



ARTS *now!*

CAPITAL CAMPAIGN

MOVING FORWARD TOGETHER

As you may know, the award-winning Arts Center of Coastal Carolina, a 501(c)(3) non-profit organization, produces Equity theater and presents dance, jazz and contemporary music performances, and humorists, as well as exhibits the visual arts each year. The Arts Center

also provides free community festivals and arts education opportunities including field trips which give many students their first live professional performing arts experience.

Unlike most arts organizations whose facilities are owned by a public institution, university or municipality, the Arts Center owns its own building. Consequently, the Arts Center has experienced unique financial challenges over the past several years. It continues to face rising costs for maintenance and essential upgrades to its aging 19-year-old facility (45,000-square-foot building and 4.6-acre property) and theater equipment.

In an effort to secure our future as a first-rate professional institution, the Arts Center of Coastal Carolina launched the Arts Now! Capital Campaign, a comprehensive fund-raising plan, which addresses immediate and long-term financial needs. It has been enacted to ensure that the Arts Center remains a vital

part of our community for many years to come. The Arts Center is conducting a major gifts capital campaign with a goal of securing cash, pledges and estate bequests (planned gifts) for:

- Debt reduction – primary goal to eliminate debt incurred over time in addressing building and facility needs is \$2.5M.
- Facility restoration and eventual equipment replacement – goal to provide necessary capital improvements is \$2.5M.
- An ongoing and long-term goal is to grow a robust Endowment of \$5M. A planned giving program that facilitates gifts from patron estate bequests is designed to assist in building the Endowment.
- Increasing contributions to the Arts Center's Annual Fund for operating support to \$700,000.

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HOW YOU CAN HELP Public Phase II

Your investment in the Arts Center is an investment in our community, and it is time to refurbish a prized community asset while ensuring the quality of the Arts Center's future programming. The Arts Center seeks your support for our Public Phase II initiative to secure \$1M in cash, pledges and planned gifts this year. Your gift will have a transformational impact on our Arts Now! Campaign and set a leadership example in our area.

The Arts Center is deeply grateful for your ongoing commitment. We respectfully request your consideration of a special gift to Arts Now! Capital Campaign, which may be paid over a two to three year period.

Further, we also provide both **Memorial** and **Tribute Gift** opportunities, and would be delighted to personally work with you to commemorate or honor a loved one in a way that will best recognize the significance of your extraordinary commitment.

We welcome your support to help ensure that the Arts Center is able to continue offering high quality performance, education and outreach programming.

Please review the pledge information on the enclosed return envelope and make your commitment to our Arts Now! Capital Campaign today. If you have questions or require further information, please call (843) 686-3945, ext. 303.

DID YOU KNOW?

What is the Arts Center's impact on the local economy?

- The Arts Center hosted nearly 46,000 participants during the 2013/14 season alone, second only to the RBC Heritage Golf Tournament.
- The Arts Center employs locals, patronizes local vendors and promotes

local businesses. We also create well over 1,200 employment weeks. Area patrons and performers frequent area restaurants before or after performances and the Arts Center pays accommodations taxes on performer lodgings. The economic impact of Arts Center operations with local attendance was \$8,137,500 during the 2013/14 season.

- Of the 46,000 individuals who attended Arts Center programs in the 2013/14 season, nearly 8,400 were visitors from beyond a 50 mile radius. Using the Hilton Head Island CVB conversion factors, the Arts Center's visitor economic impact in this 12-month period was \$11,830,063 bringing the total organizational economic impact to \$19,967,574.

Over **1,225,000**
Arts Center participants
since the opening in
March 1996.

How much is annual building maintenance?

Expenses for regular facility operations, maintenance and repairs are approximately \$420,000 annually. The Arts Center relies on ticket sales and contributions to try and meet building maintenance needs. This includes utilities, grounds maintenance and basic facility upkeep; *this does not include replacement of equipment.*

Why not raise ticket prices to help pay for everything?

Most non-profit performing arts organizations receive about 50% of their income from ticket sales. However, the Arts Center receives about 60% of its revenue from ticket sales because contributions are not high enough. We need more contributions to keep ticket prices accessible and revenues in balance.

**THANK YOU FOR YOUR
CONTINUED SUPPORT!**