



TOP LINE MESSAGING FOR BOARD MEMBERS

- Cain Center for the Arts, a nonprofit arts organization, was established as a 501(c)3 in 2017 to create a stronger community through the power of the arts. The center will anchor the art district in Old Town Cornelius, and will host community, private and civic events as well.
- The arts educate, entertain and build community. The Cain Center for the Arts will serve the four-county Lake Norman region, immediately becoming a resource for nearly 300,000 residents upon opening its doors. Access to the arts creates a level playing field, where people of all ages and backgrounds can participate.
- The Cain Center for the Arts, housed in a soon-to-be-built facility on Catawba Avenue, will foster creativity, learning, entertainment and enjoyment for the entire Lake Norman community.
- The facility is being designed by C Design of Charlotte, in collaboration with Holzman Moss Bottino Architecture of New York City, which has ties to Mecklenburg County. Architect Malcolm Holzman designed ImaginOn and The Joe and Joan Martin Center, both in Uptown Charlotte.
- Cain Center for the Arts, situated on 1.85 acres in Cornelius, will include gallery space, event space, performance space, classrooms, an outdoor park and pavilion, a catering kitchen and a 450-seat theater with balcony. The center is expected to be completed in 2022
- The budget for the project — a partnership with the Town of Cornelius — is \$25 million, the bulk of which will be raised through fundraising. Local philanthropists Bill and Erika Cain provided a generous lead gift of \$5 million to start the comprehensive campaign. Additionally, the Town of Cornelius has committed \$4 million in voter-approved funds, and the state of North Carolina has supported with more than \$325,000 in grants. We have also received operating donations from private donors including board members, local businesses and members of the public.

GENERAL GUIDELINES

There is NO off-the-record. Remember, the reporter is not your friend; they are out to get a story and sell papers. If you tell them something “off the record” it will still end up in the story.

Stick to the facts. Refrain from offering personal opinions — even in casual conversation — on related matters (for example, land development, the facility plan, budgeting) that may be construed as the official position of Cain Center for the Arts. Conjecture has no place in any conversation when it comes to this project.

Do not exaggerate. It never works. Authenticity — not forced or faked, but true authenticity — is key.

Do not cite numbers or facts that you can't back up with actual data.

Don't engage with aggression. Try to slow the conversation down and calmly restate facts. If that doesn't work, offer to connect the person with someone inside Cain Center for the Arts.

After you've answered a question, stop talking. After you've stated your key message(s), stop talking.

Never lie. It destroys your credibility. If you don't know an answer, admit it, but say that you will find an answer and get back to them promptly.

In regards to email, do not put anything in an email that you wouldn't want to immediately see in a newspaper. Same goes for text messages.

If additional information is needed and/or board members are approached by members of the media, before responding/engaging please refer ALL inquiries to: Rachel Sutherland of Rachel Sutherland Communications; 704-287-8642; rachel@rachelsutherland.net or Executive Director Justin Dionne, 980-689-3101.