



The ARTS COUNCIL newsletter

Spring 2008

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

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Hanes Theatre

Our "Brand" - City of the Arts

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www.intothearts.org



Community Businesses Support Arts Through Thick and Thin



Dara Folan, Chair
The Arts Council

One thing I have discovered is that being Chair of The Arts Council Board is not an "honorary" position. From day one, I have been immersed in Arts Council business.

Being a part of the day-to-day process makes me even more appreciative of the many volunteers who serve on the Board, on special committees, and as a part of the \$26 million Comprehensive Campaign and the Annual Campaign, which is a part of it. I know now why Peggy Joines, our former Chair, titled one of her newsletter columns, "Volunteers, You Are Our Heroes."

On April 2, we launched the Comprehensive Campaign. It was a wonderful gathering of Arts Council friends and supporters and media representatives. The announcement by CEO Rich Noll of the Hanesbrands gift of \$2 million for the black box Hanesbrands Theatre was the highlight.

Subsequent comments by United Way president Ron Drago in a *Journal* "Letter to the Editor" were right on point. Ron said, "... (S)uccessful businesses make their communities stronger, and stronger communities attract more successful businesses. Nonprofit organizations are key to building a vibrant community that attracts and retains top companies, which enhances the quality of life for all. Hanesbrands understands this. Its long history of supporting human

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The Arts Council Kicks Off \$26 Million Comprehensive Campaign

The Arts Council of Winston-Salem and Forsyth County has begun a comprehensive \$26 million fundraising campaign, of which \$11 million will be used to transform the historic Sawtooth Building at 226 N. Marshall St. into a Downtown Arts Center, and \$5 million will create an endowment to sustain it. The campaign is being conducted jointly with the Sawtooth School for Visual Art which will operate from greatly enhanced facilities in the new Downtown Arts Center. During the "quiet stage" of the campaign leading up to the April 2 kick off, the campaign raised about \$13 million.

Hanesbrands, Inc. provided a major boost for the kick-off announcement with a \$2 million contribution to create a Black Box theatre in the former AC Delco Battery building that is located at Second and Spruce Streets adjacent to the Sawtooth Building. A "black box" provides maximum flexibility because seating and staging can be configured to accommodate each individual theatre, dance and movie presentation.

The \$26 million comprehensive campaign goal also includes \$9 million for The Arts Council's next three annual campaigns (2008-2010) and \$1 million for a three-year campaign to promote Winston-Salem as "The City of the Arts" and Winston-Salem as an arts and cultural destination. The campaign will extend through 2008.

The Arts Council announced the Hanesbrands gift and the campaign kick off at a ceremony at the Sawtooth Building. Attended by a broad cross section of the arts community, as well as local government and civic leaders, the kick off featured the unveiling of artist renderings of the Downtown Arts Center and the Hanesbrands Theatre."

Janie and J. D. Wilson, Winston-Salem civic leaders, are serving as Co-Chairs of the campaign. Honorary Co-Chairs are Bud Baker and

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DOWNTOWN ARTS CENTER

WINSTON-SALEM, NC



Covered entrance of Downtown Arts Center and adjacent parking



Spruce Street view of Downtown Arts Center

Managing the Present, Planning for the Future

OFFICERS & EXECUTIVE COMMITTEE

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Vice Chair/Administration
Peggy Joines
Vice Chair/Board Development
Tonya Deem
Vice Chair/Agency Relations
Calvin Patterson
Vice Chair/Community Relations
Hal Johnson
Vice Chair/Facilities
Janie Wilson, *Secretary*
Rick Spangler, *Treasurer*
Milton Rhodes, *President and CEO*
Bill Benton
At-Large Executive Committee Member
Dr. Pedro Martinez
At-Large Executive Committee Member
Jane Doub
Member Group Representative

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William G. Benton
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Jane Doub
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Aurelia Eller
Veronica Filipowski
Dara Folan
Fernando Garzon
John Gates
Tripp Greason
Kevin Hall
Redge Hanes
Sue Henderson
Tom Ingram
Hal Johnson
Peggy Joines
Hilary Kosloske
Lucia Marshall
James Martin
Dr. Pedro Martinez
Siobhan Olson
Calvin Patterson
Leon Porter, Jr.
Michael Pulitzer
J. Smith
Rick Spangler
Michael Suggs
Evelyn Terry
Randall Tuttle
Bob Whaling
John Williams
Janie Wilson
Erna A.P. Womble
William F. Womble, Jr.
Chris Griffith, *Ex-officio*
Office of Cultural Affairs

Comprehensive Campaign Cabinet: *Heart and Soul of the Campaign*

Dara Folan, Arts Council Board Chair, summed it up nicely when he said, "I don't know how we could have put together a more impressive and effective team. There is no doubt in my mind that we will achieve our goals and that this campaign will be considered a major

milestone in the arts and cultural history of Winston-Salem and Forsyth County."

The Cabinet, co-chaired by Janie and J. D. Wilson, is the heart and soul of the campaign, and its members already are making contacts and reporting successes.

HONORARY CO-CHAIRS

Zanne & Bud Baker
Vivian Burke
Copey Hanes
Earline King

CAMPAIGN CO-CHAIRS

Janie & J. D. Wilson

HONORARY CABINET MEMBERS

Aurelia Gray Eller, Co-Chair
Redge Hanes, Co-Chair
Miles Abernethy
Ann Bird Adams
Nigel Alston
Katy Boles
Robert C. Clark
Kathy Cooper
Jim Corrigan
Scott Cramer
Michael Flatow
Linda Gitter
Frank Borden Hanes, Sr.
Weston P. Hatfield
Allen Joines
Jim Lambie
Joseph P. Logan
Frank K. Lord, III
John Medlin
Alan Moore
Michael Newman
Marion Pittman-Couch
Ed Pleasants
Mrs. Ruth M. Pleasants
Stephen M. Russell
G. Dee Smith
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Henry Carter
Shelby & Lee Chaden
John Davis
Richard Davis
Jim DeCristo
Tonya Deem
Hunter Douglas
Lynn & Barry Eisenberg
Ragan & Dara Folan
Chris Fox
Murray Greason
Dr. Gary Green
Borden Hanes
Charlotte & Philip Hanes
Nathan Hatch
Chuck Heath
Sue Henderson
Ursula Henninger
Tom Ingram
Joycelyn Johnson
Peggy Joines
Liz & Stan Kelly
Hilary Kosloske
Tom Lambeth
Anthony Law
Molly Leight
Doug Lewis
Michele Lowder
Lucia Marshall
Brian Martin
Don Martin
Mary Allen & Jim Martin
John Mauceri
Virginia Newell
Tog Newman
Sherri Nielson
Drewry Nostitz
Susan Pauly
Debra Perret
Betty Quick
Donald J. Reaves
Milton Rhodes
Marge & Jerry Silber
J. Smith
Steve Snelgrove
Ann Lewallen Spencer
Michael Suggs
Evelyn Terry
Sarah Turner
Bob Whaling
Gloria Whisenhunt
Erna & Bill Womble, Jr.

The Arts Council Kicks Off \$26 Million Comprehensive Campaign continued from cover page



There was standing room only at the kick-off.

Zanne Baker, Councilwoman Vivian Burke, Copey Hanes, and Earline King. Nearly 100 business people and civic and political leaders comprise the Campaign Cabinet. Aurelia Gray Eller and Redge Hanes are Co-Chairs of the Honorary Cabinet.

"We are pleased by the enthusiastic response to the campaign," the Wilsons told reporters. "Residents of Winston-Salem and Forsyth County are eager to embrace the arts, which mean so much to our vitality, quality of life, and economy. This will give us a new 'community living room' in the heart of downtown that we can all be proud of and use together."

Milton Rhodes, President and CEO of The Arts Council, thanked Hanesbrands for its corporate leadership for the generous gift to the Comprehensive Campaign, as well as for its long history of giving to the arts in Winston-Salem.

Hanesbrands has its corporate headquarters in Winston-Salem. Rhodes said the Hanesbrands Theatre will meet a need expressed by more than a dozen arts groups for space downtown for performances and other events.

Hanesbrands CEO Richard A. Noll presented a \$2 million ceremonial check to the campaign on behalf of the company's employees in Winston-Salem and Forsyth County. "Hanesbrands is proud to support the performing arts in our community. Our company is a major charitable giver in the community, and our employees have a long history of supporting Arts Council programs," Noll said. "We are delighted to add to our employees' generosity by making this pledge for the construction of the new theatre."

Hanesbrands Theatre is expected to open in 2010, a century after the Sawtooth Building opened as a men's sock production plant operated by Hanes Hosiery.

The main entrance to the Downtown Center for the Arts will be relocated to the Spruce Street side of the building. A drive with covered portico will be located directly across the street from a parking area with about 150 spaces recently acquired by The Arts Council. "Parking and safe access were major considerations in the planning," said Rhodes. "We will have off-street drop off and pick up, which is particularly important considering the number of children who attend events and participate in programs at the Sawtooth Building."

The Sawtooth School for Visual Art is the premier community visual arts school in the Triad and provides arts education for people of all ages. It has an extensive curriculum that includes painting, ceramics, sculpting,

pottery making, metal working, and training in other media.

"The Sawtooth School for Visual Art is thrilled to partner with The Arts Council in this comprehensive campaign for the arts," said Sherri Nielson, Executive Director. "The Downtown Arts Center will provide the improved additional space needed to ensure the future of Sawtooth School. The enhanced space will allow expansion of our youth programs, including additional computers for our growing animation classes. Our ceramics program will move into a new, light-filled space that will allow additional equipment and expanded class offerings.

The Downtown Arts Center will allow Sawtooth School to realize its potential and become the regional community art school our residents desire and deserve," Nielson said.



Gayle Anderson, president, Winston-Salem Chamber of Commerce, Gloria Whisenhunt, Forsyth County Commissioner, and Bill Whiteheart, Forsyth County Commissioner

The Spruce Street side of the new Downtown Arts Center will be covered with a dramatic glass "skin" that will contain stairwells, elevators and walkways. Space in The Sawtooth Building previously used for restaurants will be converted to a ceramics and sculpting studio for the Sawtooth School, and galleries and public areas will be greatly enhanced and expanded.

Allen Joines, Mayor of Winston-Salem, described the campaign as "a major step forward for The City of the Arts." Joines said, "As we work to promote Winston-Salem as a premier destination for arts and cultural activities, having an arts center in the midst of our revitalized downtown will be a tremendous boost. The campaign includes funds for an aggressive branding and marketing program that will benefit not only the arts community, but the entire economy of our area."



Attendees visit the AC Delco building site and view artist renderings of the Theatre.

A Standing Ovation for Hanesbrands

\$2 Million Gift Jumpstarted the Campaign



Holding check, left to right: Gloria Whisenhunt, Chair, Forsyth County Commissioners; Sue Henderson, Wachovia; Councilwoman Vivian Burke; Rich Noll, President and CEO, Hanesbrands; Janie Wilson, Co-Chair, Comprehensive Campaign; Dara Folan, Arts Council Board Chair; Milton Rhodes, President and CEO, Arts Council; J. D. Wilson, Co-Chair, Comprehensive Campaign. Second row comprised of Hanesbrands employees

When Hanesbrands President and CEO, Rich Noll, announced on April 2 that Hanesbrands would be contributing \$2 million for the creation of a black box theatre in the AC Delco building on Spruce Street, he received a standing ovation. There was a capacity crowd in The Arts Council's Mountcastle Forum, and civic and political leaders, arts patrons, members of the arts community, and others present well understood the significance of the gift. It gave impetus to the campaign, inspired volunteers, and clearly demonstrated corporate support for the Comprehensive Campaign.

Hanesbrands, with 3,400 employees here, has a strong tradition of support for the arts in Winston-Salem and Forsyth County. The corporation and its employees have contributed more than \$5 million to The Arts Council in the last 10 years, making it The Arts Council's largest financial supporter.

Hanesbrands, like other major employers in the area, has

seen over the years how having a strong arts community enhances the quality of life of its employees and helps attract and retain top-tier talent. Quality of life questions are expected in interviews, and being able to say that Winston-Salem is "The City of the Arts" makes the point quickly that Winston-Salem is a good place in which to work and live.

The crucial connection between the arts and the kind of vibrant, intelligence-based economy Winston-Salem is developing is clear. And the development of a Downtown Arts Center, with the versatile performance venue that the Hanesbrands Theatre will provide, will be a centerpiece of our revitalized city center.

Another standing ovation for Hanesbrands and its forward-looking leadership, please, as we express our appreciation for its \$2 million gift and its continuing commitment to Winston-Salem and Forsyth County over the years.



The AC Delco building will be transformed into a Black Box Theatre.

Hanes Community Center

Facility Has Served Arts Community Well

In 1956, Charles H. Babcock gave to The Arts Council of Winston-Salem and Forsyth County and the United Way of Forsyth County 10.2 acres at the intersection of Coliseum Drive and Cherry Street. The land was developed into what became the Hanes Community Center.

This complex has served our community well, but in recent years the aging facilities have required increasing financial support from both organizations, and much of the property has been under-utilized. Arts Council funds that could have been used to assist funded partners and others instead have been required for maintenance and operating expenses.

In August, 2007, The Arts Council and United Way formed a partnership to provide new direction for the use of the property that will

- ensure that the Babcock family's original intentions will be honored,
- reduce significantly the funding needed to maintain the properties, and

- provide a major new source of funding to enable them to better fulfill their missions by divesting a portion of the land.

The Arts Council Board has been developing a plan to turn real property liabilities into assets. In essence, it wants to be the most effective steward of its resources as possible.

Likewise, the United Way, faced with ever-increasing needs in our community, intends to apply its share of the proceeds from the sale of the property to support its mission.

The Little Theatre of Winston-Salem, The N.C. Black Repertory Company, The Children's Theatre of Winston-Salem and the local chapter of the American Red Cross, will continue to operate there indefinitely in facilities owned by The Arts Council and the United Way. The remaining land, approximately four acres that front on University Parkway, will be sold off to raise operating and maintenance funds.

Husband and Wife Teams Co-Chair Campaigns



Janie and J. D. Wilson
Comprehensive Campaign Co-Chairs

Husband and wife teams are providing key leadership for The Arts Council's \$26 million Comprehensive Campaign as well as its 2008 Annual Campaign, which is a key, 3 year/\$9 million component of the \$26 million effort.

Janie and J. D. Wilson, whose company, Excalibur, provides direct mail and other services to companies nationwide, are Co-Chairing the Comprehensive Campaign. The Wilsons and the Comprehensive Campaign Cabinet already are going full-tilt, meeting and planning, making contacts, and getting commitments toward the \$26 million goal.

Erna and Bill Womble, Jr., both attorneys at the Womble Carlyle Sandridge & Rice law firm, are Co-Chairing the *Where the Arts Come Alive* 2008 Annual Campaign. They have modeled their Campaign Cabinet similar to those of recent successful campaigns that have prompted increased giving and greater financial support for funded partners, individual artists and special projects.

"An extraordinary amount of time and energy is required to chair ambitious campaigns of this kind," said Milton Rhodes, President and CEO of The Arts Council. "They always say that if you want something done, ask a busy person to do it. That certainly is the case here. Janie and J. D. and Erna and Bill lead busy lives and have many obligations, yet they said 'Yes' to The Arts Council. We appreciate that very much."



Erna and Bill Womble, Jr.
Annual Campaign Co-Chairs

The Annual Campaign:

Raising Funds For Our Funded Partners is Key Mission

The Arts Council's 2008 Annual Campaign – *Where the Arts Come Alive* – is an integral part of the \$26 million Comprehensive Campaign. Its goal is to raise \$9 million over a three-year period – \$2.75 million in 2008, \$3 million in 2009, and \$3.25 million in 2010. Individual and corporate contributors are being asked to make three-year commitments. However, workplace campaigns will continue to be annual events.

Erna and Bill Womble, Jr., both attorneys at the Womble Carlyle Sandridge & Rice law firm, are the Co-Chairs of the 2008 fundraising effort. Their Campaign Cabinet is composed of Jerry and Marge Silber, community gifts; Bob Whaling, government; Dr. William Applegate and Steve Snelgrove, health services; Chris Fox and Emily Boone, workplace; Hilary Kosloske and J Smith, business; Ursula Henninger and Tonya Deem, professional; Rudy Anderson and Murray Greason, education.

The Annual Campaign effort is well underway, and once

again, teachers and administrators of the Winston-Salem/Forsyth County School System have stepped up with their amazing arts spirit and generosity, raising more than \$93,000 in 2008. "Workplace campaigns of all sizes are ongoing throughout the community, as we continue toward our \$2.75 million goal," said Terri Pratt, Vice President of Development, who directs the Annual Campaign.

"As always, the generous employees of Hanesbrands, RJ Reynolds, and Wachovia continue to be bellwether campaigns. Many thanks to the leadership at Wake Forest University Baptist Medical Center for giving us the opportunity to raise awareness of the arts and its economic and social impact to the entire campus and hospital services for the first time ever in 2008. With support and leadership throughout the community, I am sure we will make our goal and continue to be a city *Where the Arts Come Alive*," said Pratt.

The City of the Arts

Winston-Salem's "Brand"

While people have been giving "Winston-Salem, The City of the Arts" lip service for more than two decades, civic, political and business leaders, arts proponents and the media now are actively embracing the "brand." It's no accident.

An ad hoc committee of business leaders and others met for a year to talk about Winston-Salem's future and how to position and brand the city as it moves toward a more diverse, intelligence-based economy. Mullen, one of the country's top 25 marketing communications agencies, provided pro-bono assistance and the able services of Siobhan Olson.

Corporate representatives discussed recruiting in today's environment and trying to convince bright, creative talent to live and work in Winston-Salem. They said that promoting the arts community here was one of their most effective tools. For years, business recruiters have emphasized the arts in negotiations with companies such as Dell. At the same time, the group talked about the arts as an economic driver and the fact that the arts community generates more than \$10 million in local tax revenues.

The result was a recommendation for a City of the Arts marketing and branding campaign which The Arts Council has adopted. One million dollars of the \$26 million Comprehensive Campaign funds will be earmarked for this purpose – to be conducted over a three-year period. The campaign will highlight major arts events, including RiverRun International Film Festival, National Black Theatre Festival and Piedmont Crafts Fair, as well as promoting a variety of Winston-Salem's diverse arts.

A \$50,000 grant from the Tourism Development Authority, matched with \$50,000 from The Arts Council, launched the effort in April. It includes a benchmark survey and radio, television and print advertising, in the Research Triangle, Charlotte, Roanoke and Asheville. The pro-bono services being provided by Mullen represent a substantial contribution to The Arts Council, and we express our sincere appreciation.



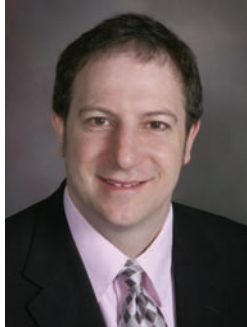
Richard Emmett Joins Arts Council as Chief Operating Officer

Richard Emmett has joined The Arts Council of Winston-Salem and Forsyth County as Chief Operating Officer. He previously was Executive Director of The Children's Theatre of Winston-Salem.

Emmett has a Bachelors degree in finance and a Masters in Public Administration from Penn State. Since 1999, he has owned and operated The Garage, a live-performance venue and nightclub in the city's arts district. In December 2004, he became Executive Director of the Nash County Arts Council in Nashville, NC. He returned to Winston-Salem two years later to head The Children's Theatre. While in Nashville he also had served as Coordinator of the Eastern Music Festival's Fringe Series here in the Triad.

From 1999-2005, Emmett programmed, produced and marketed Winston-Salem's "Music in the Streets Program" and was creator of the Saturday night "Summer on Trade Street" series. Prior to that, he was coordinator of the Films on Fourth series for the Winston-Salem Cinema Society. He was responsible for the creation of the Cinema SECCA film screening series in collaboration with the Cinema Society. From 2002-2004, Emmett was Events Coordinator for the RiverRun International Film Festival.

Emmett has served on The Arts Council Board of Directors and received honors including the R. Philips Hanes, Jr. Young Leader in the Arts Award presented by The Arts Council and the Echo Award for Social Capital Building from the Winston-Salem Foundation.



Richard Emmett
Chief Operating Officer
The Arts Council

Business Community Support Arts continued from cover page

service, health care, education and arts-related organizations makes it one of Forsyth County's most generous investors."

Fortunately, this philosophy is deeply rooted in the business culture in Winston-Salem and Forsyth County. Through thick and thin, corporations, including Hanesbrands and my employer, Reynolds American, have seen the value of continuous support of the nonprofit community, including the arts. As the campaign progresses, there will be other significant gifts from the business community, and we are grateful for the unflinching support that these gifts represent.

We cannot forget that the Annual Campaign is underway and that it is the core mission of

The Arts Council. Our 19 funded partners rely upon us for operating support, and artists and groups with special projects look to us for assistance. This year, we are asking some contributors for three-year commitments – another step in The Arts Council's efforts to operate on sound business principles and to view our activities over the long-term.

So I conclude with an appeal to give generously – both to the Comprehensive Campaign and to the Annual Campaign, which is a \$9 million component of our \$26 million overall goal. 2008 is a momentous year in this Arts Council's history. We were the nation's first. Working together, we can truly be "The City of the Arts."

FUNDED PARTNERS

- Associated Artists of Winston-Salem
336 722 0340
- The Children's Theatre of Winston-Salem
336 725 4531
- Hispanic Arts Initiative
336 727 8605
- Kernersville Little Theatre
336 993 6556
- Little Symphony of Forsyth County
336 722 5972
- The Little Theatre of Winston-Salem
336 748 0857
- North Carolina Black Repertory Company
336 723 2266
- Old Salem Museum & Gardens
336 721 7300
- Piedmont Chamber Singers
336 722 4022
- Piedmont Craftsmen
336 725 1516
- Piedmont Opera
336 725 7101
- Piedmont Wind Symphony
336 722 9328
- Reynolds House Museum
of American Art
336 758 5150
- RiverRun International Film Festival
336 724 1502
- Sawtooth School for Visual Art
336 723 7395
- Southeastern Center of Contemporary Art
336 725 1904
- Winston-Salem Children's Chorus
336 703 0001
- Winston-Salem Delta Fine Arts
336 722 2625
- Winston-Salem Symphony
336 725 1035

STAFF - 336.722.2585



DASHERS Are High-Energy Young Professionals

Members of The Dash, a program of The Arts Council for young professionals co-chaired by Hunter and Sandlin Douglas, have been busy. The Dash is always looking for new ideas as well as volunteers. Sign up at www.doyoudash.org to receive emails about upcoming events and discounts, as well as volunteer opportunities.

In recent months, The DASH has

- featured downtown restaurants, bars, galleries, and venues such as The Garage, Xia's, Second and Green Tavern, West End Village, Christopher's, SpeakEasy Jazz, and Shaffner House as "Dash Picks" offering discounts to patrons
- partnered with Jeff Smith of Smitty's Notes to provide young professionals an opportunity to participate in his popular *Evening with Eight - plus Smitty* series of dinner networking events at a greatly reduced price

- joined with the Downtown Winston-Salem Partnership and 336events.com to present a series of "After Work Socials" where young professionals can unwind after work and meet new friends in a casual environment
- helped Southern Community Bank for the "Cans for Cans" party to benefit Second Harvest Food Bank
- held the 2nd Annual St. Paddy's Day at the Nissen building that was a huge success with over 350 people attending
- assisted the RiverRun Film Festival in presenting a preview party at The Garage, and
- provided DASHERS with greatly discounted tickets to the Winston-Salem Symphony's *Romantic Nights* concert on April 12th.

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www.doyoudash.org



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