

ARTS COUNCIL

WINSTON-SALEM FORSYTH COUNTY ♥ 2015 NEWSLETTER

ENRICHING
YOUR LIFE
EVERY DAY

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Acting on Our Vision:

2015 – The Year You Become Engaged in the Arts

Throughout 2014, The Arts Council met with many of our constituents and community leaders as well as those that had historically not been at the table. These conversations were the seed of a vision that was released at the end of last year, which embraced our reputation as a community rooted in arts and innovation through three mechanisms: Looking the Part, Building Sustainable Systems and Promoting Innovation.

It was also clear that our future lay in directly engaging more people in The Arts Council's activities and initiatives. To this end, we deemed 2015 "The Year You Become Engaged in the Arts" and have implemented or grown programs, such as our Arts Council Engagement Society and Art Nouveau Winston-Salem, that encourage participation, volunteerism, and networking in our arts community.

In addition, we are hosting intimate salon-style conversations, which purposefully convene varying groups of constituents to hear feedback on our vision. The focus of these conversations has been on extending the definition of arts and culture beyond traditional audiences, venues, and programming to infuse creativity in the



Ralph Womble and Ashley Edwards host June salon-style conversation on creative entrepreneurship.

greater context of our community, thus promoting entrepreneurial thinking, innovative partnerships, and creative place-making. We've heard consensus around the following four priorities through each conversation:

- Create a unique vibe that garners national attention by utilizing Winston-Salem's authentic assets and organizing our creative free betting tips community around a focused effort.
- Encourage creative entrepreneurship by promoting collaboration between our creatives and innovators, and providing incentive-based support that acts as the venture capital for new and growing initiatives.
- Unify our community by taking the arts to the people through events, festivals, and performances in our parks, streets, and public establishments as well as permanent and temporary public art.
- Build awareness of our offerings and opportunities through unified marketing and new technology.

We are poised to succeed in these areas, seeing evidence of this in national media such as the April 2015 Huffington Post article, *Trading Tobacco and Textiles for Live Music and Award-Winning Films*, as well as national polls such as being ranked 10th out of 100 metros for Community Well-Being by Gallup. Arts and culture were also included in the Winston-Salem Alliance's recent State of the Community address and as a strategic element in becoming one of the top 50 metropolitan areas in the country by 2020.

For 65 years, The Arts Council has been known for supporting arts organizations, enriching children's education and encouraging development within our cultural sector. We are committed to continuing this work and building upon it by enabling our artists and arts organizations to be both purveyors of quality arts offerings, as well as civic conveners, whose work helps to address community opportunities and issues.

We hope you will join us in achieving these goals by supporting the 2015 Campaign at www.intothearts.org.

JOIN IN OUR VISION ~ INVEST AND GET INVOLVED: WWW.INTOTHEARTS.ORG

New grant program creates greater access to the arts through non-traditional partnerships

In 2015, The Arts Council launched the Community Enrichment Mini-Grant Initiative, which provides community groups and individuals with grant funding, up to \$500, to infuse the arts into all segments of our community, thus promoting creativity, providing greater access to the arts, and bringing people together.

“Access to the arts and serving the entire community is essential if we are to call ourselves The City of the Arts” says Jim Sparrow, Arts Council President and CEO. “We recognize that having the flexibility to support artistic ideas and activity in ways other than our traditional artistic institutions adds dimension and greater possibilities. These ideas and initiatives may come from a business, a group of individuals or a church, as well as traditional institutions. Innovating access to the arts requires creative and entrepreneurial thinking. This grant initiative is one small step in that direction.”

The Community Enrichment Mini-Grant Initiative is open to individual residents, student and community groups, as well as local businesses in Forsyth County. Criteria for funding includes community benefit and engagement, artistic and/or cultural merit, embracing collaborations or partnerships, reaching diverse areas of the community, and having additional sources of financial or in-kind support.

The Arts Council received more than 50 applications during the first two rounds of the program and awarded 20 grants totalling \$10,000 to the following groups and individuals:

Round One (February-May, 2015):



Grant recipients from the first round of Community Enrichment Mini-Grants

- **Wake Forest Innovation Quarter** created a series of locally-sourced public art installations in celebration of the opening of Bailey Park.
- **Wake Forest University** students hosted The DashPop Music Festival in downtown Winston-Salem that featured a variety of musical acts from folk/country to R&B/Hip-Hop.
- **Suzy McCalley**, performing artist and emerging playwright, debuted her first full-length play, “A Goddess Tale.”
- **Piedmont Opera** hosted a community art project & exhibition, “What’s Your Story/Fairy Tale Project,” at the Children’s Museum of Winston-Salem.

- **Local artist Cassandra Wood**, aka Ruby Sunshine, created a teen-themed mural in the Adolescent Unit of Wake Forest Baptist Medical Center.

- **World Dance Collaborative** consisting of local dancers, Iara Kendrick, Amy Lindsey, and Julia Schafer presented two free world dance programs at Old Town Recreation Center and Sprague Street Community Center.

- **Diane Speas-Faison** performed her one-woman show “The Spirit of Harriet Tubman” to three assisted living centers with predominantly Medicaid patients.

- **Delta Arts Center** offered an Underground Railroad Quilting Project for youth and seniors that explored the facts and legends of the Underground Railroad and the Charleston Code and led hands-on quilting as an enrichment project. The project was inspired by their exhibition, “Samplers & Symmetry V: Local Pieces by Area African-American Quilters.”

- **Local Winston-Salem/Forsyth County high school** students and teachers organized and produced the Innaugural THETA Awards (Twin City High School Excellence in Theatre Award) which celebrated and recognized high school theatre programs, including outstanding actors, actresses, and technical crews.

- **The Olio**, glass blowing studio and entrepreneurial arts center, engaged with local designers, engineers, mathematicians, and scientists to create useful teaching curriculum for the community.

Round Two (June-September, 2015):



Grant recipients from the second round of Community Enrichment Mini-Grants

- **ABC of NC Child Development Center** will partner with Peppercorn Theatre at The Children’s Museum of Winston-Salem to have a teaching-artist program for one-week and to provide tickets for financially needy families to attend an “autism friendly” performance of “Take One Step” in July. Light and sound modifications will be made, as well as quiet and activity areas in the lobby that will be staffed with autism specialists.

- **WSFCS Career Center’s Radio Broadcasting Program** will make audio recordings of 50 popular children’s books to public elementary school media centers in order to improve children’s literacy skills.

Impacting more than 25,000 students throughout Forsyth County, approximately thirty-five of the books will be recorded in English and fifteen will be recorded in Spanish.

- **Insight Human Services** will increase its art offerings in their summer camp, Camp HOPE, which serves under-resourced youth. With a focus on character development, nurturing relationships, and leadership, Camp HOPE will enrich their Superhero theme by having students create costumes that share their superhero traits that make them unique and powerful.
- **Pamela Roberson** will host 2 performances of “Angels With Out Wings,” a play about addiction. The play personifies addiction and the twelve steps to recovery and helps to change the landscape of how a community sees addiction.
- **The East/Northeast Winston Neighborhood Association** will create a community mural in East Winston at 1901 E. Fourteenth Street. The neighborhood association hopes that beautification through art will attract positive investments in the East/Northeast Winston community.
- **The Mo Lucas Community Foundation** will host its annual Father’s Day Parade and Cookout at Rupert Bell Park. This annual event will include a parade down Martin Luther King, Jr. Blvd, food, and live entertainment at the Rupert Bell Recreation Center.
- **Noriko Nagasawa**, music educator, will offer group music classes for children involved with the Head-Start Program at Family

Services. Diverse music activities involving movement, singing, playing, and story-telling teach fundamental social skills in a positive and creative environment.

- **The Old Salem Chapter of the Antique Auto Club of America** will host “The Art of the Automobile Cruise-In” in downtown Kernersville. The event will provide an opportunity to celebrate the preservation of antique automobiles and artistic influences in their style over the decades. Kernersville Little Theatre volunteers will stroll among event-goers modeling classic fashion throughout the decades. S2dio Supplies will provide an activity illustrating the stylistic connections between cars, fashion, and architecture.
- **Que Pasa Media** will host its annual “Por Una Vida Mejor” (For a Better Life) Festival in the Southeast Plaza on Waughtown Street. This event focuses on physical fitness, nutrition, and information about living a healthy lifestyle and will include traditional folk dancing and musical performers.
- **Triad Cultural Arts** will host its annual Juneteenth Festival at 5th Street and MLK, Jr. Drive in East Winston. Celebrating African American culture, this event provides a venue for artists to exhibit their crafts, and a performance space for local musicians and dancers.



ACES UPDATE



ARTS COUNCIL ENGAGEMENT SOCIETY

The Arts Council Engagement Society (ACES) helps people connect with others and the pulse of the community through engaging in arts and culture. ACES is for people of all ages who are interested in learning and sharing more about our arts community, volunteering their unique skills to arts and cultural organizations, and becoming a member of the arts community through direct participation that is curated through The Arts Council.

There is no fee or donation required to become a member of ACES, it a group for everyone who enjoys the arts. We simply ask that you give of your time to participate in community discussions that affect the arts, advocate for the arts, volunteer your special skills, or engage with our wonderful arts and cultural organizations. Community discussions such as “What Do We Need to Do to Be a Community of Arts and Innovation?” (April 7) and “The Importance of Arts in Education” (July 14) shape the way the Arts Council creates their vision for the future. Your experience, your contribution to the conversation, and your interest in making this a community rich in arts, culture, and innovation is the focus of this unique group.

For more information and to sign up, visit www.intothearts.org and click on the “Get Involved” tab.

LIGHT BULB HIGHLIGHT:

The Arts Council has moved offices! You can find us on the second floor of the Hanesbrands Theatre – our entrance is located on the Second Street side of the Rhodes Center complex.

Our new mailing address is:
251 N. Spruce Street
Winston-Salem, NC 27101.





251 North Spruce Street
Winston-Salem, NC 27101-2747

intothearts.org - 336.722.2585

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SAVE THE DATE:

Sunset Flicks – Classic films will take center stage with local bands, food trucks and craft activities adding to the fun in Winston Square Park on Sunday evenings this fall.
Free and open to the public.

July 19 – August 16 – September 20 – September 27 – October 18



Arts Council Annual Meeting – Celebrate the close of The Arts Council’s historic 65th year and be the first to hear our new initiatives and grants launching in 2016.

Tuesday, September 22, 5:30pm,
Reynolds Place, Milton Rhodes Center for the Arts