



The ARTS COUNCIL newsletter

FALL 2005

The ARTS COUNCIL of Winston-Salem and Forsyth County . . . *For the Arts*

Photo by David Rolfe, Winston-Salem Journal



Milton Rhodes
President and CEO
The Arts Council

From the Sawtooth

I am delighted to greet you in this first quarterly newsletter. We hope you like it. We are refining our mailing lists and eventually would like to send as many newsletters as possible by email, which is more cost effective. If we have

overlooked anyone, misspelled names or addresses, please let us know by calling The Arts Council at 722.2585. We are happy to make this newsletter available to you, and we need your continuing interest and input.

I have been here for almost a year now, and a lot of good things have happened for which you can take credit. You will read about some of them in detail, but let me list a few here:

- Stabilized The Arts Council financially by raising approximately \$750,000 to get accounts current
- Completed a successful Annual Fund campaign raising more than \$2 million
- Made 43 grants totaling \$857,000 to arts organizations and individuals for the 2005-2006 grant cycle
- Dealt with numerous issues involving real property, including relocating The Arts Council into space owned by the Council in the Sawtooth building
- Held a successful Arts Summit attended by several hundred arts and community leaders
- Through one-on-one contacts, prompted many people (including substantial givers) to reconnect with The Arts Council and feel vested again

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Mission Accomplished!

2005 Annual Campaign Achieves Goal

With the city's two leading healthcare institutions – Novant and Wake Forest University Baptist Medical Center – setting the pace, The Arts Council met its \$2.1 annual campaign goal. The amount raised exceeds last year's total by almost a half million dollars and represents the combined efforts of individuals, in-house campaigns at numerous businesses, and corporate gifts.

Sallye Liner, Executive Vice President and Chief Operating Officer of Forsyth Medical Center, and William Applegate, Senior Vice President of Wake Forest University Health Services and Dean of the Wake Forest University School of Medicine, co-chaired the campaign. In addition to providing energetic leadership for the total campaign, each inspired in-house campaigns that eclipsed last year's at both institutions. Forsyth Medical Center and Wake Forest Baptist Medical Center raised \$80,252.

Renaissance Society co-chairs Aurelia Eller and Libby Boone increased donors in the \$1,000

plus category from 172 to 294 and more than doubled contributions – \$619,000, up dramatically from \$307,006 in 2004.

The Council reached out to expand the number of companies sponsoring in-house campaigns. In its first in-house campaign, Blue Rhino, the Winston-Salem based subsidiary of Ferrell Gas propane company, raised an impressive \$14,955. Reynolds American bettered its 2004 campaign figure substantially, reporting in at \$203,773. So did Wachovia, which raised \$271,906 and Sara Lee \$277,070. This year Reynolds American, Sara Lee, and Wachovia's figures include both corporate gifts and workplace giving.

Providing momentum for the campaign were a grant from the city of Winston-Salem and a city workplace campaign totaling \$119,010; a grant from the Winston-Salem/Forsyth County school system and a schools workplace campaign totaling \$106,475; and a \$94,941 grant from the North Carolina Arts Council.

Arts Council Makes Move

Sawtooth Building Is New Home

The Arts Council now calls the Sawtooth building at 226 North Marshall Street home. The move is extremely significant. It puts the Council offices in a property that it owns, eliminating rent payments, and puts it under the same roof with meeting space it often

uses and in close proximity to galleries and performance spaces, both indoors and in the adjacent Winston Square Park amphitheatre.

The Council occupies some 2,000 square feet, most of it in the area now known as the "weaving studio." Phone numbers remain the same.



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OFFICERS & EXECUTIVE COMMITTEE

Katy Boles, *Chair*

Peggy Joines,
Vice-Chair/Administration

Lynn Eisenberg,
Vice-Chair/Development

McDara Folan,
Vice Chair/Agency Relations

José Isasi,
Vice Chair/Community Relations

Garry Whitaker,
Chair, Facilities Committee

Dr. Evie Shockley, *Secretary*

Brad Church, *Treasurer*

Milton Rhodes, *President and CEO*

Hal Johnson,
At-Large Executive Committee Member

Vicki Kopf,
Member Group Representative

BOARD MEMBERS

Pamela Angle

Nancy Banasik

William G. Benton

Katy Boles

Libby Booke

Mary Cameron

Brad Church

Tonya Deem

Kay Donahue

Lynn Eisenberg

McDara Folan

Tripp Greason

David C. Hinton

Dr. Aaron Horne

Jose Antonio Isasi

Hal Johnson

Peggy Joines

Vicki Kopf

Lucia Marshall

Ginny Norton

Calvin Patterson

Leon E. Porter, Jr.

Michael Pulitzer

Dr. Thomas J. Pulliam

Paula Robinson

Milton Rhodes

Dr. Evie Shockley

Jeffrey L. Smith

Moyer Gray Smith, Jr.

Garry Whitaker

Janie Butler Wilson

Leon E. Porter, Jr., *Legal Counsel*

Chris Griffith, *Ex-officio*

Office of Cultural Affairs

News Briefs

Arts Leaders Receive National Awards: At its recent annual convention, the National Assembly of State Arts Agencies gave a Lifetime Achievement award to R. Philip Hanes and its annual award for Public Service to Tog Newman.

alban elved dance company: alban elved dance company opens its fall and winter season in Winston-Salem with a fundraiser on September 21, 2005. Which will feature a performance on a 15-foot-tall steel structure. A buffet and drinks, silent auction, door prizes, and music by Martha and the Moodswingers, will add to the festivities of the opening. Proceeds will benefit the company and help fund a new show entitled "Orange/Desire" to be premiered in 2006. Art stores, hotels, and organizations have donated items to be auctioned, and you can take a piece of alban elved home with you by bidding on performance and rehearsal photographs and artwork by various artists. For information, visit www.albanelved.com, email albanelved.com, or call 685.3202.



Photo courtesy of alban elved dance company

alban elved dance company

Cultural Travel CDs Available Free at CVB: The Winston-Salem Convention & Visitor's Bureau (CVB) has free copies of its "Cultural Corridors" CDs and cassette tapes. There are five themes, allowing visitors to explore the area's diverse arts and heritage offerings at leisure following the driving instructions and enjoying hometown music. The themes for this arts and tourism initiative were developed by the CVB and The Arts Council and funded by a grant from the North Carolina Arts Council.

The CDs and cassettes feature music by the Emmanuel Baptist Church Spiritual Choir, Giannini Brass, Twana Gilliam, Ken Rhodes Trio, King Moravian Church Choir, Matt Kendrick with Fred Hersch, Matt Kendrick Unit, Roxanne Neat, Janice Price, David Stoeri, and the Winston-Salem State University Choir. CD cases feature art by the late Elsie Popkins, James E. Funches, Sam McMillan, Alexis Lavine, and Elizabeth Miller. Mary Ann Zotto painted the Cultural Corridors project artwork. To order a CD, download a Cultural Corridor Trail, or obtain information, visit www.culturalcorridors.com.

News Briefs continued from page 2

The Little Theatre of Winston-Salem: The Little Theatre began its 71 season on September 16 with the show *Leader of the Pack - The Ellie Greenwich Musical*. The musical features songs from the 60's and should be a real treat for baby-boomers.

Winston-Salem Symphony: The Winston-Salem Symphony had a very successful kick-off over the weekend of September 9 and 10. The Gala and Maestro Moody premiere concert on Friday night was a resounding SOLD OUT success. The parade, free public concert, and Music Fair on Saturday were very well attended. The Symphony's season begins October 15; season tickets are available for \$40-\$255 but are going fast!

Piedmont Opera Theatre: Gail Phillips, president, will head Piedmont Opera Theatre's 2005-2006 executive board. Other members are Jonathan Burdette, Dawn Opel, Barbara Fulp, Clyde Fitzgerald, Steve Dula, Stewart Carter, Barbara Fulp, Ryan Opel, Ellen Kutcher, and Gerry Gunzenhauser. Jim and Jane Poindexter are new board members. Piedmont Opera has moved its offices to 235 N. Cherry Street, Suite 100, Winston-Salem, NC, 27101.

Winston-Salem Crafts Guild: Beginning in 2006, the Winston-Salem Crafts Guild will make a \$200 annual grant to a teacher who integrates craftsmanship and the arts into a classroom module for Math, Science or Language Arts. Information can be obtained from the Guild at P.O. Box 30122, Winston-Salem, NC 27130.

North Carolina Black Repertory Company: Open Hand Publishing, a Greensboro-based, multicultural publishing house, will release its book, *The North Carolina Black Repertory Company: 25 Marvtastic Years*, in October. This is the first pictorial history of the North Carolina Black Repertory Company. The author, Dr. Felecia Piggott McMillan, teaches theater arts and English at Carver High School in Winston-Salem. She has been involved with the Company since its founding in 1979.

The Enrichment Center: Following a collaboration in 2000 with violinist Sarah Johnson on her CD, *Fiddler's Galaxy*, the Enrichment Center Percussion Ensemble (ECPE) has released its own recording, *Three Pieces*. The CD combines classic minimalism and allusions to eastern music. Guest musicians from the rock and classical worlds added bass guitar (Morgan Kraft of Microearth Records, Erich Hubner of Man or Astroman) and violin (Joel Lamdin of the Harrisburg Chamber Players). ECPE is the first of its kind – a professional ensemble comprised primarily of musicians with developmental disabilities. The group performs works composed or arranged by conductor Aaron Bachelder, with input from ensemble members. Visit www.enrichmentcenter.org.



Winston-Salem Children's Chorus: The Winston-Salem Children's Chorus recently toured Washington where they sang at the Washington National Cathedral and at the U.S. Capitol. Senator Richard Burr attended. Their five-day tour concluded with a performance at historic Bruton Parish Church in Williamsburg.

Museum of Anthropology at Wake Forest:

The Museum of Anthropology at Wake Forest University has received four grants. Museum Loan Network: \$7,486 travel grant to negotiate loans of art from the ancient Maya civilization. North Carolina Humanities Council: \$1,200 to bring *Asian Games: The Art of Contest*, a traveling exhibition, to the museum. The Arts Council of Winston-Salem and Forsyth County: \$3,000 to support Hispanic arts programs offered jointly by the museum and the Hispanic Arts Initiative. Max and Victoria Dreyfus Foundation: \$5,000 to develop a conservation plan.

Arts Council Gives \$856,000 in Grants

43 Arts Groups and Individuals Receive Support

The Arts Council has given \$856,000 in grants this year to 43 arts groups and individual artists. The total includes \$761,000 to 13 established arts groups for organizational support and \$12,000 to eight regional artist projects, as well as \$83,000 to 13 arts-in-education projects and eight special assistance grantees and projects.

The Arts Council does what many nonprofits very deliberately do not do: it gives grants for annual operational expenses of funded agencies. Although it funds only a portion of costs for each, nevertheless the assistance it provides is crucial. The Council looks closely at the internal operations of funded agencies, knowing that good stewardship requires that it determine whether organizations are well-managed and produce a good artistic product and whether Council funds invested in them provide reasonable returns to the community.

The grants also reflect the Council's mission to provide arts education, to assist individual artists at key points in

their careers, and to assist arts organizations with special projects they could not undertake on their own.

The 13 arts-in-education grants totaled \$63,000 half of which was made possible by a contribution from R.J Reynolds. These special grants provide a chance for artists to interact with elementary, middle, and high school students. Milton Rhodes, President of The Arts Council, said, "Arts-in-education projects and grants for special assistance and projects, while smaller than the major funding we provide for arts groups for organizational support, are nonetheless vital to the life of our community. If it were not for the arts-in-education grants, thousands of children in our schools would not have the exposure to music, visual art, drama, dance, and storytelling that enriches their lives.

These grants ensure that students will have the opportunity to hone their creative skills," Rhodes said. The arts stimulate children to learn in subject areas such as math, science and English.

Organizational Support Grants

13 grants totaling \$761,000

Kernersville Little Theatre	\$ 8,000
Piedmont Craftsmen	\$ 24,000
Children's Theatre	\$ 45,600
The Little Theatre of Winston-Salem	\$115,000
Little Symphony of Forsyth County	\$ 10,400
Piedmont Opera Theatre	\$ 60,000
Southeastern Center for Contemporary Art	\$127,160
Piedmont Chamber Singers	\$ 4,000
Sawtooth Center for Visual Art	\$100,000
Associated Artists of Winston-Salem	\$ 22,400
Winston-Salem Delta Fine Arts	\$ 23,440
North Carolina Black Repertory Company	\$ 56,000
Winston-Salem Symphony	\$165,000

Arts-In-Education Grants

13 grants totaling \$63,000

Little Symphony of Forsyth County	\$ 5,000
Southeastern Center for Contemporary Art (SECCA)	\$ 5,000
Giannini Brass	\$ 3,000
Piedmont Craftsmen, Inc.	\$ 5,000
Winston-Salem Symphony	\$ 8,000
Diana Greene	\$ 3,900
William Scheidt	\$ 8,000
Museum of Anthropology, WFU/Hispanic Arts Initiative	\$ 3,000
North Carolina School of the Arts Foundation	\$ 3,800
The North Carolina Shakespeare Festival	\$ 4,800
alban elved dance company	\$ 5,000
North Carolina Black Repertory Company	\$ 3,500
Diggs Gallery, Winston-Salem State University	\$ 5,000



Arts-in-education: Exposure to music, visual art, drama, dance and storytelling.



The 2005 National Black Theatre Festival scored another success and new attendance records.

Project Assistance Grants
 8 grants totaling \$20,000

alban elved dance company	\$ 3,500
Children's Theatre of Winston-Salem	\$ 2,000
Diggs Gallery, Winston-Salem State University	\$ 4,000
Forsyth County Public Library	\$ 2,500
North Carolina School of the Arts/ Kenan Institute	\$ 2,000
Piedmont Opera Theatre	\$ 2,000
Sawtooth Center for Visual Art	\$ 2,000
Southeastern Center for Contemporary Art	\$ 2,000

Regional Artist Project Grants
 8 grants totaling \$12,000

Brett Clark (Film / Video)	\$ 1,000
Kenneth Frazelle (Music)	\$ 2,000
Peggy Ann Hall (Film / Video)	\$ 2,000
Laura Lashley (Visual Art / Craft)	\$ 1,000
Chuck Russell (Visual Art / Craft)	\$ 2,000
Deborah Ellis Suarez (Music)	\$ 1,000
Michael L. Thomas (Visual Art / Craft)	\$ 2,000
Richard W. Upchurch (Music)	\$ 1,000

**Encouraging News –
 Annual Giving Increases Nationally**

Donations to America's charities appear to be on the rise after several challenging years. "Giving USA," an annual yearbook on philanthropy, reported that giving rose by 2.3 percent in 2004, to \$248.5 billion – the first

increase in three years. Many fund raisers believe 2005 will prove to be an even stronger year for giving, albeit one that still could produce some difficult times, especially for small charities.



Christine DeVita
President
Wallace Foundation

Wallace Foundation President

Headlines Arts Council Annual Meeting

Noon, Wednesday, November 2, Sawtooth Building

Christine DeVita, president of the Wallace Foundation, which was created by Lila and DeWitt Wallace, founders of *Reader's Digest*, will be the featured speaker at The Arts Council's 2005 annual meeting. The meeting will be held at noon, Wednesday, November 2, at the Sawtooth Building, now the Council's headquarters.

Besides conducting necessary business, the Council will report on its successful annual campaign and other developments of the last year and honor volunteers. Anyone may attend the annual meeting by calling The Arts Council, 722.2585 ext. 112, and making a luncheon reservation. Cost of lunch is \$15.

DeVita is considered one of the most able administrators and pacesetters in the philanthropic world today. She joined the Foundation's legal staff in 1987 after graduation from the Fordham University School of Law. She has led the foundation during its shift from project-focused grant-making and toward more integrated strategies that combine program, evaluation and communication expertise to deliver social benefits beyond the recipients of the foundation's direct grants.

Born in New York, she attended Queens College there, and now serves on the board of the Queens College Foundation. She also serves on the board of the Foundation Center.

From the Sawtooth continued from front cover

- Began developing a 3-5 year strategic plan
 - Began updating our website to include on-line giving
- There are hundreds of people I wish I could thank personally. Do allow me to say that every one of you is my hero, and you can rightfully take credit for The Arts Council's accom-

plishments. You have stepped forward generously and with great understanding and enthusiasm at a crucial time in the life of this organization. Because of you, we are well positioned to move forward together for the arts with a clear sense of mission and increased effectiveness and efficiency.

By conducting a united fundraising campaign for the arts, helping strengthen our broad array of cultural resources, and promoting the arts, the Arts Council of Winston-Salem and Forsyth County is creating an environment in which the arts flourish and enrich the quality of life in Forsyth and surrounding counties.

Dudley's in the Park

Sawtooth Building's New Restaurant

In mid-September, David Hillman and Howard Kaye, who now operate Burke Street Pizza, are opening their second restaurant, *Dudley's in the Park*, in the Sawtooth Building next to Winston Square Park. They have renovated existing restaurant space to create "décor consistent with the artistic orientation of the Sawtooth building and a restaurant that offers quality food, drinks and entertainment in a casual, upscale atmosphere." The owners will serve as operator-hosts.

Kaye and Hillman have upgraded the kitchen and done extensive remodeling and decorating. A new bar will face Winston Square Park. The menu will offer a broad selection of popular, mid-priced appetizers, sandwiches, entrees, and desserts reflecting Kaye's experience with popular dining at Village Tavern. Owners have researched menus around the country, and *Dudley's* – named for Hillman's canine companion – will offer several regional favorites not found on the menus of other area restaurants. *Dudley's* will have a full-service bar, a variety of bottle and draft beers, and a well-rounded wine selection.

This is a giant step toward turning Arts Council properties into working assets and creating an income stream.



FUNDED MEMBERS

Associated Artist of Winston-Salem
336 722 0340

Children's Theatre
336 725 4531

Little Symphony of Forsyth County
336 722 5972

The Little Theatre of Winston-Salem
336 748 0857

Kernersville Little Theatre
336 993 6556

North Carolina Black Repertory Company
336 723 2266

Piedmont Chamber Singers
336 722 4022

Piedmont Craftsmen
336 725 1516

Piedmont Opera Theatre
336 725 7101

Sawtooth Center for Visual Art
336 723 7395

Southeastern Center of Contemporary Art
336 725 1904

Winston-Salem Delta Fine Arts
336 722 2625

Winston-Salem Symphony
336 725 1035

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