



**CROSSHATCH**  
CENTER FOR ART AND ECOLOGY

# *This is the Place*

2021-2022 ANNUAL REPORT



CROSSHATCH.ORG

# An Intro to (or a Hello Again from) Crosshatch

## Mission

Crosshatch Center for Art and Ecology builds strong communities at the intersections of **art, farming, economy and ecology**. We exist to create places and connections that restore the earth and its people.



The Crosshatch Team

## Vision

Crosshatch envisions communities that are **grounded in place**: where people connect through stories, music, art, shared work, and food, and where the economy and culture are **rooted in restoration of the earth and its people**.

## Values

In all things, we apply respect, empowerment, connection, collaboration and quality. In instilling these core values, Crosshatch is adaptive, comprehensive, innovative, vulnerable and aware.

## Who We Serve

We support people with contagious curiosity, and people more interested in working together than working alone.

### STAFF

- Amanda Kik**, co-director
- Brad Kik**, co-director
- Ross Greedy**, development and special projects director
- Daniel Marbury**, program coordinator
- Taylor Reed**, communications specialist

### DIRECTORS

- Ellen Fred** (president)
- Brian Bourdages** (past president)
- Michelle Ferrarese**
- Nicco Pandolfi** (secretary)
- Heather Ratliff**
- Barb Tholin** (treasurer)
- Erin Anderson Whiting**

# Hello From Ellen, Our New Board President

Dear Friends,

Music unites. Music inspires. Music can even blow our minds. I don't think I'll ever forget the day my brother gave me Talking Heads' *Speaking in Tongues* album and told me to listen. I was around twelve years old and it was a beautiful blue-sky day in mid-summer on Old Mission Peninsula. I took the cassette he handed me, put it in my Walkman, and proceeded to lie on my back on our front deck to listen.

*Makin' floppy floppy  
Tryin to do my best  
Lock the door  
We kill the beast  
Kill it!*

Is this for real? Did the sky just part and did I just ascend to some other plane? Does someone finally understand me? That is the power of music. That is why, when asked the age-old cocktail party question, "If you could go back in time, where would you go?", I always say, "Oh, I would go back and be at the show where they filmed *Stop Making Sense*." Because music is that powerful.

Musicians are healers. They are magicians. They make us time-travelers. And this world wouldn't be the same without them. That's why I am beyond thrilled to be involved in Crosshatch (for over five years now). Not only is this organization doing pivotal work supporting our local food web and combating climate change with its Carbon Planning Cohorts (see page 7-8) and solar grant program, it is bringing us probably the most unique performance space that this community has ever known.

The Alluvion, a 150-seat state-of-the-art listening room—a space so quiet and intimate that the audience will hear the musician inhale before each mind-blowing lyric—is a palce for performances, recording, classes, skill-sharing, and more. This space will be the soul of the new Commongrounds building, right in the heart of Traverse City, and it will forever change how we see and experience the art of music (and other performance genres). Crosshatch is one of three collaborators making it happen. I could not be any prouder to be affiliated with this organization. You can read more about some of the beautiful souls bringing The Alluvion to life on pages 11-12.

And, who knows, maybe, just maybe, The Alluvion will be so noteworthy, so legendary, that it will draw the likes of David Byrne right to our sweet little town. Hey, maybe it's time for a *Stop Making Sense* redux right here at The Alluvion, and I won't have to go back in time after all.

Thank you for all that you do with and for Crosshatch and our community!

With sincere gratitude,  
Ellen Fred  
Crosshatch Board President

## PROGRAM OVERVIEW:

# What We Bring to Our Community

- ▷ scaffolding for community-scale work
- ▷ affordable, DIY/DIT solutions
- ▷ creating memories of the future
- ▷ mutual aid and solidarity
- ▷ prototyping and evolving small-scale programs to find what works here

### *Guilds*

Guilds embody the idea of “mutual support,” providing peer-to-peer learning, mentorship, and a community of demos, farm and studio tours, potlucks, and shared equipment and bulk purchasing. Guilds weave trust and interdependence, which provide an essential foundation for all sorts of new endeavours and community projects.

### *On-Farm Education*

Through our Twilight Tours and workshops, small farmers of all experience levels learn from one another’s practices. The tours provide a “field trip” to observe good farming techniques up close, such as crop rotation, cover cropping, and year-round vegetable production. Workshops take it to the next level for intermediate learners, with integrated classroom and field work. Expect to see lots more food and farm programming in 2023.



### *Microloans*

Our partners at the Grain Train and Oryana join forces with us to support the local food and farm economy by providing no-interest microloans to farmers and food entrepreneurs throughout Northwest Lower Michigan. We’ve distributed over \$92K in microloans since 2016.

### *Northern Michigan Small Farm Conference*

Now in its 23rd year, we virtually convened to gain new skills and make small farms more economically viable and environmentally sustainable. Offering 20 unique sessions including workshops like “Carbon Farming” and “On-farm Safety,” this year’s conference brought together producers and growers from across the region.

### *Chicken Coupe + Preservation Station*

To meet the needs of small farmers, sometimes you gotta get mobile. The Chicken Coupe is an MDA certified poultry processing trailer that small farmers can use to bypass expensive processing facilities to sell directly to their customers. She’s going strong, thanks to the hard work of the folks behind Pitchfork Farm, who have stepped in as stewards of the coupe. The Preservation Station (aka “Blanch”) is a canning kitchen on wheels that allows people to learn a new skill, sharpen their techniques, and join friends or family to make food preservation a fun tradition in their community.

Learn more about our programs at [www.crosshatch.org](http://www.crosshatch.org)





Michigan has an interesting agriculture economy that I didn't appreciate until I got into it. We are the second-highest agricultural diversity of any state after California! Crosshatch is an important element in facilitating between agriculture and people and then connecting all of that to environmental matters. Farms don't do that on their own, it takes non-farming facilitators to bring people together. My wife and I left our Wall Street jobs in New York to become first-generation farmers and we're grateful that there are groups like Crosshatch around to learn from and collaborate with.



- Adam Weinrich, Weinrich Farm/Anavery Fine Foods  
Northern Michigan Small Farm Conference Presenter "Starting a Mid-Scale Commercial Farm in the 2020s"



# The Crosshatch Carbon Farming Planning Cohort

We always have our antennae up for what our community needs to become more resilient. One of the things we'd been hearing about with increasing volume is the desire to learn more about how to integrate farm practices that will sequester carbon. Small farmers in the region noted that there were few resources locally to learn how it's done, so we looked for ways to bring that knowledge to Northern Michigan.

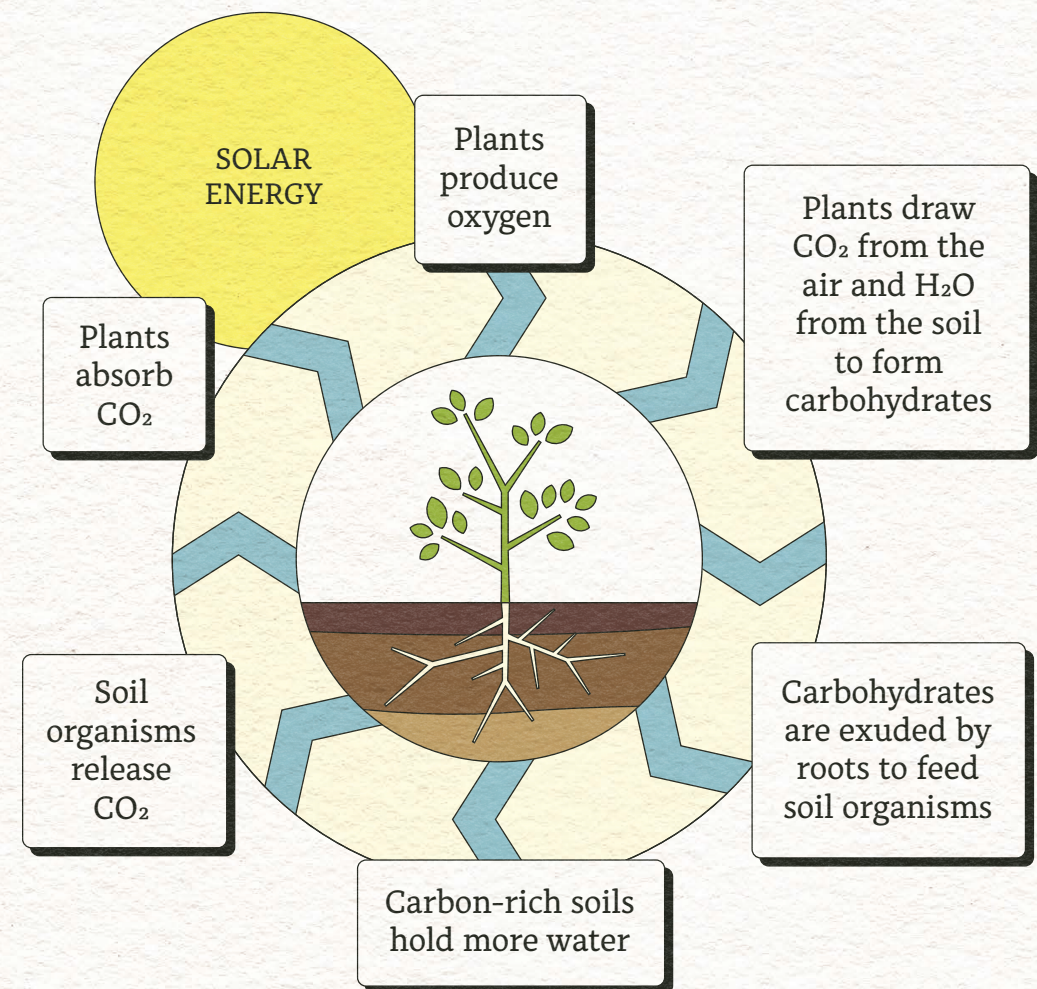
This past year, we earned a major USDA grant to launch the Carbon Farming Planning Cohorts program, which will work with farmers and educators in Northwest Lower Michigan to establish a peer-to-peer learning model. By supporting producers in planning, funding, and implementing carbon farming practices at the regional level, we're helping farmers adapt to both changing climates and public expectations.

The two cohorts of twelve farmers will learn about farm and ranch well-being, environmentally sustainable practices, and stewardship risks. Cohort members will have the chance to give and receive feedback through farm tours, and ultimately the process will assist these farmers in crafting a plan to implement and fund their ideas. From there, we'll develop a toolkit and workshop program that will reach hundreds of new farmers.



## WHAT IS CARBON FARMING?

*Carbon Farming is a whole farm approach to optimizing carbon capture on working landscapes by implementing practices that are known to improve the rate at which CO<sub>2</sub> is removed from the atmosphere and stored in plant material and/or soil organic matter. [Carbon Cycle Institute]*



Surface litter, plant exudates, roots and mycorrhizal fungi are pathways by which CO<sub>2</sub> enters the soil carbon pool

## RESILIENT COMMUNITY:

# Our Partners

Just about every program we have at Crosshatch is carried out in collaboration with strong community partners. Here are just three examples of what those partnerships made possible over the last year:

### SEEDS & MSU EXTENSION

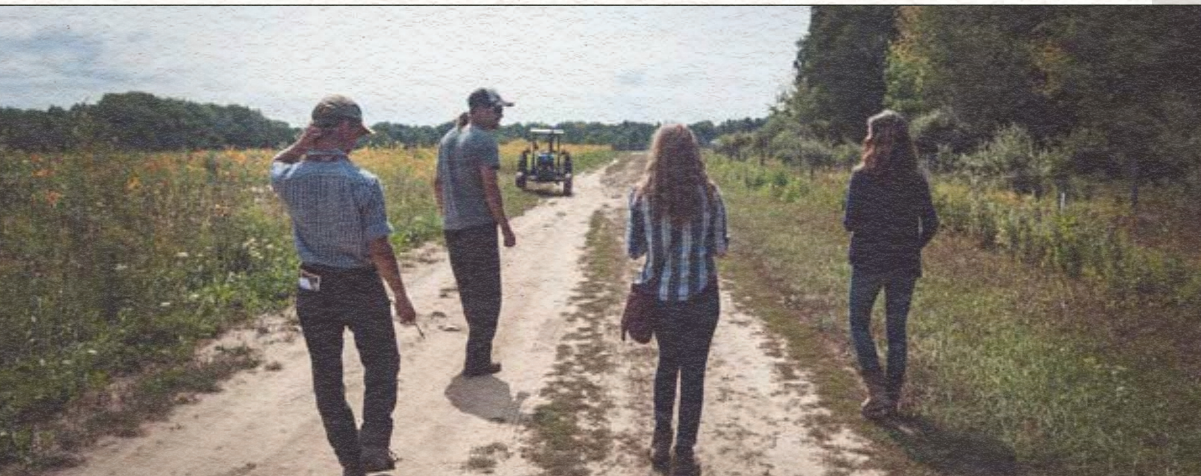
We partnered with SEEDS to deliver hands-on food preservation workshops using our Preservation Station trailer. This program encouraged food producers to diversify their product offerings to include shelf-stable options like jams and dried fruit. Instructors for this series included microloan recipient Patti Travioli, and Kara Lynch, a food safety educator with MSU extension. Additionally, Parker Jones from the MSU Product Center presented on Value Added Foods at our 2022 Northern Michigan Small Farm Conference.

### COMMONGROUNDS. JEFF HAAS. & JESSICA KOOIMAN PARKER

Crosshatch is working closely with Commongrounds Cooperative, whose innovative approach to community development prioritizes people over profit, and whose focus is wellness, arts, family and food. In presenting The Alluvion, a brand-new performance and community-arts space (not to mention a visual arts program encompassing the whole building), we're joined by noted jazz composer Jeff Haas, and recently-transplanted arts curator Jessica Kooiman Parker.

### MICHIGAN STATE UNIVERSITY

Crosshatch is leading the effort to survey the systems that support peer to peer learning between farmers in Michigan. This work is part of a Michigan State University project "Elevating the Quality of Beginning Farmer Training in Michigan". We are currently learning from mentorship programs, informal farmer groups, farm apprenticeship programs, farmers, and our own guilds; the goal: to organize the landscape of tips, tools, and other resources for farmers across Michigan's diverse ecological and cultural landscape.



## By the Numbers

**\$92,745.23**

Microloans distributed since 2016

**\$22,000**

distributed in 2021

(Thanks to Oryana Community Coop  
and Grain Train Natural Foods Market)

**\$12,970.20**

distributed in 2022

(Thanks to Oryana Community Coop)

# The Alluvion

## *An Intimate Performance Space*

Ask any touring musician about their favorite (and not so favorite) venues, audiences—even cities—and you'll start to hear about the power of a listening culture. You'll hear about how the experience of performing is shaped by more than a sound system, and how even expensive and state-of-the-art venues can be ruined by a sea of phones or background conversations. We were sad to hear that a number of touring and regional artists consider Traverse City a place where listening culture is on the skids.

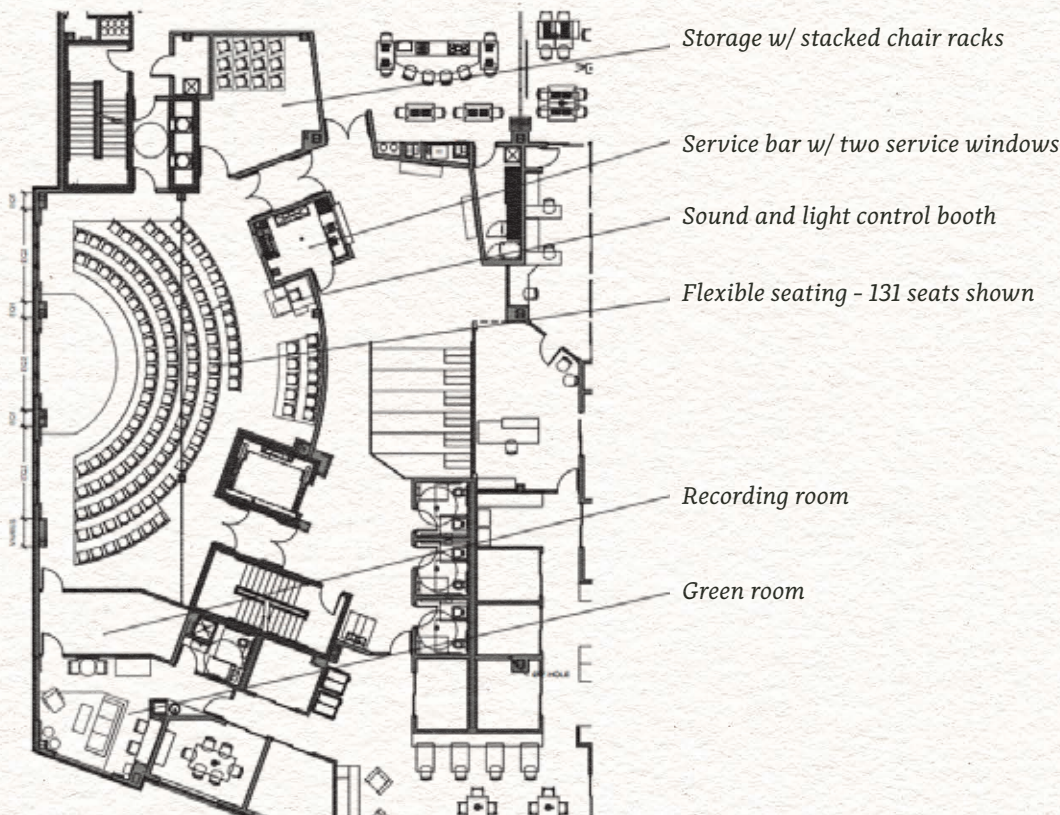
Furthermore, the closing of Inside Out gallery and now Studio Anatomy has left many performers without accessible, mid-sized spaces to call home. In the first six months of quarantine, people were missing live music, but we couldn't imagine putting together a performing arts space because it wasn't safe to gather. So many artists needed support at the time, so we paused the plans for the listening room and pivoted to other direct response efforts, like the Crosshatch Emergency Artist Fund. As we emerge from the pandemic, we're hearing a strong call for community connection—and there is nothing like live music to bring people together.



“We’re talking about a counterculture brand of artistry, and a space that rewards your attention with a powerful performance experience. I’m excited to have a space where national touring artists play in the evening and then host a workshop the next afternoon. This presents a sea of arts patrons with an open stage, for side projects from Studio Anatomy, high school punk rock bands, or fledgling hip hop transplants where that can coalesce in the same space. Those emerging artists can get that experience without a business plan that has to sell out a big hall; that’s where The Alluvion comes in.”

- Andrew Lutes, Commongrounds Operation and Membership Director

## *Listening Room Overall Plan*



The Alluvion is a 150-seat listening room housed within the community-owned walls of Commongrounds Cooperative on Eighth Street in Traverse City. Designed by and for musicians, the performance space is intended to be “the missing middle ground” between bars (where music is often relegated to a background role) and full-size venues (where performers can lose money if they don’t fill the house). The Alluvion will make space for exceptional performance experiences for the Grand Traverse region and support artists and arts audiences of all kinds.

We hope to open our doors by late 2022. We’re working with partner organizations like Parallel 45, Interlochen Center for the Arts, Mash-up Rock and Roll Musical, TC Dance Project, Groundwork Center, and others to build out a rich calendar of concerts, storytelling series, residencies, workshops, classes, and exhibitions—with virtual options for participation for nearly every use of space. See The Alluvion in development here!

## WHAT MAKES THE ALLUVION SPECIAL?

- ▶ a state-of-the-art venue poised to serve our region's original music, theater, dance, and wellness communities through up-close, intentional experiences and the deep interaction of music, movement, written and spoken word, multimedia art, and integrated technology.
- ▶ one of a kind audio/video production infrastructure, capable of recording and simulcasting venue performances live—to anywhere on earth—in high definition.
- ▶ a new business model that brings highly accessible A/V technology to the fingertips of local organizations and emerging makers throughout our region.
- ▶ a visual arts program that provides a welcoming and immersive space for creative expression with exhibitions, installations, education and events that explore untold stories, reward curiosity, and encourage connection.



### *The Power of a Cooperative Model*

Part of the magic of The Alluvion is that its home is 414 8th Street, the first project of real estate cooperative, Commongrounds, which operates on a co-operative governance model. The idea behind the co-op model at Commongrounds is empowering the people affected by spaces to have a voice in how they are designed and operated. The co-op model for The Alluvion was one reason the vision persevered through pandemic—it gave the project the extra fortitude to withstand a lot of uncertainty.

The Alluvion is owned by an LLC (Crosshatch, Commongrounds, and musician and private investor, Jeff Haas).

“Crosshatch are such dream partners, I love working with them. They bring so much integrity and care in everything they do. It’s great to have their brains and hearts on Commongrounds as a whole, and they are so uniquely talented in how they connect people. This makes them a tremendous partner, especially for something as special as The Alluvion.”

- Kate Redman, Commongrounds Founder



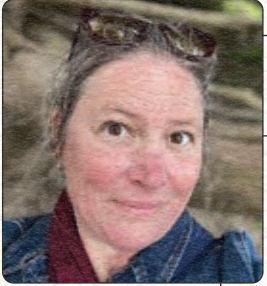
“My parents founded the Chamber Music Society of Detroit in 1944 and my earliest recollections are of riding public transit to put posters up all over Detroit. One year for its 10th anniversary, my father wanted to commission a piece from renowned composer, Samuel Barber. I was 7 years old and my dad called a meeting of the membership and people contributed \$5 or \$10 to raise enough to commission the piece. Walking down Woodward Ave, this guy was yelling at him, ‘Hey, is my composition done yet?’”

That feeling of ownership and participation was so magical and I saw firsthand what performance spaces like that did for our community. I want to make The Alluvion a reality because I want to see, feel, and hear those cultural things for myself, and because I know that our community will be better for the experience. The depth and breadth of Crosshatch is unfolding for me, but the more I learn about them, the more amazed I am by the mission.”

- Jeff Haas, Musician, Private Investor in The Alluvion, Executive Director of Building Bridges With Music

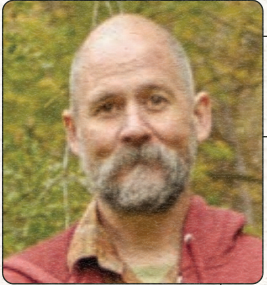


# What were your favorite moments of the past twelve months?



*Amanda Kik*, CO-DIRECTOR

The support from the community to take The Alluvion from a big dream to a brick and mortar reality has been tremendous validation. Our region is so ready for a dedicated music venue and we're ready to make it happen.



*Brad Kik*, CO-DIRECTOR

Teri VanHall's session for the Northern Michigan Small Farm Conference, *Starting a Community Farm: Lessons from the Field*, touched on dozens of topics, including design systems, governance structures, and planting calendars—more than we could ever do in the 90-minute slot she was allotted. The theme underlying these ideas became clear: the structures of power on the farm often cause harm, particularly to women. We've since hired Teri to develop that theme into a longer series of presentations and workshops, which we hope to present in 2023.



*Daniel Marbury*, PROGRAM COORDINATOR

Planning and launching our brand new Carbon Farming and Forestry Cohort this year is the manifestation of my personal hopes and last 10 years of work. I'm so proud to be facilitating collaboration and fellowship between land stewards in our community to implement significant agricultural actions that can mitigate our current climate crisis and make us more resilient to extreme weather events.



*Taylor Reed*, COMMUNICATIONS SPECIALIST

As of writing this, we're ten issues into The Whole Field! [a new Crosshatch newsletter] I'm proud to have played a part in its creation, and, looking back, I'm kind of amazed to see the breadth of content covered. Along with the work itself, the conversations and emails that it's spurred have been heartening as well.

This past year's video work stands out, as well. Despite being behind the equipment, I've enjoyed getting to visit with and learn from great folks and farms in this region.



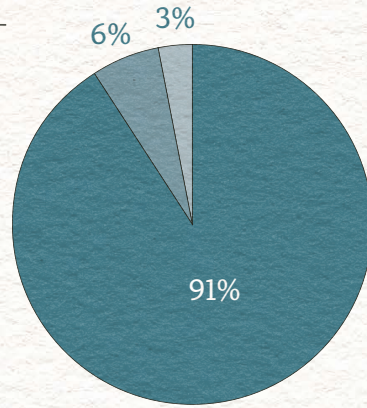
*Ross Greedy*, DEVELOPMENT & SPECIAL PROJECTS DIRECTOR

One of the notable moments from this last year was a USDA grant award to support our carbon farming cohort program. The demand for this type of work from both farmers and funding agencies has really bloomed since we put this program together. It's exciting to secure these funding opportunities to participate in advancing climate-smart opportunities.

# Financials and How to Give

## Income by Category

91%	Contributions	\$505,060
6%	CARES Act support	\$33,899
3%	Earned income	\$18,140
<b>Total</b>		<b>\$557,099</b>



## Contributions

70%	Foundation grants	\$354,704
14%	Public grants	\$72,645
9%	Individual giving	\$45,084
5%	Corporate grants	\$24,389
2%	Sponsorships	\$8,239
0%	Fiduciary	
<b>Total</b>		<b>\$505,060</b>

\*Percentages may exceed 100% because of rounding.

## Earned Income

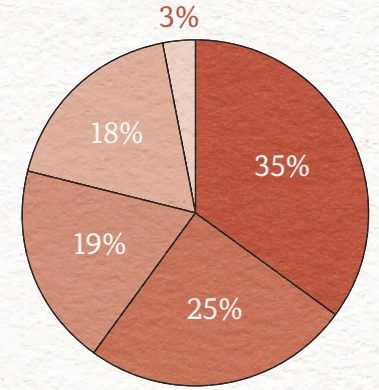
63%	Fee for services	\$11,450
25%	NM Small Farm Conference	\$4,600
6%	Events	\$1,154
2%	Memberships	\$375
3%	Other	\$562
<b>Total</b>		<b>\$18,140</b>

## CARES Act Support

100%	Employee Retention Credit	\$33,899
<b>Total</b>		<b>\$33,899</b>

## Expenses by Program

35%	Education	\$173,268
25%	Arts programs	\$123,011
19%	General admin	\$94,187
18%	Food, farm & community	\$91,228
3%	Fundraising	\$13,671
<b>Total</b>		<b>\$495,364</b>



## Food, Farm & Community

48%	Guilds	\$44,019
19%	Hatchquarters	\$17,360
12%	Food & Farming Microloan	\$10,689
7%	Chicken Coupe	\$6,157
7%	Preservation Station	\$6,270
4%	Technical Assistance	\$3,328
4%	Edible Trails	\$3,404
<b>Total</b>		<b>\$91,228</b>

## Education

76%	NM Small Farm Conference	\$131,865
15%	XH Media	\$25,482
9%	Workshops	\$15,922
<b>Total</b>		<b>\$173,268</b>

## Arts Programs

63%	The Alluvion	\$77,281
21%	Fiduciary Projects	\$25,570
14%	Arts Programming	\$17,045
3%	Artist Emergency Fund	\$3,115
<b>Total</b>		<b>\$123,011</b>

## Funding Sources

### Public Grants

Michigan Arts and Culture Council, Networks Northwest MI Restart Program, Small Business Administration Payroll Protection Program, USDA National Institute of Food and Agriculture

### Corporate Grants

Cherry Republic, Downtown Traverse City Association, Grand Traverse Regional Land Conservancy, Kinship Handwork, Leelanau Conservancy, Market M88, Oryana Community Co-op, Unitarian Universalist Congregation

### Foundation Grants

Americana Foundation, Anonymous, Begonia Charitable Foundation, Fred & Jaqui Blackwood, Grand Traverse Regional Community Foundation, John & Ann Steinbrunner, Jones Family Foundation, Mark & Laurie McMurray, Mary Bevans Gillett, Petoskey Harbor Springs Area Community Foundation, Pierce Family Charitable Foundation, Rotary Charities of Traverse City, Springboard for the Arts Upper Midwest Emergency Relief Fund

## HOW TO GIVE

As you can see from this report, the programs and experiences that Crosshatch brings to our region is only possible through collaboration and folks just like you who invest in our work. We accept cryptocurrency, gifts of stock, planned gifts, and gifts in tribute or memoriam.

To make a gift, visit our website at [crosshatch.org/donate](https://crosshatch.org/donate) and follow the prompts. Or, call us at (231) 622-5252, email [donate@crosshatch.org](mailto:donate@crosshatch.org) and our wonderful staff will be happy to connect with you.

SCAN THE CODE  
BELOW TO  
DONATE NOW

