

Cornelius Arts Center Transitions to Cain Center for the Arts

Key Messages & Talking Points

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- 1. The Town of Cornelius will be transitioning its visual arts programs and day-to-day operations of the Cornelius Arts Center to the Cain Center for the Arts**
 - Transition planning is underway, and the targeted turnover date is January 1, 2021, in time for the Cain Center to launch the 2021 winter session
 - The Cornelius Arts Center will continue to operate under the direction of the Town's PARC Department until the transition is complete, at which point all arts programming will be turned over to the Cain Center
 - **The goal is for there to be no interruption to the visual arts programs during transition planning.** The PARC Department is working closely with the Cain Center to help facilitate a seamless transition with minimal impact to Cornelius Arts Center students and program participants
- 2. Town officials decided to implement this transition due to the anticipated opening of the new Cain Center for the Arts**
 - Visual arts has been part of the Town's PARC programming for many years
 - The opening of a larger, state-of-the-art facility creates an opportunity to evolve and enhance overall arts programs
 - We anticipate the new facility will serve as a catalyst for economic development in the Cornelius Town Center
 - Transitioning the Cornelius Arts Center to the Cain Center for the Arts now allows the Cain Center further opportunities to offer programs before the new center opens
- 3. The Town and the Cain Center are partnering closely to help facilitate a seamless transfer of operations with minimal impact to Cornelius Arts Center students and program participants**
 - This type of partnership is not uncommon for the Town's PARC Department
 - PARC has collaborated with other organizations in the past to help expand and improve high-quality, high-demand programs (*Examples include: LKN Little League and Charlotte Independence*)
 - PARC currently has a total of 26 unique partnerships
 - We anticipate the partnership between the Town and the Cain Center for the Arts will result in continued growth for the community's arts programming
- 4. While transition planning is underway, there is still much work to be done and many unknowns that the team is working to address**
 - A planning team, with representation from both the Town and Cain Center, has been established and is working through many components of the transition, including the development of programming, staffing, pricing and operating models
 - The Cain Center is committed to continuing PARC's mission of providing accessible art programs and activities for the entire community. Like PARC, the Cain Center will determine their programs and pricing based on a variety of factors including direct and indirect costs, resident and non-resident participation, market analysis, demographic variables, and overall community benefit. Additional information will be shared as decisions are made.
- 5. The Cain Center will continue to focus on its \$25M fundraising goal throughout the transition**
 - The Cain Center expects this transition will increase the fundraising momentum to begin building the new facility in 2021

TALKING POINTS – CAIN CENTER FOR THE ARTS BACKGROUND

- The Cain Center for the Arts is a nonprofit organization established in 2017. Its mission is to provide exceptional visual arts, performing arts and social experiences to the Lake Norman region. They are also building a public arts and community center in the Cornelius Town Center that will become the hub for the Town’s aspiring arts district
- The new facility is slated to include a 400-seat theater, gallery space, an outdoor town green and plaza, and classrooms to host national and regional shows and performances, as well as community, private and civic events
- The Cain Center for the Arts is currently in a \$25M fundraising campaign to build and support the center. Construction for the new facility is expected to begin early 2021 and the Cain Center is anticipated to open by the end of 2022

TALKING POINTS – CORNELIUS ARTS CENTER BACKGROUND

- The Town of Cornelius introduced the Cornelius Arts Center in January 2007 as part of the Town’s Cornelius Parks, Arts, Recreation and Culture (PARC) Department
- The 6,700 square foot facility includes an art gallery, a ceramic studio, and three art studios. It offers 224 seasonal programs and serves more than 4,600 students and program participants
- Current staff at the Cornelius Arts Center includes one full-time program manager, part-time support staff, and approximately 16 contracted instructors

TALKING POINTS – MORE INFORMATION

- Additional, more detailed information will be shared publicly as plans progress and decisions are made
- A community meeting will be held at Town Hall on Wednesday, March 18 at 6:00 p.m.; the meeting is open to the public and will be pushed live on Facebook and Instagram
- In the meantime, a **Frequently Asked Questions** (FAQ) document has been compiled and will be updated as additional questions arise; the document can be found at [Cornelius.org](https://www.cornelius.org)
- Additional questions and feedback can be submitted to TownofCornelius@Cornelius.org
- The mailbox will be monitored regularly and submitted questions and feedback will be addressed publicly, with anonymity, via the **FAQ document**

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