

September 9, 2010



Mr. Carey Smith, City Manager  
City of Rock Hill  
PO Box 11706

Re: Ford Foundation Letter of Intent  
*Space for Change* Grant Application

Dear Carey,

After working with the City of Rock Hill to develop the Center for the Arts, the Gettys Art Center and the Community Performance Center, we continue to seek projects that would be mutually beneficial to both the Arts Council and its partners throughout York County. The opportunity referenced above is to request permission from the Ford Foundation to apply for a \$100,000 grant that would cover a two-year period. If awarded, this grant would allow the Arts Council, in partnership with the City and RHEDC, to enhance the work planned at the Old Town Market on Caldwell Street, for which Council has already allocated \$500,000. The grant would provide additional funds that would be used for artist residencies, staffing and consultants to assist with program planning and implementation, artist fees and equipment to conduct several pilot community engagement arts projects.

On Tuesday, September 7, Morenga Hunt and I presented a project summary at the RHEDC board meeting. RHEDC approved our request to list them as a primary partner in the letter of intent. Stephen Turner asked me to provide you with a printed summary so that you might share the information with City Council members as we seek their approval to list the City of Rock Hill as a primary partner. This is a \$100,000 **non-matching** grant, so we are not requesting funds. The strongest applications involve collaborative efforts with partners who exhibit appropriate leadership and a proven track record. A brief project summary is attached for your review. As always, we enjoy working with you and City Council to use the arts as an economic development tool and enhance quality of life in our city.

Sincerely,

Debra M. Heintz  
Executive Director

cc: Stephen Turner

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**Stephen Turner**  
*Rock Hill Economic Development Corp.*  
**Brian Wacaster**  
*Springs Creative*  
**Michele G. Wilson**  
*Community Volunteer*

Debra Heintz, Executive Director

**Vision Statement:** It is the vision of the Arts Council of York County to create and support a thriving, diverse and vibrant arts community in York County.  
**Mission Statement:** It is the mission of the Arts Council of York County to provide leadership in arts education and development, arts marketing and arts advocacy.

## Project Summary

The Arts Council of York County, South Carolina, in partnership with The City of Rock Hill, and the Rock Hill Economic Development Corporation, is seeking support for a collaborative planning process to:

- What? Develop a "Creative Community in Old Town" by increasing residential living spaces, creative work and studio spaces, business spaces, plus activities for the public, artists, and other "creatives." It would include active creative class recruitment/retention with those actual creative class folks who are interested in creative environments and Do-It-Yourself principles and lives.
- Who? The above named core partners, plus Social Design House, Gallery Up, Winthrop University College of Visual and Performing Arts faculty and students, and selected local artists. Phase Two may include additional partners.
- When? January, 2011 through December, 2013, and beyond. (Pre-planning from 2009 to the present)
- How? Through residencies, exhibitions, performances, and arts education, and creative community engagement/outreach activities for the public in Old Town, Rock Hill, SC. The planning process will focus on how to "activate" some under-used or unoccupied spaces that will enhance four arts facilities.
- Where? In the planned **Old Town Arts Market/Arts Park** and other venues in "Old Town" Rock Hill—namely, Center for the Arts, Gettys Arts Center, and the McFadden/Bass Apartments, adjacent to the Gettys Arts Center with some vacancies that could be used to house artists involved with community engagement initiatives.
- Why? Bringing unused or underused spaces alive with creative activity will increase artists, "creative entrepreneurs", and public participation in and enjoyment of the arts, plus generate sustainable revenue, improve aesthetics, perceptions, and overall quality of life in Rock Hill.
  - This plan may also serve as a model and catalyst for replicating these programs and services in other areas of York County (and beyond) that seek to focus on the arts and creative industries as a key element of their development plans.

### Overview of the proposed Planning and Pre-Development Process:

- Phase One/Year One will focus on convening all key stakeholders in a series of planning discussions and meetings to finalize plans for Old Town Market and how to effectively connect and promote the interconnected spaces and activities, including details on the final design, occupancy, operations, and usage of the spaces, as well as the marketing and promotion of the spaces and activities. This phase includes finalizing the identity or brand of the "Creative Community in Old Town", which will include the **Old Town Arts Market/Arts Park** and other spaces listed above.
- Phase Two/Year Two will include initial pilot testing of the plans and preparation for full implementation to connect and market the "Creative Community in Old Town" spaces and activities. Feedback from partners, participants, and the public on pilot events may result in some changes or revisions in the planned usage and marketing of the spaces and related activities.

Ultimately, the goal is to help advance the city's current and future strategic plans and initiatives that include the arts as a catalyst or key component to improve the overall quality of life in our community, increase positive visibility, and contribute to economic development and cultural tourism while attracting new creative entrepreneurs.