

ART **works** FOR ASHEVILLE:

The New Asheville Art Museum, a public/private partnership, as Pack Place was in the 1980s, will anchor Pack Square Park and the County's Cultural Center, supporting tourism, business, the arts and the continued development of the communities of Western North Carolina..

The Time is Now!



Sustainability Plan for Buncombe County

Through increased Educational Service and Economic Impact the New Asheville Art Museum will support the County's Sustainability Goals for:

COMMUNITY: Educational Resources that Meet the Needs of the Community

ECONOMY: Sustainable Localized Economy

Educational Resources that Meet the Needs of the Community: Increasing graduation rates, access to higher education, parent and community involvement and supplemental programs for all

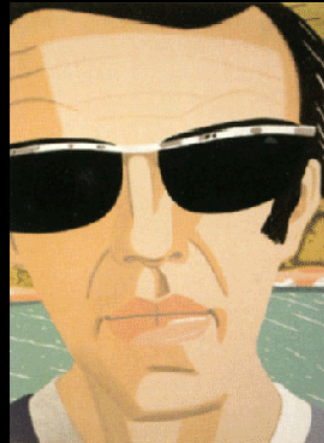
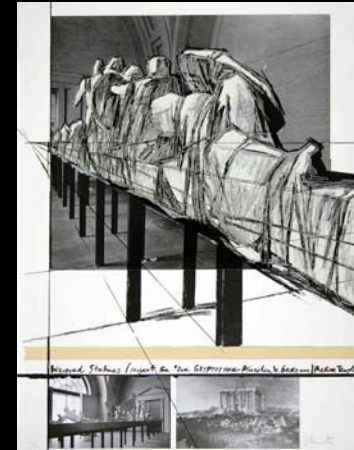
Students in the arts score an average of 82 points higher on SATs every year than their non-arts counterparts.

Students who participate in the arts are four times more likely to be recognized for academic achievement.

Integrating the arts demonstrates: increased parental involvement; increased awareness of the curriculum; improved attitudes, attendance and behavior of students; increased student enthusiasm for school and learning; increased partnerships among schools and resources in the community; and richer and more educationally substantive assessment of students.

The arts yield increased academic performance, reduced absenteeism, and better skill-building. For at risk youth, the arts contribute to lower recidivism rates; increased self-esteem; the acquisition of job skills; and the development of much needed creative thinking, problem solving and communication skills - skills that are critical to the workforce.

-NC State Board of Education



Our Mission

To engage, enlighten and inspire individuals and enrich community through dynamic experiences in American Art of the 20th and 21st centuries.



Our Vision

To transform lives through art.



The Collections

The size of the Museum collections has grown by over 500% since 1996.

Only 3% can be on display at one time.



Stoney Lamar,
Blue Tree Shoes

2009 Museum purchase with funds provided by John and Robyn Horn & Blue Spiral 1



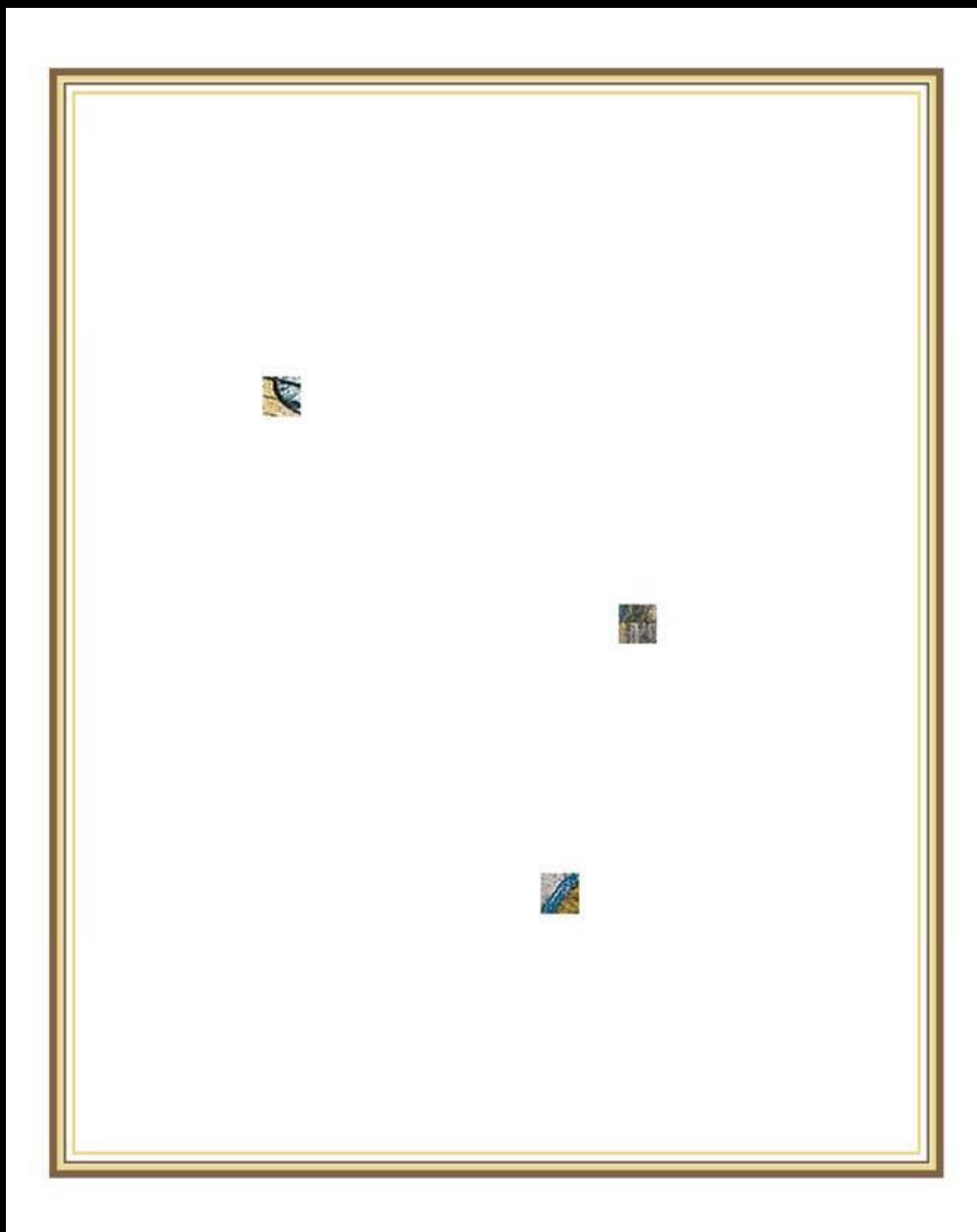
Susan Weil,
Leaf Hands

2009 Collectors Circle purchase



Tim Barnwell,

Rowena Bradley Making Double Weave Rivercane Baskets, 2009 Art Nouveaux Purchase

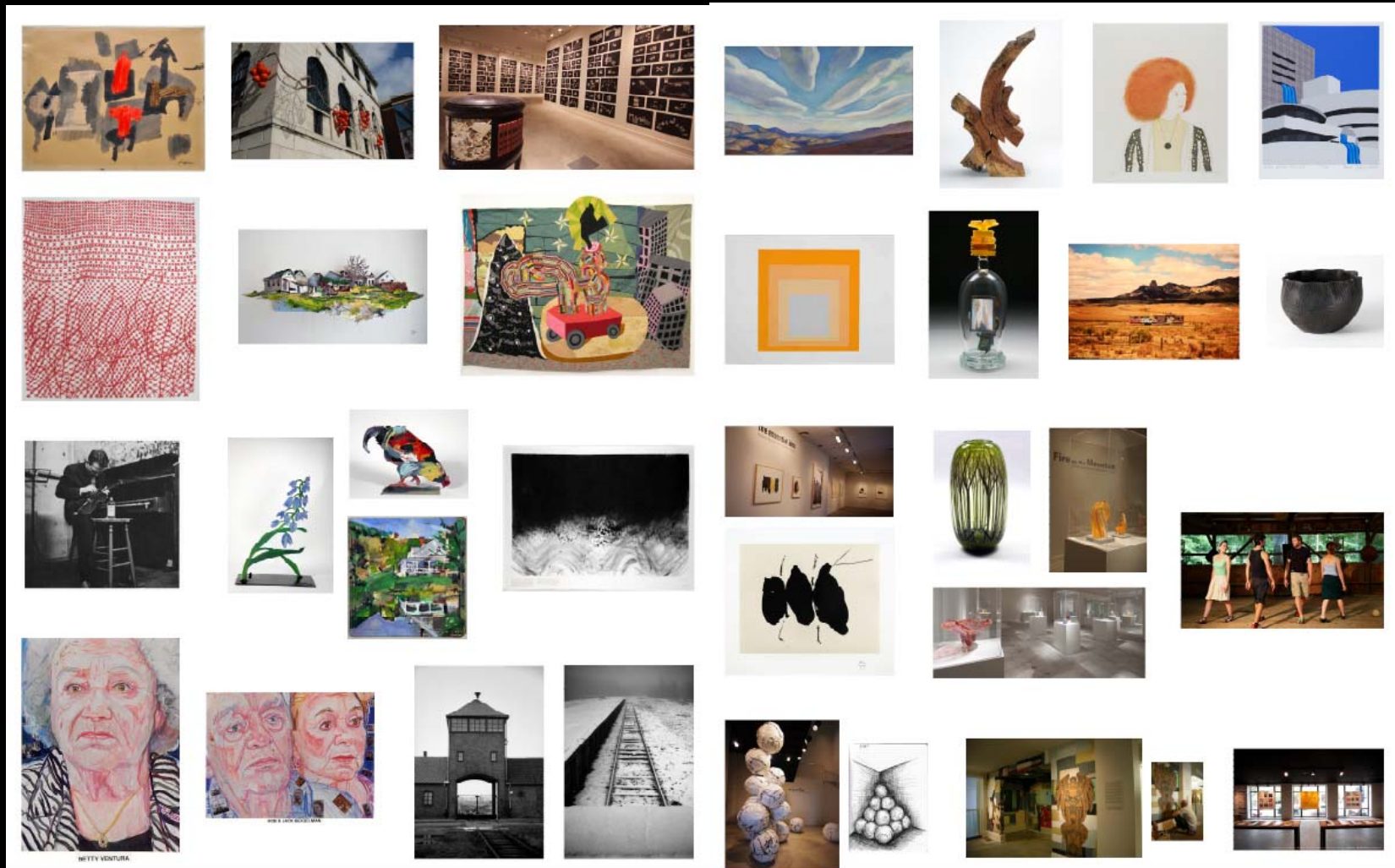


3% is not
the whole
picture.



Exhibitions

Annually, the Museum presents 14-17 exhibitions highlighting exceptional American art of the 20th and 21st centuries and art of import to WNC.



ASHEVILLE ART MUSEUM
GREAT ART...

2012 EXHIBITIONS

ASHEVILLE ART MUSEUM
GREAT ART...

2012 EXHIBITIONS

...GREAT EXPERIENCES.

Education Programs

Last year, the Museum served over **167,000** participants, including nearly **21,000** grade pre-K-12 WNC children.

Nearly **51,000** hours of visual arts and educational programming for audiences of all ages from throughout the region were completed.



Sustainable Localized Economy:

Attracting new business, supporting the growth of local businesses and ensuring a diverse economy

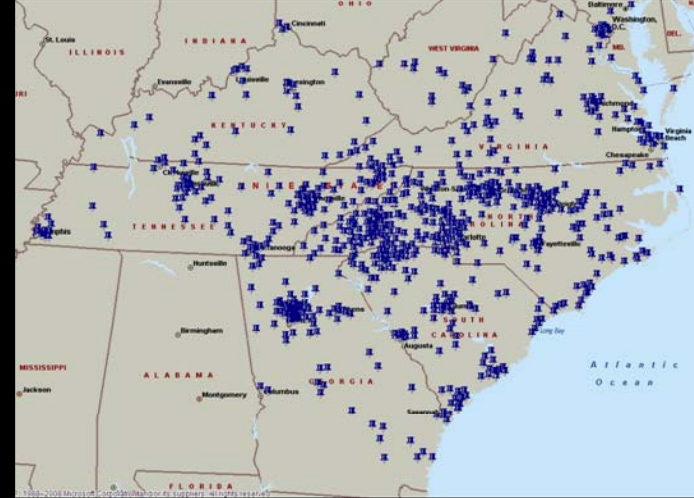
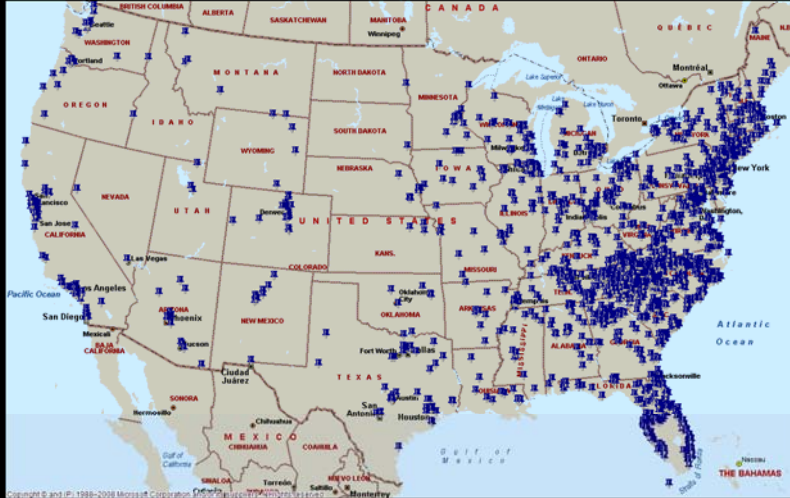
Economic Impact

Cultural visitors to Buncombe County spend 40% more per person in the area than the national average. (Americans for the Arts)

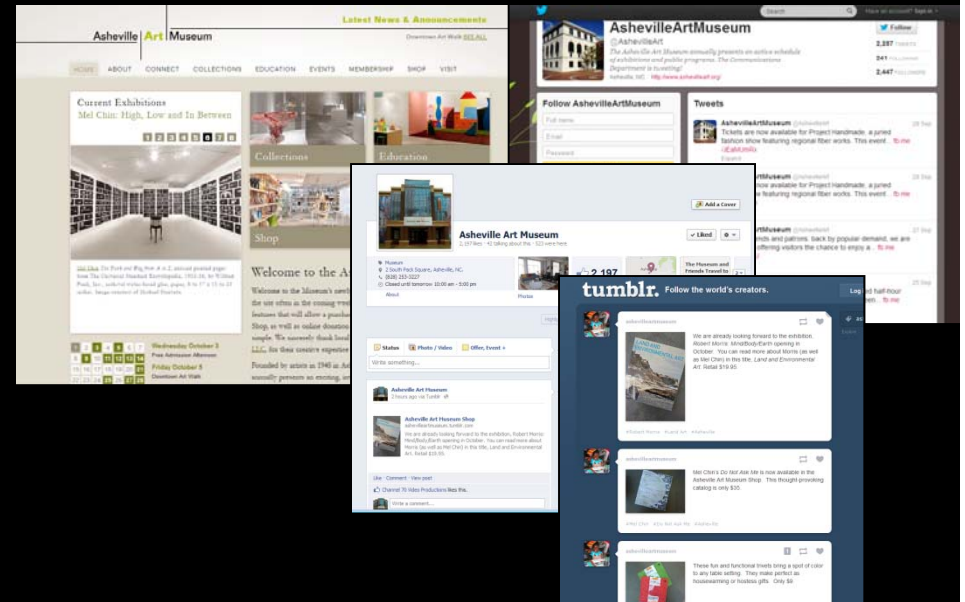
Direct Expenditures by the Museum support 39 full time equivalent jobs in the area.

In the last year, the Museum and its visitors account for \$3.1 million in direct and indirect economic impact on the region, including over \$150,000 in local revenue and \$165,000 in state revenue.

Visitors: WNC and Beyond



A cultural concierge in Western North Carolina, the Museum welcomes guests from all 50 states and abroad. The Museum served 167,092 participants on site and through outreach programs and reached 321,902 on line and social media participants and 179,590 through broadcast media. **In the past ten years, over 1.2 million people participated in Museum programs**





2010 Joel Owen, *Curve Ball*, 2010, unglazed pottery with incised relief, 8.5 x 8.5 x 8.5 inches. Photo courtesy of the Crafts Arts and Crafts Mutual, Inc. ROOST PROJECT: Gabriel Orozco, *The Writing on the Pigeon's Wall*, installation in progress, 2012, Elizabeth Shalton, New York, 4.5 x 6.5 x 101, 2011. PERSON: Richard Serra, *Untitled (Grey Mass with Steel Mesh)*, ca. 1976, blown glass with mounting, 4.75 x 8.5 x 8.5 inches. Museum purchase with funds provided by the National Endowment for the Arts, Asheville Art Museum Collection, 1976.27.22.

Asheville Art Museum



ART works

PRIMED



Increased Demand

Since the opening of the Museum's *Art Works PRIMED* interim expansion project, **Museum admissions have increased 60%.**



ART WORKS PRIMED INTERIM EXPANSION MAKING ROOM FOR FUTURE GROWTH AT YOUR MUSEUM

FRIDAY, MARCH 23, 2012

**Members + Friends
PRIMED Launch Party**

7:30 – 11:00 p.m.

"Creative" White Tie

Free to Members, \$5 non-Members

Live Music and Dancing | Appetizers
Signature Cocktails | Cash Bar | Bring a Friend

SUNDAY, MARCH 25, 2012

**Family Day and Grand Opening
of East Wing + Primary artPLAYce**

1:00 – 5:00 p.m. — Free Admission

View exhibitions and enjoy special activities for all ages.

Asheville Art Museum

428.253.2222 | 2 South Park Square | www.ashevilleart.org

ART works

PRIMED

East Wing

Fire on the Mountain:
Studio Glass in Western North Carolina
Artworks Project Space: Hoss Haley
Prime Time: New Media Juried Exhibition
Primary artPLAYce for Families

North Wing

Ancient Forms, Modern Minds:
Contemporary Cherokee Ceramics
A preview to The Essential Idea:
Robert Mothman's Graphic Works

Biltmore Gallery

Ernsdorf Architects: Design Process

New Museum Shop and Visitor Services Center



Asheville Project Space: Hoss Haley

Economic Impact: the New Asheville Art Museum

Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates. (National Governors Association)

- We project nearly **\$7 million** will be generated annually in economic activity in the first year after Museum expansion, including over **\$300,000 in local government revenue**.
- Construction costs are estimated at \$17 million, which will likely generate as much as **\$31 million in local economic benefit** with 80% of construction funds to be spent within the region.

Civic Investments in Arts & Culture: Increased Value

Pack Place and the Asheville Art Museum have been significant contributors to the vibrancy of the city. Surrounding property values have increased 22 times since the public/private partnership began—an increase of 30% in value each year for the last 10 years.

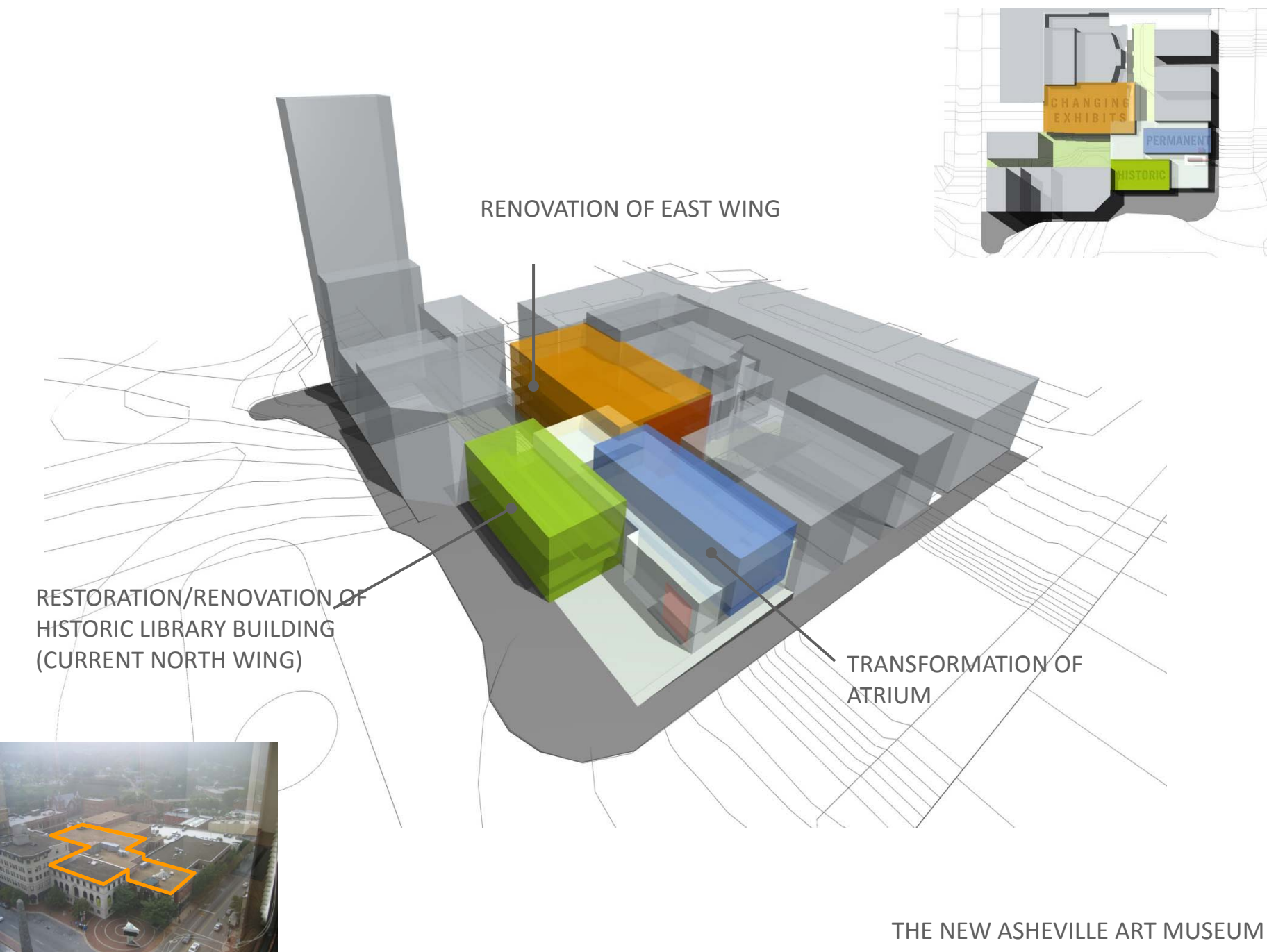
Results in Roanoke, Chattanooga and Miami have proven that civic investment in arts and cultural institutions will increase property values by 63 – 127%.







VIEW OF LOBBY



New Museums:

Chattanooga 2006

Atlanta 2007

Spartanburg 2007

Savannah 2007

Roanoke 2008

Raleigh 2009

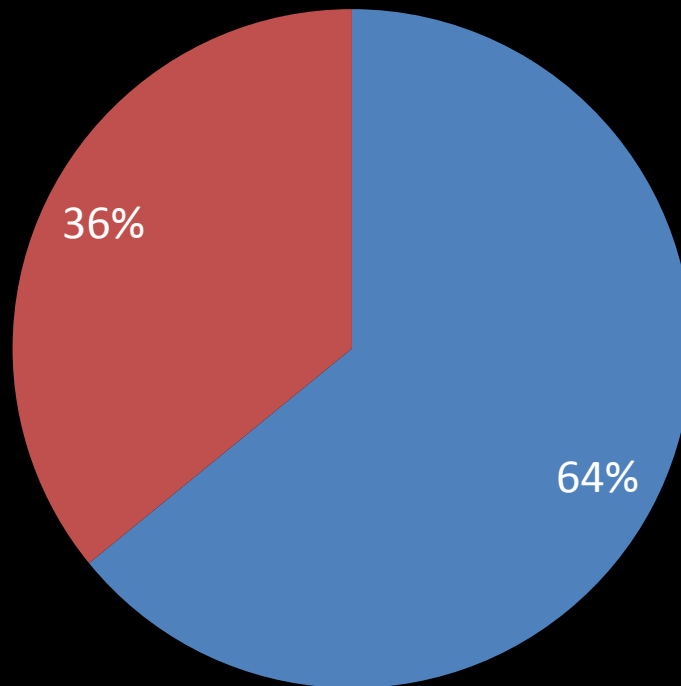
Charlotte 2010

**It is time for Asheville
and Buncombe County.**



Total Campaign Budget: \$24 million

■ To Raise: \$15.4 million ■ Raised To-Date: \$8.6 million



Construction:
\$17 million

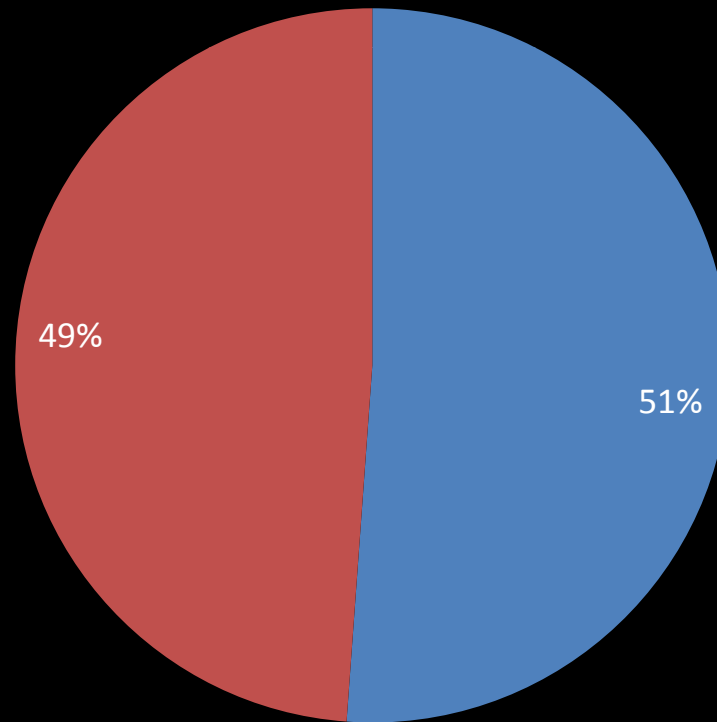
Fees & Services:
\$3.6 million

Contingency &
Endowment:
\$3.15 million

Campaign Expenses:
\$250,000

Construction Goal: \$17 million

■ To Raise: \$8.7 million ■ Raised-to-Date: \$8.3 million*



*Of the total \$8.6 million raised-to-date, \$310,000 is designated endowment or quasi-endowment, leaving \$8.3 million towards construction.

To date, the Museum has received **\$8,614,273** to support the *Art WORKS for Asheville* campaign for the New Asheville Art Museum.

Government Sources:

\$1,771,400

(\$1.5 million – BCTDA)

Foundation Sources:

\$3,365,000

Individual Sources:

\$2,790,013

Corporate Sources:

\$687,860

Asheville **Art** Museum

ART **works** FOR ASHEVILLE

Support Your New Asheville Art Museum

