



Fact Sheet

- The **Center for the Arts** is a nonprofit 501(c)(3) organization dedicated to the establishment of a center in Harford County, accessible to all, to nurture art, artists and community by providing a broad range of creative and collaborative experiences through quality arts education, presentation and exhibit in the disciplines of music, dance, theater, and the visual, traditional, and literary arts.
- The Center for the Arts will serve as a hub helping arts groups around the region to remain strong and grow.
- A site has been identified and should be announced in the Fall of 2009. The site will be accessible to people from around the region. Meanwhile, Harford County has graciously offered the use of Tudor Hall in Bel Air for the Center's offices until the facility is built.
- An evolutionary and business-like approach has been taken over the past **five years** to complete a Cultural Plan, Feasibility Study, Case Study and Business Plan which confirm the demand, funding, economic viability and sustainability of a regional arts facility located in Harford County. The Cultural Plan, Feasibility Study and Case Study can be viewed by clicking "Vision" on the website www.CenterForTheArtsHarford.org.
- So many art groups do not have a home. It's YOU who is going to make it possible to build the Center. **YOU are the key ingredient in the success of the arts center through membership or volunteering!** Help the art center become a reality!
- Becoming a member serves as a referendum on your desire to see a Center for the Arts. Joining is easy! Please take a membership brochure with you and sign up today or click "**Membership**" on the Center for the Arts website www.CenterForTheArtsHarford.org.

Frank Lloyd Wright said: *"I know the price of success: dedication, hard work and an unremitting devotion to the things you want to see happen."*

NOTE:

For more information and/or to request brochures, please contact Rebecca Jessop at 410-838-2177 or Rebecca@CenterForTheArtsHarford.org.



Script

Today I'd like to share with you information about a great initiative in the community to build a **Center for the Arts** which will serve as a creative hub helping arts groups around the region, such as (name your organization) to remain strong and grow. The Center for the Arts is a nonprofit 501(c)(3) organization dedicated to establishing a center in Harford County which will nurture art, artists and the community by providing **quality arts education, presentation and exhibit** in the disciplines of **music, dance, theater, and the visual, traditional, and literary arts**. The facility will include theatres, classrooms and galleries.

A very business-like approach over the past 5 years has resulted in the completion of a Cultural Plan, Feasibility Study, Case Study and Business Plan all which confirm the demand, funding, economic viability, and sustainability of a regional arts facility located in Harford County. If you would like to see any of these studies, visit www.CenterForTheArtsHarford.org.

A site has been identified and should be announced in the Fall of 2009. The site will be accessible to people from around the region. Meanwhile, Harford County has graciously offered the use of Tudor Hall in Bel Air for the Center's offices until the facility is built.

So many art groups do not have a home. **YOU are the key ingredient in the success of the arts center through membership and volunteering!** Joining shows your support for the Center for the Arts to our elected officials, and it's easy! Please take a membership brochure with you and sign up today or click "**Membership**" on the Center for the Art's website [**www.CenterForTheArtsHarford.org**](http://www.CenterForTheArtsHarford.org).



Frequently Asked Questions (FAQ)

1. What is the Center for the Arts?

In December 2004, artists, business owners, educators and patrons of the arts attended an initial meeting to discuss establishing a county center for the arts. The enthusiasm, ideas and stories demonstrating the need for such a facility provided encouragement enough for a small group to incorporate in March 2005 as the Center for the Visual and Performing Arts, Inc. (Center for the Arts). The Center for the Arts (Center) received its non-profit, 501(c)(3) tax exempt status in November 2005.

2. What is the mission of the Center for the Arts?

The mission is to establish a regional center in Harford County, accessible to all, to nurture art, artists, and community by providing a broad range of creative and collaborative experiences through quality arts education, presentation and exhibit in the disciplines of music, dance, theater, and the visual, traditional and literary arts.

3. Where will the Center for the Arts be located?

A site has been selected and should be announced in the Fall of 2009. The Center will be accessible to people from all parts of Harford County and the region. The location was determined after careful analysis of over 20 available public and private sites that met the site criteria, future BRAC infrastructure and road improvements, access to public transportation, and partnership opportunities with other institutions. The facility is centrally located in Harford County to provide ease of access for residents from all parts of the County and the region.

In a show of support for our efforts to provide a home for the arts, Harford County Executive David Craig graciously invited the Center to move its business offices to Tudor Hall, the historic Booth property located in Bel Air. (See "About Us/History of Tudor Hall" on the Center's website, www.CenterForTheArtsHarford.org.) Until construction of the arts center is completed, Tudor Hall provides excellent office, meeting, reception, and exhibit space to facilitate the mission of the Center. We appreciate the opportunity to reside at Tudor Hall as stewards of the property.

4. Why build a Center for the Arts in Harford County?

There are many advantages – educational, social and economic – to becoming involved in the arts. Research proves that there are “critical links” between learning in the arts and academic performance, social skills development and motivation. Improvement in reading and language development, math, thinking skills, collaboration with others, ability to express emotions, and tolerance and conflict resolution are all benefits of participation in the arts.

The arts develop critical thinking skills. Students who study the arts perform 30% better academically. This is particularly applicable to economically disadvantaged and remedial students, as well as young children. Students who are in strong art programs score well above their peers in standardized tests such as the SAT and the MSPSP. Students who participate in arts programs are more likely to succeed and become leaders in whatever field they choose. Participation in the arts instills a sense of discipline, an appreciation for excellence, and a joy of accomplishment.

The arts are an important economic engine for Harford County and the surrounding region. In fiscal year 2007 the arts generated \$1.2 billion in economic impact for Maryland, according to the latest study released by the Maryland Department of Business and Economic Development (DBED). The study, prepared for the Maryland State Arts Council (MSAC), also showed the arts generated an estimated \$43 million in state and local taxes, up nearly \$6 million in FY 2006, and generated 15,000 full and part-time jobs. In addition, the study reported that 14 million people attended arts events in Maryland in FY 2007, an increase from 13.1 million in FY 2006. On average, in addition to the cost of a ticket, individuals spend over \$27 per person on babysitters, gasoline, dinner, etc. each time they attend a cultural event. This supports local businesses and the local economy.

5. Will the Center for the Arts be just for accomplished and experienced artists and patrons?

No, the Center will be for everyone, of all ages and all abilities, from infants to senior citizens. It will be a home for the arts with the opportunity for all skill and experience levels, including those with special needs, to enjoy and participate in classes, exhibits and performances in music, dance, theater and the visual, traditional and literary arts.

6. How did you determine if a center for the arts is needed in Harford County?

The Harford County Cultural Arts Board and the Center for the Arts, supported by a grant from the Harford County Office of Economic Development, contracted with an arts management consultant, Janis Barlow & Associates from Toronto, Canada to prepare a Cultural Plan. This led to a Feasibility Study also prepared by Janis Barlow. When the results of these studies indicated that there was an environment and the demand for an arts center in the region, the Center for the Arts contracted with Robert Corea, an experienced investment banker and financial analyst, to complete a Case Study and Business Plan. This process has been evolutionary and business-like from its inception.

7. What is a Cultural Plan?

Cultural planning is a structured, community wide, fact finding and consensus building planning process with the arts community, citizens of all ages, business leaders and public officials to:

- Inventory the community's arts and humanities resources and identify ways to build on these resources;
- Consult with the citizens of the community to ascertain their cultural needs, values and aspirations and develop a plan of action;
- Assess the strengths and weaknesses of arts and humanities organizations in the community;
- Find new or untapped financial resources to support the arts and humanities;
- Connect the cultural sector with other critical community issues and sectors as a problem-solving partner;

Cultural planning is an opportunity for citizens to identify and celebrate their unique cultures and to utilize the arts to shape and create more livable communities. The community has the opportunity to paint a vision for the future of the arts. The cultural plan determined that an environment conducive for the arts exists in Harford County and identified the cultural gaps that exist in the County such as lack of professional quality, state-of-the-art performance space, and rehearsal and gallery space.

8. What does the Feasibility Study determine?

The feasibility study gauges the demand and scope of the Center. The recommendations from the cultural plan were used to develop a building program that identifies activities and spatial requirements for the building, cost projections for construction and operation, site requirements, and the economic impact on the County of such a venture. The study recommended construction of a

facility that includes 100, 400 and 1200 seat theatres, two rehearsal spaces, two galleries, a history of Harford County gallery, and classrooms for art educational activities such as but not limited to filmmaking, pottery, photography, jewelry, theatre, painting, puppetry, creative writing, and bookmaking.

9. What is a Case Study?

The Case Study determined the affordability of the Center. It analyzed the projected cash flow of Harford County with regard to future proceeds from the income tax, the property tax as well as the borrowing capacity of the County in terms of future bond issues. Economic and demographic indicators both now and projected into the future indicate that Harford County is a vibrant and robust community even without the effect of BRAC. The addition of BRAC only serves to augment an already impressive rate of growth. The Case Study was originally prepared in March 2007 and revised in June 2009 to reflect the current economic conditions.

10. What does the Business Plan do?

The business plan is the actual budgeted forecast for the Center from now, through its opening and the first five years of operation. The first part of the business plan is the study of similar arts centers. While each center is unique to its market, much can be learned from the analysis of each in terms of where it concentrates its efforts. During the business planning stage, considerable financial modeling is done to determine the revenue stream and costs associated with the Center's offerings. This highly detailed document includes forecasted income statements, balance sheets and statements of cash flow. The Business Plan confirmed not only the viability of constructing the Center; it also confirmed the sustainability of the Center once constructed and operational.

11. What happens next?

Announcement of the location of the site in late fall 2009 will be followed by an architectural/engineering study of the site and conceptual drawings of the building to use for a capital campaign to raise funds for construction.

12. Does the Center currently present events and performances?

From time to time we will present, but efforts are focused on fundraising and building community awareness of our mission. Harford County is blessed to have many accomplished arts organizations that have been presenting for years in less than adequate facilities throughout the region. There are many musicians, thespians, ensembles, artists, singers and dancers who, due to a lack of performance, exhibit and education spaces, must limit their activities or travel to facilities outside the Harford County to perform.

In 2006, the Center presented the very successful Five-Star Arts Series that included a piano concert by Duke Thompson; the Nutcracker Ballet featuring the Donetsk Ballet from the Ukraine along with young Harford County dancers and the Maryland Conservatory of Music youth orchestra; and the youth theatre production of Remembering Uncle Scrooge. We again presented Remembering Uncle Scrooge in December 2007, an original musical adaptation of Dickens' A Christmas Carol, written and directed by Marge Phillips and co-produced by the Center and the Maryland Conservatory of Music. Returning after sold out performances in 2006, this holiday dinner theatre production offered a delightful theatre experience combined with a holiday meal and included a wildly successful Children's Matinee Performance. In December 2008, the Center partnered with Theatreworks...Live! to present "Miracle on 34th Street at the Bel Air Armory.

12. How may I become involved in the Center for the Arts?

Become a member of the Center and volunteer your time and talents. Volunteers are the heart of our organization, and your time, experience and ideas contribute so much. Consider joining a

committee such as Events, Marketing, or Membership, volunteering in our offices, researching grant opportunities, or serving as a Tudor Hall docent. For more information on volunteer opportunities visit the [Volunteer page](#) on www.CenterForTheArtsHarford.org.

13. How do I become a member of the Center for the Arts?

Pick up a brochure or visit the [Membership page](#) at www.CenterForTheArtsHarford.org for information on how you can become a member and receive updates on cultural events happening in the County and surrounding areas. You can also call 410-838-2177 or email info@centerfortheartsharford.org.