



artistscollective
SPARTANBURG



Artifact Collection



History – Artists Collective of Spartanburg

- Formerly West Main Baptist Church
- Lots of renovations until the completion of the nonprofit in the fall of 2009
- Was then named the Artist West Main Co-op of Spartanburg
- The only art co-op in Spartanburg County
- Formations of art have found their home in this 20,000 square foot facility!
- Houses a unique letterpress operation, called the Printery

[Artists Collective | Spartanburg
\(artistscollectivespartanburg.org\)](https://artistscollectivespartanburg.org)



History – Metropolitan Arts Council

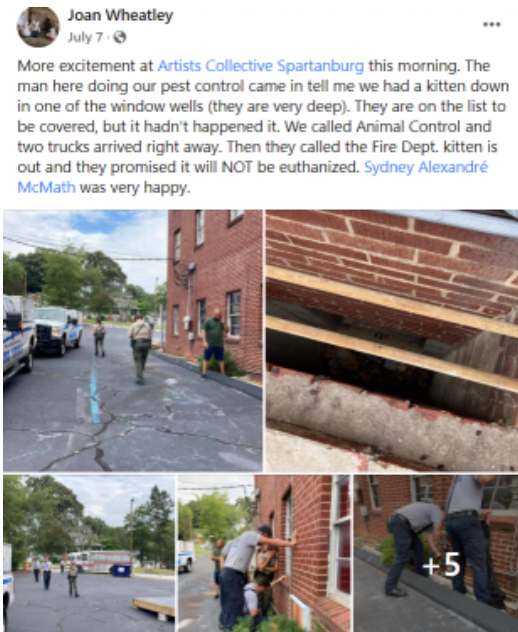
- Founded in 1973
- In the historic, West-End district
- Serves through the South Carolina Arts Alliance
- Receives funding through:
 - City of Greenville
 - The National Endowment for the Arts
 - The County of Greenville
 - The South Carolina Arts Commission
 - Private donations

[MAC - Metropolitan Arts Council
\(greenvillearts.com\)](http://greenvillearts.com)

Community

ARTISTS COLLECTIVE OF SPARTANBURG

This is not the normal communal activity of the Artists Collective, but the community was brought together to save a cat! Animal Control along with members of the Artists Collective and even the Fire Department joined in, making for an event-filled day.



METROPOLITAN ARTS COUNCIL

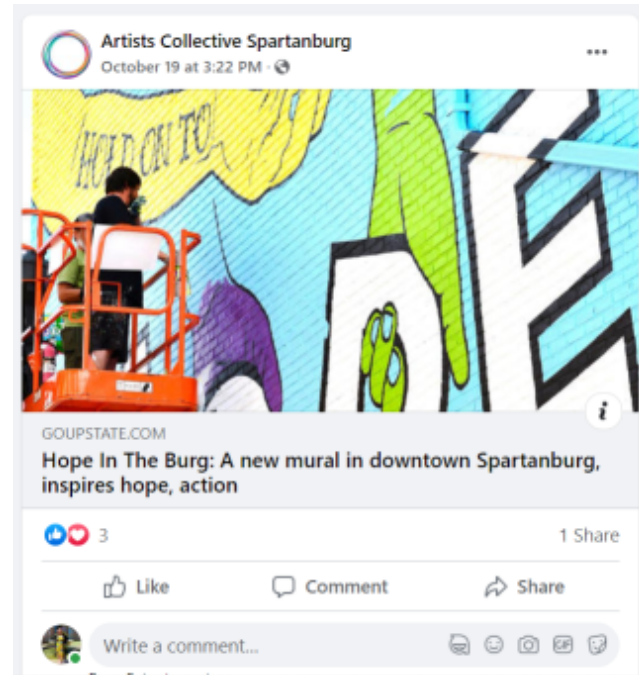
Open Studios is an event open to the community, where artists can show their skills live! They are self-guided tours and conversation among artists and the public is encouraged. This helps the community to have a better understanding of how the arts impacts our community and economy!



Arts & the Economy

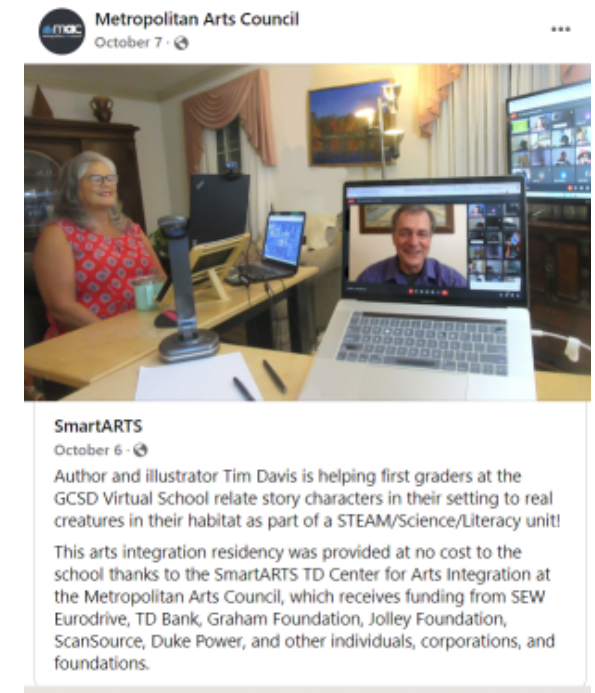
ARTISTS COLLECTIVE OF SPARTANBURG

“Hope in the Burg,” a mural in downtown Spartanburg, was initiated by the pastor at Church of the Mill. It was then sponsored by the President and Chief Executive of United Way and over 75 community members pitched in. The Chapman Cultural Center and even a few from the Artists Collective joined in too.



METROPOLITAN ARTS COUNCIL

Tim Davis, who is an author and illustrator, is helping 1st graders in Greenville County learn how to incorporate art and creative thinking into their STEM classes and programs!



The Board

ARTISTS COLLECTIVE OF SPARTANBURG

Governing Board:

- President George Brandt III
- Erin Stickland
- Coleman Edmunds
- William Mayrose
- Rosetta Nesbitt
- Laura Pinkley

Management Board:

- Chair: Beth Rugula
- Secretary: Judy Martin
- Treasurer: Dennis Regula

METROPOLITAN ARTS COUNCIL

Executive Director:

- Alan Ethridge

Director of Arts Education:

- Kimberly Simms Gibbs

Development Associate:

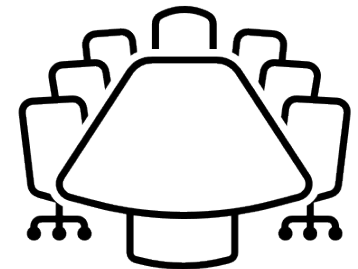
- Kacee Lominack

Director of Operations:

- Alice Ratterree

Director of Marketing:

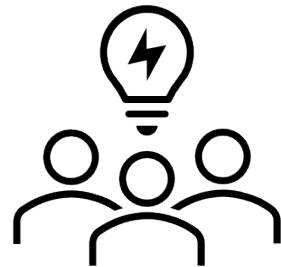
- Erin Turner



Mission, Vision & Values

ARTISTS COLLECTIVE OF SPARTANBURG

“Our mission is to create a community of artists wherein members mentor and support one another. In addition, our goal is to provide affordable studio, display, and performance spaces to established and emerging artists living in and around Spartanburg, South Carolina. From our inception we have strived to provide the public with opportunities to view original art and to interact with the artists.”



METROPOLITAN ARTS COUNCIL

“The mission of the Metropolitan Arts Council is to stimulate and support artistic expression and its appreciation and enjoyment in ways that enrich all citizens, artists, cultural organizations and communities of the Greenville County. We accomplish this by providing funding and other vital services to individual artists, arts organizations and arts education programs that greatly impact the economic well being of the community.”

“MAC’s vision is a vision for the community, and MAC will be Greenville County’s trusted and visionary champion of the arts. Our role is to gather support from the community and provide it to member arts organizations – with the outcome being a nationally recognized arts environment enjoyed and patronized by an ever-growing and constantly diversifying regional audience.”

Marketing – Artists Collective of Spartanburg



I have added examples of their flyers to show how they use different designs, colors, and graphic design to market towards their diverse exhibitions, shows, and events.

Marketing – Metropolitan Arts Council



I have added examples of their flyers here as well to show how they use different designs, colors, and graphic design to market towards their diverse exhibitions, shows, and events.

Programs – Artists Collective of Spartanburg

The Annual Juried Exhibition

- For all artists 18 years of age and older
- Must be residing in NC, SC, TN, or GA to apply
- Used to showcase the amazing diversity that local artists bring!

Art of Survival Exhibition

- “An exhibition of epidemic proportions”
- Created for artists in the regional area to share the art they created during COVID-19 isolation



5 Jan - 27 Feb
Solomon Gallery

Artists in our regional area share the art they created during the social isolation of the 2020 Covid 19 global pandemic. Historic first hand witnesses to this extraordinary time, these artists found strength through their art. This exhibit is free to the public.

The Art of Survival
An exhibition of epidemic proportions

artistscollective
SPARTANBURG

2021 Award Winners



Scott Cunningham
Fail Safe Fail
Painting
Spartanburg, SC

First Place - The Wendy Mayrose Memorial Award



Vivianne Carey
Against their Will Series: Jane Doe no. 4
Sculpture
Spartanburg, SC

Second Place - The Friends of ACS Award



Cecil Norris
Look at Me
Painting
Shelby, NC

Third Place - The Artists Collective | Spartanburg Award



Programs – Metropolitan Arts Council

Arts in Public Places

- Started in 2011
- Partnered with the City of Greenville's Art in Public Places Commission to create a practical funding program for public art

Downtown Alive!

- Artists and arts groups can display and sell their work or tickets to performances during the weekly event
- Held each Thursday during the months of March to August

First Fridays

- You can explore Greenville's visual art scenes each month in galleries and venues that are open to the public. Maps are given!

Flat Out Under Pressure

- Collaboration between the visual arts and sound environmental practices
- It also creates a different exhibition and marketing opportunity for visual artists

Programs – Metropolitan Arts Council Cont.



Greenville Open Studios

- Event open to the community
- Artists can show their skills live
- Encourages conversation between the artists and the viewer

MAConnect

- Group for art enthusiasts, artists, and art supporters (20s-40s)
- Goal is to educate Greenville's next generation of artists through member events and access to local artists and arts organizations

SmartARTS

- Partnership with Greenville County Schools
- Connects students, artists, and teachers to learn together through integrating the arts with all areas of education



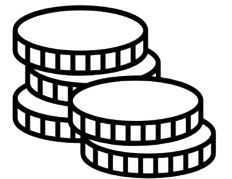
Generating Revenue & Controlling Expenses

- There are three types of income:
 - Earned
 - Contributed
 - Endowment
- Earned Income is based off programming, merchandise, and venue rentals, if any.
- Contributed Revenue is mainly donations by individuals, businesses, private foundations, and the different governments.
- Endowment Funds can be very helpful in providing annual income but should not be the main contributor.
- Usually, foundations have their own specific areas of interest, and they use their mission statement to help with programming.

For both the Artists Collective and the MAC, they both may use a combination of these types of income to fuel their organization.

Since they are nonprofits, most of their income is either earned or contributed. Endowment funds are helpful, but they are mainly used for large organizations. So, that might not be used for the Artists Collective, but it could be used for the MAC, since there are several locations.

Also, with contributed revenue, it is more likely to come from individuals or businesses. Some organizations may receive it through governments, but this may fall more into grants.



Fundraising

ARTISTS COLLECTIVE OF SPARTANBURG

- Sparkle and Shine is both a fundraiser and a celebration!
- Is an exhibition where art can be bought or has been donated.
- This is when the Artist West Main Co-op. became the Artists Collective.
- Proceeds from the fundraiser are there to benefit the beginning of the Artists Collective and for them to continue their mission.



METROPOLITAN ARTS COUNCIL

- Collaborated with the Graham Foundation the Canal Charitable Foundation to donate \$275,500 to 28 local arts organizations!
- The Graham Foundation is a private family foundation in Greenville that is for advanced studies in fine arts.
- The Canal Charitable Foundation is also an organization in Greenville that helps give funds to local organizations.

Current Topics

ARTISTS COLLECTIVE OF SPARTANBURG

- Currently having their Holiday Artisan Market, where you can come in and make or buy art!
- Will be conducting an Art Walk this Thursday from 5-9pm. (11/18/21)



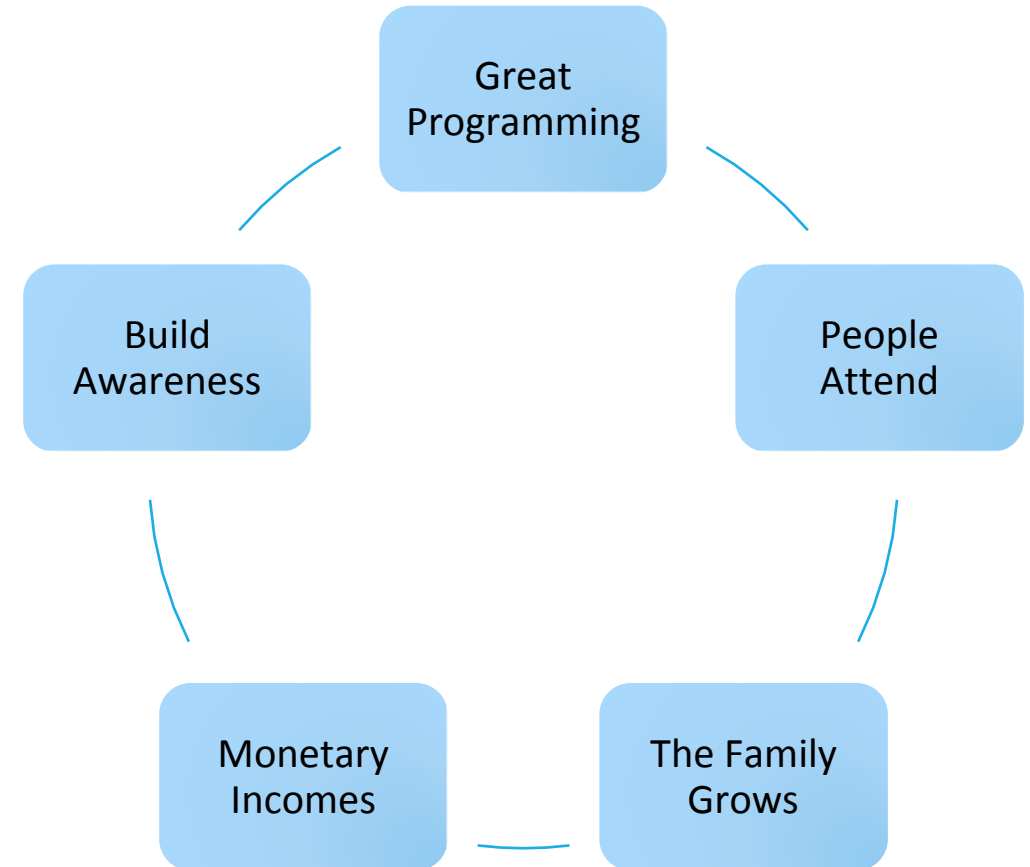
METROPOLITAN ARTS COUNCIL

- Just had their Open Studios last week!
- Over 100 artists joined!



The Cycle & Strategic Planning

- Both organizations will have their own way of planning and implementing The Cycle.
- Highlighting programs the organization wants to focus on will help jump start attendance for future events.
- For successful planning, the organization will need to look at who is more likely to engage, the likelihood of existing, current, and new audiences and donors, and communicating with the board, the funders, and the donors.
- They will also need to look at prospects. It is important to support each program area and use programmatic and marketing highlights to encourage donors.
- Fundraising mechanisms, like targeted campaigns, annual campaigns, and gala ticketing will also help define how an organization plans.



Cultural Access

ARTISTS COLLECTIVE OF SPARTANBURG

Just a few weeks ago, the Artists Collective built a ramp off the building to allow people with a handicap to access their showrooms!

Accessibility is more than a good building; it is the organization's welcoming attitudes.



METROPOLITAN ARTS COUNCIL

The MAC has open studios several times throughout the year. But they are not just at the MAC...

Open Studios are housed in anywhere from an actual studio to someone's house!

This way, art is accessible to everyone, and accommodations are made.



Reflection

While following these two organizations, I found that although they have different programs and different ways of marketing and fundraising, they have the same goal of promoting arts to the community. While the MAC has more to offer than the Artists Collective, the MAC has had more time to develop its brand, while the Artists Collective is still adjusting to its new name. I do relate more to the Artists Collective only because I have been around the area even when it was the Artist West Main Co-op. However, I do think as far as programs, fundraising, and marketing goes, the MAC shows a wider variety. In all, I think these are both great organizations that have thrived and succeeded from their community.

*Note: Images have come from either the websites, Facebook, or google photos.