CAPITAL CAMPAIGN: PHASE II

CENTER FOR THE ARTS EVERGREEN
A MAN SHOULD HEAR A LITTLE MUSIC, READ A LITTLE POETRY, AND SEE A FINE PICTURE EVERY DAY OF HIS LIFE, IN ORDER THAT WORLDLY CARES MAY NOT OBLITERATE THE SENSE OF THE BEAUTIFUL WHICH GOD HAS IMPLANTED IN THE HUMAN SOUL.

- JOHANN WOLFGANG VON GOETHE
A WORD FROM OUR BOARD PRESIDENT...

There is endless analysis of what art means to a community, how it enriches our lives and expands our thinking. Living in Evergreen has taught me a valuable truth that I will always live by. Simply stated: Productivity and profit are essential to making life work, but time spent enjoying, embracing and finally appreciating the arts is never wasted. It is the oil that keeps the wheels turning and the inspiration that sustains hope.

During the pandemic I have seen the value of art in our midst in a bigger way than ever before. We saw families who were spending days in isolation coming to safeguarded outdoor crafting events, their children working on projects under heated tents, the whole family reveling in a day out. The opportunity to connect was paramount and it was facilitated by a culture that Center for the Arts Evergreen (CAE) has cultivated over the years.

In addition to bringing world renown and award-winning art to our mountain community, CAE has created a space where all are welcome, creativity is nurtured, and individual expression is encouraged. The value of art, though not easily measured, is exemplified in the transformative influence it has on young people who are realizing the joy of self-discovery, in the elderly or infirmed as their challenges are momentarily overwhelmed by the beauty of a painting or sculpture, and in the everyday resident when they take a moment from their hectic schedule to be still in the presence of a distinctively creative culture. We see the cathartic nature of surrounding oneself with art each time the doors open at The Center, and someone walks into the gallery for the first time. It starts with a period of contemplative quiet, and then the discussion begins, and best of all, the discussion continues long after CAE has closed for the day.

*We have art in order not to die of the truth.*
—Friedrich Nietzsche

It is easy to become buried in the grim realities that surround us, that are forced to the forefront on a continual basis. Bringing art into our everyday lives reminds us that we are bigger than the difficulties of the daily grind, that we can live above the fray if we will focus on the joy, the beauty, the reverence and healing power of creative expression. Center for the Arts Evergreen provides the space and freedom to immerse ourselves in the exceptional and the thought provoking, giving us the incentive to incorporate that grace into our daily living.

When you choose to be a part of a legacy that will last well beyond your personal influence you invest far into the future of our mountain community. Giving is always the precursor to immeasurable blessing. What you do today will make a difference in your life and in the lives of hundreds of people you will never meet.

Respectfully,
Kristin Witt, President CAE Board of Directors
WHERE WE'VE COME FROM

In 1974 Center for the Arts Evergreen (CAE) was established with a mission to enrich and serve our mountain community by promoting and cultivating the arts through quality educational programming, exhibitions, and events, and over the years that is exactly what CAE has done. For more than 46 years CAE has provided our mountain community with access to art from across the country and around the world, as well as promoting our local artists with vigor and enthusiasm.

In 2017, under the direction of Executive Director, Steve Sumner, CAE opened its own building equipped with space for teaching, curation and creative expression. An historic building was transformed into a gathering place for artists, art lovers and the community at large, to engage in the enjoyment and appreciation of the visual, functional and musical arts. This permanent building was purchased, renovated and opened to the public through grants and private donation, leaving The Center without debt despite this crucial accomplishment.

In 2019, Steve Sumner retired from his position as Executive Director. He has remained a friend and enthusiastic supporter and CAE will always be grateful for the great strides made under his oversight. In 2020 the CAE Board of Directors hired a new Executive Director, Lisa Nierenberg, with vast experience in fundraising and a heart truly committed to the expansion of the arts in Evergreen through the further development of CAE.
In 1974, mountain area art enthusiasts formed the Evergreen Arts Council (EAC) with a plan to build a community art center.

EAC was renamed Center for the Arts Evergreen (CAE) in 2007 to signify that it now had a facility.

In 2017, after a complete renovation and a Historic Landmark Designation, CAE moved into the 4,774-square-foot space debt free.

CAE’s Board of Directors voted to launch Phase II of the capital campaign on June 15, 2021.

In 2003, EAC leased a building from the Evergreen Park and Recreation District (EPRD).

Due to size limitations of the EPRD facility, CAE initiated a capital campaign to purchase the historic Bergen Park Church in 2015.

By December 2019, CAE had raised $607,000 to begin Phase II.

Center for the Arts Evergreen exists to enrich and serve our mountain community by promoting and cultivating the arts with quality educational programs, exhibitions, and events.
WHERE WE'RE HEADED

Lisa has surrounded herself with a staff of doers, people with a strong work ethic, a high level of creativity and tremendous commitment to the vision that Lisa and the Board of Directors have mapped out for The Center. Now, more than ever, CAE is primed to define itself as a premier art center in Colorado. Lisa and her staff have brought in high level art, as well as the artists, allowing the community to interact with professional artists and learn the story behind the show. The first phase of the CAE building has been a huge success, and it is time to move forward with the second phase, a second building that will add the space for artists to work and the public to gather, in a beautiful, art inspired setting.

There is a definable need for more space, but that is only part of the vision. More space will allow CAE to offer pottery classes that will go from clay to kiln all within our four walls, something we have needed for some time. We believe strongly in providing space for individual work, as well as collaborative areas, for encouragement, inspiration, and the exchange of ideas, removing the solitary status that so often accompanies the artist’s life. This new building will also offer a large indoor/outdoor space that will accommodate events and shows for The Center, as well as for the many non-profits in the area. It will be a structure where the community will gather, a center meant to enhance our mountain lifestyle.

The CAE staff and Board of Directors are prepared to complete this original vision for the CAE facility through sound financial practices and a strategic understanding of the arts and the benefit this expansion will provide to our community, knowing that the support of the art patrons in our area is paramount to the success of this endeavor. The Center for the Arts is in the process of building a legacy that will remain as a foundational pillar of our mountain lifestyle far into the future. The building blocks are in place to move forward with the dream of an all-inclusive art center in Evergreen.

The opportunity is profound, and the time is now to take this important step forward for all of us.
In 1974, mountain area art enthusiasts formed the Evergreen Arts Council (EAC) with a plan to build a community art center that would provide mountain area residents a place to pursue high-quality art instruction and view a wide variety of art exhibitions. In 2003, EAC leased a building from the Evergreen Park and Recreation District (EPRD). EAC was renamed Center for the Arts Evergreen (CAE) in 2007 to signify that it now had a facility. CAE hosted exhibits and ran its educational programs from this facility for 14 years. CAE’s educational programs include arts and crafts classes, classes in creative writing, poetry, French, art history, workshops, children’s camps, and a Brown Bag Lecture Series. CAE hosts concerts and produces two community-oriented arts and crafts festivals. Due to size limitations of the EPRD facility, CAE initiated a capital campaign to purchase a larger facility. In 2015, CAE purchased and began renovating the historic Bergen Park Church. The new facility opened in September 2017, with an exhibit gallery more than twice the size of the prior gallery. CAE plays an important role in the economic vitality of the mountain community by providing cultural enrichment that attracts residents to the area. Evergreen’s location on the rural border of Jefferson County offers beautiful mountain views, clean air, and easy access to outdoor recreation. However, it is removed from the cultural opportunities offered in metropolitan Denver. CAE fills that need by allowing residents to access art and art education without traveling down to Denver. This is particularly important for families and seniors.
### HOW WE SERVE

<table>
<thead>
<tr>
<th>Services</th>
<th>Remarks</th>
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</thead>
<tbody>
<tr>
<td>curate and host 8-9 gallery exhibitions per year for local and nationally-known artists</td>
<td></td>
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<tr>
<td>house offices, supplies, gallery space, classrooms, and storage</td>
<td></td>
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<tr>
<td>offer summer art camps to children from elementary age to teens</td>
<td></td>
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<tr>
<td>support workshops in arts and crafts for persons with disabilities and special needs</td>
<td></td>
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<tr>
<td>provide space free of charge for other nonprofits to meet</td>
<td></td>
</tr>
<tr>
<td>present concerts by local musical groups and recitals by children</td>
<td></td>
</tr>
<tr>
<td>host classes in fine arts, crafts, and creative writing for adults and children</td>
<td></td>
</tr>
<tr>
<td>host lectures, films, book clubs, demonstrations, and field trips</td>
<td></td>
</tr>
<tr>
<td>offer special no-cost programs for senior citizens and pre-school children</td>
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WHO WE SERVE

Evergreen and our surrounding communities do not offer a broad array of cultural diversity. However, we are aware that diversity goes beyond cultural identification. We define equity as providing all people with fair opportunities to attain their full potential. We believe that in order to make progress on diversity and inclusion, CAE needs to acknowledge societal inequities and recognize that by nature of the socioeconomic privileges in our community, CAE has the opportunity to offer a level playing field. Our recent efforts have focused on the concept of social identity. Social identity comprises the parts of a person’s identity that come from belonging to groups, including (but not limited to) age, ethnicity, race, religion, gender, sexual orientation, nationality, education, physical ability, and socioeconomic status. Social identity fuels our distinct perspective and unique value, and often defines sources of power and privilege. We are partnering with organizations in the community to help us gain awareness of the unique social identity within and across our constituents, and the context in which diversity, equity, and inclusion plays out for individuals and groups who are affected by CAE’s work. Efforts to target our inclusivity efforts specific to various social identities have included:

• Cultivating the work of artists from throughout the US to bring new ideas and cultures to Evergreen.
• Establishing a Creative Re-use store in our gift shop, which provides gently used art supplies to any one for free or on a pay-what-you-can model.
• Offering free art workshops to community groups: adults and children with disabilities, adults with memory loss.
• Providing a safe place for members of the LGBTQ to gather in our partnership with Resilience 1220, a local counseling organization
IN THE WORDS OF OUR COMMUNITY...

“We are so fortunate to have a vibrant art community in Evergreen and Center for the Arts continues to be a focal point for artists to learn and display their creations. People visit Evergreen specifically for the art events and festivals thus providing financial support to area businesses and our local economy. I am excited that CAE is looking to expand their footprint to support our community further.”

Nancy Judge, President/CEO Evergreen Chamber of Commerce

“The arts in Evergreen are a really important part of our close-knit community... they provide another great reason for people to come together. We have such an amazing and diverse group of local artists our arts community showcases all of the different talent!”

Alexa Cowley, owner Alexa Interiors and Mountain Home

“Art is communication. It influences society by changing opinions, instilling values and translating experiences across space and time. It allows people from different cultures and different times to communicate with each other via images, sounds and stories. Our mountain community is also important to me. In many ways, the organizations I have had the opportunity to involved with in Evergreen, have shaped who I am. I donate to the Center for the Arts in honor of my mother and in the hope that art in Evergreen will build a stronger community by providing awareness and understanding of different cultures and different points of view.”

Karen Lindsay, Art Enthusiast & Philanthropist

“The arts significantly enhance our lives. When added to the beauty of our mountain community we can see and feel so much more and in so many new ways.”

Craig Ponzio, Art Collector & Community Leader

“Evergreen is a special place with a thriving arts community that enriches all of us. We treasure the impact it has on the young and old. A community alive with visual and performing arts thrives and endures. I encourage everyone to support the efforts to maintain and build an ever-increasing arts community in Evergreen, a real treasure.”

Joe Glasmire, Sculpture Evergreen

“We who live at Rocky Mountain Village are fortunate to be positioned close to the Center for the Arts Evergreen – an easy walk even for those of us using walkers – and several of our residents have enjoyed not only visiting the arts center to view the shows but also volunteering there and taking classes. Fear that the pandemic might bring about the closure of the arts center was cause for me to make the largest single donation I’d ever made to help ensure their survival.”

Linda Kirkpatrick, Evergreen Resident
A NEW PERSPECTIVE

The pandemic allowed us to witness firsthand how art can provide hope that will help heal a community. We discovered how art has the power to dispel feelings of isolation and loneliness by allowing others to experience the world through the eyes, mind, and hands of someone else. We saw new artists blossom, while they learned new techniques from the masters here in Evergreen. And we helped children discover the wonders of the world of art and ignite their imaginations through classes both in-person and over Zoom.

The artists, art enthusiasts and members of the community came together during the worst of times and brought out the best in our community. Our membership has grown, and we continue to hear confirmation from the community that there is a need for CAE in its expanded form. That alone is what drives us. Hence a decision was made to move forward to begin Phase II of CAE.

The pandemic allowed the Executive Director to work with her staff, artists, and the community to realize the needs and wants for a second addition. We re-examined the needs of the community art center. The outcome resulted in a 5,000-square-foot architectural design drafted by Eric Maule, local architect and board member of CAE.
HOW WE COULD SERVE

- Artists’ studios for lease
- Diversified exhibit capabilities
- Expansion of classroom space
- Multi-use community space
- Hosting monthly “Last Fridays”
- Dedicated on-site ceramics studio
- Additional no-cost nonprofit space
- Permanent outdoor stage for live performance
- More camps in additional disciplines
- Greater opportunities for performing arts
IN TRUE SERVICE OF ARTISTS

We often use the phase, “we wouldn’t be an art center without our artists”. Our mountain community is surrounded by beauty, which attracts artists to want to live and work here. Creating a space for our artists to work benefits both the artists and the greater community.

• Creation of artists’ networks, which lead to better access to information and resources.
• Affordable space to create and store their art and art supplies
• “Last Fridays”: community event allowing the artists to sell their artwork and keep 100% of the profits
• Heightened awareness of artists as a viable professional group
• Peer-to-peer artists critiques
• Mentoring opportunities
• CAE would have access to more instructors for classes and camps
• Positioning artists with an art center creates energy and sparks the imagination
### Artist Hosting Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Rent</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist’s Studios (10 x 10) x 5</td>
<td>$225/month</td>
<td>$13,500</td>
</tr>
<tr>
<td>Artist’s Studio XL (10 x 12)</td>
<td>$270/month (9 months)</td>
<td>$2,430</td>
</tr>
<tr>
<td>Artists in Residence (3-month tenure)</td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>TOTAL PROJECTED ANNUAL REVENUE</strong></td>
<td></td>
<td><strong>$25,930</strong></td>
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### Artist Membership & Class Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-Access Membership (1 year)</td>
<td>$100/month x 15 members</td>
</tr>
<tr>
<td>Month-to-Month Membership</td>
<td>$125/month x 6month x 15 members</td>
</tr>
<tr>
<td>Student Membership</td>
<td>$80/month x 3 months x 5 members</td>
</tr>
<tr>
<td>Ceramic membership</td>
<td>$80 month 4 days of open studios x 20</td>
</tr>
<tr>
<td>Punch Card</td>
<td>$150/10 visits x 25 cards</td>
</tr>
<tr>
<td>Classes</td>
<td>2 additional classes/month @ $1300/month</td>
</tr>
<tr>
<td>Ceramic Classes</td>
<td>2 additional classes/month @ $1500/month</td>
</tr>
<tr>
<td><strong>TOTAL PROJECTED ANNUAL REVENUE</strong></td>
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</tbody>
</table>
IN TRUE SERVICE OF OUR COMMUNITY

Whether you are an artist, art enthusiast, member, and/or leader of our mountain community, CAE provides an opportunity to enjoy a multi-cultural art center that brings exhibits, concerts, events and educational opportunities to our backyard. With that in mind, the new space is being designed specifically to fit the needs of our community.

- Workspace free to nonprofits for board meetings and retreats
- Community Room with the capacity to fit 200 people will be available to rent
  - Private parties
  - Weddings
  - Special events
- Performance space for recitals and demonstrations
- Enhanced classroom space for community members
- Expanded free event programming, such as “Last Fridays”, Day of the Arts, and concerts
### SERVING THE COMMUNITY
SERVES CAE

<table>
<thead>
<tr>
<th>Community Space Rental Revenue</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current CAE classroom</td>
<td>average 4 meetings/month @ $100/hr (1hr)</td>
<td>$4,800</td>
</tr>
<tr>
<td>NEW Community Room (capacity 200)</td>
<td>weeknights 1x meeting/month @ $125/hr (2hrs)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Community Sundays</td>
<td>average 1x/month @ $125/hr (3hr min.)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Free space for nonprofit board meetings</td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td>Community Events</td>
<td>weekends 4x/year @ $150/hour (5hr min.)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Ancillary services for events</td>
<td>staff, chairs, tables,</td>
<td>$1,360</td>
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<tr>
<td><strong>TOTAL PROJECTED ANNUAL REVENUE</strong></td>
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<td>$16,660</td>
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Art reflects a community’s values
Art brings people together
Art provides a sanctuary for self-expression
Art creates a sense of belonging
Art manifests physical and social well-being
Art drives economic development
How can we serve you
OUR GOAL: $2 MILLION

NEED: $1,100,000

RAISED: $900,000