



ART  
CENTER  
TRAVERSE  
CITY

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WHERE ART  
GETS DOWN  
TO BUSINESS

September 2, 2011

Dear Artcenter Traverse City Member,

This letter brings some significant news about Artcenter Traverse City.

As you know, Artcenter Traverse City has been struggling with operations and finances for quite some time. This situation has become serious enough that your board of directors has now had to make some critical, difficult decisions and take some radical steps to ensure the viability of an arts organization in this area.

In order to do this, we are re-examining our business model, slashing our expenses, concentrating on revenue generation, and taking a new approach to delivering services to the members, artists, and community we serve. As we enter this time of transition, we will be suspending the operational model we have been accustomed to for the past several years and adopting a model of a virtual facility.

Here are some of the steps we will be making in the best interest of the local art community:

- We will not be renewing the lease at the current location on Elmwood and will vacate that facility by November 1.
- We will find an office facility from which we can continue the day-to-day business operations and find and use temporary facilities, as we need them.
- We will continue to provide opportunities for our members in the forms of the Winter Art Show, the Annual Outdoor Art Fair, and the Art & Craft Trails publication. Our on-going classes will be re-located to temporary facilities. However, our focus on classes and workshops will be modified to include a broader selection of mediums on the one hand, but may be reduced in quantity to assure that classes are profitably full.
- We will attempt to offer our members and others increased opportunities to show their work.

During this time of suspension and transition, we will be actively involved with the entire community to create a new vision for the arts in northwest Michigan. It will stress a new collaborative concept and improved programming, as well as an entirely new approach to serving the community at all levels, in all media. As a working title we have chosen the name **Traverse City Center for the Arts**. This will change to a new "brand" that will be recognized locally and around the state.

As always, your board is here to preserve and enhance the arts in this community, and we firmly believe that we will, in the long run, better and more confidently serve the ideals of making and sharing art. We have attached a draft of our vision for this new concept. Please review it and join us at the Annual Members Meeting on September 15, as we take our first steps into the future of art in this beautiful region.

Sincerely,

Dave Lawrence  
Acting President