlight our many art galleries, providing visitors the chance to see where they may support our artists year-round.

3. Project Execution & Timeline

The project planning began last year and the tour will take place the weekend of September 13-14, 2025.

4. Required Materials

Being the inaugural year of the tour, we have additional capital requirements and expenses this year. These include the website and social media pages, as well as numerous physical items such as directional signage. This grant would help support those items, as well as marketing support. Ongoing tour materials include promotional pieces like the tour brochure and map, and artist packets with name tags, individual promo packets, and other tour instructions. Each studio will then provide any materials necessary for their own sales, special event needs, etc.

5. Durability & Maintenance Plan

As we move forward, we are already creating a file depository so future years will have thorough information to build upon. This includes communications, timelines, debriefs/recaps, budgets, quotes/estimates, etc.

6. Plans for Removal

N/A

7. Target Audience

The audience for this event is art lovers and collectors from the greater Coulee Region. We hope to promote the tour to areas up to an hour or more away. The tour's interactive nature will give our audience a variety of ways to engage, both leading up to the tour, and upon arrival.

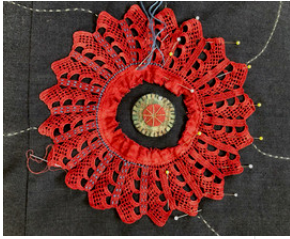
8. Under-Served Audience (optional)

The tour is a free event to attend, and with studio locations scattered throughout the area, we hope to eliminate cost and location as primary barriers. With a diverse marketing plan, we hope to find multiple audiences, including those that may not otherwise see similar opportunities. Most sites are also fully physically accessible, as well.

9. Artistic Goals

In addition to having a wide array of artists participating, the success of the event will be measured by attendance. With this being the inaugural event, marketing will be key. Artist participation fees will cover most of our basic costs including printing brochures and maps. Grants from the Arts Board and hopefully others, as well as sponsorships, will determine the ultimate reach of the advertising budget.

Media



"handstitch on madder dyed vintage linen - Beki Biesterfelt"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.

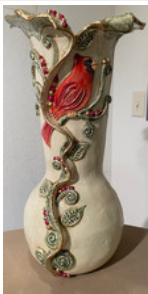


"Cat - Lisa Thill"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.



"Diveley_Joyce_large cardinal vase - joyce"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.



"Einer_Terri_LavenderFields - Einer Arts"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.



"Heiden_Delores_Sterling 3D Filigree Pendant - Delores Heiden"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.



"IMG_2657 - Joseph Endrizzi"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.

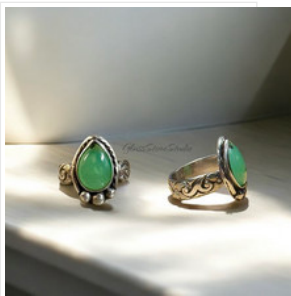


"IMG_6248 - Kari Hogden"

Media/Materials:

Size:

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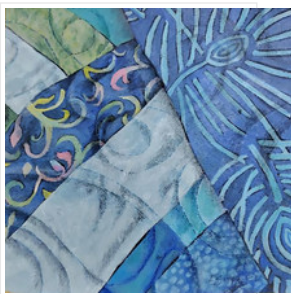


"Photoroom_20250128_023557 - Billie Stevens"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.



"Siitari_Laura_Got-the-Blues - L Siitari"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.



"BenRichgruberBeach Treasures Box 1"

Media/Materials:

Size:

These photos are select samples from artists already chosen for the tour.

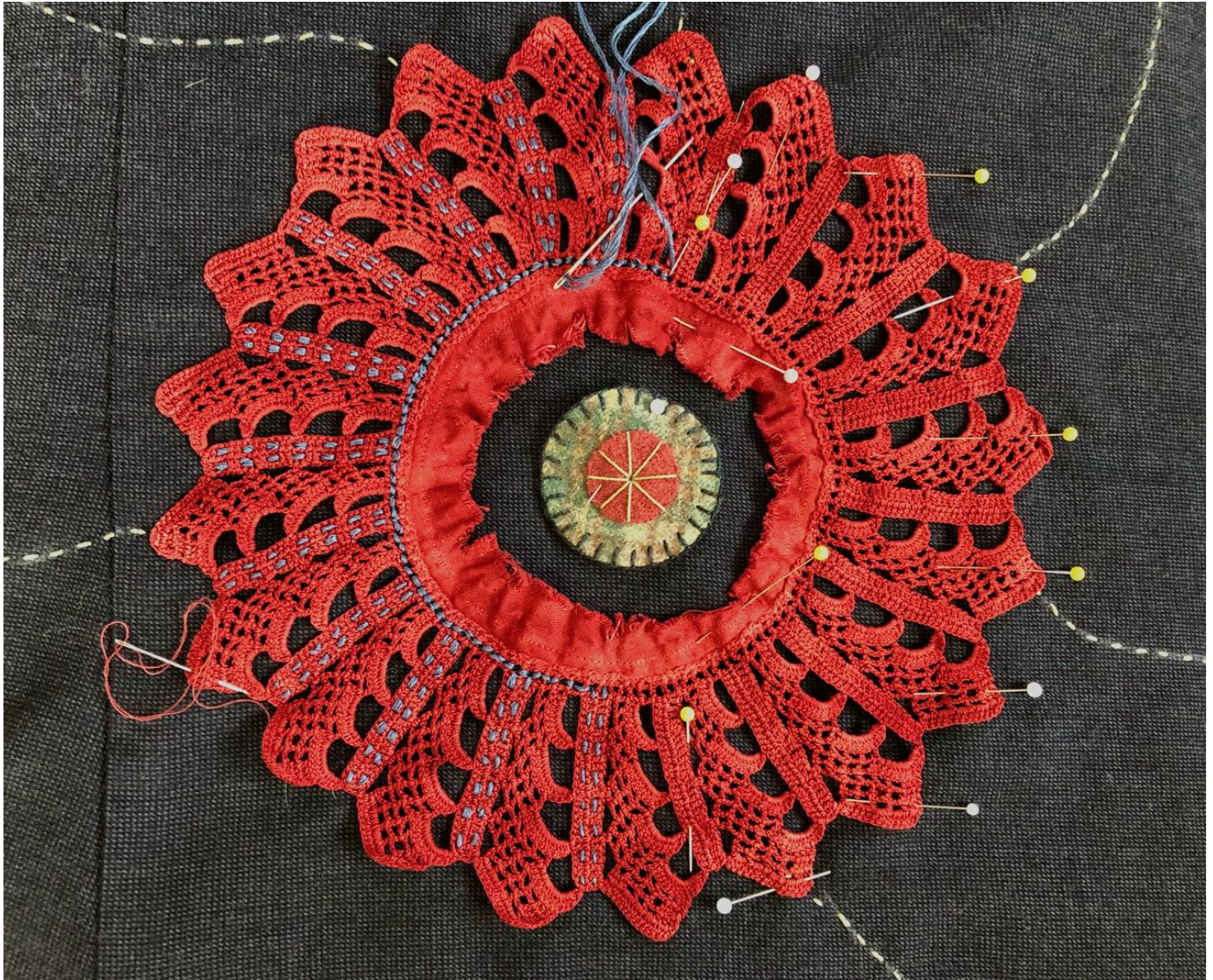
Attachments

Project Budget

47.9 KB

Provided by Applicant

| COMPANY | 2007 REVENUE |
|------------------|------------------------|
| Alcatel-Lucent | \$11.2B |
| Avaya | \$10.2B |
| Ericsson | \$9.5B |
| Motorola | \$9.0B |
| Nokia | \$8.8B |
| Qualcomm | \$8.5B |
| Sony Ericsson | \$8.4B |
| Telefonika | \$8.3B |
| Verizon Wireless | \$8.2B |
| Wipro | \$7.8B |
| Worldwide | \$7.7B |
| Yokogawa | \$7.6B |
| 3Com | \$7.5B |
| Alcatel | \$7.4B |
| Avaya | \$7.3B |
| Ericsson | \$7.2B |
| Motorola | \$7.1B |
| Nokia | \$7.0B |
| Qualcomm | \$6.9B |
| Sony Ericsson | \$6.8B |
| Telefonika | \$6.7B |
| Verizon Wireless | \$6.6B |
| Wipro | \$6.5B |
| Worldwide | \$6.4B |
| Yokogawa | \$6.3B |
| 3Com | \$6.2B |
| Alcatel | \$6.1B |
| Avaya | \$6.0B |
| Ericsson | \$5.9B |
| Motorola | \$5.8B |
| Nokia | \$5.7B |
| Qualcomm | \$5.6B |
| Sony Ericsson | \$5.5B |
| Telefonika | \$5.4B |
| Verizon Wireless | \$5.3B |
| Wipro | \$5.2B |
| Worldwide | \$5.1B |
| Yokogawa | \$5.0B |
| 3Com | \$4.9B |
| Alcatel | \$4.8B |
| Avaya | \$4.7B |
| Ericsson | \$4.6B |
| Motorola | \$4.5B |
| Nokia | \$4.4B |
| Qualcomm | \$4.3B |
| Sony Ericsson | \$4.2B |
| Telefonika | \$4.1B |
| Verizon Wireless | \$4.0B |
| Wipro | \$3.9B |
| Worldwide | \$3.8B |
| Yokogawa | \$3.7B |
| 3Com | \$3.6B |
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| Ericsson | \$3.3B |
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| Alcatel | \$2.2B |
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| Ericsson | \$2.0B |
| Motorola | \$1.9B |
| Nokia | \$1.8B |
| Qualcomm | \$1.7B |
| Sony Ericsson | \$1.6B |
| Telefonika | \$1.5B |
| Verizon Wireless | \$1.4B |
| Wipro | \$1.3B |
| Worldwide | \$1.2B |
| Yokogawa | \$1.1B |
| 3Com | \$1.0B |
| Alcatel | \$900M |
| Avaya | \$800M |
| Ericsson | \$700M |
| Motorola | \$600M |
| Nokia | \$500M |
| Qualcomm | \$400M |
| Sony Ericsson | \$300M |
| Telefonika | \$200M |
| Verizon Wireless | \$100M |
| Wipro | \$50M |
| Worldwide | \$25M |
| Yokogawa | \$10M |
| 3Com | \$5M |
| Alcatel | \$2M |
| Avaya | \$1M |
| Ericsson | \$500K |
| Motorola | \$250K |
| Nokia | \$125K |
| Qualcomm | \$62.5K |
| Sony Ericsson | \$31.25K |
| Telefonika | \$15.625K |
| Verizon Wireless | \$7.8125K |
| Wipro | \$3.90625K |
| Worldwide | \$1.953125K |
| Yokogawa | \$976.5625K |
| 3Com | \$488.28125K |
| Alcatel | \$244.140625K |
| Avaya | \$122.0703125K |
| Ericsson | \$61.03515625K |
| Motorola | \$30.517578125K |
| Nokia | \$15.2587890625K |
| Qualcomm | \$7.62939453125K |
| Sony Ericsson | \$3.814697265625K |
| Telefonika | \$1.9073486328125K |
| Verizon Wireless | \$953.67431640625K |
| Wipro | \$476.837158203125K |
| Worldwide | \$238.4185791015625K |
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| Nokia | \$1.862645149230957K |
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| Nokia | \$227.373675443232K |
| Qualcomm | \$113.686837721616K |
| Sony Ericsson | \$56.843418860808K |
| Telefonika | \$28.421709430404K |
| Verizon Wireless | \$14.210854715202K |
| Wipro | \$7.105427357601K |
| Worldwide | \$3.552 |



"handstitch on madder dyed vintage linen - Beki Biesterfelt"



"Cat - Lisa Thill"



"Diveley_Joyce_large cardinal vase - joyce"



"Einer_Terri_LavenderFields - Einer Arts"



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"IMG_6248 - Kari Hogden"



"Photoroom_20250128_023557 - Billie Stevens"



"Siitari_Laura_Got-the-Blues - L Siitari"



"BenRichgruberBeach Treasures Box 1"