GUNNISON ARTS CENTER

FRAMING OUR FUTURE

102 S MAIN ST. GUNNISON, CO 81230 ~ 970.641.4029 ~ GUNNISONARTSCENTER.ORG

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Kim Eastman

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Executive Director
Carlie Kenton

August 15, 2019

Matthew Birnie, Manager
Gunnison County
200 N Iowa
Gunnison, CO 81230

Dear Matthew,

Thank you so much for our lunch conversation a few months ago, and as a follow-up, we are excited to provide you the enclosed folder presenting details about the plans for our historic facility and for the Gunnison Arts Center's Framing Our Future campaign.

We are writing to formally and respectfully request $50,000 from Gunnison County, and we humbly suggest that you consider $25,000 from the 2019 budget year and a like amount from the 2020 budget. These requested County funds are vital to the completion of this renovation/remodel; equally important is having the County's name on the campaign's donor/supporter list to leverage contributions from other donors and grantors. Individuals, foundations and businesses will look closely at the amount of public support we have, and we're gratified in receiving a $30,000 commitment from WCU and a $10,000 grant from Met Rec, its maximum award this year

Still early in the Framing Our Future campaign, the Gunnison Arts Center is excited that 40% of our $1 million "quiet" phase goal has already been reached, while our strong and active campaign committee continues working with major donor/grantor prospects and planning for a public launch in 2020. It's important to note that the Gunnison Arts Center (GAC) is a debt-free, 501C3 organization, owning our 12,000 sq ft facility outright and annually providing the community with programming in the visual, performing and literary arts, much of it through arts education.

If you have any questions or need more information, please contact either campaign co-chair Hap Channell or GAC Executive Director Carlie Kenton whose business card is included.

Thank you so much for your thoughtful consideration of this request and for your continued service to the greater community. We'll continue to stay in touch

Best wishes,
Hap Channell & Kim Eastman, Framing Our Future Co-chairs

Hap

hapchannell@gmail.com
970-209-5259

GUNNISON ARTS CENTER

FRAMING OUR FUTURE

Historic Building Preservation

Honoring our town's rich history, the Gunnison Arts Center Board and staff recognize the importance of acting as responsible stewards of our historic home. The building housing the Gunnison Arts Center is listed on the Colorado Register of Historic Structures as the Gunnison Hardware Building, a cut-sandstone gem built in 1882.

Our history helps create and retain a unique sense of place, which can in turn set a pattern for thoughtful, well-planned new development. The Gunnison Hardware building, aka the Gunnison Arts Center (GAC), is the finest architectural example of the era of permanence for the then fledgling community of Gunnison. This and several other cut-sandstone buildings throughout the city represent history's transition from mining supply camp to permanent settlement. Stonemasons Fred Zugelder and his brother Frank were responsible for most of these structures, leaving their distinct signatures in the quoin, sill, and lintel carvings.

The GAC was originally built by the Denver & Rio Grande Railway as a downtown freight office to process rail shipments. The second floor has been used for a variety of purposes including offices for the building's various businesses, leased office space and for a short time, the European Hotel. During most of the 20th Century, the building housed a hardware store under a few different owners. In the last quarter of the century the building was used as a ski apparel shop and a restaurant. The Gunnison Council for the Arts purchased it in 1992, converting it into a comprehensive community arts center.

Key projects in the GAC's history include: the capital fundraising campaign resulting in the purchase of the historic Gunnison Hardware Building in 1992; the capital fundraising campaign for construction of the South Wing in 1995; two Colorado State Historical Fund grants in 1994 and 1995 for exterior restoration; a new membrane roof on the historic section in 1997 and a rehabilitation of the second floor in 2014. The GAC has an almost three-decade record of investment in and commitment to the Gunnison Hardware Building and has every intention of upholding that commitment into the foreseeable future.

With a Historic Structure Assessment grant award from History Colorado in 2016, the GAC is set to implement a long-term preservation plan that is informed by specialists and experts. The iconic exterior of the building is scheduled for repointing of the historic stone as well as repair and repainting of the historic trim. Inside the original ceilings are set to be restored, the historic plaster and lathe walls repaired, and the historic floor uncovered and restored.

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Updated Spaces

Enhanced Main Gallery: The light-filled space you step into upon entering the Gunnison Arts Center transforms monthly with unique art in varying forms and mediums. Modern LED light fixtures illuminate the 2,725 square feet of gallery space housed in the GAC's historic building. With clean white walls, new flooring, and restored historic ceiling the Main Gallery on the lower level of the Gunnison Arts Center provides a matchless place in Gunnison where any artist can install an exhibit unique to their own design.

This space is multifaceted serving multiple aspects of GAC's mission. By renting the entire gallery space for a month, an artist or group of artists can display a body of work that creates a statement, raises awareness, or showcases their creative process and products. The gallery spaces at GAC also provide an excellent location for community members and visitors to appreciate and experience art of differing mediums and themes.

Modern Theater: The beginnings of the Gunnison Arts Center originate in community Theater. Staying true to our roots, the coziness and intimacy of Black Box Theater remain part of facilities and programming. With an update to the facility and equipment, this space will feature 80 new, comfortable theater seats on retractable risers, a built in modern sound system, state of the art theater lighting and controls, high definition projectors, and new backstage green room and dressing room facilities for performers.

From locally written satire to thought provoking dramas to improv comedy the GAC stage provides a place for all ages and abilities to explore their performance skills. Community theater enriches the lives of those who take an active part in it, as well as those in the community who benefit from live theater productions. On either side of the stage lights, those involved represent a diversity of age, culture and life experience, and they share a strong appreciation of the importance of the arts. The performances on the GAC Black Box stage don't end with theater. Intimate music performances give musicians and audiences an experience unique to this venue in our valley. The combination of surround sound and high definition projection make for a film viewing experience you'll want to come back for again and again.

Flexible Event Space: Imagine a space that morphs from a divided Black Box Theater and Art Gallery into a combined multi-purpose event space with room for over 100 people. From concerts with room for dancing and seating, to dinners and wine tastings around large tables, to expanded art events, to performances with an expanded audience capacity, the planned flexible event space at the GAC is created by retractable theater seating risers and moveable gallery walls. As the monthly gallery display remains a highlight, the room opens up to the possibilities for gathering and bring the community together.

As a socioeconomic driver, art and culture is an ingredient that makes communities stronger by drawing upon fundamentally human qualities such as creativity, discovery, and inclusion. The GAC believes the arts must be accessible to everyone and offers enriching cultural opportunities to be inspired and expressive while developing connections within the community.

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New Programs

Digital Arts MakerSpace: Creating the future of art requires some seriously cutting edge tools. In our maker-oriented Digital Arts Studio, students and entrepreneurs have access to exciting, high-tech tools, including computers and software, a laser cutter, 3D, dye-sublimation, and archival art printers, scanner, a professional art copy station, and more.

From learning the art of cell phone photography to reproducing your art professionally to learning coding and design, this new space is designed to educate all ages. It provides hands on learning, help with critical thinking skills and even boost self-confidence. It is also aimed at fostering entrepreneurship and being utilized as an incubator and accelerator for creative business startups and practicing artist entrepreneurs.

Break out. Innovate. Be multidisciplinary. Once you learn the ropes, the sky is the limit.

Culinary Arts Teaching Kitchen: "A party without cake is just a meeting!" – Julia Child

Designed to look like a commercial kitchen with a residential aesthetic, the Teaching Kitchen's equipment battery includes refrigeration, a gas range and convection oven as well as plenty of counter space and kitchen tools for individual participation. Just outside the kitchen, a café style seating area provides a space for gatherings and conversation.

This emerging hot spot is a kitchen designed and built as a teaching facility, where education, engagement and community building around food are primary objectives. Our focus is on entertaining, interactive, hands-on programming that supports goals such as healthy eating, teaching cooking fundamentals, community building and cultural bridge building through food. Participants explore food in an engaging and collaborative environment where they can develop their culinary and nutrition education through hands-on coaching. As a catalyst for enhanced personal and public health, the GAC Teaching Kitchen puts more confidence in home cooks and ultimately empowers them to live healthier lives.

Come with your friends or plan on making new ones as we explore fun recipes, delicious drinks, and keepsake crafts.

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CAMPAIGN BUDGET

2019 – 2021

INCOME SOURCES (can include in-kind donations)

• State Historic Preservation Fund	$350,000
• Grants: Foundations and Other Grants	$340,000
• Donations (can be pledged over three years)	
▪ Lead Donors and Naming opportunities	$900,000
o 1 donor @ $300,000	
o 2 donors @ $100,000	
o 3 donors @ $75,000	
o 4 donors @ $50,000	
o 5 donors @ $25,000	
o 10 donors @ $10,000	
▪ <$10,000	$75,000
• Community Partners	$220,000
• Preservation Tax Credits	$100,000
• Events	$15,000
Total Income	**$2,000,000**

ALLOCATION OF FUNDS

• **Upgrades and Improvements**	
o Infrastructure (roof, asbestos, HVAC, lighting, floor)	$550,000
o Major Upgrades (theater, gallery, kitchen, courtyard wall)	$550,000
o Miscellaneous (ADA ramp, bar move, storage/offices)	$100,000
• **Construction Contingency** (15%)	$180,000
• **Grow Sustainability Funds**	
o Permanent Endowment	$300,000
o Eastman Fund (building maintenance)	$200,000
• **Operations and Fundraising Costs**	$120,000
Total Allocations	**$2,000,000**

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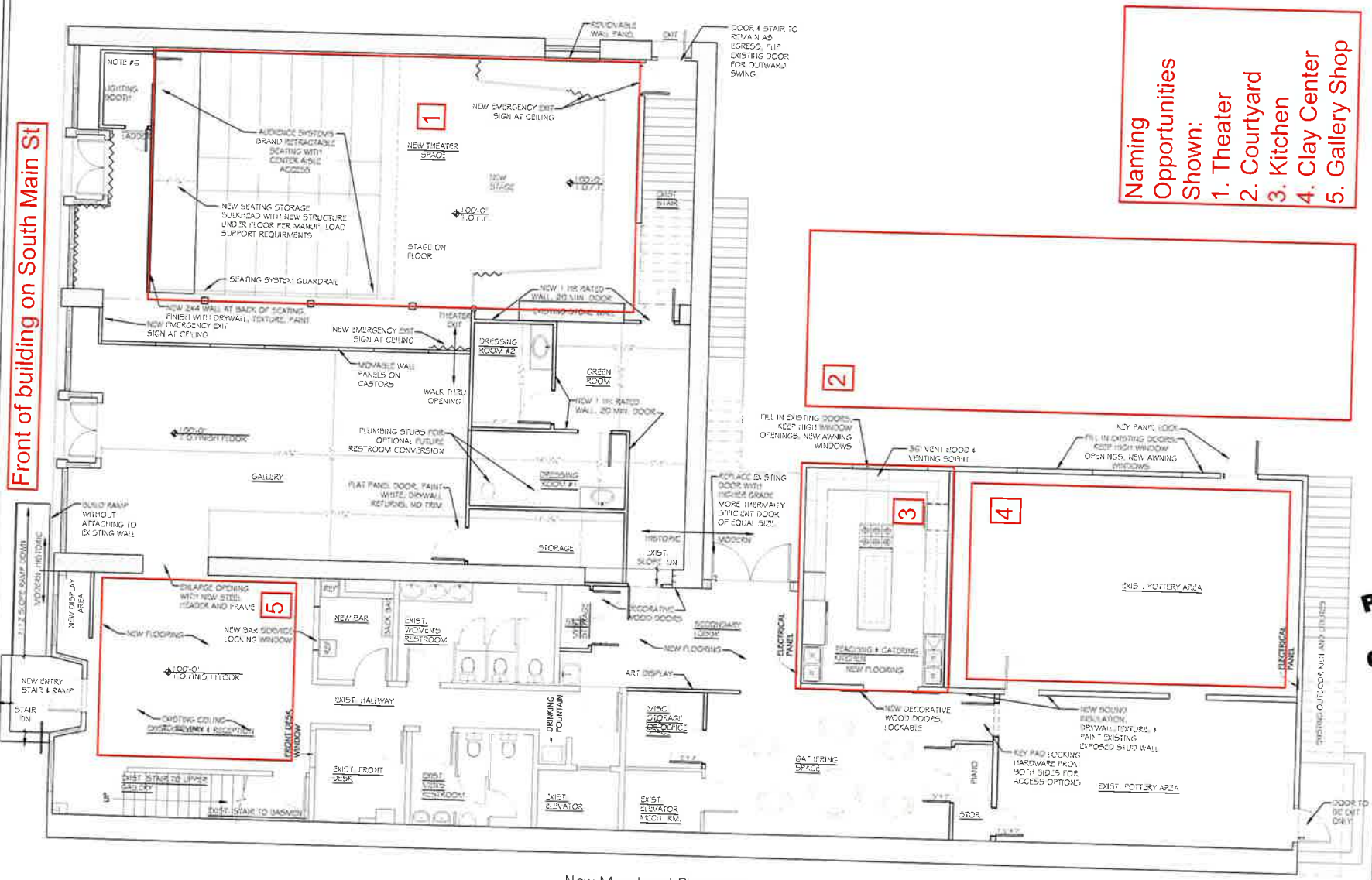
CAMPAIGN NAMING OPPORTUNITIES

FEATURE	APPROX AREA	GIFT AMOUNT/NAMED
Theater	1,200 sq ft	$300,000
Main Gallery	1,000 sq ft	Cy Baird
Dance Studio	1,500 sq ft	$150,000
Courtyard	1,600 sq ft	$75,000
Clay Center	1,100 sq ft	$50,000
Kitchen	300 Sq ft	$35,000
Gallery Shop (downstairs & upstairs)	1,200 sq ft	$30,000
Upper Gallery	320 sq ft	$25,000
Digital Arts Lab	540 sq ft	$25,000

*Naming opportunity fulfillment request will be honored on a first come first served basis.

Front of building on South Main St

Naming Opportunities Shown:
1. Theater
2. Courtyard
3. Kitchen
4. Clay Center
5. Gallery Shop



New Main Level Plan- with Theater Layout

1/4" = 1'-0"

J Reeser Architect, LLC

Gunnison Art's Center Renovation
102 S. Main St.
GUNNISON COLORADO

PRELIMINARY NOT FOR CONSTRUCTION

REVISIONS:

date	issue
SD PRELIM	03.07.16
SD	05.31.16
SD Rev	06.21.16
SD Rev	09.09.16
SD Rev	11.29.16
SD Rev	2.20.19

job #:	1602
start date:	02.20.16
drawn by:	JSR

SHEET:

A2.1

Main Lvl Plan