

We are a model
for the power of
design, art, and
community.

Board of Directors

Pat Brady Board Strategist,
Mayor of Green River, Educator
(Green River, UT)

Ethan Migliori Board Treasurer,
Small Business & Development
Director, Emery County
Commissioner
(Emery County, UT)

Nick Derrick Local Business Owner
(Green River, UT)

Craig Gowens Educator, Green
River High School
(Green River, UT)

Rand Pinson Co-founder of
Epicenter, Project Designer at
Waechter Architecture
(Portland, OR)

James Wheeler Co-founder and
Director, Public Design Exchange;
Adjunct Instructor of Architecture,
University of Minnesota; Board
Member, Association for
Community Design
(Minneapolis, MN)

Nick Zdon Director of Customer
Experience, Best Made Co.
(New York, NY)

Past Board Members

Carol Cohen Rural Development
Specialist with Rural Community
Assistance Corporation
(Park City, UT)

Kent Johnson Signalman with
Union Pacific Railroad
(Green River, UT)

Charlotte XC Sullivan Artist,
Farmer at the Queens County
Farm Museum
(Brooklyn, NY)

Principals

Jack Forinash
Principal of Housing
Financial Manager

Chris Lezama
Principal of Economic Development
Human Resources Manager

Maria Sykes
Principal of Arts & Culture
Public Relations Manager

Staff

Katie Anderson
Habitat for Humanity
AmeriCorps VISTA

Bryan Brooks
Citizen Designer
AmeriCorps VISTA

Steph Crabtree
Housing Specialist

Mirna Escalante
Social Services Case Manager

Armando Rios
Housing Specialist

Additional Staff

Daniel Richards
Design/Build Intern

Mary Rothlisberger
Arts Programs Consultant

Cyrus Smith
Curator
Event Production Specialist

Orion Stand-Gravois
AmeriCorps VISTA

Charlotte XC Sullivan
Frontier Fellowship Consultant

Green River is our small place.

Located on Interstate 70, the town is an ideal adventure and sightseeing hub. We're within an hour of Arches and Canyonlands National Parks, within two hours of Capitol Reef National Park, and within minutes of one of Utah's most beautiful river beaches.



At the intersection of the Green River and the transcontinental railroad, the town began as a safe crossing and continues to be a waypoint.

Epicenter strives to keep prosperity here rather than see it pass through.



These skies keep us looking up.

Housing

1 in 4 families lives in a trailer

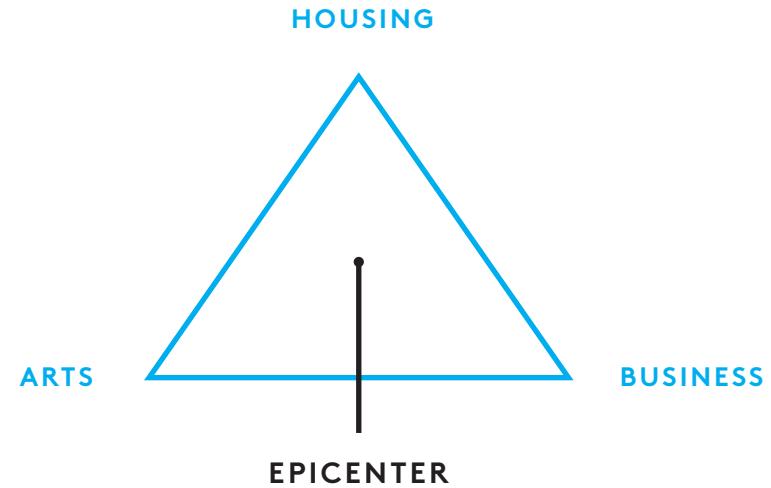
In America, 6.4% of homes are trailers. In Utah, it's even less, at 3.7%. In Green River, it's 27.9% of total housing units.

Business

44% of commercial buildings are vacant

on Main Street and Broadway, our "Downtown."

Although 97% of the United States is rural, just 1% of private foundations grant funds to these areas.



How do we support community?

Through small business assistance, arts programming, and affordable housing initiatives, Epicenter is a model of supporting small places in need.

2015: Our best year yet.



We've secured \$113,163 in funding for hiking and biking trails in Green River.

We've invested over \$52,000 to improve Green River's housing stock in the last three years.

We won the Juror's prize from DesignArts Utah for the "This Is Green River" exhibition.



6
Fix It First Projects

1503
Volunteers Hours

650
Visitors to Art Events & Exhibitions

42
Community Meetings

7
Adult Education Students

10
Conferences and Gatherings Attended



We expanded our facility by 340 square feet.

We received Utah's highest honor in the arts.

Principals' Statement

At no point since Epicenter's founding has there been as much optimism regarding Green River's future. In 2015, Epicenter and its community partners continued to build momentum and implement projects that improve the town's housing stock, create access to arts and cultural opportunities, make small but noticeable improvements to Green River's streetscape, and showcase Green River as a top tourist destination in southeastern Utah. Epicenter's holistic approach allows us to nurture community ideas, translate them into plans, and spur those plans into action.



This year saw many behind-the-scenes victories for our organization. For example, Green River City Council budgeted \$30,000 for recreational trail building following the development of a comprehensive Trails Opportunity Plan by the Trails Committee, which in turn leveraged another \$83,163 in cash and in-kind support from government and private

entities. Additionally, City Council created a new budget line item of "beautification" and allocated \$10,000 to support community-led improvement efforts on Green River's Main Street. The City of Green River also established an Events Coordinator position and selected Epicenter for the position. Considering our city government has an annual general fund of just over \$1 million, this investment in home-grown initiatives is very progressive. Green River residents approved a new municipal tax (yes, a new tax in rural, conservative Utah, with 63% voting in favor!); this Recreation, Arts, and Parks (RAP) tax of 1/10 of 1% on retail purchases will garner an estimated \$25,000 annually exclusively to support arts programming, trail building, and recreational improvements. It just goes to show that perceptions and stereotypes of Rural America can be turned on their heads with diligent, consistent outreach and communication built around a coalition of local community members invested in shared successes.

Our community continues to welcome our various arts programming activities and our Frontier Fellowship artists-in-residence. Our Fellows work directly with the high school, senior center, after-school program, youth summer camp, and the local museum. 2015 marked the fifth year of the Fellowship, and we are celebrating the work through an

NEA-sponsored exhibition from March 18 - May 13, 2016 at the Rio Gallery in Salt Lake City.

"This is Green River," an exhibition that Fellows helped create this year, asked locals to lend personal objects that helped tell the story of Green River. Everyday artifacts were exhibited along with their accompanying stories at Green River's John Wesley Powell River History Museum. We are delighted that this project won the Juror's Prize at DesignArts Utah '15.

Epicenter also organized the arts project *HDTs: Epicenter* along with High Desert Test Sites (a nonprofit based in Joshua Tree, CA). A weekend-long series of installations and performances in and around Green River, the event attracted over 70 out-of-town participants who injected \$16,545 directly into the town's economy.

To further develop the town's economy and establish Green River as the tourism destination this place deserves to be, Epicenter and its partners steered Green River tourism branding efforts, provided consultation to area businesses, and made improvements to downtown. In 2016, we plan to bolster those initiatives by leading the development of a downtown revitalization plan, guiding the creation of an attractive town branding strategy, and coordinating events during Green River's tourist shoulder seasons.

Through Fix It First, our home repair program, we've directly

impacted 74 local residents through 32 critical home repair projects since 2012. In three years, we've invested over \$52,000 to improve the town's housing stock. We made repairs on 31 homes (14.6% of the 212 homes identified as needing repairs in the 2012 Green River Housing Plan). Our local electrical company, Rocky Mountain Power, awarded a \$5,000 grant for use on home repair projects focused on improving energy efficiency. The Wells Fargo Housing Foundation awarded \$5,000 of support



to both Fix It First and multi-family housing development. In 2016 we'll finalize a strategy for providing quality rental housing and seek funding and partners. We plan to construct eight to twelve new units by mid-2018.

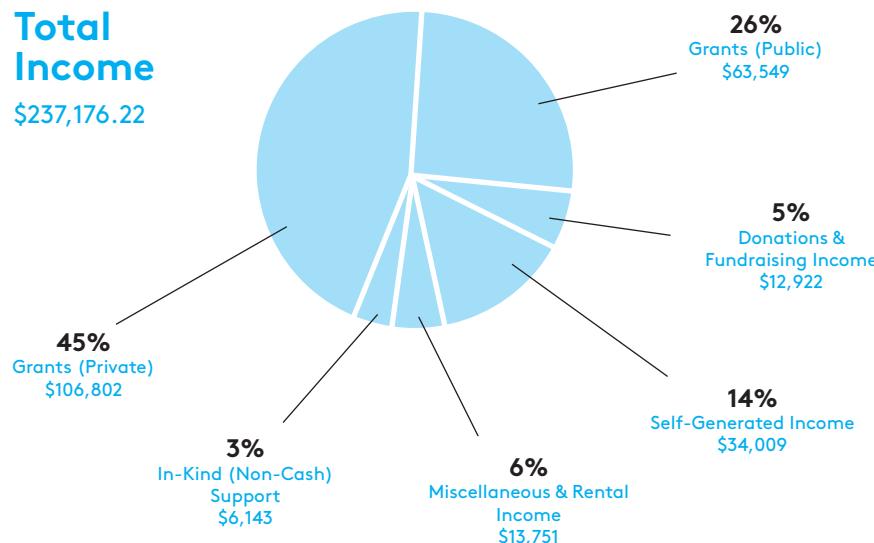
With 2015 being our best year yet, we're confident that 2016 will bring more successes, opportunities, and welcomed challenges. Thank you for being a part of our year and the years to come!

Epicenter Principals
Maria Sykes, Chris Lezama,
and Jack Forinash

2015 FINANCES

Our Funding

Total Income
\$237,176.22



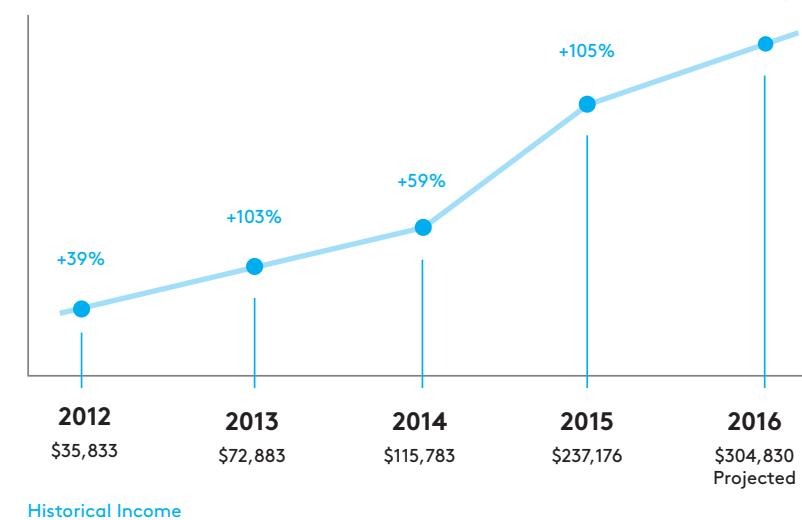
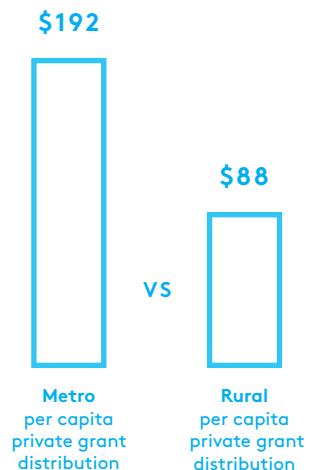
The majority of our funding comes from in-house annual grant writing. Instability of annual program funding and salaries is the nature of our work as a rural nonprofit organization.

Still, Epicenter is proud to have doubled our grant funding in just a year.

Epicenter's programs alone stewarded **\$67 per citizen** in privately sourced grant funding to Green River.

These past five years show how effective we are becoming.

Nationwide private grant distribution per citizen.

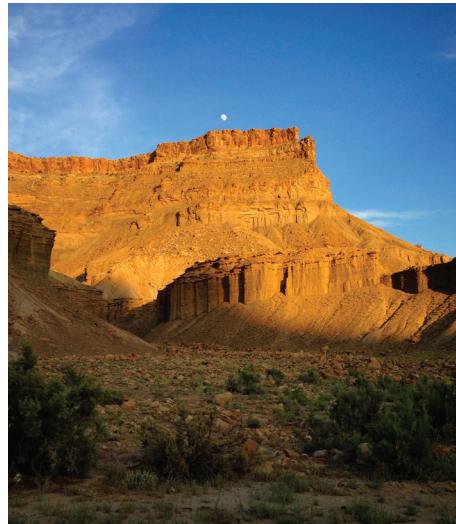


2015 FINANCES

Financial Position & Activities

Financially speaking, 2015 was Epicenter's best year to date. Grants provided the majority of the income (72% of 2015 income, up from 47% in 2014), as is typical for a nonprofit organization. We doubled the income from private foundations by receiving grants from four new funders. Led by two never-before-received federal grants, we more than tripled the income received from governmental agencies (namely USDA Rural Development, The National Endowment for the Arts, and Utah Division of Arts & Museums). We've come to acknowledge the role governmental programs play in investing in Rural America, especially as reports indicate just 1% of private foundation funds are going to rural communities.

On the expenses side, predictably we are spending the majority of funds on staff wages and payroll expenses. Our detailed timesheets indicate that of total personnel expenses, 93% are attributable to wages for staff members carrying out program activities (the remaining 7%



of time clocked is directed towards human resources, public relations, financial management, and board reporting activities).

Our Form 990 annual return is available for public view both from the IRS and on our website (ruralandproud.org/disclosures). We also regularly share financial reports (including our annual Financial Review performed by a third-party accounting firm), and exhibit organizational transparency including accreditation from the Better Business Bureau and GuideStar. I invite you to submit requests for any information you aren't able to find online.

—
Jack Forinash, Principal and Financial Manager

Expenses

\$3,322	Administrative & Business Expenses
\$3,251	Depreciation Expense
\$16,422	Facilities & Equipment
\$54	Fund-raising Expenses
\$4,800	In-kind Expense
\$10,179	Insurance
\$95,505	Personnel Expenses
\$1,784	Postage, Mailing Service
\$1,767	Printing & Copying
	Program Expenses
\$13,872	Arts Program
\$709	Economic/Community Development
\$10,119	Housing Program
\$4,189	Non-specific Program
\$15,203	Travel, Meals, & Meetings
\$8,443	Utilities
\$4,819	Volunteer Support

With our increased revenue we've had a 105% increase in expenses from last year.

Current Assets

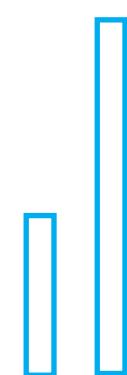
\$39,845.27	Cash
\$50,909.29	Accounts Receivable

Fixed Assets

\$-3,252.64	Accumulated Depreciation
\$69,919.00	Buildings
\$1,145.45	Equipment
\$2,500.00	Land

\$161,066.37	Total Assets
--------------	--------------

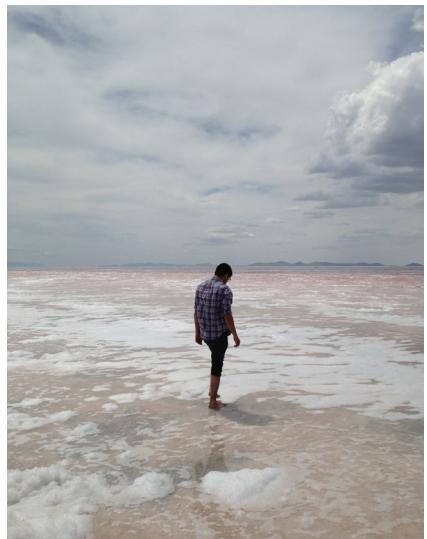
2015
\$194,436.68
Expenses



2014
\$95,454.86
Expenses

Beyond Green River

Epicenter's employees are vital assets to the organization. To retain and further develop these assets, Epicenter developed The Periphery, a professional development program that supports opportunities such as month-long residencies at like-minded organizations, participation in conferences, and professional certifications. This year, Armando Rios and Bryan Brooks gained experience through working with DesignBuildBLUFF (Bluff, UT) and Jack with Remote Studio (Bozeman, MT). Chris Lezama was SEED Certified through Design Corps. In line with Epicenter's efforts of developing new multi-family housing,



Our Staff

Epicenter bid adieu to AmeriCorps VISTA Orion Stand-Gravois, and welcomed Bryan Brooks and Katie Anderson into AmeriCorps VISTA positions after successful summer internships. Epicenter Principals Jack Forinash, Maria Sykes, and Chris Lezama remain dedicated to Green River. Armando Rios, Steph Crabtree, and Mirna Escalante continue in their roles as part-time staff. We're proud that our current seven staff members represent an average of 3.4 years with Epicenter.

Steph Crabtree is pursuing Housing Development Finance Professional Certification. Maria Sykes participated in the National Rural Assembly (Washington, DC) and presented at the Hand-In-Glove Conference (Minneapolis, MN). Epicenter also hosted breakout sessions at the Utah Nonprofits Association and the Utah Housing Coalition's annual conferences.



Partnerships and Major Donors

AmeriCorps VISTA
Arches Education Center
Art of the Rural
Bike & Build
City of Green River
Community Foundation of Utah
Corbin LaMont
CRATE
DesignBuildBLUFF
Eastwood Print and Copy
Emery County Economic Development
Emery County Trails Committee
Emery County Travel Board
GE Capital
George S. and Dolores Doré Eccles Foundation
Green River Archives
Green River High School
Green River Improvement Team
Green River Trails Committee
Habitat for Humanity of Castle Country
High Desert Test Sites
John Wesley Powell River History Museum
Land Arts of the American West
The National Endowment for the Arts
Outward Bound
Potluck Local Business Group
Project M
Pyramid Youth Programs/PACT
Rocky Mountain Power Foundation
Rural Community Assistance Corporation
Sincerely Interested
Sorenson Legacy Foundation
Steve & Juanita Sykes
Union Pacific Foundation
United Way of Eastern Utah
U of U College of Architecture + Planning
USDA Rural Development
US Small Business Administration
Utah Division of Arts & Museums
Utah Governor's Office of Economic Development
Utah Housing Coalition
Wells Fargo
Wells Fargo Housing Foundation
Wheeler Foundation

2015 Fellows

Geoffrey Holstad
Rob Loucks
Peter Collard & Alice Masters
Lisa Ward
Emily Howe, Jordan Gulasky & Phil Dagostino
Laurelin Kruse

Frontiersmen

Christian Ayala
Travis Bacon
Greg & Barbara Bassett
Dave & Suzanne Conine
Kelly Gregory
Paula LaMont
Glen & Rita Lezama
J. Taylor Massey
Keith & Sandy Massey
Art & Carol Merkle
Ted Ranney
Jim & Lisa Rothlisberger
Steve & Juanita Sykes
Vicki Mackay

Together we are creating a model for how places can flourish.

As we enter our seventh year of operations, Epicenter's annual goals reflect a maturing organization.

We seek further stability for our organization and staff through growing our unrestricted fund, raising compensation, providing health benefits, and encouraging professional development opportunities.

We commit to spending a higher percentage of our funds locally.

We prioritize nurturing local partnerships and relationships through near-constant community engagement efforts.

Through attending national and regional conferences, we will continue to contribute to the international dialogue of the role of designers, artists, and nonprofit organizations in rural places.



Become a Frontiersman.

With an annual donation of \$200 or more you will receive physical mailings every other month.

Mailings may include:

- Apparel
- Booklets
- Photo Prints
- Local Delicacies
- Music

In addition to the physical mailer, a digital newsletter will be sent to Frontiersmen that will direct you to recent Epicenter highlights online.

We'd love you to be a part of it.

We need your vital support.

Consider donating to Epicenter's work in Green River today. Cash donations allow us to match grant-funding and are vital to the continued success of projects in Green River.

Please send checks made out to "Epicenter" to P.O. Box 444, Green River, UT 84525.

To donate online, please PayPal your donation to:
info@ruralandproud.org

You will receive a tax-deductible receipt for your donation. Additionally, if you are a Utah resident, cash donations to Epicenter are eligible for a 50% income tax credit for donations up to \$100,000. Thank you!