

building where the arts come alive



SAWTOOTH SCHOOL
 FOR VISUAL ART

“Since the 1700’s Winston-Salem has built a solid reputation as an **innovative, entrepreneurial and inclusive community** that’s best described as the “City of the Arts.” As we recruit leading scientists and thinkers around the world to this creative community, especially the Piedmont Triad Research Park, “The Arts” are central to our success. “The Arts” are inclusive of all disciplines and peoples and do not compete with any industry segment. Let’s celebrate “The Arts” in Winston-Salem, as we continue to give birth to “new ideas,” “imaginative designs,” “innovative ways of thinking and learning,” and “bio-medical discoveries” because they all enhance the Quality of Life. I’m glad to be in Winston-Salem: the City of the Arts. It’s in our DNA.”

-Dr. Tony Atala

Director

Wake Forest Institute for Regenerative Medicine



Brief History of Winston-Salem

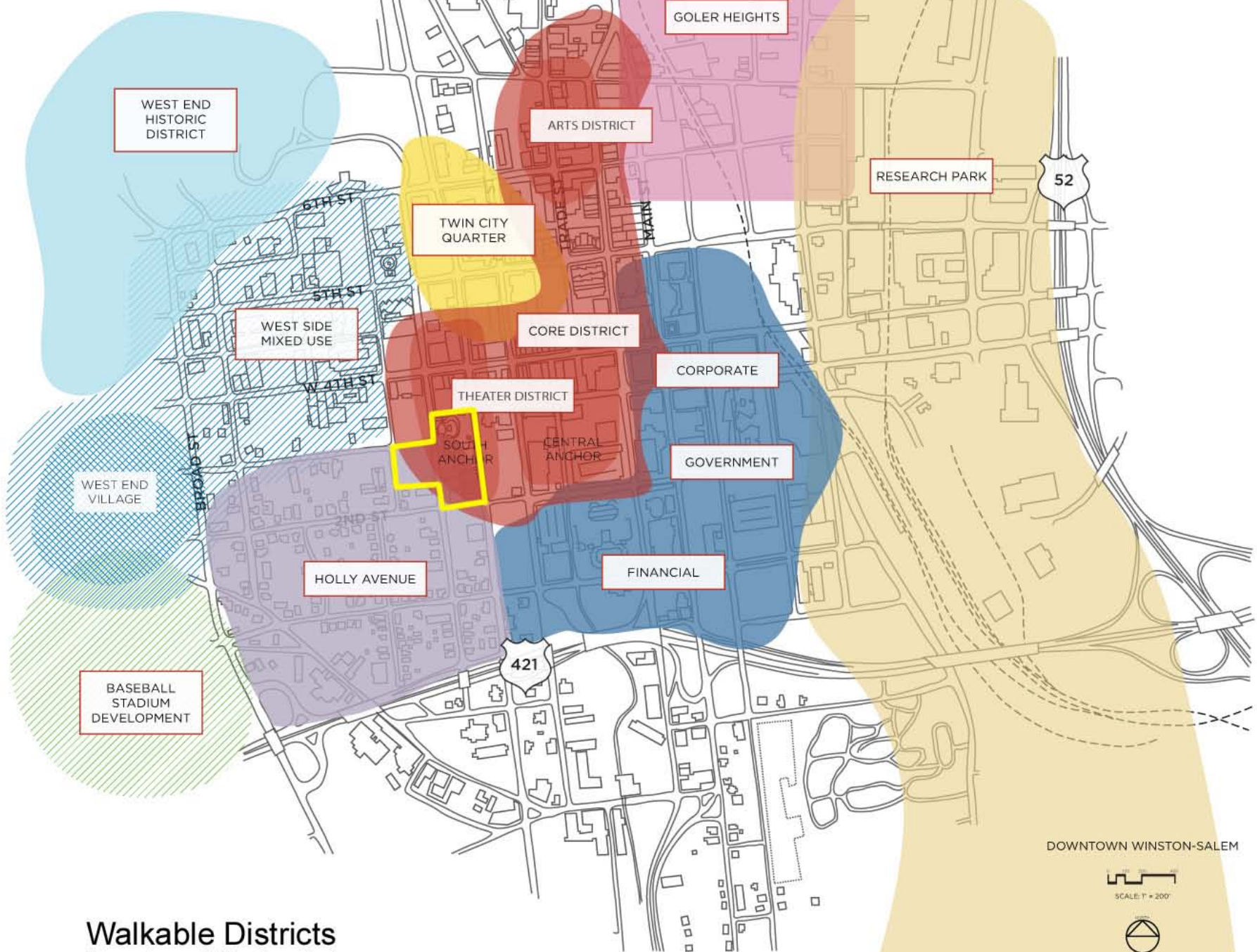
- 1753 Moravians traveled down the wagon road to form the first of three new towns
- 1772 Salem College is established as the first college for women in America which has been in operation for more than 237 years
- 1874 R.J. Reynolds moves to Winston-Salem
- 1913 The two towns of Winston and Salem merge
- 1949 The nation's first first Arts Council was created with six cooperating arts agencies
- 1956 Wake Forest College moved to Winston-Salem
- 1965 Individuals and companies raise \$1 Million using The Arts Council's contributor's list and attracted UNCSA to the old Gray High School in Southside Winston-Salem
- 2009 Sixty years later The Arts Council has 20 funded partners, over 80 grantees and more than 70 affiliated members

Current Challenges

- Downturn in economy
- Winston-Salem perceived as a “rich community”
- Transition from a manufacturing to a knowledge-based community
- Transition from corporate to government funding

■ Nonprofit Arts in Forsyth County

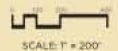
- \$103.79 million industry
- Supports 3,772 full-time jobs
- Generates \$10.42 million in revenue to local and state government
- Spending of \$55.66 million annually
- Leverages \$48.13 million in additional spending — restaurants, hotels, retail stores, etc.
- Generates \$70.28 million in household income to local residents



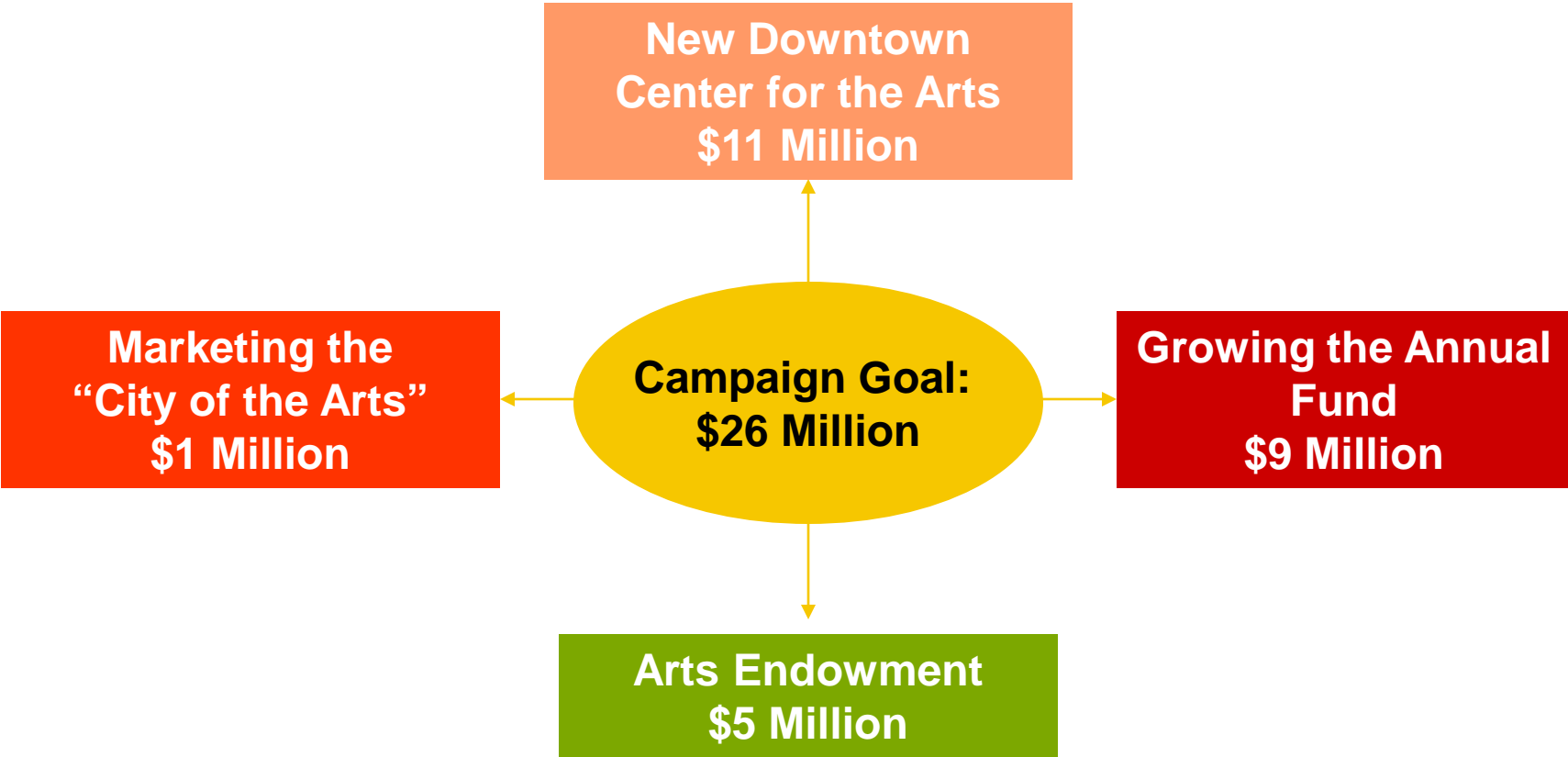
Walkable Districts

Downtown Winston-Salem

DOWNTOWN WINSTON-SALEM



Campaign Overview



building where the arts come alive





CITY OF
arts &
innovation
WINSTON - SALEM

Number of Events in Winston-Salem

2006

50 restaurants in Downtown
15 retail businesses
20 galleries
7 festivals
13 venues for music
150+ publicly sponsored
events

• **670 Events Total (not
Including festivals)**

2008

61 restaurants in Downtown
31 retail businesses
40 galleries
19 festivals
15 venues for music
105 Sponsored events
513 live music events
154 other events

• **845 Events Total (not
including festivals)**

2008-2009 Grants Overview

TYPES OF GRANTS	APPLICATIONS REQUESTED	APPLICATIONS GRANTED	AMOUNT REQUESTED	AMOUNT AWARDED
Organizational Support	21	20	\$1,671,600	\$1,479,390 (Increase of \$179,990 or 14%)
Arts-in-Education	16	16	\$159,220	\$73,000 (Increase of \$10,000 or 16%)
Project Assistance	19	16	\$187,474	\$70,000 (Increase of \$50,000 or 250%)
Regional Artist	32	13	\$165,216	\$37,500 (Increase of \$19,500 or 108%)
Advertising Assistance	18	18	\$264,748	\$264,748 (Increase of \$31,387 or 13%)
TOTALS	106	83	\$2,448,258	\$1,924,638 (Increase of \$290,857 or 17%)

The Arts Council supports 37 arts and cultural organizations and 16 individual artists,

Organizational Support Grants – 20 awards totaling \$1,479,390

Associated Artists of Winston-Salem	\$ 28,890
Children's Theatre of Winston-Salem	\$ 54,000
Hispanic Arts Initiative	\$ 30,000
Kernersville Little Theatre	\$ 8,000
Little Symphony of Forsyth County	\$ 12,000
NC Black Repertory Company	\$160,000
Old Salem Museum and Gardens	\$ 65,000
Piedmont Chamber Singers	\$ 7,000
Piedmont Craftsmen	\$ 70,000
Piedmont Opera	\$ 90,000
Piedmont Wind Symphony	\$ 10,000
Reynolda House Museum of American Art	\$ 65,000
RiverRun International Film Festival	\$ 60,000
Sawtooth School for Visual Art	\$120,000
Southeastern Center for Contemporary Art	\$160,000
The Little Theatre of Winston-Salem	\$180,000
Winston-Salem Children's Chorus	\$ 8,000
Winston-Salem Delta Fine Arts	\$ 31,500
Winston-Salem Festival Ballet	\$ 30,000
Winston-Salem Symphony	\$230,000

Arts-In-Education Grants 2008-2009 – 16 awards totaling \$73,000

alban elved dance company	\$ 8,000
Associated Artists of Winston-Salem	\$ 2,675
Colin Tribby	\$ 1,800
Diana Greene	\$ 2,560
Downtown Arts District Association	\$ 2,000
Giannini Brass	\$ 5,400
Hispanic Arts Initiative	\$ 1,000
Little Symphony of Forsyth County	\$ 2,000
North Carolina Shakespeare Festival	\$ 5,550
Piedmont Craftsmen	\$ 8,000
Peter Holland	\$ 2,800
Sharif Bey	\$ 2,400
University of North Carolina School of the Arts	\$11,000
William Scheidt (Living Rhythms)	\$ 7,815
Winston-Salem Symphony	\$ 8,000
Winston-Salem Youth Arts Institute	\$ 2,000

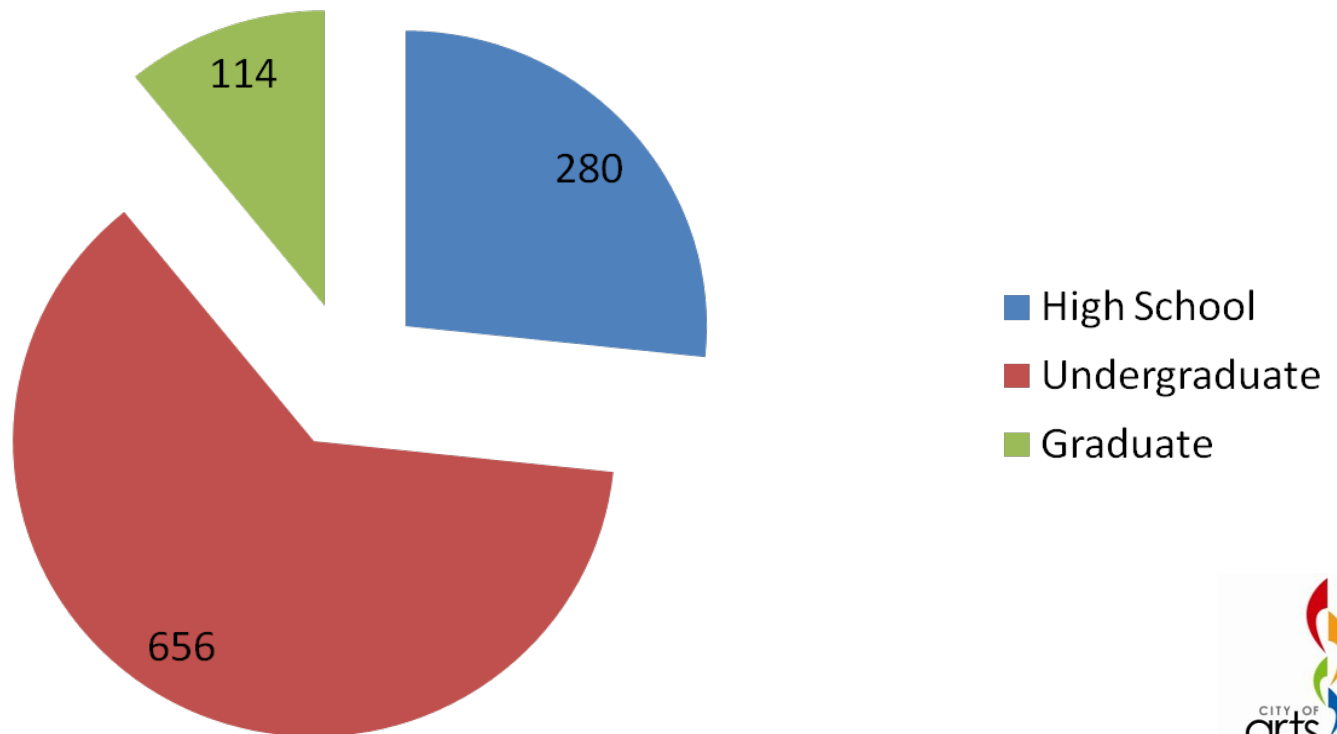
Education: A Partnership

University of North Carolina School of the Arts

- The performing arts conservatory of the University of North Carolina
- Founded in 1963, opened in 1965
- The first and only publicly supported arts conservatory in the United States
- Mission: To train students from middle school through graduate school for professional careers in the performing, visual, and film and television arts.

UNCOSA Enrollment Breakdown by Degree 2008-2009

Enrollment = 1150



Bridges Project



Fundamental Reasons Why the Medical Community Should Support the Arts

“The arts help us understand science, e.g. functional images of brain help us understand how it works.

The arts are an important part of the healing environment. Evolving theory regarding biological phenomenon of healing power of the arts – music, especially, and the visual arts.

The arts are important for our future. Our future is dependent on the recruitment and retention of staff, and the arts are important to them.”

-Dr. John McConnell

CEO

Wake Forest University Baptist Medical Center



In Summary: Five Areas of Strength

- Comprehensive Campaign and Renovation of the Downtown Center for the Arts
- *City of Arts and Innovation* Branding
- Overview of Grants Outreach
- Arts Education
- Bridges Project