

416



The Shenandoah Valley
Art Center

art studios
gallery



Master Project Plan
Shenandoah Valley Art Center
2016

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IT JUST KEEPS GETTING BETTER..... We love our current home and its wonderful energy and light filled galleries, so that doesn't change. But we're growing!

So, with much excitement and optimism, we are pleased to announce that we are purchasing a building to grow into!

416 W. Main Street located in historic downtown Waynesboro with 9600 square feet of space, will be home to more gallery space, educational classrooms and much needed and in demand, open concept artist studios. We will have more area for special exhibits, events and will be able to offer more opportunities to our members!

For you historians out there, from at least 1935-1971, 416 W. Main Street was Augusta Furniture Company. And from 1979-1984, Fishburne Drug Store. We lucked out on the convenience end as the back of 416 W. Main essentially backs up to our current building at 126 S. Wayne. We will have minimal parking ability but yes, there will be a few private parking spaces available to us.

We were able to purchase the building outright because of the unparalleled generosity of our members and a couple of wonderful donations, including a bequest from the late Gina Snell. We will be calling on you and the community to help us complete renovations on the building over the next three years. It is an ambitious project, but we know we can all band together and do it!

The property is in need of some updating and a lot of cosmetic work, but is in good structural shape. We will share our plans as they develop and our progress as it happens. An open house is tentatively scheduled for this summer so that everyone can get a sneak peek! In the meantime, the first of our many mini fundraisers is in full swing at SVAC - we are collecting spare change from members and visitors. It is adding up quickly, but we have a ways to go!

We thank you for your continued support as we grow in the community and can't wait to share this new journey with you!

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SAM

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Frequently Asked Questions:

What was the purchase price of the building?

We paid \$294,000.

How were we able to purchase the property?

We paid cash from our investment income. We will raise the money needed for renovations in phases. Our reserves came from frugal operating, generous donations, including a memorial contribution from Gina Snell and historic tax credits from the renovation of our current property.

Wait.... Don't we need the income from those investments? And, what about a safety net?

We do count on the income from the investment money each year. It totals about \$10,000. We will be trying to make that amount up each year until we re-build our portfolio. We still have \$80,000 in investment income, a \$15,000 endowment, and some cash on hand reserves. This is a little more than one years' operating budget. This is still extremely healthy for any arts non-profit.

Are there financial incentives to help with this project from the government or other sources?

Yes! We are already in the process of researching our options. Here are some things we are looking into:

We have applied for grant funding from Virginia Main Street to help us get architectural drawings from Frazier Associates (they did the plans for 122 S Wayne Avenue). We are researching the possibility of historic renovation tax credits on the project. This is an extremely complicated process and the decision will not be made until final plans are in place.

We are applying for any and all government and foundation grants that are a good fit for this project.

How will we cover the operational costs?

The building currently has tenants in the basement, the hot dog stand, and a back garage. We will be leaving those in place for the time being. Current income is \$1100 each month. This covers the basic utilities on the space so we will have cash flow while we are planning.

The plan for the building is to make it self-sufficient and not to rely on programming, regular donations, or grant funds to remain operational. We will do this by creating studio spaces which will be rented monthly to artists and using the large gallery for events as well as exhibits.

Why now?

We completed a long range plan in 2015 and one thing that was on every one's future wish list was more space! This once in a lifetime opportunity came up just as the ink was drying on the long range plan document. It was earlier than we intended, but too good of a chance to let pass us by.

What are the plans for the building's use?

Beginning on page 7 you will find a detailed plan, including a timeline for the project. In short the building will have open concept artist's studios, exhibit space, event space, a class room, and a residency space for a visiting artist.

Will members be part of the planning?

When we conducted our Long Range plan in 2015 we held many open meetings for our members and conducted electronic surveys to make sure we were following the right path. We got a tremendous amount of feedback during that process and all of it has gone into this plan. If you have a great idea though, please let us know!

What will change in the current building?

Not a lot, we hope. We love that space and we want to add on to it, not make big changes. We will be looking at expanding our gift shop in this process and we are still thinking about how that will look in the end. We are pretty excited to have a LOT of storage in the new building, so some of our extras will be moving over there.

What about parking?

The new building owns the parking lot behind the current Art Center building. It isn't huge, but it will help! We will keep one reserved spot for Sam's Hotdogs and the others will be ours. We will have a reserved spot for the docent and the other space will be for first come/first served or strictly for loading. We do have grand future plans for a back façade renovation including some covered walk-ways and art space in the back. Stay tuned for that!

How long until it is finished?

We are looking at three to five years for the complete project. Some parts are easy and only cosmetic, but we also have some big dreams, like a new façade and windows in the back; those things can take time.

Have more questions?

You can call Piper (SVAC Director) any time for an update or more information. Her direct line is 540-466-0850.

We know this is a *big* undertaking but we are confident that

with *support* from our members, art

lovers, and the community, we can make it happen. We are

aiming high here:

we're looking for great art, a *creative*

incubator, and a

sustainable financial future.

Together we got this.

Renovation Phases:

Phase 1: Street Level

Total cost: \$70,000

Cosmetic renovations to the main gallery space

Flooring

Lighting

Entry Way

Handicap Accessible Restroom

Remodel existing facility to code

Kitchenette

Install cabinets, fridge, dishwasher

Cosmetic and cleaning of storage areas

HVAC update

Phase 1: addendum:

Small re-pointing in masonry and ponding on roof repairs

Phase 2: Studios

Total cost: \$175,000

Cosmetic renovations to open studio space

Lighting

Flooring

Reinstall windows on the side wall

Furnishings for studios

Elevator installation

HVAC update

Run water up and install sinks

Phase 3: Classroom

Total cost: \$70,000

Cosmetic and code required renovations

Reconfigure bathroom to accommodate trough style sinks in the classroom

Windows on the back wall

Bathroom renovation

Phase 4: Residency Apartment

Total cost: \$60,000

HVAC (ductless unit)

Add bathroom and kitchen for residence

Partition walls

2 windows on the back wall

Flooring

Cosmetic wall fixes

Phase 5: Outside

Total cost: \$30,000

Create covered walkways adjoining two buildings

Create small green space

Install sculpture and bench

Repave parking lot

Total Cost: Approximately \$405,000



Stats:

9600 Square feet

5 bathrooms

4 floors

5 leased spaces

One hot dog stand

Three entrances

4 parking spaces

One giant display window

One loading dock

Room for so much ART!

Future classroom space.

We will house the printing press here and hold general educational Programming for adults and kids.

Future studios for artists. Open spaces and three sided studios will foster infinite creativity and collaboration.



Kitchen

This will be a kitchenette so we can keep throwing great parties! It already has plumbing and just the right amount of space!



Main Gallery/Event Space

This room is huge and amazing already! It has frontage on Main Street, a gorgeous stamped tin ceiling, and we are really hoping to salvage the beautiful wood floors hiding under that carpet!



How can you help?

If you've read this far, you know we need help making this happen! We are looking to make the best space possible on a tight budget. We are carefully examining every expense while making sure that the choices we make will stand the test of time and keep our investment sound.

We are hoping to raise \$405,000 in about 4 years time. We are holding fundraisers, writing grants, seeking foundation funds, and looking under rocks. ***We are also asking you to help.*** Private gifts will help us get the ball rolling to make the plans and progress we need to begin using the space, generating income, and seeking public and private grant funding.

Please consider a gift to the Shenandoah Valley Art Center 416 Studio Project. Together we can help artists and art lovers while continuing to contribute to the economic and cultural revitalization of Downtown Waynesboro. This new space will allow us to cultivate and grow the next generation of creative thinkers and makers which will ensure our sustainability and continued presence in the community. Your gift will mean so much to the founders of Shenandoah Valley Art Center, and to the young artists and supporters we are nurturing now. Of course, all donations are tax deductible. And, we are working with Wil from Mountain Laurel Studios to create a permanent beautiful work of art to recognize the supporters of this project; it will be placed in the new building as soon as we have a home for it. ***Be a part of something great for ART!***