

Caroga Arts Collective

Sherman's Amusement Park

Who we are

- The Caroga Arts Collective (CAC) is the newly-established 501c-3 non-for-profit which acts as an umbrella for the Caroga Lake Music Festival, and other projects (Sherman's Center for Collaborative Arts and Education).
- CAC would be a base for interdisciplinary and inter-arts collaborations between musicians, artists, scholars, and their communities.
- We seek to bring together a community of artists to collaborate across fields and genres on inter-disciplinary projects. CAC focuses on revitalizing local culture, business, and life through providing unique experiences via collaborative performances, exhibits, community outreach events and adult/youth education. Also we continue to develop educational and artistic partnerships with schools, after-school programs and other art organizations locally and nationwide.
- As an extension of the individuals who participate and support the Caroga Lake Music Festival, the Caroga Arts Collective strives to bring diverse art, education and experiences to Caroga year-round with a focus on community growth and international impact.

The Co-Directors

- **Kyle Barrett Price**

BM Cleveland Institute of Music

Distinguished Paul Collins Fellow,

University of Wisconsin-Madison M.M. program

Artistic Director, Caroga Lake Music Festival.

- **Keir GoGwilt**

BA Harvard University

Graduate Fellow, UCSD, MA, Ph.d programs

What we've done

- Caroga Lake Music Festival (est. 2012)
- The CLMF mission and how it has developed
- CLMF Internationally-renowned Artists
- Where we have taught and perform
- Mutual impact between CLMF musicians and the community.
- Sherman's Project Proposal (2015)
- carogalakemusicfestival.org
- Or visit the facebook page, Caroga Lake Music Festival

CLMF/Sherman's Project in the News: National Spotlight 2015

- Leader Herald, Daily Gazette, Fulton County Express, Arts in the Adirondacks, Kathryn's Korner, Columbus Dispatch, University of Wisconsin-Madison.
- YouTube, Facebook and other social media. Larger growth and interest from an national and international online following.
- WENT radio, WAMC radio and future potentials with various TV/radio stations and magazines including WMHT and Adirondack Life.

Review of Last Meeting's Discussion

- July 22nd- Formal presentation of the proposal and the Sherman's Center for Collaborative Arts and Education vision.
- August 12th – CLMF Labeled under new business.
- The Town Board formulated a resolution to consider donate/ lease/sell Sherman's to Caroga Lake Music Festival as a viable option.
- As a result, we would consult legal advisors about the donate/ lease/sell options and discuss the pros and cons with the town.

What has happened since the July 22nd presentation

- **Caroga Lake Music Festival (CLMF)** presented our 4th season and experienced record attendance and donations.
- CLMF is recognized internationally being sought after by individuals and artists **worldwide.**
- CLMF Impact on Local Economy. 30 artists with a goal of creating and reigniting the Caroga **Experience.**
- CLMF directed the **FMCC Summer Academy** music program along with presenting and performing at assisted living centers, concert halls, churches, town meetings, bars, restaurants, front lawns, farms, local homes, and even barges.
- Recognition of **Sherman's Project Proposal** in conjunction with CLMF has contributed to once again placing Sherman's in the national spotlight. Word is spreading throughout the country and has sparked interest in individuals, educators, artists and audiences from all backgrounds and interests.
- **Gather community and national feedback** Listening to and collecting feedback regarding the property and CAC (CLMF.) Discussing how we can help and what we can do for the future.
- **Finding the mutual path:** Bringing communities together through inspirational experiences.

What has happened since August 12th meeting

- Completion of Documentation, ready for submittal, for Caroga Arts Collective (CAC) to be designated as a **501c-3 non-for-profit** charitable group.
- Researched other examples of thriving non profit cultural art organizations.
- Established partnerships and collaborations with other organizations in the area.
- Met with leaders of these organizations and others across the country.
- Develop Artist Renderings of our vision for Sherman's
- **Established a Board of Directors**

Board of Directors

Initial CAC Board of Directors:

- **Bruce Veghte**, CFO of Clearwater Marine Aquarium
- **Patricia Lowry**, Partner, Squire Patton Boggs LLP
- **Marc Gross**, Partner, Condon & Forsyth LLP
- **Steve Smith**, CMO of Yihaodian (Walmart), Shanghai, China
- **Jim Selmsler**, Former Controller, Borden Dairy, Inc.

(Updated October 2015)

- In addition, advisory councils and committees are being formed.
- Separate from the Board of Directors: The Co-Directors of CAC will be Kyle Price and Keir GoGwilt.

Overview of CAC role

- CAC's Year Round Presence and Residence-we are invested in the town's best interest because we are a part of it!
- Collaborate with Townspeople and Town Board
- Inclusive: The Nature of a 501c-3 Non-for Profit is to provide for the community

Overview of CAC Role (continued)

- The CAC's mission
 - Interactive Art with a Year Round Presence focusing on Experiential Education, Pedagogy, Performance
- Creative Placemaking: Innovative approach to Economic Development
- Reigniting The Sherman's/Caroga **Experience**
- Economic Impact of increased number of residents, guests and visitors.
- CAC and Sherman's Short term: Seasonal use, year-round presence, year-round care.
- CAC and Sherman's Long term: Year-round use, Year-round presence, year-round care.

Impact of Reinventing the Sherman's Experience

- Community Growth and Impact fuels Artistic and Educational growth and purpose which in turn fuels community growth and impact.
- International Exposure. **Creating THE destination.** This creates attraction. This attraction fuels businesses and individuals to come experience the area.
- Attraction leads to more residents and tourists of all ages.
- More residents and tourists = more local business.
- More residents and tourists fuel an increase of local business sales.
- Local business success fuels the attraction for new businesses.
- With an increase in local businesses, and local business sales, potential profit rises along with tax revenue, which in turn can help the Town of Caroga's financial growth and stability.
- This **unique** internationally recognized area and experience, leads to higher activity overall, and consequently potentially raises **property values**.
- CAC reignites and reinvents the Sherman's experience and the overall Town of Caroga experience.

Responsibilities

- Donate/Lease/Sell--Liability and structural upkeep (Stewardship)
- Growth and success of the Town integral with the mission and growth of our organization.
- CAC's newly established Board along with CAC Advisory Committees and the co-directors will work with the Town to present thoroughly detailed, transparent and accurate information to the Townspeople
- Year round presence

What's next?

- CAC's Non-profit status will act as an umbrella organization for CLMF along with Sherman's Project and other future projects approved by CAC leadership
- APA decision with Sherman's?
- For the mean time, valuing the continued impact and Investment in area through the established and successful CLMF.
- Work with Caroga Arts Collective (CAC) Board of Directors and soon-to-be appointed Advisory Councils to create a multi-faceted team which will research and develop detailed plans and reports regarding the property and the project.
- Collaboration and partnership with the Town and Town officials to research, present and then propose.

Caroga Arts Collective

the experience renewed.