



SHELBY COUNTY
Arts Council
IMAGINE . CREATE . INSPIRE



Shelby County Arts Center, located in Columbiana, Alabama, is a state-of-the-art **mission-specific arts facility,** serving areas of need in the arts through a growing community of artists.

With a permanent, open stage built into the exterior façade, the SCAC makes a clear statement that ***the arts are for everyone.*** This amphitheater is flanked by major visual arts sculptures on the East and West side of a 4-acre park known as Old Mill Square. Everything about the building and the programs therein affirm our reason for being.



East Entrance



West Entrance

Vision

IMAGINE | CREATE | INSPIRE The words of our motto are in deliberate, sequential order. SCAC is a community of artists dedicated to these three words. Out of the ongoing process of imagining, creating and inspiring, arts and cultural opportunities are born. We are confident South Shelby County will be an arts and cultural destination for our state and beyond in the years to come. **We believe that the infusion of arts and cultural opportunities into a community raises the value of that community at every conceivable level.**

— Bruce Andrews
Executive Director, Shelby County Arts Council



Mission The mission of the Shelby County Arts Council is to support, nurture, and promote the arts and cultural opportunities throughout Shelby County, Alabama. The Arts Council enhances the quality of life for Shelby County residents and helps to promote economic growth and tourism. We encourage you to explore the arts and expand your artistic horizons with classes and events offered here.



SCAC Programs

Art Abilities

Since 2008, the Shelby County Arts Council has taught weekly art and music classes to more than 3,500 students in over 20 Shelby County public schools. Art Abilities is a supplementary art therapy program for “special needs” students. The goal is that each individual child can participate at his or her own level and be successful. Students eagerly look forward to “their” special art class each week. In 2018 alone, 356 special needs students participated in Art Abilities. The Shelby County Arts Council will continue to support and grow this program at schools throughout Shelby County.

Writing Our Stories

This 10-week creative writing program was developed by the Alabama Writers Forum and the Alabama Department of Youth Services. The program was designed as an anti-violence program to teach juvenile offenders to write about their lives as a way of enriching their therapeutic experience. The program has been adapted into an anti-bullying program in the Shelby County Schools. Originally taught to 7th grade classes starting in 2012 at Columbiana Middle School, the program expanded to Montevallo Middle School in 2016 and Vincent Middle School in 2018. In this program, students work with a professional writer to tell their story. Since 2005, over 1,950 students have participated, with 356 in the program in 2018. The program culminates with a printed and bound anthology of the students’ work.

At-Risk Youth Programs

Art and Music Therapy is a great way for youth to express themselves and stimulate creativity. Since 2005, our program called *Take Back our Kids* has served 1,025 of the county’s at-risk youth (age 12-18) at the Shelby County Juvenile Detention Center in Columbiana. Professional visual artists, photographers and musicians rotate on a weekly basis at the facility. Based on the belief that there is an “artist” hidden in each of us, our outreach programs strive to uncover that hidden artist and provide youth with a positive outlet for expression. This program is operated in partnership with the Shelby County District Court, Juvenile Court Services.

Summer Art Camps

Children’s Fine Art Camps provide great summer fun. Since 2009, 237 campers have created a variety of art through painting, collage, clay, drawing, and much more. Each camp session ends with a fun gallery reception to show off the young artists’ creations.

Missoula Children’s Theater provides young thespians (and those aspiring to be) real-life experience through a focused week-long theater camp. Campers show off their new skills when the selected play is performed for an audience of family and friends at the end of camp. Two hundred twenty two have participated since 2004.

By 2023 SCAC anticipates having served more than 600 in Summer Art and Theater Camps.

SHELBY COUNTY ARTS COUNCIL TIMELINE

- | | | | | | |
|--|---|--|-----------------------------------|---|--|
| ● Academy of Fine Arts opens in Columbiana, AL | ● 501(c)3 status and name changed to Shelby County Arts Council | ● Art Abilities therapeutic art program launched | ● Director of Art Education hired | ● Initial building concept launched along with capital campaign plans | ● First Annual State High School Student Juried Art Show |
| 2005 | 2007 | 2008 | 2009 | 2010 | 2011 |

Senior Citizen Classes

Art enrichment classes are designed to supplement art classes in Senior Centers strategically located in Shelby County. Our offerings include art, photography, and individual music lessons. These classes for seniors have grown over the years to more than 425 participants in 2018. The Shelby County Arts Council will continue to add classes and expand to other Senior Centers as funding becomes available.

Studio Classes

Our classes offer learning opportunities for beginners to advanced students. Taught by professional artists, these classes are designed to introduce and immerse students in their selected art form. Classes include painting, pottery, music and more. In all, more than 5,200 artists have participated in classes since 2005. In 2019, we will grow to more than 780 participants annually. The addition of the metal arts foundry and larger studio spaces at the new facility dramatically increases our ability to provide classes to the community.

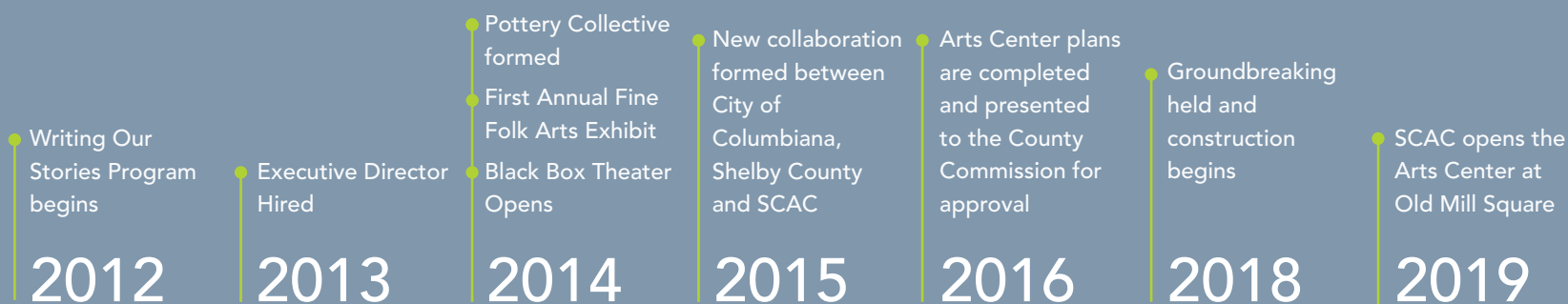
Black Box Theater

SCAC brings exceptional musicians, performers, story-tellers, and other artists to the community in the Black Box Theater. You are never far away from the performance in this intimate space. Folk music, jazz, blues, singer-songwriters, small ensemble cast (single set) performances, storytelling, chamber music concerts, small piano recitals, and various acoustic performances are all ideal for the SCAC Black Box Theater. Our theater is designed to be a modern media-friendly performance venue, relatively small but technologically flexible. In 2018 1,136 tickets were sold to Black Box Theater shows. SCAC is on track to sell over 1,450 tickets in 2019, and that number will continue to grow with more shows in the new, larger theater space.

Art Gallery Exhibits

The gallery space is a place set aside in our community to exhibit local, regional and international visual artists. It is established on the principle that a community should have a creative outlet for its members. Paintings, found art objects, sculptures, decorative arts, textiles, crafts, drawings, pastels, watercolors, ceramics, and many other objects of self expression are featured. SCAC has showcased hundreds of artists and welcomed more than 25,000 visitors to gallery exhibits since 2005. The new 2,000 sq. ft. EBSCO Fine Art Gallery at the Old Mill Square facility is expected to bring in an additional 25,000 visitors over just the next five years.

Our ability to raise money and thereby sustain and grow outreach programs like those listed here is directly related to our onsite arts programs. Every show and exhibit that we have on site - whether a gallery exhibition or a ticketed entertainment show in our theater - is an opportunity to create awareness of our mission to the underserved and at-risk.



Fine Art Gallery

The gallery's primary purpose will be to host up to eight exhibits a year, all open to the public. The gallery will focus on exhibitions connected to Southern culture (traditional and modern). As much as possible, it will also regularly feature our SCAC teaching artists.

Future exhibits include:

- Fine Folk Art Exhibition and Music Festival
- Featured, exclusive and solo art exhibits
- Statewide High School Juried Art Show
- SCAC Student/Teacher Show
- Pottery Collective and Metal Arts
- Southern Expressionist Exhibit
- SCAC Annual Adult Juried Art Show
- Southern Photojournalists Portfolio Exhibit

Metal Arts Foundry

Metal arts creation, including but not limited to bronze cast sculpture, welded assemblage, and forging will take place here. Classes and workshops in all metal arts disciplines will be held on a regular basis. We will also feature public (educational) demonstrations. We have artists in residence who will direct the foundry's activities from day one.

Pottery and Sculpture Studio

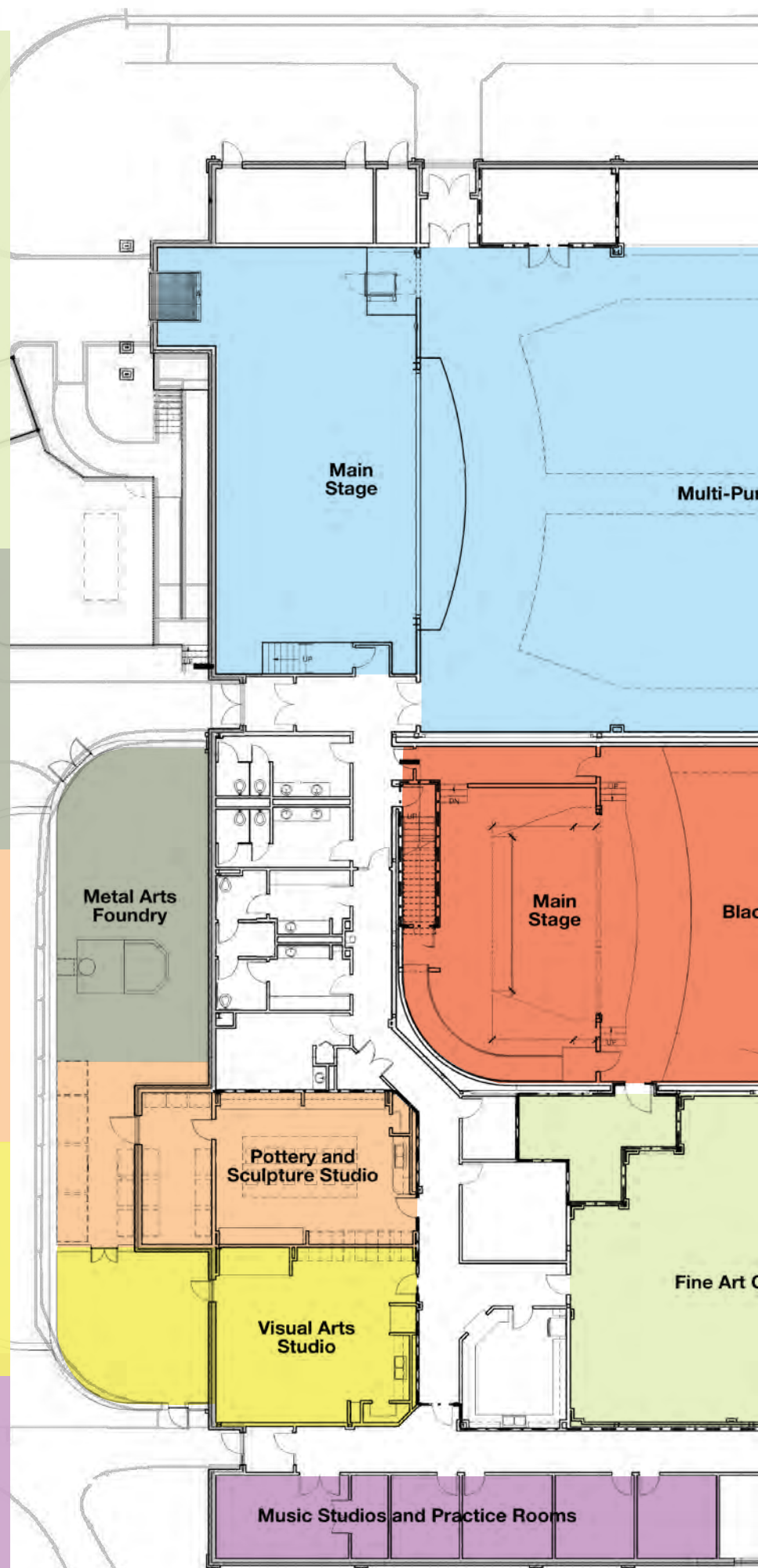
Pottery lessons, including but not limited to clay hand-building, pottery wheel and sculpture will be taught here. This is a spacious, purposefully designed clay studio. The kiln area is adjacent to the studio in a semi-open air environment. Our kiln area will accommodate full-production electric kilns and a Raku kiln.

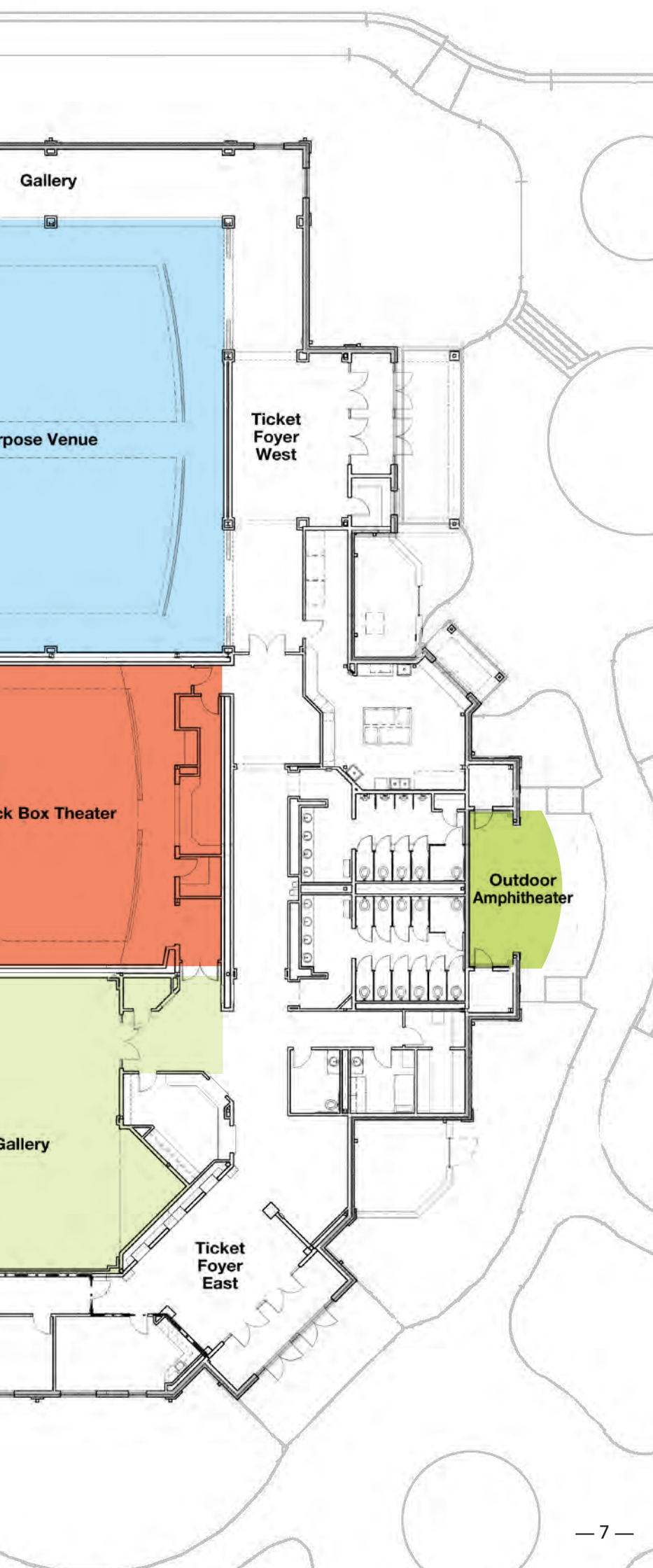
Visual Arts Studio

Art lessons, including but not limited to drawing, painting, printmaking, graphic design, and jewelry making will be taught here. This well-lit multifunctional art studio will facilitate weekly art classes as well as weekend "feature" workshops.

Music Studios and Practice Rooms

The primary purpose of these rooms is one-on-one music instruction including but not limited to piano, guitar and voice. Four isolated practice rooms will be dedicated for these lessons. One of the session rooms will be equipped as a project recording studio. We will also teach creative writing and song-writing on an individual or small class basis.





Municipal Multi-Purpose Venue

This venue is intended to be durable and flexible for community events. It will have room for 500 seats in rows or in configurations with tables. The seating will be portable and therefore the entire floor space of 10,000 sq. ft. is available for events ranging from trade shows to indoor arts festivals. The venue includes a raised performance stage. The structural design will accommodate professional speaker arrays installed by contracted sound and lighting crews. The City of Columbiana will use the venue for established events like Cowboy Day and Liberty Day. SCAC will use the facility as an adjunct to special events and festivals. This venue is available for rent through the City of Columbiana.

Black Box Theater

This intimate 200-seat theater is meant to provide an up-close and personal "audiophile" experience for the performer and the audience. The intent is to accommodate performances with high artistic value that fit well in the venue and overlay nicely with the other premiere performance venues in the region. Bluegrass, blues, jazz, folk, singer-songwriters, poets, storytelling, small classical ensemble, single set drama, spoken word and small recitals, as well as shows with educational value and some connection to regional culture, will be favored.

The theater will feature purposeful, simple design, with state-of-the-art sound and lighting. It will be a production-ready and media-friendly venue with "tight sonics" and minimized ambient sound, facilitating live streaming, recording, video production, and pod casting for most shows.

Outdoor Amphitheater and Park

The amphitheater will serve as a community gathering place for outdoor music performances, meetings, or movies. The park will feature a plaza where patrons can relax by the fountain or take a stroll.

The built-in fixed outdoor stage area is 15 ft. x 28 ft. The stage, which faces West College Street, is built into the exterior façade of the building and is flanked by terraced, permanent seating. The surrounding four acres of flat green space is suitable to seat 1,000 plus. The park will have a circular, well-lit walking path and two large-scale commissioned sculptures by SCAC metal artisans.

SCAC Impact Moving Forward

Programs provided by the Shelby County Arts Center currently serve students at 24 county schools. These free arts programs include **Art Abilities**, **Writing Our Stories** and the **Juvenile Detention Arts Program**. There are many more at-risk and underserved children in Shelby County who can be impacted through expanded programming and new facilities.

Shelby County Arts Council programs have directly impacted 47,947 people in the last 13 years and are projected to reach another 43,174 in just the next five years.

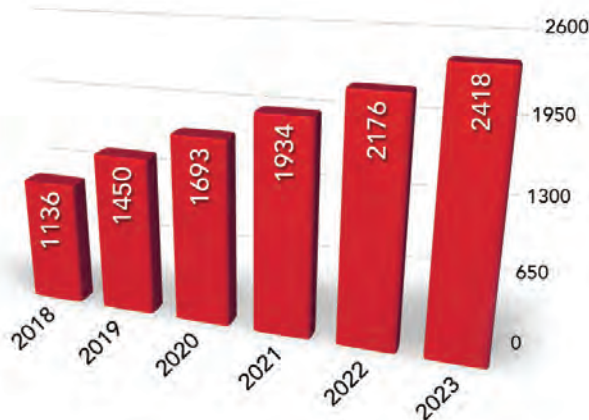
"As a board member of the Alabama State Council on the Arts, I have become more aware of how important the arts are to the people of Alabama. I could not be more proud of the Shelby County Arts Council, its leaders, and its citizens for demonstrating the vital role the arts play in a community. This magnificent arts center will become not only a shining beacon for the residents of Shelby County but for the surrounding areas and many across the state of Alabama. On behalf of the Alabama State Council on the Arts, I salute you. Congratulations!!!"

— Henry Panion III, PhD

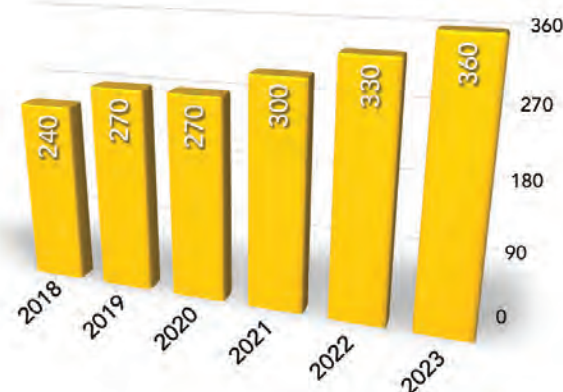
Conductor and Arranger; Professor of Music and Director of Music Technology,
University of Alabama - Birmingham



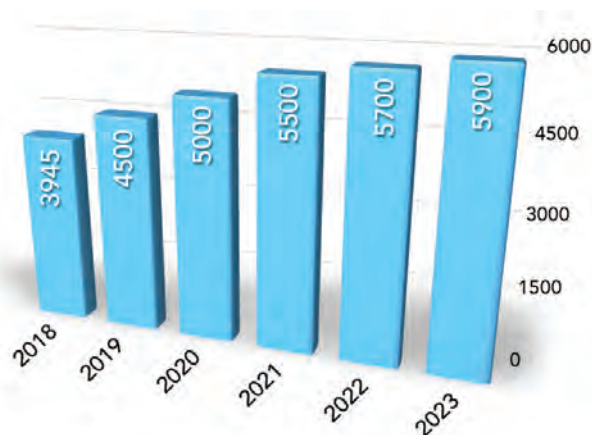
Black Box Theater Attendance



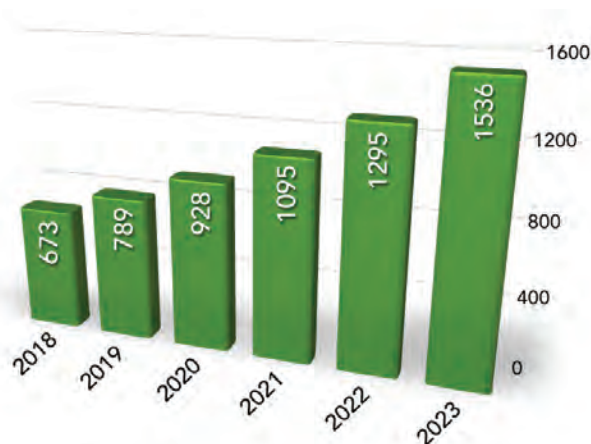
Writing Our Stories Participants



Gallery Exhibit Attendance



Studio Class Participants



The Arts Impact our Businesses and our Lives

"The arts are an investment that delivers both community well-being and economic vitality."

— Robert Lynch, Americans for the Arts President and CEO

Nationally, the nonprofit arts industry delivers \$166.3 billion in economic activity annually (\$63.8 billion in spending by arts and cultural organizations and \$102.5 billion in event-related spending by their audiences), supports 4.6 million jobs and generates \$27.5 billion in local, state and federal government revenue.

Since 2013, SCAC has sold over 71% of available seats to the Black Box Theater shows. Seventy percent of those tickets were sold to patrons from outside SCAC's zip code.

Much like the Alabama Shakespeare Festival in Montgomery and the American Village in Montevallo have positively impacted their communities, the new SCAC will do the same for Columbiana.

The typical arts event attendee spends **\$31.47 per person** beyond the cost of admission. And **one third of attendees were not from the county in which the arts event took place**. Nonlocal attendees had twice as much event-related spending as their local counterparts (\$47.57 vs. \$23.44).

87%

of Americans believe arts & culture are important to quality of life

82%

of Americans believe arts & culture are important to local businesses and the economy

64%

of Americans feel "pure pleasure to experience and participate in [the arts]"

73%

of Americans say the arts are a "positive experience in a troubled world"

63%

of Americans believe the arts "lift me up beyond everyday experiences"

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

"We believe that the infusion of arts and cultural opportunities into a community raises the value of that community at every conceivable level."

— Bruce Andrews



Community Leadership Council

Doug Adair

Executive Director, Alabama Wildlife Center; former Associate Director of White House Cabinet Affairs, U.S. Department of Agriculture
Resides in Birmingham, AL

Lindsey Allison

Shelby County Commissioner; Attorney
Resides in Indian Springs, AL

Molly Bee Bloetscher

Community Volunteer; Past President of Assistance League of Birmingham; Decorators' Showhouse; Women's Committee of 100 for Birmingham
Resides in Hoover, AL

Dr. Lewis Brooks

Superintendent, Shelby County Schools
Resides in Pelham, AL

Frank C. "Butch" Ellis, Jr. and Diane Bentley Ellis

Attorney, Shelby County Alabama
Visual Artist
Reside in Columbiana, AL

Bobby Horton

Music Historian; member of "Three on a String"
Resides in Birmingham, AL

Ted Metz

Professor Emeritus, University of Montevallo; Nationally-recognized Sculptor/Artist
Resides in Montevallo, AL

Tim Prince

President and Publisher of *Shelby County Reporter* and *Clanton Advertiser*; Vice President of Boone Newspapers, Inc.
Resides in Birmingham, AL

Tom Walker

Founder and President of the American Village Citizenship Trust; Vice Chair of the U.S. Semiquincentennial Commission
Resides in Montevallo, AL

SCAC Board of Directors (2019)

Mary Jean Sanspree, PhD

Board President
Retired Professor,
University of Alabama-Birmingham

Brandi Kellis

Board Vice President
Co-Owner, Kellis Vegetation

David Nolen

Board Treasurer
Retired, Renasant Bank

Jennifer Maier

Board Secretary
Executive Director,
Shelby County Museum and Archives

Slade Blackwell

State Senator; Partner, INKANA
Healthcare Development

Lisa Davis

Business Owner, Davis Drug; member,
United Methodist Church of Columbiana

Elaine Etheridge

Co-Owner, KEEPAK, Inc.

Dave Farish

Entrepreneur, Software Training Director

Hank Fillingim

Marketing, Merck Pharmaceuticals

Stancil Handley

Mayor, City of Columbiana;
Doctor of Optometry

Carol Hathcock Hill

Shelby County Board of Registrars;
retired Shelby County teacher

Daniel Holmes

Audience and Brand Development,
Shelby County Reporter

Bill Lewis

Attorney; Vintner-Farmer

Kyle Mims

Financial Advisor, Edward Jones Financial

Phillip Pritchard

President, Video Visions Media
Marketing

Elizabeth Smith

Marketing Director, City of Columbiana

Connie Specht

Accounts Payable Manager,
PS Logistics, LLC

Garland Stansell

Chief Communications Officer,
Children's of Alabama

Joe Sullivan

Wiggs-Huan & Bohan,
Manufacturer's Representative

Cam Ward

State Senator; Executive Director,
Alabaster Industrial Development
Authority

Teresa Whiting

At Risk Outreach program advisor
Shelby County Board of Education;
Ordained Minister; Teacher at Shelby
County Juvenile Detention Center

Rick Williams

Owner, Zen Properties and
Henderson-Williams, LLC

Shelby Co. Council of Mayors (listed alphabetically by city)

Mayor Marty Handlon – City of Alabaster

Mayor Jon Graham – City of Calera

Mayor Tony Picklesimer – City of Chelsea

Mayor Stancil Handley – City of Columbiana

Mayor Don Greene – Town of Harpersville

Mayor Mark Hall – City of Helena

Mayor Frank Brocato – City of Hoover

Mayor Brenda Bell-Guercio – Indian Springs Village

Mayor Hollie Cost – City of Montevallo

Mayor Gary Waters – City of Pelham

Mayor Ray McAllister – Town of Vincent

Mayor Larry Riggins – Town of Westover

Mayor Lee McCarty – Town of Wilsonville

Mayor Jessica Martin – Town of Wilton

Collaborative Arts Partners

Alabama Writers Forum

Alabaster Arts Council

Montevallo Arts Council

UAB College of Arts and Sciences

University of Montevallo

Ten Reasons to Support the Arts

The arts are fundamental to our humanity. They enable and inspire us - fostering creativity, goodness and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community - strengthening it socially, educationally and economically - benefits that persist even in difficult social and economic times.

- 1. Arts improve individual well-being**
63% of the U.S. population believe the arts "lift me up beyond everyday experiences."
- 2. Arts unify communities**
67% of Americans believe "the arts unify our communities regardless of age, race, and ethnicity."
- 3. Arts improve academic performance**
Students engaged in arts learning have higher GPAs, higher standardized test scores and lower drop-out rates.
- 4. Arts strengthen the economy**
Arts and cultural goods in the U.S. added \$764 billion to the economy in 2015, and included a \$21 billion international trade surplus. The arts represented a larger share of the nation's economy (4.2% of GDP) than transportation, tourism or agriculture.
- 5. Arts drive tourism and revenue to local businesses**
Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission. 34% of attendees live outside the county in which the arts event takes place, and they average \$47.57 in event-related spending.
- 6. Arts spark creativity and innovation**
Creativity is among the top 5 applied skills sought by business leaders, with 72% of business leaders saying it is of high importance.
- 7. Arts drive the creative industries**
673,656 businesses in the U.S. are involved in the creation or distribution of the arts - 4% of all businesses and 2% of all employees.
- 8. Arts have social impact**
A high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher civic welfare and lower poverty rates.
- 9. Arts improve health**
Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families and even staff. 78% deliver those programs because of their healing benefits to patients.
- 10. Arts contribute to the well-being of our military**
The arts heal the mental, physical and moral injuries of war for military servicemembers and veterans, who rank the creative arts therapies in the top 4 (out of 40) interventions and treatments.

Source: Americans for the Arts

"You're never working alone in Shelby County. Collaboration is hard, constant work that takes a lot of people on the same page."

—Bruce Andrews





SCAC Arts Center at Old Mill Square Cornerstone Campaign

2019-2023 \$5 Million Programmatic Operations
Campaign Goal (\$1.2 Million in 2019)



SCAC Levels of Investment

Visionary of the Arts - \$100,000+

- Naming rights at a premier location for a period of 10 years
- Permanent name recognition on SCAC Foyer wall
- Prominent recognition on SCAC web site donor page
- Top billing program recognition at exhibits, shows and events
- Recognition in SCAC marketing material, newsletter & email
- Access to advance ticket purchase to exhibits, shows and events
- VIP early access to exhibits, shows and events
- Two (2) complimentary SCAC facility rentals per year
- Lifetime SCAC membership

Innovator of the Arts - \$75,000+

- Naming rights at a prime location for a period of 10 years
- Permanent name recognition on SCAC Foyer wall
- Prominent recognition on SCAC web site donor page
- Program recognition at exhibits, shows and events
- Recognition in SCAC marketing material, newsletter & email
- Access to advance ticket purchase to select exhibits, shows and events
- VIP early access to select exhibits, shows and events
- One (1) complimentary SCAC facility rental per year
- Lifetime SCAC membership

Sustainer of the Arts - \$50,000+

- Naming rights at a choice location for a period of 10 years
- Permanent name recognition on SCAC Foyer wall
- Recognition on SCAC web site donor page
- Event program recognition
- Access to advance ticket purchase to select exhibits, shows and events
- Recognition in select SCAC marketing material
- Lifetime SCAC membership

Benefactor of the Arts - \$25,000+

- Naming rights at a select location for a period of 10 years
- Permanent name recognition on SCAC Foyer wall
- Recognition on SCAC web site donor page
- Event program recognition
- SCAC membership for 10 years

Leader of the Arts - \$10,000+

- Permanent name recognition on SCAC Foyer wall
- Recognition on SCAC web site donor page
- Event program recognition
- SCAC membership for 10 years

Patron of the Arts - \$5,000+

- Permanent name recognition on SCAC Foyer wall
- Recognition on SCAC web site donor page
- SCAC membership for 5 years

Friend of the Arts – \$2,500+

- Permanent name recognition on SCAC Foyer wall
- Recognition on SCAC web site donor page
- SCAC membership for 2 years

*All Naming Opportunities are based on a 10-year (renewable) term or as defined by contract.
Perpetual Naming Opportunities are available upon request.*

"The Shelby County Arts Council's new Old Mill Square facility will undoubtedly have a substantial economic impact on Shelby County and surrounding areas. Not only do statistics around employer/employee quality of life show the value of the arts in business recruitment and the positive growth of existing business, but the arts are now often a recognized component of successful workforce development because of their impact on fostering key skills like collaboration, critical thinking, problem-solving, public speaking, and attention to detail. These skills can be a challenge to teach with direct curriculum, yet they are the skills that employers seek in employees the most. The arts serve as an avenue to hone these skills through a variety of media."

— Yvonne Murray, Managing Director of 58 Inc.

"The arts in any community is the cornerstone of culture, creativity and expression that makes our world vibrant and empowers the soul to dream."

— Lewis Brooks, Ed.D., Superintendent, Shelby County Schools



Legacy Naming Opportunities

The Old Mill Square Park Arts and Performance Complex

Multi-Purpose Venue

Fine Art Gallery

Outdoor Public Stage (Amphitheater)

SCAC Arts Center Black Box Theater

Ticket Foyer East

Ticket Foyer West

Shelby County Arts Council Hall of Fame

Metal Arts Foundry

Pottery and Sculpture Studio

Visual Arts Studio

The Old Mill Square Three-Tiered Fountain

Executive Director's Office

Choral Room

Art Creation Courtyard

Ticket Office/Lobby

Conference Room

Staff Kitchen

Concessions

Music Instruction Studio #1

Music Instruction Studio #2

Music Instruction Studio #3

Arts Outreach Instruction Classroom

Outdoor Featured Sculpture #1 by Sculptor Nelson Grice

Outdoor Featured Sculpture #2 by Sculptor Ted Metz



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www.DiscoverShelby.com

Thanks to our partner

Shelby
County
Reporter
est. 1843

for printing this case statement.



The arts are basic to education, community revitalization, economic development, reaching children at risk, bringing people together to celebrate tradition and innovation, and generally enhancing an environment for growth and progress.

The joy and enlightenment derived from the arts, whether as a part of the audience or as an active participant, should be a right of every Alabamian.

— Alabama State Council on the Arts



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P.O. Box 624

Columbiana, AL 35051

(205) 669-0044

info@shelbycountyartscouncil.com

www.shelbycountyartscouncil.com



"Shelby County provides residents with a strong business climate featuring numerous professional and economic opportunities. Equally important to a county's growth and success is offering a thriving quality of life positively affecting how we live, play and raise our families. The Shelby County Arts Council has made a tremendous impact by bringing the arts to all residents of our county, allowing us to imagine, create and express artistic abilities to inspire us all. The new Shelby County Arts Center facility under construction will not only serve our residents, but the region and state. The new center will have

multi-day programs, events and competitions generating tourism into our county while serving our most important asset, our people."

— Alex Dudchock, County Manager of Shelby County, AL