MISSION STATEMENT
To publish a nonprofit community newspaper which serves the Mountain Empire communities of Santa Cruz County, including Canelo, Elgin, Patagonia, and Sonoita, and which is open to all views, highlighting local issues and emphasizing the contributions of local talent.

WHO WE ARE
We are a nonprofit organization, funded by paid advertising, donations and grants. PRT is a free monthly publication distributed to news stands and local merchants in The Mountain Empire.

Managing Editor: Marion Vendituoli
Assistant Editor: Laura Wenzel
Advertising Manager: Janie Trafton
Bookkeeper: Cynie Murray
Contributing Writers: Bob Brandt, Alison Bunting, David Daffern, Lynn Davison, Cate Drown, Cassina Farley, Robert Gay, Patra Kelly, Martin Levowitz, Vince Pinto
Distribution: Judy Mills, Les Corum
Board of Directors: Bob Brandt, Lynn Davison, Dave Ellis, Cassina Farley, Jac Heiss, Donna Lee, Kathryn Schrag, Phillip Sullivan

2017 – A YEAR OF ACCOMPLISHMENT AND GROWTH

• PRT hired three terrific part-time staff; a new Editor, Assistant Editor, and Bookkeeper
• PRT published 10 monthly issues, including June-July and August-September summer issues. We distributed 2500 papers each month in Patagonia and Sonoita.
• PRT recruited more volunteers to write articles, take photographs, distribute the paper, and serve on the Board of Directors. Without them there would be no PRT.
• PRT, with a grant from the Patagonia Regional Community Foundation, surveyed the communities of Canelo, Elgin, Patagonia and Sonoita to learn how we can better serve our current readers and attract new readers. We published the results and the Board response in the January and February 2018 issues.
• PRT added the option of buying an annual subscription to the PRT. Its popularity is growing monthly.
• PRT began a strategic planning process that was completed in February 2018. Resulting actions include: recruit more writers offering different perspectives; recruit and support additional board members; recruit more news reporters; showcase more local arts and science in the paper and online; improve organizational/business policies and systems; remodel and expand our e-communications including website, online donations, donor management; increase revenue earned from advertising and from sale of subscriptions.
A LETTER FROM THE EDITOR

It has now been one year since I took over the job of editor of the Patagonia Regional Times, a year that flew by so quickly as we worked through many changes and a rather steep learning curve. I say ‘we’ because this paper is the result of the hard work of many people: this amazing, supportive board of directors; my assistant Laura Wenzel, who handles our online presence, proofreading, news gathering and my occasional melt downs with grace and a good sense of humor; our bookkeeper and logistics person, Cynie Murray, who keeps us on track in so many ways; our writing team, who keeps turning out well written, interesting articles and columns; Janie Trafton, our ad manager, whose efforts help keep the PRT afloat financially; our volunteer distributors; and, of course, our generous donors, the real heroes who enable us to continue to produce this wonderful community paper.

The mission of the PRT, I believe, can be summed up in two words: partnership and trust. The staff, board and volunteers collaborate to put out the paper each month, of course, but our community, and our readers are equally important partners in this venture. Our primary responsibility is to serve the interests of our readers. That doesn’t mean that everyone is going to like everything we print, but they need to trust that we will provide accurate and unbiased information in our articles, as well as provide a forum for the civil exchange of ideas.

The success of the PRT stands on the solid foundation provided by our founder, Walter Andrews, and the former editors, who published this quality paper, and nurtured it for the past eight years, providing an invaluable community resource that we are all so proud of.

We have worked hard this year to build on this legacy, to be more inclusive, focusing more attention outside of Patagonia, and including differing points of view to increase interest in the PRT. Examples include the new columns, “Glimpses into Our Past,” “Articles of Faith,” and “Once Upon a Time,” more coverage of issues affecting Sonoita/Elgin, and “Looking Up,” as well as increased coverage of our schools.

Our goal is to create a forum for exchange of information on all aspects of our communities. This is a work in progress. We have not been as successful recruiting conservative columnists to balance what many respondents to our survey perceive as our liberal slant. Let’s work together to make the PRT what it should be, and can be, as we move forward. We invite anyone who is interested in volunteering or contributing to the paper to contact me at prteditor@gmail.com.

Thank you for all your support,

Marion Vendituoli

PRT board members and volunteers passed out surveys at the Santa Cruz County Fair last September.
**2017 FINANCIAL REPORT**

**INCOME $41,692**

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<th>Income</th>
<th>Totals</th>
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<td>Advertising</td>
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<td>Business Sponsorships</td>
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<td>Donations</td>
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<td>Grant (PRCF)</td>
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<td>Subscriptions</td>
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<td><strong>Total Income</strong></td>
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Donations 38%

Grant (PRCF) 10%

Business Sponsorships 1%

Subscriptions 1%

Advertising 50%

**EXPENSES $43,822**

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<td>Personnel</td>
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<td>Newspaper Printing</td>
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<td>Operations</td>
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<td>Survey/Strategic Planning</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$43,822</strong></td>
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Printing 21%

Operations 10%

Survey/Strategic Planning 10%

Personnel 60%

Cash on Hand a/o 12/31/17 = $24,621
Thank you to our generous donors

Deborah Allen
William & Shirley Ambrose
Lynn Anderson
Susan Archibald
Thomas Arny
Avery & Dee Bates
Richard Bauerbach
Susan Belt
Bergier Family Limited Partners
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Kathryn Schrag & Martin Levowitz
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Carolyn Shafer
Thomas & Linda Shore
J.D. Sober & P.L. Waters
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Michael Stabile
Stage Stop Inn
Criss Stange
James Staudacher
Gary Stole & Pam Miles
Mark & Barbara Stromberg
Hal Slotnick
Deborah Tollefson
Janie Trafton
Linda & George Vensel
Michael & Annie Waits
Leslie Ware & Phil Caputo
Patricia Watrouos
Caleb Weaver
Nancy Webster
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Frederick & Christina Wilhelm, Jr.
Martha Zybko