

Cain Center for the Arts		Planning and internal activities												
Development Action Plan Timeline		Active campaigns and external activities												
		FY23												FY23
Area	Activity	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Operating Support		\$ -	\$ 25,000	\$ 15,000	\$ 27,500	\$ 15,000	\$ 25,000	\$ 20,000	\$ 441,000	\$ 60,000	\$ 25,000	\$ 15,000	\$ -	\$ 668,500
	Individual Support	\$ -	\$ 25,000	\$ 15,000	\$ 10,000	\$ 15,000	\$ 25,000	\$ 20,000	\$ 30,000	\$ 20,000	\$ 25,000	\$ 15,000	\$ -	\$ 200,000
	Corporate Support	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500
	Grant Support	\$ -	\$ -	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 411,000	\$ 40,000	\$ -	\$ -	\$ -	\$ 466,000
Capital Campaign, Endowment, Seat Cam		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 2,500	\$ 652,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 665,000
	Campaign Pledges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650,000
	Brick Revenue	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 2,500	\$ 2,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 15,000
	Seat Naming Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Operating Endowment Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PROJ DEVELOPMENT REVENUE		\$ 1,000	\$ 26,000	\$ 16,000	\$ 28,500	\$ 17,500	\$ 677,500	\$ 21,000	\$ 442,000	\$ 61,000	\$ 26,000	\$ 16,000	\$ 1,000	\$ 1,333,500
Individual Support		\$ -	\$ 25,000	\$ 15,000	\$ 10,000	\$ 15,000	\$ 25,000	\$ 20,000	\$ 30,000	\$ 20,000	\$ 25,000	\$ 15,000	\$ -	\$ 200,000
	Friends of Cain Center Campaign											Next FY	\$ -	
	Board Campaign		\$ 25,000											\$ 25,000
	Mail & email appeals			\$ 15,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 5,000		\$ 5,000	\$ 5,000		\$ 70,000
	Personal asks					\$ 5,000	\$ 15,000	\$ 10,000	\$ 25,000	\$ 10,000	\$ 10,000	\$ 5,000		\$ 80,000
	Porch parties									\$ 10,000	\$ 10,000	\$ 5,000	TBD	\$ 25,000
Corporate Support		\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500
	Prospecting Activities				10/8/22	TBD	TBD	TBD						
	Secure additional current FY sponsors			TBD	\$ 2,500	TBD								
	Secure renewals for next FY					TBD								
	Next FY Sponsorship Campaign					TBD	TBD	TBD	TBD					\$ -
Stewardship Activities / Events														
	Donor Thank a thon								TBD	TBD				\$ -
	Donor Appreciation receptions								TBD	TBD	TBD	TBD		\$ -
	Music Program recitals					TBD	TBD					TBD	TBD	\$ -
	Grand Opening scavenger hunt						TBD	TBD						\$ -
	Outreach to class participants - impact stories			TBD			TBD							\$ -
	Corporate Stewardship Activities			TBD										
	Recognition at concerts				2	2	1	2	3	4	2	2		
	Brick buyers appreciation event						TBD	TBD						
	Volunteer Appreciation Event/Season Launch									TBD	TBD			
	Quarterly Insider E-Newsletters			TBD	TBD		TBD	TBD		TBD	TBD		TBD	
Grant Support		\$ -	\$ -	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 411,000	\$ 40,000	\$ -	\$ -	\$ -	\$ 466,000
Capital Campaign		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 2,500	\$ 652,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 665,000
Operating Endowment Campaign		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Seat Naming Campaign		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cain Center Champions														

Cain Center for the Arts Capital Campaign
Key Performance Indicators (KPIs)
as of August 31, 2022

SUMMARY	2017	2018	2019	2020	2021	8/31/22	Total	
Campaign Goal							\$ 25,000,000	
Campaign Donations	\$ 52,250	\$ 6,262,950	\$ 3,668,750	\$ 2,168,098	\$ 11,362,095	\$ 473,254	\$ 23,987,397	
Brick Purchases	\$ -	\$ -	\$ -	\$ 187,493	\$ 155,511	\$ 35,962	\$ 378,966	
Total Raised	\$ 52,250	\$ 6,262,950	\$ 3,668,750	\$ 2,355,591	\$ 11,517,606	\$ 509,216	\$ 24,366,363	
Number of Pledges	2	25	144	156	227	15	569	
Percentage of Goal	0.2%	25.1%	14.7%	9.4%	46.1%	2.0%	97.5%	
Remaining to raise at end of period	\$ 24,947,750	\$ 18,684,800	\$ 15,016,050	\$ 12,660,459	\$ 1,142,853	\$ 633,637		
No. Unique Households (HH)	444							
Overall Average Pledge/HH	\$ 54,026							
Campaign Admin Budget (CAB)	\$ 600,000							
CAB spent to 7/31/22	\$ 481,051							
Cost per dollar raised to date	\$ 0.0197	CAB spent to date / total pledges						
Remaining Campaign Funds 7/31	\$ 118,949							

Pledge Sources	Number	Amount	Average	Percent
Public	3	\$ 9,500,000	\$ 3,166,667	39.6%
Corporate	84	\$ 1,115,958	\$ 13,285	4.7%
Individual	480	\$ 13,371,439	\$ 27,857	55.7%
total	567	\$ 23,987,397		100.0%

Corporate and Individual Breakdown	Number	Amount	Average	Percent
Cain Circle \$100,000+	20	\$ 11,927,500	\$ 596,375	49.0%
Catawba Circle \$50,000+	44	\$ 1,243,000	\$ 28,250	5.1%
Creative Circle \$10,000+	43	\$ 489,560	\$ 11,385	2.0%
Community Circle \$2,500+	225	\$ 741,684	\$ 3,296	3.0%
All Other gifts \$1+	167	\$ 85,654	\$ 513	0.4%
total	499	\$ 14,487,397	\$ 29,033	59.5%

	Number	Amount	Average	Percent of total raised
Pledges Receivable Analysis	569	\$ 24,366,363	\$ 42,823	100.0%
Open Pledges (future or partially paid)	107	\$ 2,879,411	\$ 26,910	11.8%
Closed Pledges (fully paid)	462	\$ 21,486,952	\$ 46,509	88.2%
Overdue Pledges	8	\$ 12,783	\$ 1,598	100.0%
0-30 Days	0	\$ -	N/A	0.0%
30-60 Days	1	\$ 1,000	\$ 1,000	7.8%
60-90 Days	3	\$ 8,629	\$ 2,876	67.5%
90 Days+	4	\$ 3,154	\$ 789	24.7%
Future Pledges	145	\$ 445,022	\$ 3,069	100.0%
Remaining 2022	85	\$ 256,085	\$ 3,013	57.5%
2023	59	\$ 141,437	\$ 2,397	31.8%
2024	1	\$ 47,500	\$ 47,500	10.7%
Pledge write offs	11	\$ 31,284	\$ 2,844	0.13%

Campaign donors who...	Number	Percent
Also bought bricks	159	27.9%
Also annual donors, any year	47	8.3%

Brick Campaign	Number	Amount	Avg Purchase	Percent
Total transactions	877	\$ 378,966	\$ 432	
Unique households	732			
Capital Campaign donors	159			21.7%
Annual donors, any year	48			6.6%

William and Ericka

Cain Center for the Arts

Municipal Bond Approved 2013

Board of Directors Founded 2016

Groundbreaking May 2021

Dedication January 2, 2023

Cain Center for the Arts

Board of Directors 2016 – 2023

President Greg Wessling

Vice President J. Patrick Bechdol

Treasurer Troy Stafford

Treasurer Bill Ward

Secretary Carroll Gray

Secretary Cynthia Bush

Denis Bilodeau

Jean Bock

Steve Brumm

Joshua Dobi

Jim Duke

Laura Engel

Kate Gaither

Dale Gillmore

Ginger Griffin

Scott Higgins

Susan Irvin

Donna Johnson

Bill Morgan

Caroline Mullan

Paul Newton

Douglas Singleton

Zachary Toof

Janice Travis

Woody Washam

Tamara Williams

Susan Wolff

Town of Cornelius 2013 - 2023

Mayor Lynette Rinker

Mayor Chuck Travis

Mayor Woody Washam

Denis Bilodeau

John Bradford, III

Jim Duke

Colin Furcht

David Gilroy

Jeff Hare

Dr. Michael Miltich

Kurt Naas

Michael Osborne

Thurman Ross

Todd Sansbury

Tricia Sisson

Town of Cornelius Staff 2013-2023

Andrew Grant, Town Manager

Anthony Roberts, Town Manager

Wayne Herron, Deputy Town Manager

Tyler Beardsley, Assistant Town Manager

Julie Niswonger, Finance Director

Lori Harrell, Town Clerk

Mecklenburg County Commissioners

George Dunlap, Chair

Dena Dorio, County Manager

Pat Cotham ?

Executive Director

Justin A. Dionne

North Carolina General Assembly

Special thanks to the North Carolina General Assembly for their support of construction costs for this facility.

Architect of Record

Steinberg Hart

Design Architect

C Design

General Contractor

Edifice

- **Suggestions**

- Add any Meck Co Commissioners?
- Anything about Aquesta? Deloitte?