



evolution

THE CO

it's happening!

Those words say it all. I am simply thrilled to share with you that, despite this long and winding year, we have reached a critical milestone in our Evolution Campaign. With \$854,600 in gifts and pledges, we are at 51% of our \$1,695,000 goal and have signed a lease for our new space at the Dayton Arcade!

For more than 30 years, The Contemporary Dayton has provided art for the community and community that supports local artists.

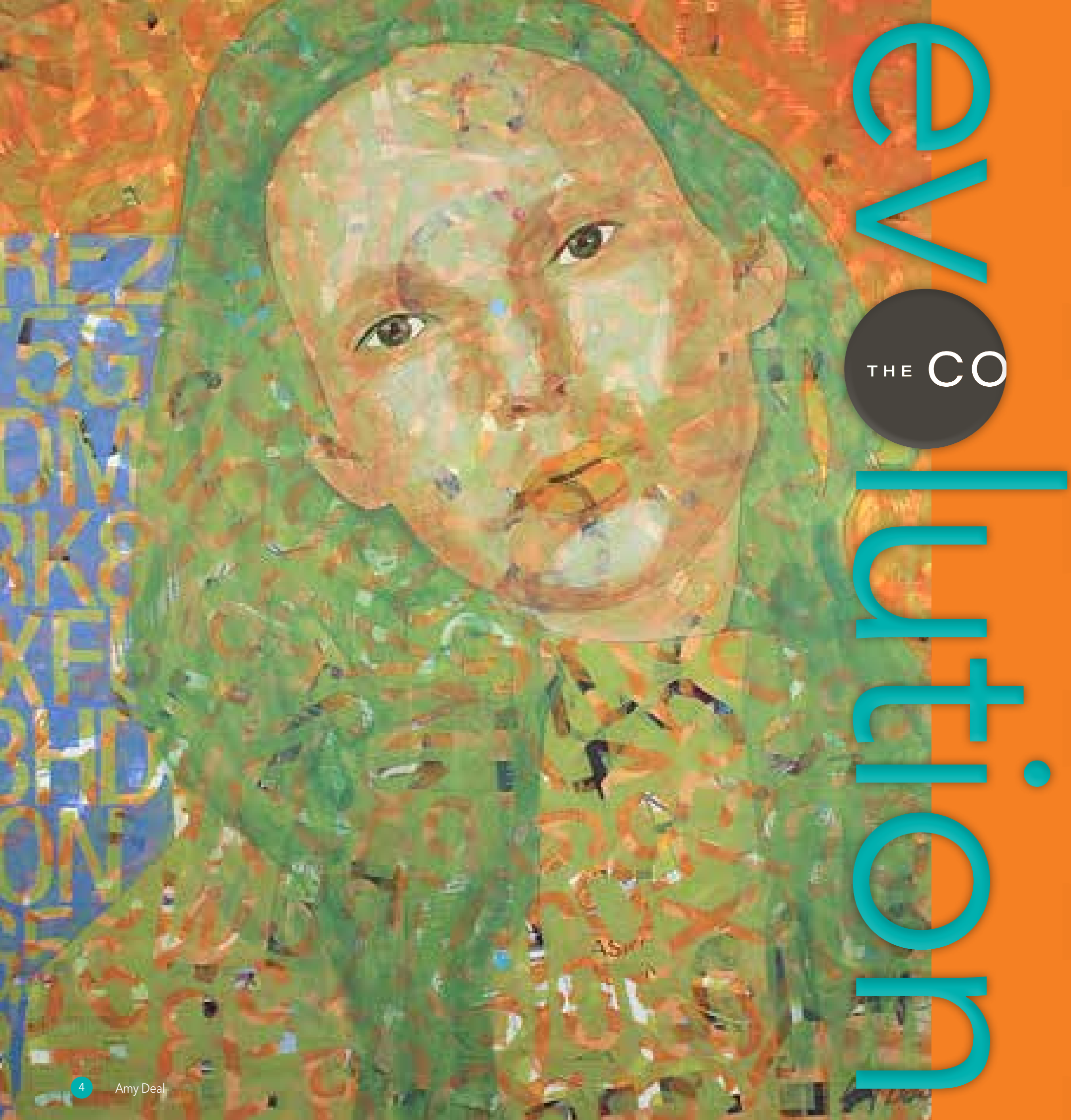
With your support we can realize our vision to expand the definition of contemporary art for Dayton; serve larger and more diverse audiences; and become part of the arts, innovation, and entertainment hub at the reborn Dayton Arcade.

Join the Evolution!

Eva

The Contemporary Dayton

CAMPAIGN



evolution.

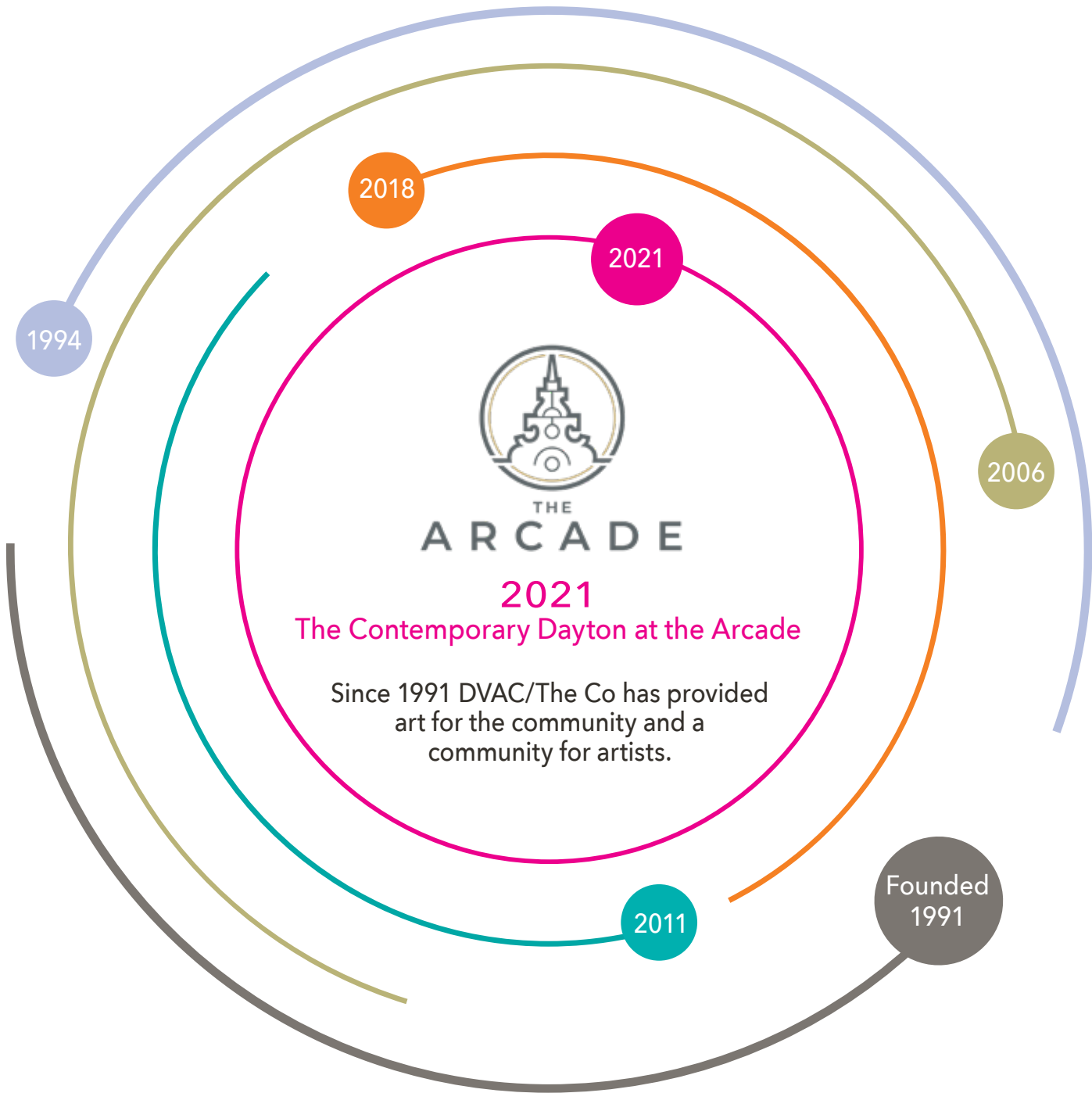


JOIN OUR evolution!

The Contemporary Dayton (formerly Dayton Visual Arts Center) is devoted to presenting contemporary ideas by artists whose practice speaks to prominent issues of our time on the national and international level simultaneously with ideas of artists whose work emanates from Dayton and Ohio.

THE EVOLUTION OF THE CO

- 1991
The Dayton Visual Arts Center (DVAC) is formed by a coalition of artists and community/business leaders to meet the needs of creators and the supporters of contemporary art and spends its first three years in the Biltmore Hotel on Main Street
- 1994
DVAC moves to the first floor of the 40 W. Fourth Centre building (then called Miami Valley Towers)
- 2006
DVAC in Motion Campaign raises 600K to renovate and move to its present space at 118 N. Jefferson
- 2011
Eva Buttacavoli hired as Executive Director
- 2018
DVAC rebrands as The Contemporary Dayton
- 2021
The Contemporary Dayton moves to The Arcade



The Co is inviting
YOU to join
the evolution!



JOIN THE evolution
The Contemporary Dayton

JOIN THE EVOLUTION...Relocation to the Dayton Arcade

- Gain More Than Double the Exhibition and Program Space
- Serve an Additional 30,000+ Visitors and Hundreds More Artists a Year
- Be Better Positioned to Integrate Ideas Around Social Justice into our Programming
- Increase Awareness, Capacity for Fiscal Growth, and Sustainability
- Be Better Positioned to Integrate the Arts into the Community
- Continue to provide Art for the Community and a Community for Artists



"The historic Arcade project in Dayton, OH, may be the most transformative project in the United States today. The Arcade has the potential to spur a dramatic revitalization of the core of the city through its distinctive combination of strategic location, shared investment, historic legacy, civic pride, and innovative concept."

—Bruce Katz,
Senior Fellow,
Brookings Institute



JOIN THE evolution
The Contemporary Dayton

The Co at The Arcade



As always...
**The Contemporary
Dayton** will be
free and open
to all!

JOIN THE
evolution
THE CO
The Contemporary Dayton

JOIN THE EVOLUTION...The Co Program Expansion and Community Commitment



Michael Goodson,
The Co's New Curator
& Director of Programs

Over the past 20 years, as Senior Curator of Exhibitions at the Wexner Center for the Arts, Director and Curator of Exhibitions at the Columbus College of Art and Design's Beeler Gallery, and as Director at James Cohan Gallery, NY, Goodson has organized single artist exhibitions by Diana Al-Hadid, Charles Atlas, Leonardo Drew, Trenton Doyle Hancock, Jessica Jackson Hutchins, Donald Moffett, Carrie Moyer, Roxy Paine, Yinka Shonibare, Robert Smithson, and Fred Tomaselli, among many others.

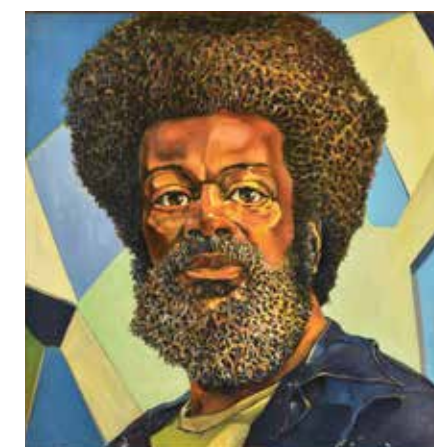
Goodson moved to Dayton as a teenager as part of a Wright-Patterson family and completed his undergraduate work in studio art at Wright State University. He taught sculpture and performance art at Hunter College, NY; and both studio and art history at Wright State and Wittenberg University. He holds an MFA in sculpture from Cranbrook Academy of Art.

Goodson will shape the curatorial vision and new commitment to equity for this next evolution of The Co. He will work with local artists to help them find their voice and gain experience, and will add another layer of criticality and scholarship for our audiences. Forming new creative partnerships and engaging the community through programming, Goodson will serve our mission to provide art for the community and a community for artists.

HIGHLIGHTS FROM THE CO'S INAUGURAL EXHIBITIONS:



Zachary Armstrong, *Noah* (detail of installation), 2021, encaustic and oil on panel, wood, vinyl wallpaper, dimensions variable. Courtesy of the artist.



Curtis Barnes, Sr., *Self-Study*, 1978, oil on canvas, 44 x 44 in., Courtesy of Curtis Barnes, Jr. Image: John Sousa.



Cauleen Smith, still from *Remote Viewing*, 2010, digital film for projection, color/sound, total running time: 15 minutes, 24 seconds. Courtesy of Corbett vs. Dempsey.

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THE CO
The Contemporary Dayton

EQUITY STATEMENT: The Co shares a vision that commits the institution to advancing equity, diversity, and access now and in the future. To read our entire statement go our website at: thecontemporarydayton.org

CAMPAIGN

CAMPAIGN BUDGET

Construction	\$731,000
Program Reserve	\$464,000
Endowment	\$500,000
Total Campaign Goal	\$1,695,000
Campaign Gifts and Pledges to date	\$854,600

Remaining to Goal	\$840,400
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ORGANIZATIONAL IMPACT

	Current Location	The Arcade
Overall Square Footage	3,444/sf	6,224/sf
Exhibition Space	1,800/sf	3,700/sf
Number of Galleries	1	4
Year-round Art & Book Store	0	1
Dedicated Dayton & Ohio Artist Gallery	0	1

EVENT & PROGRAM ATTENDANCE

	Current Location	The Arcade
Gallery and Exhibition Visitors	10,000	50,000
Program and Event Attendees	131,000	200,000



Financial Comparison

OPERATING EXPENSE	Current Location	The Arcade
Annual Rent	\$31,469	\$52,480
Annual Utilities	\$5,300	\$9,275
Salaries	\$156,330	\$161,230
Development (Includes Contracted Staff)	\$47,116	\$54,115
Programs	\$275,885	\$290,500
Total Annual Operating Expense	\$516,100	\$567,600

OPERATING REVENUE	Current Location	The Arcade
Percent of Operating Reserve (5-year Operating Reserve \$464,000)	\$0	\$72,400
Percent of Endowment Proceeds ((\$500K 8% draw)	\$0	\$40,000
Program and Event Revenue	\$152,000	\$156,560
Fundraising/Membership Revenue	\$347,000	\$394,070
Art Sales	\$18,000	\$20,000
Total Annual Operating Revenue	\$517,000	\$683,030



WE ARE GRATEFUL FOR THE TREMENDOUS SUPPORT AND PARTNERSHIP WE HAVE RECEIVED FROM THE GREATER DAYTON COMMUNITY.

"We strongly support the Contemporary Dayton's Vision to expand the definition of contemporary art for Dayton and serve larger and more diverse audiences in the Arcade. They will be a key partner in this dynamic new space that is central to downtown Dayton's revitalization."

—Dayton Mayor, Nan Whaley



"In finding a new home in the Arcade, The Contemporary will contribute to making our region a destination for profound and beautiful contemporary art experiences."

—University of Dayton Provost, Paul Benson, Ph.D

"The arts are fundamental to a thriving community—they strengthen us socially, educationally, and economically. We are proud to support this exciting evolution for both The Contemporary and Dayton."

—Eichelberger Family Foundation

Completing the Circle

We are cautiously optimistic to be close to completing the circle on this exciting evolution for The Co.

With your partnership we can move in and activate The Co at the Arcade in the Spring of 2021.

Each and every gift will help us reach our goal—there are still a number of exciting naming opportunities!

• NAMING OPPORTUNITIES •



DONOR NAMING OPPORTUNITIES

In gratitude for and celebration of our generous supporters, The Contemporary Dayton has a suite of opportunities for donor recognition.

GALLERY A

The largest gallery at 2,348/sf dedicated to original shows of contemporary art; with a focus on what The Co does best—premieres of work by local, national, and international artists and a mix of large thematic and members shows.

Naming Rights Available: \$250,000 (1 qty)

GALLERY B

The most flexible space at 780/sf, this gallery will be dedicated to shows of exciting new work by local and Ohio artists which will be complemented with our new series of cataloguettes featuring artist interviews.

Naming Rights: **ACQUIRED: THE DR. ROBERT L. BRANDT, JR. GALLERY**

GALLERY C

At 300/sf this “jewel-box” space will serve as a project space for installations of sculpture and small works, as well as be a flexible space for special programs like poetry readings and dance performances and for meetings and workshops.

Naming Rights Available: \$50,000 (1 qty)

DONOR NAMING OPPORTUNITIES

GALLERY D – Gallery + Year-round Art & Book Store (planned 2022)

At 820/sf and including double storefront glass doors and original Arcade tile, this gallery will literally spill out onto the Rotunda, inviting visitors into the Holiday Gift Gallery and ensuing year-round Art Store.

Naming Rights: **ACQUIRED: T. CHASE HALE AND JONATHAN A. HALE GALLERY**

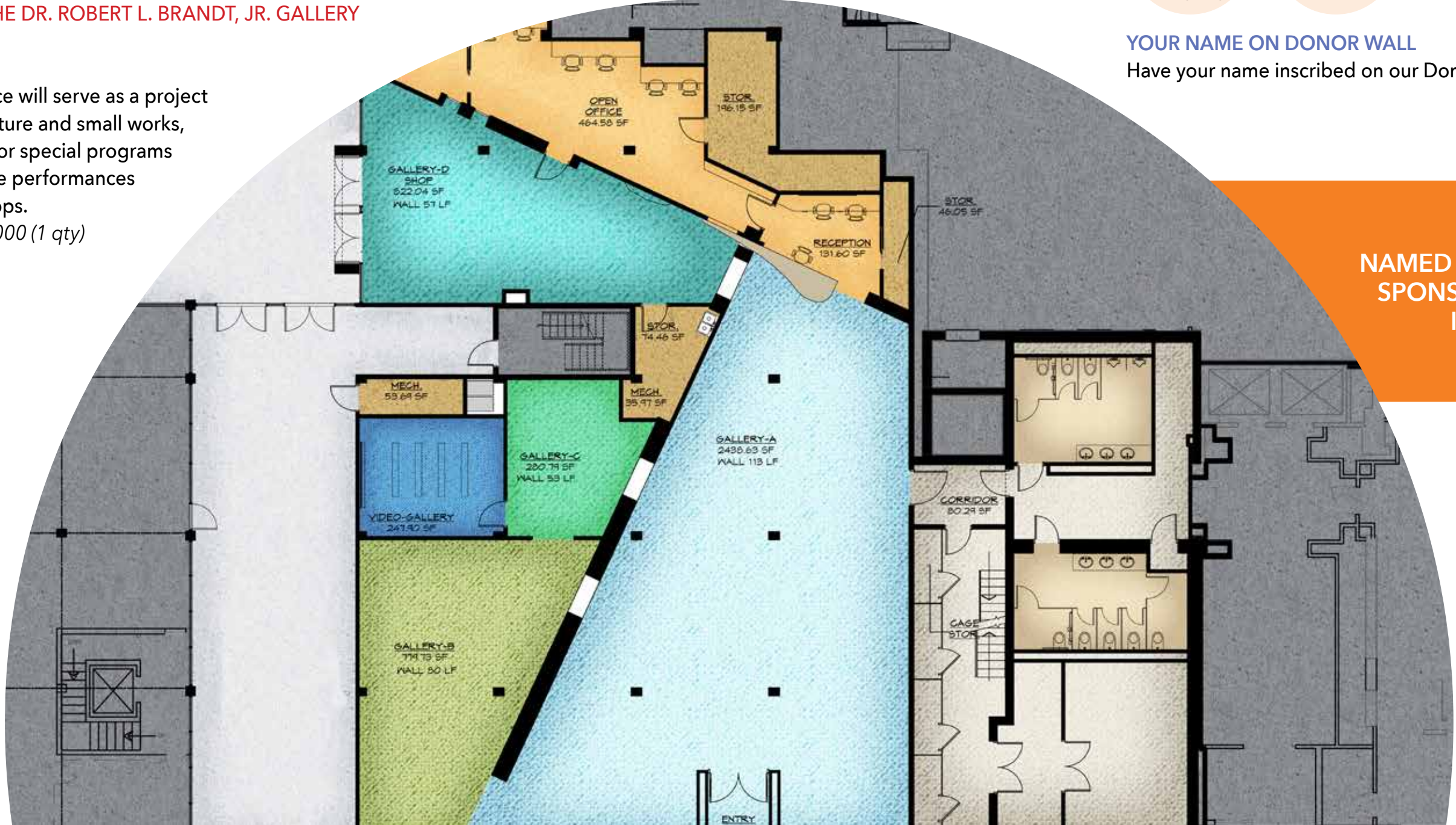
VIDEO GALLERY

Essential in a 21st-century art space (and a community that boasts a top-tier film program) to feature film and video by the widest variety of artists.

Naming Rights: **ACQUIRED: THE EICHELBERGER VIDEO GALLERY**

YOUR NAME ON DONOR WALL

Have your name inscribed on our Donor Wall with a donation of \$1,000 or more.



NAMED GALLERY SPONSORSHIPS INCLUDE:

- GALLERY NAME PROMINENTLY DISPLAYED IN DIMENSIONAL LETTERS (See Page 18)
- YOUR NAME INCLUDED ON DONOR COLUMN AND DONOR ROLL
- DONOR ROLL (branding associated with The Co at the Arcade web and printed

DONOR RECOGNITION...Interior & Exterior Features

JOIN THE EVOLUTION AND LEAVE A LASTING LEGACY. Individuals, families, businesses, and corporations can name various features of our new space in their names or in honor of someone special in their lives. Each opportunity will afford donors or those they choose to recognize, with an engraved commemorative plaque; prominent recognition for years to come as a visible part of The Contemporary Dayton.

Exterior Steel Statement Columns (2) | \$36,000

Custom Reclaimed Ash Reception Desk-Sculpture | \$30,000

In a space that celebrates art, our permanent fixtures must combine form and function. This custom reception desk by Artist Member Shon Walters is created draws the public in while serving as the command post for our space.

Flex-Space Office Hub | \$25,000

This is where the work gets done. From planning our exhibition schedule to hosting curatorial teams, this 600/sf open office and meeting space, designed by longtime corporate partner, the minority- owned design firm, Elements IV Interiors, the Office Hub is where people connect and programs are created.

Arrival Vestibules/Exterior Fourth Street & Interior Rotunda Doors | \$15,000

The clean, three-dimensional arrival vestibules provide an introduction and first impression for our organization, welcoming visitors. The interior entrance greets those strolling in from the historic Arcade Rotunda. The exterior entrance welcomes visitors from 4th Street.

Curator’s Workshop | \$10,000

For those who love and do art, this key area, where art is loaded and exhibitions are stored and assembled before meeting their public, is critical, if oft-forgotten, space.

Rotunda-facing Video Display | \$5,000

Art & Book Store Digital Sale System | \$2,500

Parsons-style Gallery Seating | \$1,000

These six, custom, modernist benches (distinguished by their legs and top edges being simply and elegantly equal in thickness), will be placed throughout our galleries offering respite for contemplation and conversation.

Art & Book Store Custom Ash Shelf | \$500

New, Custom Art Easels & Chargeable Cordless Lights | \$250

Art & Book Shop Tote | \$100

**Gifts and pledges can be spread over 4 years. All donors of \$1,000 and above will be listed on our prominently displayed permanent donor wall. Please contact The Contemporary Dayton for more information at 937.224.3822.*

DONOR RECOGNITION...Program Sponsorship

Through these select naming and sponsorship opportunities, your gift to support expanded programming as part of the Evolution campaign will have a tangible impact on The Contemporary Dayton’s mission—to provide art for the community and a community for artists.

The Evolution Inaugural Exhibition Suite - June 30 deadline for commitment | \$50,000

This 1-year Naming Sponsor opportunity supports our new Curator and Director of Programs, Michael Goodson, in his exciting plans for the coming year to grow our vitality and importance in the Dayton community, throughout Ohio, and nationally.

Arts for Healthy Communities Program | 50,000 (5-year naming rights)

As countless studies have shown, making art improves health and wellbeing. This 5-year program fund will provide subsidized “toolkits” that include plans, supplies, and access to a Master Artist for use by area social service and community organizations to facilitate their own community arts projects.

Teen, Youth & Family Program Series | 50,000 (5-year naming rights)

This 5-year program fund supports the Co’s plans for a Math, Engineering, Tech & the Arts focused teen, youth, and family program developed in partnership with fellow Arcade partners, the University of Dayton’s Entrepreneurial Leadership program and The Entrepreneur’s Center.

A Strident Step Forward- The Co’s New Commitment to Equity Fund | 25,000 Annual Gift

Dayton & Ohio Artist Exhibition Catalogue Fund | 10,000 Annual Gift

Join our Local Art Circle of donors in supporting this dedicated endowment fund to support local and Ohio artists through the presentation of solo exhibitions and cataloguettes throughout our space, programs, and in our dedicated local art gallery.

New Media (Film & Video) Program Fund | 5,000 Annual Gift

This program fund will support expansion into new media, presenting video of all genres and formats. With 6-10 screenings per year, local to international, this program will be one of a kind in the region.

Spotlight on Women Program Fund | 1,500 Annual Gift

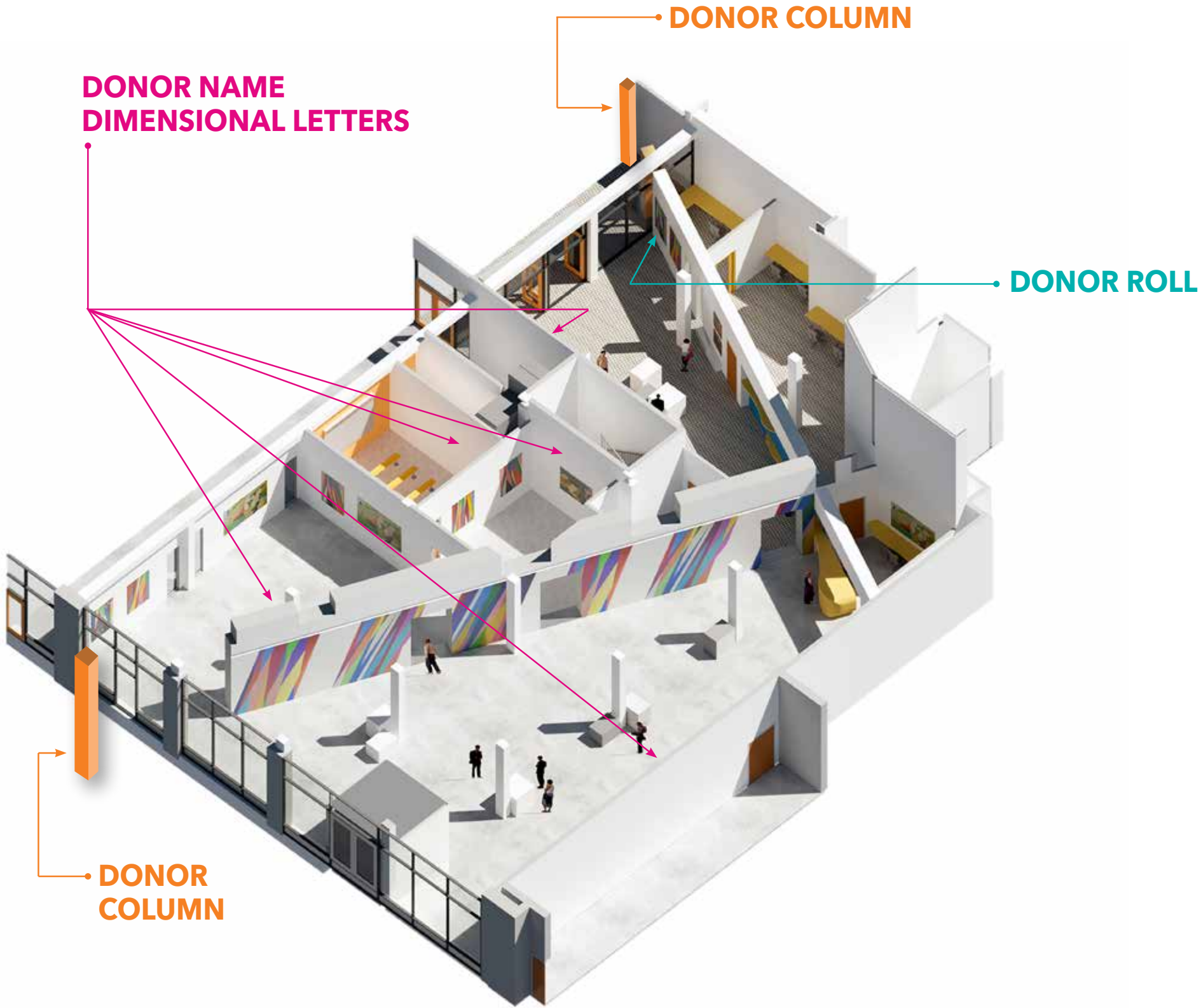
Beginning in 2020, we launched Still SHE Creates a curatorial project celebrating women’s art and championing women artists and leaders. This program fund supports the continuation of that successful series, presenting an exhibition, public program, and catalogue by a female artist each season.

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Many other naming opportunities are available. Please visit thecontemporarydayton.org/evolution-campaign to see the full list. We appreciate every gift given to the Evolution Campaign.



DONOR NAMING OPPORTUNITIES

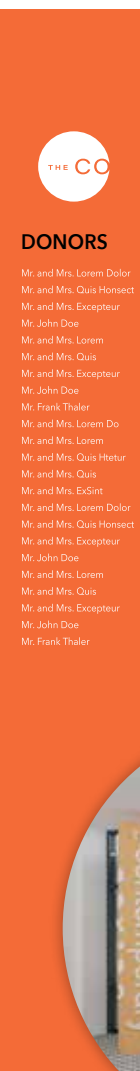
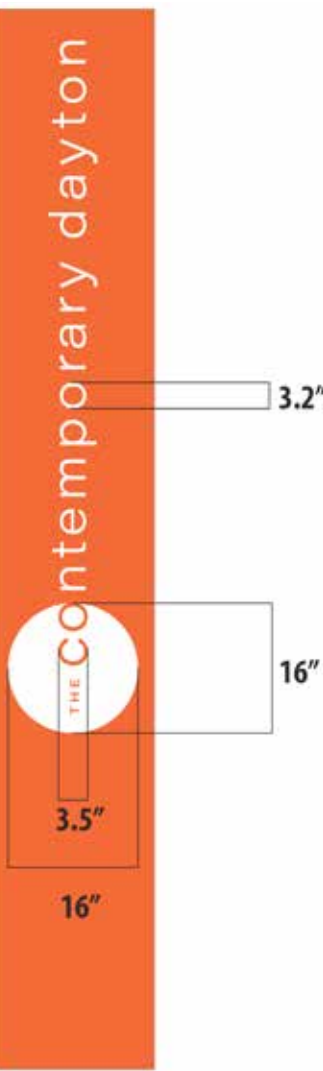


DONOR NAMING OPPORTUNITIES

Dimensional Gallery Lettering:

DONOR NAME GALLERY LETTERING

Donor Column:



Donor Roll Wall:

