

Honoring the Past. Creating Our Future.



CALDWELLARTS
Capital Campaign

Caldwell Arts Council

Coming soon to 126 Mulberry Street Northwest in Lenoir

PO Box 1613 • Lenoir, NC 28645 • 828-754-2486 • www.caldwellarts.com

Growing a Vibrant Community Asset

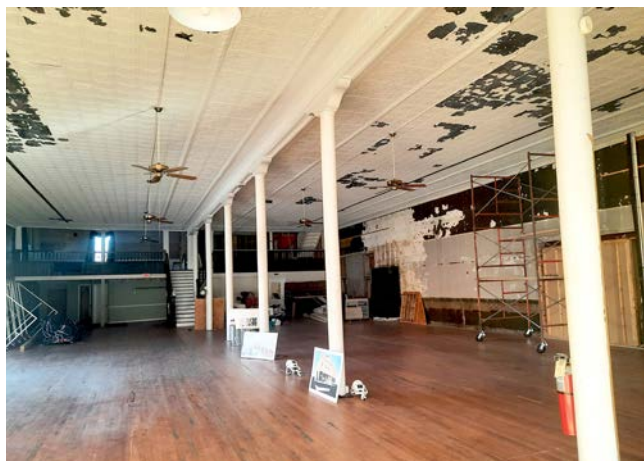
Since its inception in 1976, the Caldwell Arts Council has enriched the lives of our citizens by encouraging and maintaining an awareness, appreciation, and celebration of art in all its forms. Through classes, exhibitions, pop-up markets, musical and theatrical performances, literary events, and other opportunities, we served an estimated 20,000+ people in 2023. This resulted in a significant contribution to the more than \$4.4 million in economic prosperity generated by art organizations just in Caldwell County. As a nonprofit Designated Partner of the North Carolina Arts Council, we also are responsible for administering grants that, over the last five years, totaled more than \$138,000 in organizational allocations, and over \$26,600 to individual artists for professional development through the Artist Support Grant.



126 Mulberry Street Northwest, Lenoir

Looking to the Future: Caldwell Arts Council Capital Campaign

Now it is time to write a new chapter in the Caldwell Arts Council's history with our first ever capital campaign. Raised funds will be used to completely renovate our new three-story facility located at 126 Mulberry Street NW in the heart of Lenoir. As a downtown business, this prime location is nearly quadruple the square footage of our former office, giving us increased visibility as a gateway into downtown and helping us evolve into an arts and culture destination. This is a generational purchase that will allow us to meet the growing and changing needs of our community for the next 50 years.



Main street level

accessible to all members of our community. This expansion will result in long-term sustainability through expanded programming and the development of alternative revenue sources such as ticket sales and rental space.

Ways to Contribute

Although significant strides have been made toward our fundraising goal, your tax deductible support is essential to the project's success. Donations of up to \$5,000 can be mailed or made online with a debit or credit card. For larger donations or for those gifting stock and other investment distributions, please contact our office at 828-754-2486.

Donors giving at the \$1,000 level and above will be recognized on the Caldwell Arts Council Capital Campaign Donor Wall.

Your Community Investment

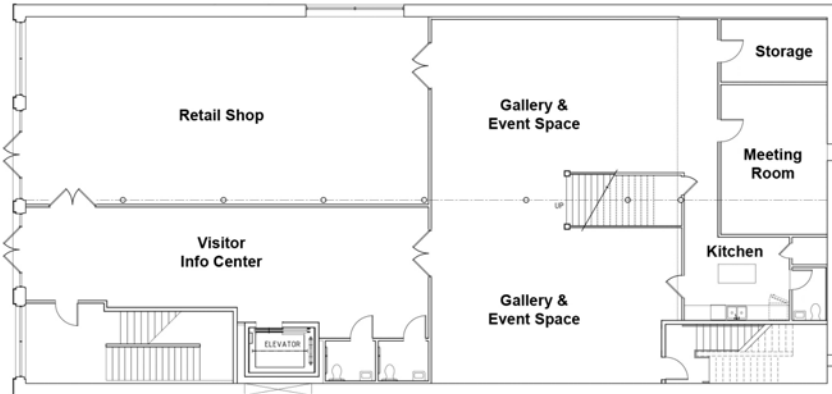
We are seeking a \$2.5 million community investment to transform the grand building to meet today's standards. The extensive improvements will maintain the building's historic integrity while providing modern amenities for artists and visitors alike. This will include an artisan gift shop and art gallery, classrooms, meeting spaces, a multi-purpose performance hall, and office/studio rentals. A planned elevator will ensure that arts opportunities are available and



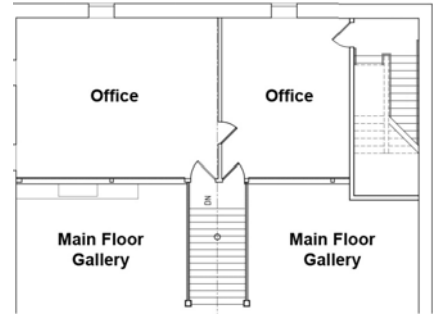
View of the street level from mezzanine

The Plans and Schedule

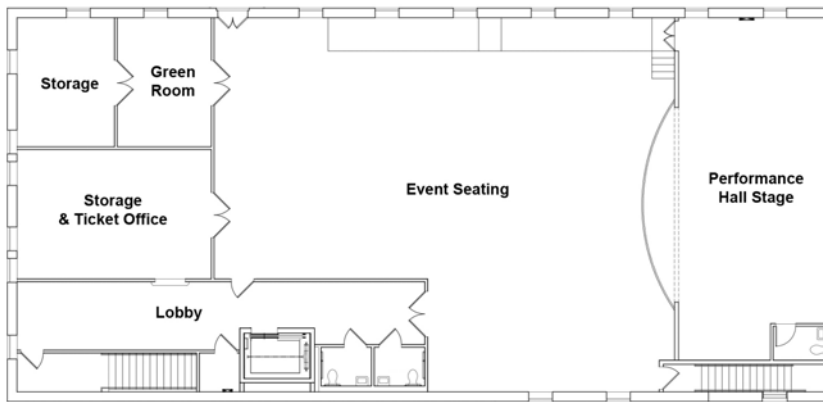
This multi-year project has already begun and will be conducted in stages. The first will be to renovate the main floor and mezzanine for retail, gallery, meeting room, offices, and other spaces. The second will be to convert the lower level into classroom and rental spaces, followed by the total renovation of the third floor. This plan is expected to take three to five years to complete.



Main street level



Mezzanine level



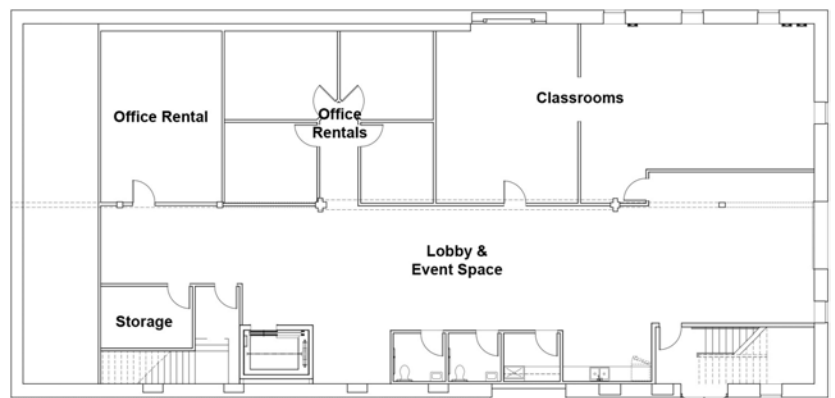
Top floor performance hall

Project Budget

Property Purchase	\$ 635,000
Construction, Architect & Engineering Fees	\$ 1,700,000
Consultation & Other Fees	\$ 5,000
Furniture, Fixtures, Equipment	\$ 40,000
Other expenses	\$ 120,000
Project Total	\$ 2,500,000

“Arts and culture are the expressions of a community’s heart and soul. Together they form an image that sets the city apart and creates anticipation and excitement for the resident and traveler.”

– Americans for the Arts



Lower level



Sustain arts for the next generation by donating today!

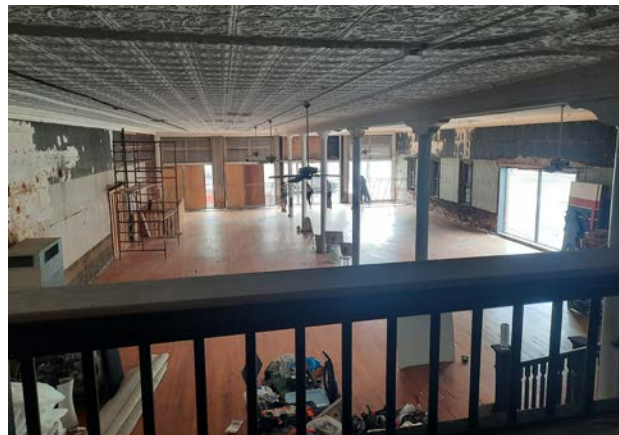
Scan the QR code to make an online tax-deductible donation of up to \$5,000 or use the enclosed pledge card and return by mail with your contribution. For larger donations or for those gifting stock and other investment distributions, please contact our office at 828-754-2486.

Questions and Answers

Q. Is this project necessary?

A. Our former location served us well for 45 years but had limited accessibility. Its second floor housed most of our gallery space and was completely inaccessible to those with mobility issues. In addition there were no dedicated spaces to host events beyond gallery exhibitions.

Our new building will be fully ADA accessible with an elevator serving all three floors along with dedicated retail space, a separate art gallery, adequate meeting and teaching spaces, a multipurpose performance/event hall, and more.



Main floor view from mezzanine

Q. Why did you move to downtown Lenoir?



Top floor performance hall stage

A. Early in this process, it was agreed that moving to the downtown Lenoir business district was preferable to properties in high traffic areas such as Highway 18 or 321. Now that the City has begun implementing the Downtown Lenoir Master Plan, we are confident that the Caldwell Arts Council will add a dynamic element to the business sector. With adequate parking and increased visibility, our historic Mulberry Street location will bring more people into downtown, helping to grow the economic impact of the arts in Caldwell County.

Q. What condition is the building in?

A. With walls over one foot thick, the brick structure is in good overall shape. Fortunately, the building's former owner started the renovation process, leaving large open spaces as a blank canvas to work with. He also removed over fifteen layers of tar paper and shingles in order to address roof issues, and then installed heavy insulation and a rubber membrane over the entire surface. There are no leaks, and the basement is dry.

Q. What is the \$2.5 million being used for?

A. The contractor's revised estimate of \$1,700,000 for renovations has been submitted. This includes installing new wiring and plumbing throughout; building out various spaces, ADA restrooms, and two stairwells; and the installation of an elevator that will serve the three main floors. The third floor performance hall will feature a rebuilt stage and all new flooring along with sound, lighting, audio-visual systems, and seating options for various types of events. Other expenses include paying off the mortgage, architecture and engineering fees, technology purchases and upgrades, furnishings and fixtures, as well as moving and storage costs, a new awning for the front of the building, signage, and more.

If more money is raised than the project requires, those funds will be used to defray ongoing building maintenance and other expansion-related expenses.



Existing framing in basement

Q. Are spaces available for naming in honor or memory of someone?

A. Yes, there are opportunities to do so with contributions of \$30,000 and up. Please see information in this packet.



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CALDWELLARTS

Capital Campaign Donor Recognition & Naming Opportunities

Our donor wall recognition and naming opportunities are a tangible way to dedicate part of our new facility in the name of your business or family. Whether making a gift in honor or memory of someone special, your contribution will make a positive and lasting impact in our arts community for generations to come.

To discuss available naming levels, please contact Ellen Ball at 828-754-2486 or by email at ellen@caldwellarts.com.

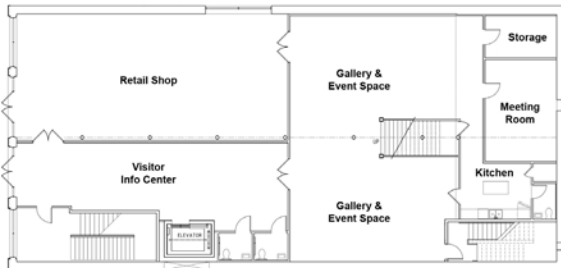
Multiple donations can be combined in one pledge for memoriams, honorariums, and naming opportunities. Gifts of \$1,000 and above will be recognized on the Caldwell Arts Council Capital Campaign Donor Wall.

Naming Opportunities

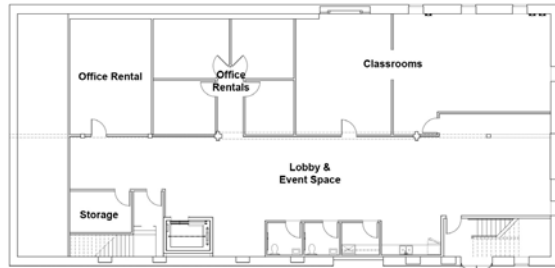
Pledges of \$30,000 and higher are eligible for the naming opportunities below. Highlighted locations are reserved. Contact our office for sponsorship information on specific areas of the Lower Level.

Location	Pledge Level
Mezzanine Level..... <i>(Administrative Offices)</i>	\$ 45,000
Lower Level..... <i>(Classrooms, Event, & Office Rentals)</i>	\$150,000
Elevator.....	\$150,000

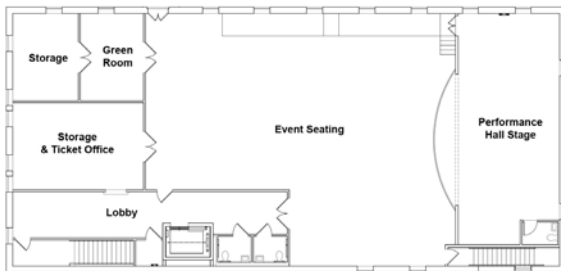
Location	
Main Floor Information Center	<i>Reserved</i>
Main Floor Meeting Room	<i>Reserved</i>
Main Floor Gallery	<i>Reserved</i>
Top Floor Performance Hall	<i>Reserved</i>
Facility/Building	<i>Reserved</i>



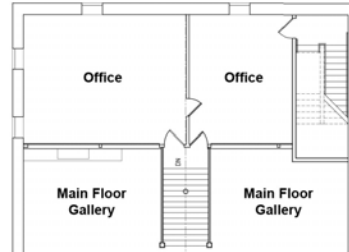
Main Street Level



Lower Level



Top Floor Performance Hall



Mezzanine Level

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CALDWELLARTS

Capital Campaign Donor Information

Your gift is a powerful investment that will improve the quality of life in this community. Although significant strides have been made toward our fundraising goal, your tax deductible support is essential to the project's success. Donations of up to \$5,000 can be mailed or made online using a debit or credit card. Group donations are accepted.

Donor Levels

Gifts of \$1,000 level and above will be recognized on the Caldwell Arts Council Capital Campaign Donor Wall. Pledges of \$30,000 and higher are eligible for naming opportunities for specific spaces.

Friend.....Up to \$999	Patron.....\$5,000-\$9,999	Champion.....\$30,000-\$49,999
Supporter.....\$1,000-\$4,999	Advocate.....\$10,000-\$29,999	Visionary.....\$50,000+

Pledge

In consideration of the gifts and pledges of others, I/we pledge to the Caldwell Arts Council Capital Campaign a total gift of \$_____ and plan to fulfill this commitment as follows:

- Payment in Full
 Pledge to be paid in full within 36 months or by (date) _____
Please invoice me Quarterly Bi-annually Annually
beginning on March 31 June 30 September 30 December 31

- This gift is eligible for a matching gift by _____
Company Name (Please attach corporate matching gift form.)

This gift is in honor of or in memory of _____

- Please contact me regarding a Naming Opportunity.

Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Signature _____ Date ____/____/____

Payment Options

- Check enclosed - (Make payable to the Caldwell Arts Council Capital Campaign and mail to PO Box 1613, Lenoir NC 28645.)
 Visa/Mastercard/AmEx

Card Number _____ Expiration ____/____ Security Code _____

- Please contact me regarding a gift of stocks or other investment funds.