In this rural nook in southwestern Wisconsin is our busy workshop. Out of it have come plans for buildings that have established new ideals in life and architecture and carried new principles in engineering into effect.

—Frank Lloyd Wright
“Why I Love Wisconsin” Essay

How Might We Live Now?

We strive to allow visitors to immerse in all of Taliesin and view the world through the lens of Frank Lloyd Wright.
Dear Friends,

Your ongoing generosity continues to inspire us to meet opportunities and overcome challenges.

In 2022, we were focused on rebuilding our staff post-pandemic. With your support, you helped us not only to rebuild but also to expand our programmatic offerings, develop immersive ways to engage our visitors, and fund critical preservation work here at Taliesin.

In addition, we are delighted to provide you with our organization’s first Annual Report. As donors, you have made a tremendous impact on our programming and preservation work, and we want to share all the details with you.

You will find an overview of our programmatic impact, support of preservation work at Taliesin, and financial impact. It indeed was an incredible year, and we are grateful to you!

Thank you for your ongoing support and we hope you will continue to join us in the future.

Sincerely,

Carrie Rodamaker  
Executive Director

Diane Morgenthaler  
Board Chair
Who We Are

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Events Coordinator

And over 50 seasonal employees including tour guides, visitor service associates, shuttle drivers, custodians, café staff, house stewards, and volunteers. They are the heartbeat of the services we provide!

Our Mission

As stewards, Taliesin Preservation’s mission is to preserve the cultural, built, and natural environments that comprise the Taliesin property and to conduct public educational and cultural programming that provides a greater understanding of Frank Lloyd Wright’s architecture and ideas.

Our Sister Organization

We partner on preservation with our sister organization and the property owners, The Frank Lloyd Wright Foundation, in Scottsdale, Arizona.
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Our Impact

We fulfill our mission to preserve the natural, cultural, and built environments of Taliesin and conduct public educational and cultural programming by:

- Gathering and Questioning
- Learning and Teaching
- Experimenting and Innovating
- Providing ongoing historic preservation resources to the buildings and natural and cultural landscapes

All activities through Taliesin Preservation allow guests a personal opportunity to engage and impact participants by:

ADVANCING organic living as a way to approach everyday life at the convergence of the natural, built, and cultural environments.

EXPANDING social networks of participants through programming, preservation, and conservation.

INCREASING knowledge to think critically of our environments and foster change for our communities and economies.

We seek to provide experiences that expand knowledge, passion, and engagement to radically change the way our guests think about the world around them.

In 2022:

- 347 Students
- 112 Workshop/Salon participants
- 47 Youth workshop participants
- 44 Educator
- 24,100 visitors (78% were first-time visitors)
- $3.4 million related economic impact (Wisconsin Department of Tourism / Tourism Economics Per Capita Daily Visitor Impact Data, 2021)
- 92% of tour visitors were inspired to think more critically about the importance of the natural and built environment

International and National Visitors

Australia, Belgium, Canada, Chile, Columbia, Czech Republic, Germany, Finland, France, Holland, Hong Kong, Ireland, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Portugal, Romania, South Korea, Singapore, Slovenia, Spain, Switzerland, United Kingdom. The United States: 50 states, District of Columbia and Puerto Rico.
Passion through Guest Engagement

At Taliesin, we create authentic experiences to expand curiosity, passion, and engagement of our guests that change the way they think about the world around them. We hosted overnight workshops immersing participants in the “life within” Taliesin. The following includes demonstrated impact from these workshops:

100% of participants agreed that this workshop has allowed them to explore new skills, and enhance skills by learning different methods.

98% of participants agreed that the time at Taliesin allowed for self-reflection, to disconnect from usual routines, to be creative, and experience a sense of community.

86% of participants mentioned that how they experience the connection between the built environment, the natural landscape, and the community has completely, or to some extent, changed.

- We exhibited Sacred Spaces by photographer, Andrew Pielage, within the Frank Lloyd Wright Visitor Center, as well as a free speaker salon.

- We welcomed Tim Gruner of Anderson Japanese Gardens for an evening presentation on landscape architecture.

Hosted "A Day At Taliesin"

We brought together diverse and multi-generational groups to explore the grounds and landscape of Taliesin while enjoying games, mingling with staff and other attendees, at no cost to the public.

“We love the idea that these classes foster a sense of community work and play which was part of the original vision. We were very impressed with the workshop.”

— Culinary Workshop Participant
This camp gave me a better understanding about the interconnectedness of the elements of architecture...I think this really opened my eyes and lit the spark inside of me. I will definitely say that I learned to persevere more and not to give up on an idea when it becomes difficult to make come to life.”

— Summer Camp Student

Educational Programming
Through educational programming, we continue to share Wright’s ideals of organic living and “How Might We Live Now?” as a North Star for innovative storytelling and sharing the history and future of Taliesin with the world.

372 students for "Immersive Days at Taliesin"

100% of students that came for an immersive day to Taliesin strongly agreed or agreed that we succeeded in engaging them in this historical site in a meaningful way.

44 future educator sessions

47 students for summer camp sessions

72% of summer camp students strongly agreed that spaces and buildings, in general, impact how people feel and can affect our well-being.

“I really took note of the way that Frank Lloyd Wright incorporates natural materials into his buildings, the importance of having separation of spaces, and the marrying of land and dwelling.”

— High School Student, Immersive Day

“I look at landscapes differently now, noticing and more aware of the colors, shadows, shapes. I want to be out in nature more and enjoy time away from noise and constant activity.”

— Plein Air Workshop Participant
Riverview Terrace

70 YEARS FROM THE BEGINNING...

Frank Lloyd Wright designed Riverview Terrace in 1953. It was built in 1967, following his death in 1959.

In 2022, Taliesin Preservation engaged with Wisconsin-based architectural firm, The Kubala Washatko Architects to construct a Historic Structures Report (HSR) for Wright’s Riverview Terrace, also known as The Frank Lloyd Wright Visitor Center.

This HSR allows us to understand better the history of the only Wright-designed restaurant in the world and its connection to the Taliesin property, assess the current condition, and identify future restoration and renovation needs.

In addition, we have contracted with a local historian to officially register the Riverview Terrace on the National Register of Historic Places.

We are thrilled to share with you the outcomes as they develop and progress.
## Thank You to Our Supporters

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- Prairie Springs: Paul Fleckenstein Trust

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Financial Overview

SUPPORT OF PRESERVATION AND PUBLIC PROGRAMMING

Revenue

- Tours: $1,458,838
- Gift Shop: $502,342
- Contributions: $220,284
- Arts & Education: $48,931
- Café: $94,384
- Other: $37,589

Expense

- Visitation: $1,571,413
- Preservation: $284,250
- Management & General: $405,898
- Fundraising: $163,662

*2022 Unaudited Financials

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Celebrating 30 Years
2023 Sneak Peek

We look forward to welcoming you back to Taliesin this April!

In line with our mission to share Frank Lloyd Wright’s architecture and ideas, this year we are offering new and immersive educational experiences designed to help you disconnect, reconnect, and explore Taliesin.

Continuing in the Taliesin tradition of learning by doing, we are providing nine immersive weekend workshops that will focus on Japanese Tea Ceremonies, plein air painting, photography, bread baking, creative writing, and graphic design. We are offering five youth architecture camps and introducing a new creative writing camp designed to inspire the imagination. We will be welcoming back the much-anticipated Farm Dinner with a guest chef that will curate a farm-to-table meal celebrating the foods of the Driftless Area. In advance of the Hillside Theater reopening in 2024, we will be hosting architecture speaker salons in Wright’s Hillside Drafting Studio, designed to evoke dynamic conversations around the theme of “Architecture as a Catalyst for Change.”

Lastly, we have announced our first Creative in Reswidence. Hugh Weber and his team will continue to host small groups of creative minds from around the country to Taliesin to dream their futures. Chefs, filmmakers, artists, farmers, writers, and more will immerse themselves in the Taliesin property, similar to the Fellowship of days gone by. We are grateful for your ongoing support and look forward to seeing you soon. For any additional questions, please don’t hesitate to contact me.

Thank you,

Carrie Rodamaker
Executive Director
crodamaker@taliesinpreservation.org