

JANUARY 2023 - JUNE 2024

# ANNUAL REPORT

GRAND VALLEY CREATIVE ALLIANCE



GVCREATES.ORG  
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GRAND VALLEY CREATIVE ALLIANCE  
Bringing Creatives Together

# TABLE OF CONTENTS

Our Story	3
Mission, Purpose	4
Letter from the President	5
Summary & Milestones	6
Capacity Building	7
Programs	8 - 9
Financial Statement	10
Board of Directors	11
Save the Dates	12

## COVER IMAGE:

Guest Artist Sam Speir Demonstrates  
Printmaking at Art After Hours

## ARTWORK THIS PAGE:

Detail, "Crossbedding IX," Julia March Crocetto



# OUR STORY

The **GVCA** had its first life as the Grand Valley Scientific and Cultural Alliance. The GVSCA was established in 2007, formed to promote arts, culture, and science in the Grand Valley. The Grand Valley Creative Alliance (GVCA) was officially formed as a 501(c)(3) in 2018. We built momentum, only to lose it in 2020, due to COVID.

Since then, we have been rebuilding and retuning as the needs of the community have changed. The number of creatives, major physical spaces, projects, and galleries has grown. As part of that growing ecosystem, many creatives have identified the need for arts and culture to be recognized as an important part of the Grand Valley's economy. Creatives need to work together to ensure that our creative economy is fully appreciated as an integral part of our ecosystem.

**creative:** (*noun*) one who is creative

“A person with a creative mind might be called **innovative, imaginative, trailblazing, groundbreaking, pioneering, or visionary.**”

– Kendra Cherry, MSED

**The connecting factor is the Grand Valley Creative Alliance.** Our goal is to bring creatives together so that we can advocate for and support all things creative – to ensure that the community is networked and aware of the variety of arts opportunities and events in the Grand Valley.

The Grand Valley is a special place where arts and culture have always existed; the need for more collaboration among organizations and individuals working to bring creatives together is important to its future success as a thriving community.

As GVCA grows, so does our ability to more fully support and advocate for all creatives. We have a strong **vision** for a physical community space in which we can provide for the needs of creatives across a wide spectrum.

## Our Mission

The mission of the Grand Valley Creative Alliance is to cultivate and promote the creative community.

## Our Purpose

The Grand Valley Creative Alliance was formed to be a supporting organization for creative work in the Grand Valley/Mesa County community.

### OUR PROGRAMS

ADVOCACY

OUTREACH

GRAND VALLEY  
OPEN STUDIOS TOUR

MAKER SPACE

We strive to promote and collaborate in the development of the creative economy; cultivate and gather creative, financial, and intellectual resources in order to strengthen collaboration among all creative entities in the Valley; and elevate the quality of creative expression for all, enriching lives throughout the region.



Advocacy: Grand Junction City Council Candidate Forum on Arts & Culture



# LETTER FROM THE PRESIDENT OF THE BOARD

**Grand Valley Creative Alliance** was established in 2018 as both a response to recommendations from a Creativity Lab Colorado workshop held by Colorado Creative Industries and an ongoing vision by several community members that we needed a cohesive force in the Grand Valley to support and promote our creative industries.

I am very excited about what we are doing, and by what we have planned! We got a huge boost in 2023 with a large donation from an individual who believed in our mission. We have opened an office on Main Street, hired a full-time Marketing and Development Coordinator, and are working to create a community-based maker space.

**As we identify ways to promote the arts, we act.** We have held listening sessions to hear from the community, offered candidate forums to ensure our elected officials understand the importance of arts and culture, provided a case study to Grand Junction City Council to advocate for a full-time Arts and Culture Coordinator, and met with other nonprofit organizations and governmental entities to identify ways we can collaborate on various projects.

As we look into 2025 and beyond, I am most excited about our maker space. This will be a place that community members can come and make art, meet about art, and see and buy art. We will have a ceramics studio, a fiber arts studio, workshop, and meeting spaces. We are in the beginning design phase, so we may identify other community needs that we can address.

I encourage you to visit our [website](#) and see what we're all about. Find a project that excites you and volunteer to be a part of our growing family. Help us to achieve our mission to promote and advocate for arts and culture in the Grand Valley.

I look forward to meeting you!

Robbie Breaux



# SUMMARY

“The past twelve months have been a momentous time of growth for the Grand Valley Creative Alliance.”  
- Robbie Breaux

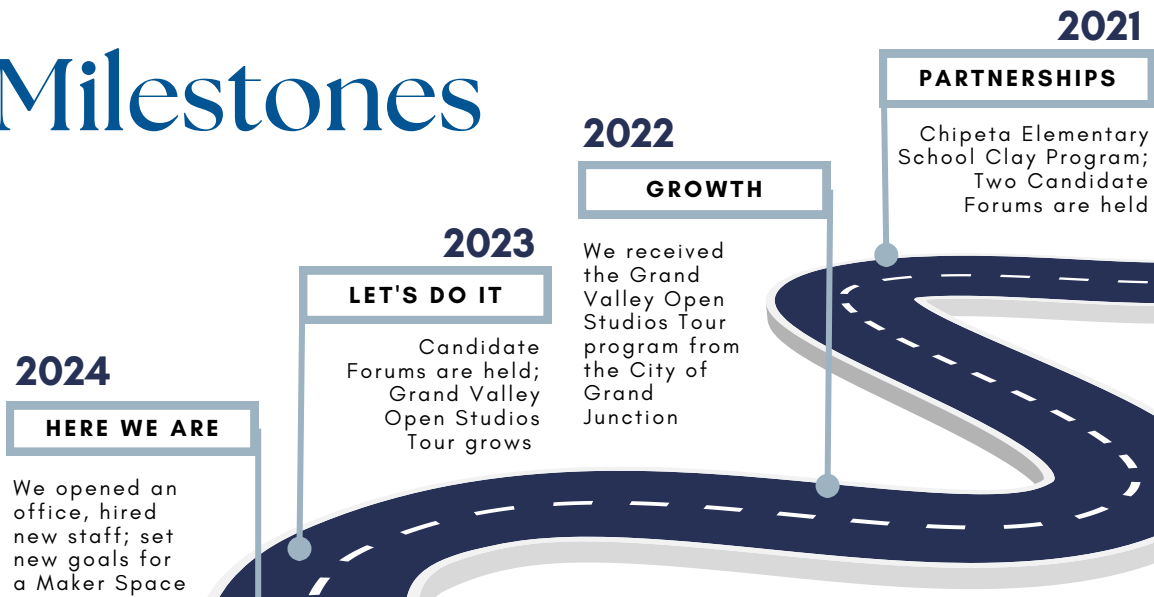
## Since our Last Report

As we wrapped up 2022, Julia Crocetto joined us as Administrator. She set up donor management software, phones, and other infrastructure. In 2023, we resumed in-person gatherings and started developing our social media presence.

The Maker Space Committee continues to search for a physical space for community-based studios. In July of 2023, we received our first significant donation toward that project.

In November 2023, the Board met for a retreat, which became the first of three visioning sessions. We developed our strategic plan and identified three major goals: hiring staff, identifying a physical space, and fundraising. In April of 2024, we hired our first Marketing & Development Coordinator, Elisa Love.

# Milestones





# CAPACITY BUILDING

## MISSION STATEMENT UPDATE & DEI STATEMENT

GVCA has shortened its mission statement to reflect its advocacy for the arts and culture in the Grand Valley. We want to help creatives demonstrate and highlight the economic benefits creatives their presence brings to our community. We strive to connect this special creative ecosystem with the diverse residents of the Grand Valley and all the amazing creative things happening.

We adopted a Diversity, Equity, Inclusion, & Belonging promise. The Grand Valley Creative Alliance strives to create an inclusive environment that respects and honors each person's unique identity, narratives, and perspectives. The full statement and pledge can be found on our website: [About Us/Diversity & Belonging](#).

## STAFF & OFFICE

In Spring 2024, we hired a full-time Marketing and Development Coordinator. This has allowed GVCA to focus our organizational leadership and projects.

We now have a physical office, located at 750 Main (Suite 215). This space provides us with a place to meet our constituents and plan for future programs and events. We added two laptops and a copier to our equipment.

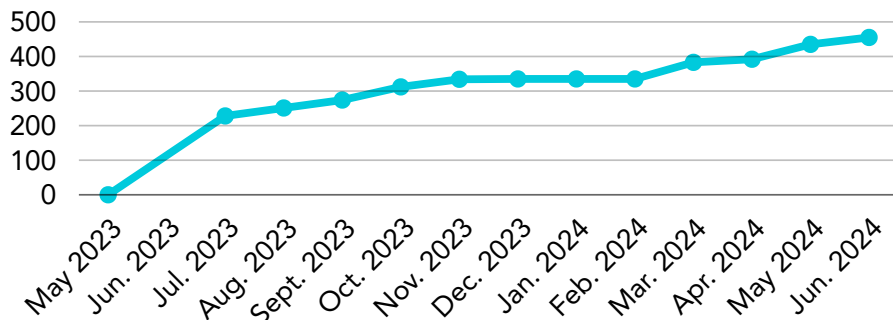
## BOARD DEVELOPMENT

We continue to increase and diversify our board so that we have sufficient representation from various age groups, geographic areas, and creative interests.

## MARKETING

We opened our Instagram account in May 2023.

Instagram Followers



# PROGRAMS

## ADVOCACY

As part of our Advocacy Program, we continue to hold Arts and Culture Forums for Grand Junction City Council candidates and for D51 School board candidates each election cycle. We distributed economic data to the business community and updated our website to include legislative and legal news related to the creative economy. In 2025, we plan to reinstate the Community Arts Partners (CAP), made up of leaders across the Valley. Resources for Creatives and Advocates: [gvcreates.org/resources-and-glossary](https://gvcreates.org/resources-and-glossary).

## OUTREACH

Community Arts Network (CAN) is now Outreach. We joined other arts organizations in promoting Art & Culture Week in May 2023. We held Art After Hours at The Art Center, featuring local artists, Western Colorado Poet Laureates, and mocktails. In October, we participated in the Downtown Arts Festival, featuring artists of the Grand Valley Open Studios Tour, which was held the following weekend.

## GRAND VALLEY OPEN STUDIOS TOUR

The Grand Valley Open Studios Tour was transferred to the GVCA from Grand Junction Parks and Rec in 2022. In 2023, 25 artists opened their studios to the public. We are pleased to connect the public to local artists in the spaces where they create work, promoting the development of the creative economy.

**2023 SPONSORS:** Grand Junction Commission on Arts & Culture, Angela Askew Real Estate, Atlasta Solar, The Art Center, Frame Depot, Blue Pig Gallery, Carpetime, Sarah Bell Yoga, Craig Gallery, Cafe Sol.



Art After Hours - Western Colorado Poet Laureate Wendy Videlock



# PROGRAMS

## MAKER SPACE

The Maker Space idea developed through input from the community. Studio needs identified include: ceramics, dye/fibers, non-toxic printmaking, workshop space, community meeting spaces, and more. The Committee has been coordinating with other studios and maker spaces in the Valley, with the aim of providing space, equipment, and services that complement what is already established or planned.

GVCA was very fortunate to receive a large donation in 2023 which has allowed us to focus our efforts on finding a suitable location in Grand Junction (ideally within the Creative District) for a community-based maker space. It will include ADA-compliant space for community members to store supplies and have a place to make art. The space will be designed especially for community creatives who have been limited in access to this equipment and studio time to work. Watch for more information as we develop this program.

“A Maker Space is a community-based, hands-on workshop in which people of all skill levels come together to learn, work together, and create.”

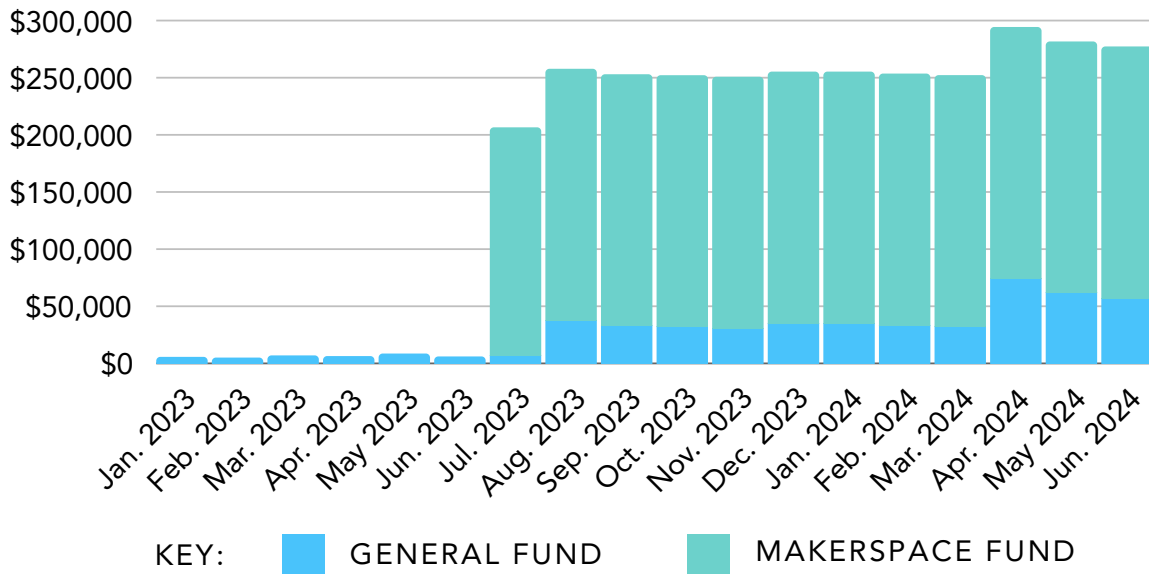


Grand Valley Open Studios Tour - Studio of Syl Mathis



# FINANCIAL STATEMENT

January 2023 - June 2024



## THANKS TO OUR DONORS

Our donors believe that the creative industries are a vital part of our economy and are worthy of their support. One such donor is Bob Armstrong. Bob’s wife, Lou, was an artist in Grand Junction. Over the years, her mediums included acrylic, oil, and pastel. After she died, Bob continued to support creative organizations in Grand Junction. He was a woodworker; he made floating display shelves, wine cabinets, and coffee tables for The Art Center.

Bob made an extremely generous donation to GVCA in 2023 which allows us to concentrate on both capacity building and the procurement of a Maker Space. He so much wanted us to have a Maker Space, he also provided funding for the buildout of the ceramic studio which will be part of the Maker Space. GVCA is very thankful to donors like Bob who help ensure our long-term success.

# BOARD OF DIRECTORS

President	Robbie Breaux
Vice President	Sarah Bell
Treasurer	Tracy Louis-Marie
At Large	Lee Borden
At Large	Michelle Boisvenue-Fox
At Large	Robyn Miley
At Large	Leigh Ashman
At Large	Carlee Burnett

**Thank you** to outgoing board members Kelly Anderson and Bennett Boeshenstein, for your years of service.

*“When we strive to become better than we are, everything around us becomes better too.”*  
— Paulo Coelho

**JOIN US!  
BECOME A MEMBER,  
SUPPORTER, OR  
VOLUNTEER**

**Visit Our Website** [www.gvcreates.org](http://www.gvcreates.org)

**Support Us** - <https://gvcreates.org/donate-today>

**Become a Member** - <https://gvcreates.org/membership-information>

**Prospective Board Members** - contact [info@gvcreates.org](mailto:info@gvcreates.org)

**Stay in Touch** - <https://gvcreates.org/join-our-mailing-list>

**Calls for Artists** - <https://gvcreates.org/local-opportunities>

**News & Legislative Updates** - <https://gvcreates.org/news-1>

**Follow Us** - Instagram [@gvca.creatives](https://www.instagram.com/gvca.creatives) and Facebook [@GVCA.Creatives](https://www.facebook.com/GVCA.Creatives)

# SAVE THE DATES - 2025

## GRAND VALLEY CREATIVE ALLIANCE

### **COLORADO CREATIVE INDUSTRIES SUMMIT - MAY 1-2**

Grand Junction is excited to host the Colorado Creative Industries Summit on May 1-2, 2025! This annual event will showcase our local creative industry to hundreds of creatives from across the state, with exhibits, performances, networking, speakers, and workshops.

### **GVCA WILL FACILITATE A COLLABORATIVE ARTS AND CULTURE WEEK FOLLOWING THE CCI SUMMIT!**

Join us as we celebrate and uplift the incredible talent in our community while highlighting the importance of arts and culture, fostering creativity, connection, and economic growth.

### **ART AFTER HOURS - JANUARY, MARCH, MAY, JULY, SEPT, NOVEMBER**

Throughout the year, GVCA will host Arts After Hours—casual gatherings for creatives to connect, collaborate, and grow.

### **WORKSHOP SERIES - FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER, DECEMBER**

Our Workshop Series, held every other month, will provide essential business skills for artists, including grant writing, branding, and marketing. Open to the public, with discounts for GVCA members!



Grand Valley Open Studios Tour Artists Meghan Reker, Mike Allen, Ajay Gustafson

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