

# Caroline County CEDA Award Nomination

## Community Involvement

February 20, 2014

### **Innovativeness**

The Caroline County Board of Supervisors tasked the Department of Economic Development and Tourism to create a museum in a vacated County office space in the Town of Bowling Green. The Department considered several ideas predicated on the space limitation of 3600 square feet, no allotted budget and no specific topic for which a museum could be established. By working with several non-profit groups, multi-jurisdictions, and an agency of the federal government, the County created the Sidney B. King Arts Center, and, thereby; forged the last link in a County-wide tourism initiative that seeks to channel 100,000 vehicles from Interstate 95 through the County Visitor Center to all towns in Caroline County and attractions in the County.

The Sidney B. King Arts Center began when the United States Park Service in Fredericksburg advised the Department of Economic Development that they possessed, but were not displaying, original paintings by Sidney King, a Caroline County artist known for his public art and illustrations composed from the 1940s to the 1980s. The **Caroline County Department of Economic Development and Tourism** Staff immediately saw the potential to create a museum based on the art works of a local artist who had an international reputation, but had only very few works on display in Caroline.

The Department secured the permanent loan of the paintings for the Arts Center through the generosity and cooperation of the **United States Park Service**. However, the Center presented other, broader opportunities and required funding for which the Department had no designated budget. Therefore, additional partners were required to realize the project's success.

**The Caroline County Industrial Development Authority** contributed approximately \$5,000 to the project for security upgrades to the site which was required by the Park Service as a condition for releasing the painting for display. New locks, cameras, and remote security monitoring exceeded insurance requirements and also confirmed the County's willingness to secure the Park Service's cooperation.

**The Bowling Green Arts Commission** created by the **Town of Bowling Green** brings an additional \$5,000 annually to the project while expanding the

museum's mission to include display of local artist's works, encouraging Caroline school children to participate in art competitions, teaching art classes, and participating in festivals. The Bowling Green Arts Commission receives its \$5,000 from the **Virginia Arts Commission** which is then matched by the Town of Bowling Green, furthering their financial underpinning. The Sidney B. King Arts Center is also the operations center of the Bowling Green Arts Commission.

**The Caroline County Historical Society** also shares administrative and display space in the renovated space. The Historical Society contributes knowledge of King's work in the County as well as the unique history of art in Caroline County. Indeed, it is not widely known that the surrealist, Salvador Dali lived and worked in Caroline County during the 1940s. This story is one told at the Center.

**The Caroline County Board of Supervisors** played a vital role in the Center's success by provided the space for the center as well as providing in kind services to space improvement, and no cost inspections for electrical work performed in the Center to upgrade the display area.

The demonstration of community involvement and that of outside agencies (our larger community) is outstanding:

*The Caroline County Board of Supervisors*

*The Caroline County Historical Society*

*Virginia Arts Commission*

*Town of Bowling Green*

*The Bowling Green Arts Commission*

*The Caroline County Industrial Development Authority*

*United States Park Service*

*Caroline County Department of Economic Development and Tourism*

## **Transferability**

The concepts used to create the Sidney B. King Arts Center are transferable to all communities even though the specific concept is specific to Caroline County. Other communities enjoy their own native artists or historical figures that are likely to be interpreted by the Park Service, or national level museum or foundation. Gathering together local non profits with similar interests or overlapping missions can be identified and harnessed. Local government entities can work together like the County and Town of Bowling Green. Most

areas of endeavor have a corresponding Commonwealth agency that can be of help in supplying information or even funding. Holding open the opportunity for cooperation and finding the juncture of interest is the key to melding several organizations together for public benefit.

### **Community Commitment and Leverage**

Community Commitment and Leverage had a strong presence in the Sidney B. King Arts Center project. Space was provided at no cost by the Caroline County Board of Supervisors as well as in kind donations. Funding was provided by the Industrial Development Authority. Funding was also provided by the Town of Bowling Green and the Bowling Green Arts Commission. Further funding was provided by the Virginia Arts Commission. Additional funding was found within the budget of the Department of Economic Development & Tourism. The lynch pin of the project, the donation of the works of Art by Sidney King, was provided by the United States Park Service at no cost.

Further, the Arts Center is operated by volunteers from the Historical Society and the Bowling Green Arts Commission. Staffs of the Town and County governments add technical support and advice as required.

### **Measured Objectives**

As the museum has only been open for a few months (September Ribbon Cutting) and operates four days a week, still over 900 visitors have been in the Arts Center. There is not enough data collected to demonstrate an impact on local retail and food sales, but anecdotal impact is strong. A retail space is now in operation within the Arts Center. One indicator of success is the additional interest participants are showing for the facility. The Industrial Development Authority is presently studying the development of prints for sale of the art on display; which is made possible by the agreement with the US Park Service. The Arts Center does not charge an admittance fee.

### **Secondary Benefits**

Secondary Benefits are outstanding. The Bowling Green Arts Center filled a strategic gap for County Tourism. A museum currently exists in Port Royal on the eastern side of the County along with a portrait gallery and visitor center. The Caroline County Visitor Center (VTC: Second to none owned by a Virginia community) on Interstate 95 hosts over 16,000 visitors annually and is tasked with directing traffic from the Interstate to the interior of the County to spur sales and employment. Bowling Green had few attractions to which to

send a traveler. The Arts Center is the primary attraction for the Town of Bowling Green and the critical central point that connects Interstate 95 to Port Royal.

Further, the Arts Center provides a cultural hub where none existed before to host and nurture the arts. Art shows and sales are now taking place. Even more important, arts classes for adults and youth are expanding the horizons of Caroline citizens. There is now a reason to be in Town after Five PM and on weekends. More people downtown will translate into more sales and revenues for shopkeepers.

The growing arts community also is consistent with the more boutique shop development in Bowling Green. Several antique shops and a unique gift shop are compatible with the Arts culture now found in Bowling Green. A seasonal Farmers Market also adds to the Town's draw and creates a "hipper" dynamic.

The active culture of the Arts Center has energized downtown Bowling Green and may be responsible for a new coffee shop that also hosts performance arts (music), *The Bowling Bean*. For perhaps the first time in local memory, Bowling Green is catering to a youth and arts culture.

Further, Caroline County has not had a definitive cultural core for the arts. The Sidney B. King Arts Center fulfills a countywide deficit and can add to the overall attractiveness on the County. This may lead to more residential sales and future business investment.

The enhanced quality of life factor that the Arts Center provides may ultimately be responsible for increased investments in Caroline County.

Exhibits Attached

## Project Budget

### Itemized expenses:

Track lighting: 11 each, 4 foot tracks; 4 each, 8 foot tracks; 61 each Mini lights, \$1,966.25

Picture lighting: 9 battery operated: \$447.88

Front counter \$495.10 includes shipping

Display cabinet \$495.50 includes shipping

Contactors covering 9 windows, building a cabinet to hide security system and doors to cover shelves in the classroom to store art supplies \$2955

Wood for mounting and framing Sidney E. King paintings; Provided at a discount by G&G hardware \$980. Labor by volunteers

Ceiling fan w/light: \$150

Wall mounts to sell art work of local artist \$516.50

Start up equipment and supplies for classes: \$1,611.77

Advertising/Promotion: \$2,120

Mounts for student Art: Free standing mount Triangle 2' wide each side, 6.5 ' tall each side \$129

Mounts for art loaned to the Arts Center: Free standing mount four ways 2' wide each side, 6.5 tall each side \$148

4 super flags \$455 includes stands

Free Standing Easels: 2 each, \$396.90

Tri-fold brochures: Design \$300; Print 3,000 each, \$1,000

Paint to touch up walls \$150

Signage (three each) : \$1200, Mounting signage: \$825

Total without construction costs: \$16,341.50

### Revenues and sources of funding.

The building space( 3,600 square feet) utilities and custodial services are provided by Caroline County. Caroline County Industrial Development Authority (IDA) provides and maintains security and camera

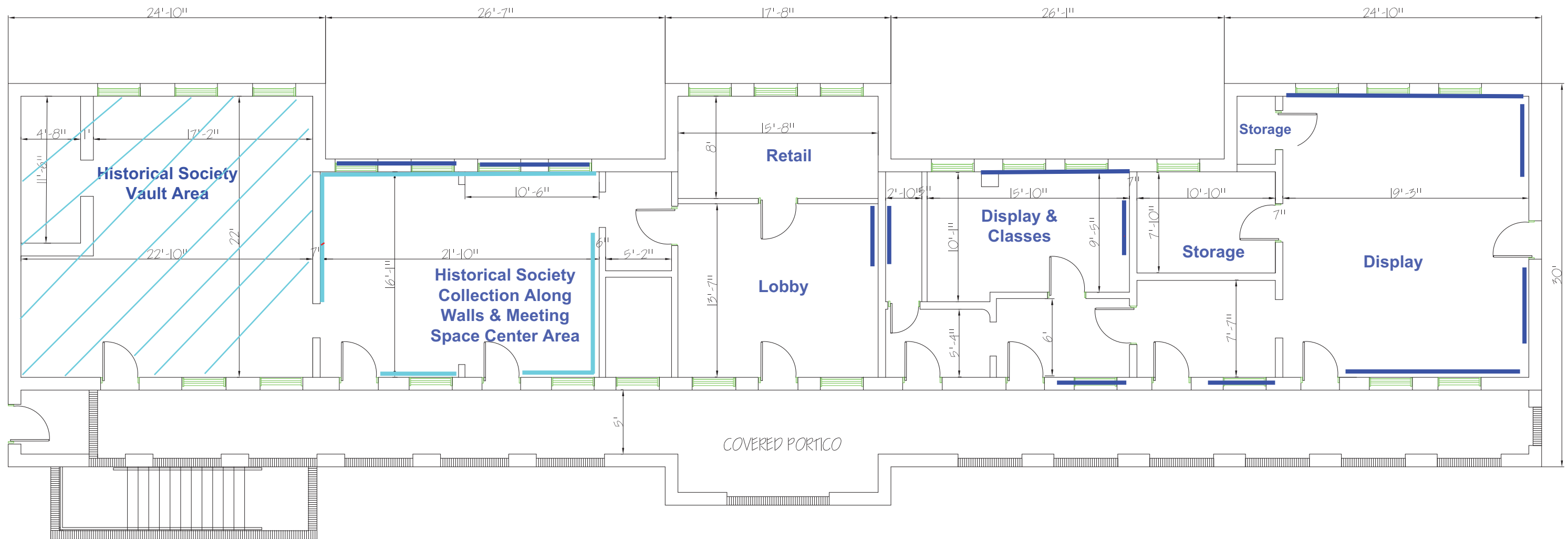
system to protect the various uses in the building and exceed insurance requirements. The National Park Service is loaning 13 Sidney E. King painting of civil war history. The Caroline Historical Society which shares building space provides displays of history and educational tours for schools.

Union First Market Bank is providing a donation of \$2500 and the Town of Bowling Green is matching that with \$2500 as requested by the Bank.

The Bowling Green Arts Commission will provide approximately \$2000 of it's 2014 budget.

Total budget for this project:	\$16,342
Union Ist Market Bank donation:	-2,500
Town of Bowling Green contribution:	-2,500
BG Arts Commission contribution:	<u>-2,000</u>
	9,342

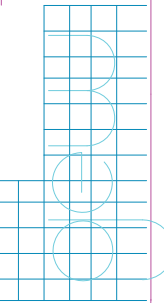
There are no other pending grants, donations, or contributions.



EXISTING FIRST FLOOR PLAN  
SCALE: 1/4"=1'-0"

Dark Blue Lines Represent  
Approximate Location of Sidney  
King Paintings

Teal Lines Represent  
Approximate Location of  
Historical Society Displays &  
Cases



SCALE: AS SHOWN	DRAWN BY: JEW
REVISIONS	DATE:

*Welcome*

*Dedication*

*Of the*

*Sidney E. King Arts Center*

*And Reception Honoring*

*The*



*Fredericksburg and Spotsylvania  
National Military Park*

*Your Hosts:*

*Caroline County Board of Supervisors*

*Bowling Green Town Council*

*Caroline Industrial Development Authority*

*Bowling Green Arts Commission*

*Caroline Historical Society*

*Caroline County Department of Economic Development & Tourism*



The Sidney E. King Art Center project continues to receive the endorsement and commitment from the entire community. Grateful appreciation to the following for their support in the completion of this project:

**A&M Home Center**  
**Bowling Green Arts Commission**  
**C. Flora Construction**  
**Caroline Historical Society**  
**Caroline Industrial Development Authority**  
**G&G Farm Supply**  
**Hardy Dunnington**  
**Thomas' Art & Sign Shop**  
**Paul Keeler**  
**Mark & Alana Mallin**  
**Michael Thomas**  
**Ray & Pat Piland**  
**David W. Storke**  
**John W. Stoddard**  
**Union First Market Bank**  
**Woodward Electric, Inc.**

Special recognition to the staffs of the  
**Information Technology Department, Caroline County**  
**Public Works Department, Caroline County**  
**Public Works Department, Town of Bowling Green**

for all their assistance in the preparation of the  
Arts Center.

## *Evening's Itinerary*

### ***Welcome***

*Floyd W. Thomas, Chairman  
Caroline Board of Supervisors*

### ***Keynote Address***

*Lucy Lawliss, Superintendent  
Fredericksburg and Spotsylvania National  
Military Park*

### ***Partnerships***

*David W. Storke, Mayor  
Town of Bowling Green*

### ***Project Scope***

*Philip D. Atkins, Chairman  
Caroline Industrial Development Authority*

### ***Closing Remarks***

*Jeffery Sili, Supervisor  
Bowling Green District*

### ***Dedication***

### ***And***

### ***Ribbon Cutting Ceremony***

*Chairman Thomas*



# Sidney E. King Arts Center Ribbon Cutting and Dedication

