

ARTS + COMMUNITY CENTRAL CAMPUS

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Our Mission

Unleashing creativity, transforming lives and building community through outstanding and accessible arts education.

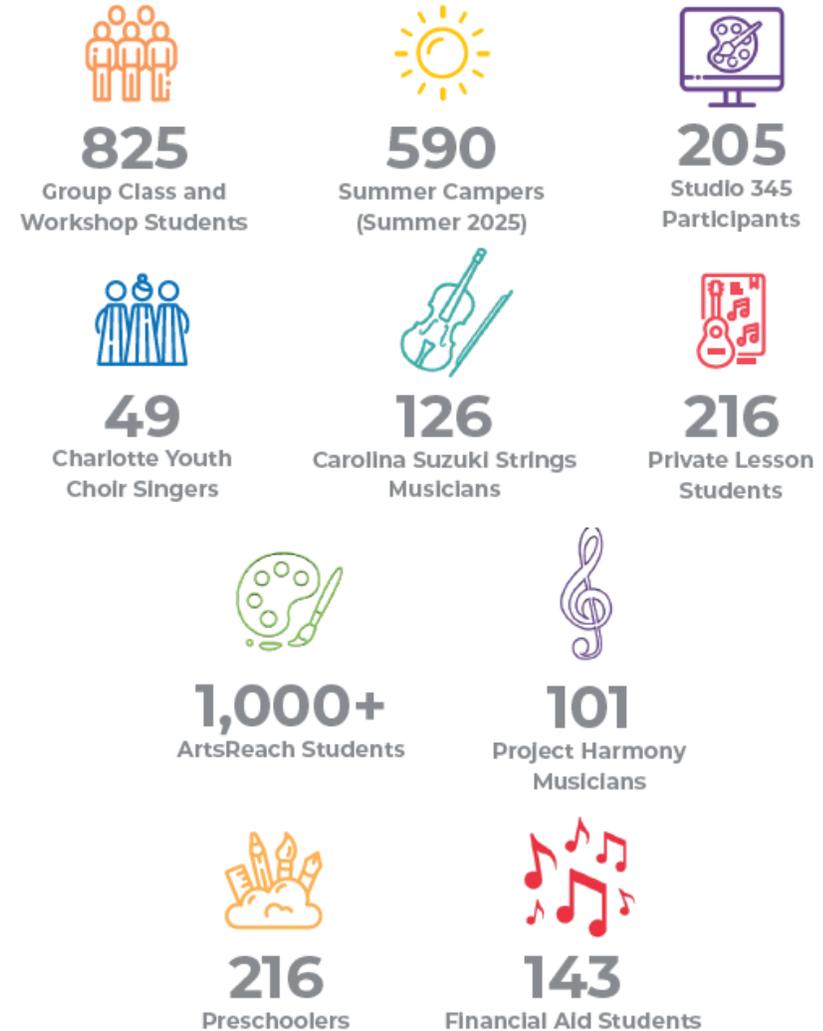


Our History and Impact

- Arts+ was **founded in 1969** as Community School of the Arts by Henry Bridges, choir director of First Presbyterian Church. We offer **outstanding and accessible arts education** in music, art, and digital media.
- Arts+ teaches extensively in low-income neighborhoods and provides significant student financial assistance, with **60%+ of all students receiving scholarships.**
- We effectively **partner** with other arts organizations and nonprofits such as ourBRIDGE and Safe Alliance.*

*Full list provided later in deck

ARTS+ BY THE NUMBERS



Meaningful Opportunity to Provide Arts Education

Arts education builds foundational skills that lead to future success, helping students:

Stay in School

Improved dropout rates and higher likelihood to obtain as associates agree or higher education

Succeed in School

Increased participation and achievement in school activities, as well as lower likelihood to drop out

Succeed in Work

Increased gainful employment as creativity remains the number one skill employers seek during hiring

Succeed in Life

Older adults who participate in arts programs visit the doctor less, require fewer prescription medications, have less risk of falls, and feel happier and more socially connected.



Sources: Americans for the Arts, US News and World Report, The Arts Education Partnership, The Interlochen Center for the Arts, George Washington University Research, Rice University's Kinder Institute for Urban Research, Frontiers in Neuroscience, National Endowment for the Arts, Arts+ Market Study, City of Charlotte State of Culture Report



Arts+ in Action



Our Current Programs

Music



Outstanding
Education



750

Current
Students
Served

60%

Students
Receiving
Financial
Assistance

Visual Arts



850

Current
Students
Served

40%

Students
Receiving
Financial
Assistance

Studio 345



205

Current
Students
Served

100%

Students
Receiving
Financial
Assistance

Accessible to All

Creating the Arts+ Community Campus

- Arts+ selected by Presbytery, after extensive RFP process, given its vision to redevelop the site into a community arts campus
 - Selected for best community utilization of space
 - Attractive **50-year lease** with three 10-year extensions
- Key investments include:
 - Converting the sanctuary into a performing arts space that will serve the Charlotte community
 - Building connector & gallery space to connect the three buildings and make them accessible
 - Upfitting existing infrastructure
- To complete this vision, Arts+ will **raise \$16 million** through a capital campaign.



Benefits of a Permanent Home for Arts+



- The new sanctuary will **allow Arts+ to play a meaningful role** in the community's performing arts scene.
- Arts+ will be able to offer educational programs and summer camps all onsite, while also maintaining its hub and spoke model.
- New gallery will allow Arts+ to highlight the work of its students, faculty, and local artists.
- Arts+ will consolidate operations under one roof, **reducing \$200k+ of rent and other expenses** and providing a long-term, stable home for the organization.
- Arts+ presence in the Plaza Midwood community will create a community arts asset, helping grow and expand the Arts+ brand.
- Arts+ camps and programs will be further enhanced by access to the property's outdoor areas and playground.

Arts+ Campus Transformation

ARTS+ WILL CREATE AND EXPAND PROGRAMMING AND SHARED COMMUNITY RESOURCES:

- Transform sanctuary to a ~250 seat performance venue

Music

- Group Rehearsal Space
- 12 New Instruction Studios
- Music Performance Lab
- Instrument, Electronics, and Storage



Visual Arts

- New Art Gallery
- Early Childhood & Flex Use Classrooms
- Education & Faculty Studios



Digital Media

- Film & Photography Studio
- Graphic Design Studio
- Music Production Studio
- Student Gathering Area



Administrative Offices &
Permanent Home

Reception &
Waiting Areas

Playground &
Parking

Sanctuary Transformation



PERFORMANCE VENUE VISION & COMMUNITY IMPACT

- Charlotte performance groups currently lack performance space.
- Create ~250 seat venue by transforming the existing sanctuary into a dynamic performing arts space.
- Individual artists and community groups will be able to rent for nominal fees

Growing Arts+ Reach and Mission

OUR NEW HOME WILL ENABLE ARTS+ TO EXPAND **AND** CREATE NEW PROGRAMMING IN:

Music



Expanded Camps Senior / Adult Programs School Trips / Afterschool

Private Lessons Charlotte Youth Choir Group Classes

+7 **+925**
New Programs New Students Served

Visual Arts



Expanded Camps Senior / Adult Programs School Trips / Afterschool

Private Lessons Open Studio Gallery Space

+5 **+700**
New Programs New Students Served

Digital Media



Expanded Camps Senior / Adult Programs School Trips

Rentable Studio Open Studio Rentable Equipment

+3 **+400**
New Programs New Students Served

Community Impact

THE ARTS+ COMMUNITY CAMPUS WILL INCREASE OUR ABILITY TO PARTNER WITH COMMUNITY ORGANIZATIONS. MANY NON-PROFITS HAVE ALREADY EXPRESSED INTEREST IN THE SPACE.

Program / Workshop Space

- Access to public meeting and event space.
- Hosting of educational classes and workshops.
- Outdoor space for various programs.

Performance Space

- New sanctuary provides affordable rehearsal and performance space.
- Available for rental for organizations throughout the Charlotte community.

Other Space

- Dedicated art gallery space.
- Outdoor space leverage for pop-up markets.
- Administrative office space.



Current Community Partners

Arts and Science Council
Charlotte Bilingual Preschool
Charlotte Community Services Association - First Baptist Church West
Charlotte Family Housing
Charlotte Mecklenburg Schools
Charlotte Preparatory School
Charlotte Symphony Orchestra
Christ Church
Do Greater
Families Forward Charlotte
Greater Enrichment Program
Learning Help Centers of Charlotte
ourBRIDGE
Safe Alliance
Shepherd's Center
The Arts Empowerment Project
The Bechtler
The Learning Collaborative
The Relatives
The Retreat at Renaissance West
Thompson CDC
Upcycle Arts
Uptown Farmers Market
Wayfinders
YWCA



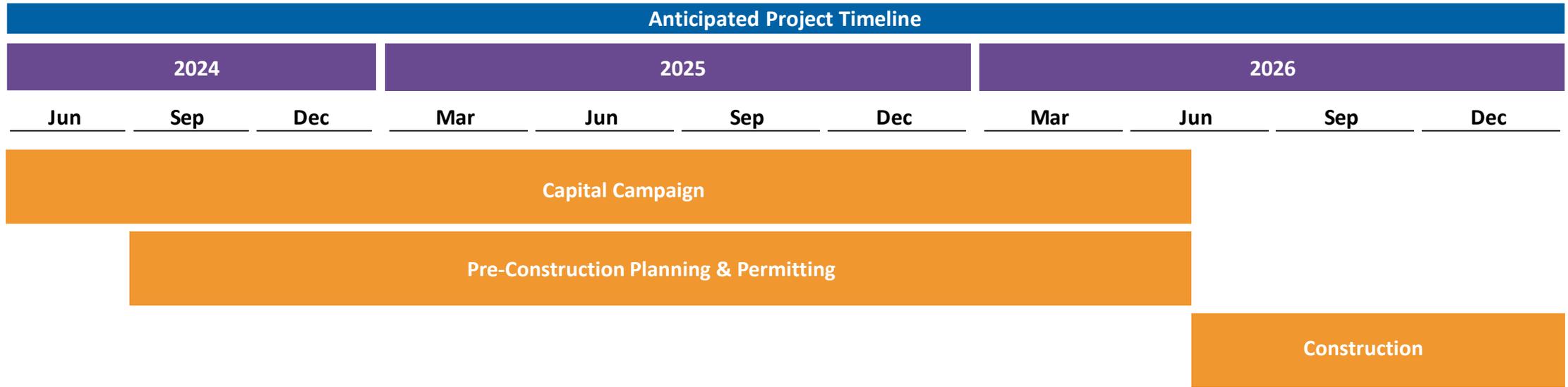
Making the Community Campus a Reality

Arts+ has launched a \$16 million Capital Campaign to fund the renovation of our new home

Arts+ Community Campus Budget

Pre-Construction, Planning & Permitting	\$1,000,000
Construction	\$13,500,000
Project Expenses	\$500,000
Endowment	\$1,000,000

Total	\$16,000,000
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With your generous support

Arts+ and the new Arts+ Community Campus will:

- Expand impactful music and visual art programs,
- Create needed studio and performance space,
- Serve the broader community



Our Organizational Strength

EXPERIENCED ARTS+ SENIOR LEADERSHIP TEAM...



Devlin McNeil

President & Executive Director

20+ Years Non-Profit Experience



Stephanie Stenglein

Associate Executive Director

20+ Years Non-Profit Experience



Arts+ team of 15+ dedicated staff

...SUPPORTED BY DEDICATED BOARD & CABINET

Executive Committee:

- Edison Cassels – Chair
- Eugene Young – Past Chair
- Patty Funderburg – Campaign
- Carol Hamrick
- Allison Infinger – Strategic Planning
- Becky Mitchener – Events
- Deb Stewart – Programs & Communication
- Linda Weisbruch – Governance
- Logan Wills – Treasurer

Capital Campaign Cabinet:

- Harvey Gantt – Honorary Co-Chair
- Valecia McDowell – Honorary Co-Chair
- Patty Funderburg - Co-Chair
- Scott Stevens – Co-Chair
- Edison Cassels
- Carol Hamrick
- Sally Higgins
- Patty Lambert
- Becky Mitchener
- Ray Owens
- David Page
- Susan Shimp
- Eugene Young

STABLE FINANCIAL PROFILE

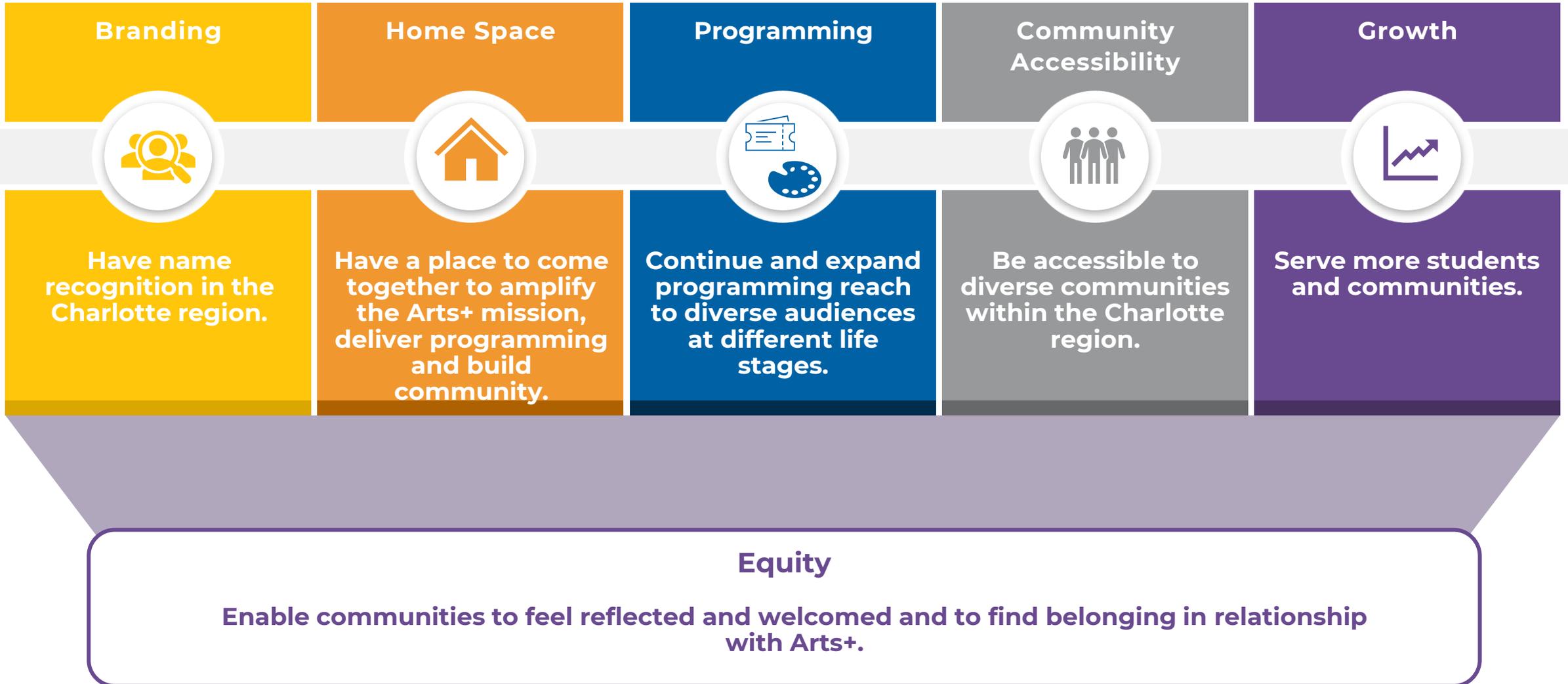
2025 Financials



- Government, 29%
- Foundations, Corporations, and Nonprofits, 8%
- Tuition & Program Fees, 26%
- In-Kind Support, 7%
- Special Events, 10%
- Arts & Science Council, 5%
- Individual Donors, 9%
- Other Income, 4%

Our Strategic Plan

ARTS+ LAUNCHED A STRATEGIC PLANNING PROCESS IN 2023 TO ENVISION THE ORGANIZATION'S FUTURE AND IDENTIFY SUSTAINABILITY AND GROWTH OPPORTUNITIES



Increasing Need and Opportunity for Arts+

Access to affordable space arts and culture programs remains a challenge throughout Charlotte-Mecklenburg

Increased collaboration and greater cooperation throughout the creative ecosystem are imperative to break silos

Data suggests 75% of individuals in householders earning \$100k+ (~240k adults, ~50k youths) in Mecklenburg County have high or very high affinity for arts or music programs

Estimated 25-33% current market share for Arts+, with pricing on the low end of the competitive set

Meaningful opportunities to grow Arts+ engagement has been identified in Adult and Youth Programming

Key growth levers include (i) better customer research / demographic information, (ii) increased spend on targeted marketing campaigns, and (iii) incentive driven campaigns.



Sources: Americans for the Arts, US News and World Report, The Arts Education Partnership, The Interlochen Center for the Arts, George Washington University Research, Rice University's Kinder Institute for Urban Research, Frontiers in Neuroscience, National Endowment for the Arts, Arts+ Market Study, City of Charlotte State of Culture Report