

# THIS WEEK'S BUSINESS FOCUS



Photo by Dev Khalsa

“When people experience a Center event, we want them to feel invigorated by musicians they’d never heard, by something new that they learned or by having a new interest awakened in them,” says Co-Executive Director Sally Boettger.

For 40 years, The Center has both entertained people and opened doors to learning through its myriad art programs. With an eye focused on its mission to stimulate and provoke the imagination and another on the diverse tastes and interests of the community, The Center delivers more than 100 programs to more than 35,000 people every year. From concerts to museum-quality exhibitions to classes with top-caliber artists and writers to lectures by world-class thinkers, there is something to excite everyone in the community.

Co-Executive Director Kristin Poole says, “While the valley provides endless ways for people to exercise their bodies, what The Center strives to do is to provide opportunities for them to also exercise their mind and spirit.”

The non-profit began when Bill Janss, who then owned the Sun Valley Company, declared that in spite of all the natural beauty and inherent qualities to draw people here, an important element for being a real community was missing—art. He asked a plucky new transplant from California, Glenn Cooper, to build a creative arts center. Established on land deeded by the Sun Valley Company, The Center

began as a facility for fine arts residencies with highly regarded faculty teaching photography, printmaking, ceramics, dance and theater workshops. It also became the area’s first art gallery.

Since the start in 1971 The Center has morphed and changed in response to the needs of the community, but a key element of focus is one that is mostly hidden from public view. The Center impacts the lives of more than 6,000 children annually by bringing students into the gallery to see and make art, as well as by bringing musicians and artists to them in their schools. With this free outreach, The Center ensures that students from all corners of the valley have the opportunity to see the world beyond these mountains through art and music.

The Center is a non-profit membership organization and relies on its only fundraising event, the Wine Auction, for more than 50% of its funding. The Sun Valley Center Wine Auction is a three-day affair (this year from July 21-23) encompassing six events that appeal to both wine and food lovers. With events from the wine tasting and picnic to the gala and vintner dinners, there are events in everyone’s price range.

With a reputation for top-quality events and a spirited staff who ensure a richness of programming year-round, The Center brings events and activities to the valley that enhances the quality of life of everyone who lives in or visits the Wood River Valley.

## SUN VALLEY CENTER FOR THE ARTS

191 5TH STREET E, KETCHUM · 314 2ND AVENUE S, HAILEY

VITALS

YEARS OF SERVICE: **40**  
DIRECTORS: **Kristin Poole and Sally Boettger**

P: **208.726.9491**

W: **[www.sunvalleycenter.org](http://www.sunvalleycenter.org)**