



**Mission** - The Community Arts Café will provide service, support and encouragement to local artists, musicians and performers for the purpose of furthering their work, ultimately enriching life in the local community and impacting the development of economic growth.

The Community Arts Café is the parent entity of a multi-faceted arts developmental and promotional facility that has been established in downtown Winston-Salem. The completed CAC vision consists of four (4) major business segments as follows:

- 1. The Gallery of the Arts**
- 2. Arts Alley**
- 3. The Café Theatre**
- 4. Artist Development and Media Services**



**1. THE GALLERY OF THE ARTS** - A membership exhibiting gallery and the primary retail outlet for the overall entity. The gallery offers all works of art, craft, literature, recorded music, videos and any other products available exclusively through CAC.



**2. ARTS ALLEY:** A multi-faceted space for the arts including a coffee shop and wine bar featuring NC wines and craft brews. Also features local teas, local baked goods and a simple & unique Tapas menu with special culinary options for private dinners. ARTS ALLEY will house a center for creative writing, studios for musical instruction and will offer artist development programs for the visual and performing arts. ARTS ALLEY will also include a large flexible space for workshops, seminars, performances and special events, and several additional small performance areas.



**3. THE CAFÉ THEATRE** - The Café Theatre will be a flexible, mid-sized venue accommodating 200-300 patrons at tables or in an assembly arrangement. This venue will showcase new music, CD releases, staged readings or performances of new theatrical works, emerging artists' performances in dance, comedy, spoken word or any other presentational form of art. Lunch, dinner or drinks will complement the variety of performances in this space.



**4. ARTIST DEVELOPMENT AND MEDIA SERVICES** – The artist development group provides talented individuals with the opportunity to realize their dreams. Gifted artisans are available in every craft to teach classes, answer questions and mentor anyone interested in developing their latent giftedness. The overall CAC entity provides the tools necessary to take a seed of an idea, or dream, to fruition, and is part of an entity that provides the platform for giving it life. Works in conjunction with all other segments.

Teaching Studios, Classes & Lectures will be developed for:

- Visual Art/Crafts
- Music
- Performance
- Culinary arts

Students will be able to learn their craft and apply their knowledge to product development, and showcase and market it from the provided CAC outlets.

**Media services** will be established to include all forms of media necessary to carry out the mission of The Community Arts Café.

- **Internet:** For the continued hosting and development of the CAC website and publishing of the weekly and monthly editions of The Community Arts Café online magazine.
- **Print:** Digital and offset print facility for producing printed publications and products of CAC (such as the printed edition of The Community Arts Café magazine) and for any printed marketing material for the promotion of the entity or its subsidiaries. Possible partnership or collaboration with another entity such as The Winston-Salem Journal.
- **Audio:** Full service digital recording and broadcast studio for the production of CAC programs (Triad Arts this Week! radio show & internet webcast), commercials for internal and external CAC advertising and for the production of audio recordings by artists under the **Artist Development** division of CAC. Also covers the recording of live performances within the performance café of the entity.
- **Video:** Full service digital video and broadcast studio facility for the production of CAC programs (Triad Arts this Week! television and internet webcast), commercials for internal and external CAC advertising, and for the production of performance videos by artists under the Artist Development division of CAC. Also covers the video recording of live performances within the performance café of the entity.
- The CAC media facilities and personnel for the service, in all forms of media, may also be made available 'for hire' to individuals, the arts community and to the business sector of the local, regional and national community.

**CAC MARKETING & PR SERVICES** - This division will support every business segment in the area of awareness, community relations, promotions and the advertising of the products, services and events offered by the parent company and all of its subsidiaries. Everything known about The Community Arts Café will filter through this division into the community, region and nation (world).



**GALLERY MEMBERSHIP-** The gallery offers membership to artisans working in paint, pastels, photography, pottery, glass, fabric, jewelry, metal, wood, and almost any other medium. Juried membership is open to any artist residing in the Triad Region of North Carolina (Includes Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Rowan, Stokes, Surry and Yadkin counties). The gallery commission rate for all member sales is 30%.

**Jury Process** - Prospective members must submit an application form along with a selection of their work to the gallery. In most cases, an applicant with a website showing their work may submit the URL in lieu bringing the work in. Members should maintain a uniform pricing structure, whether you sell in a gallery with a 50% commission, or to your neighbor. Please do not submit class work, or work done under advice of another artist. If your work requires a special display (pedestals or jewelry cases) please be prepared to provide your own. If you have photos of your display, please submit those with your application. All applicants will be notified by email or phone. A \$15.00 non-refundable application fee is also required.

**The Jury Committee** - We will review your application, and if selected, you will be asked to bring in your work, plus your display system in the case of 3-D artists.

Work will be juried on originality, technique, and presentation (including framing). Other jury criteria may be applied: space constraints within the gallery, balance of media and style within the gallery etc. If accepted as a member your check will be deposited and you will be asked to sign the contract. An artist's bio or statement and a photo will be taken for the website.

**Signing Terms** - A \$50 membership fee is due each month from each artist for a continuous period of (6) six months. Membership fees are collected in 2, three month intervals due at the beginning of the first and fourth months of membership, which allows the Community Arts Café to provide its members with all of the following benefits.

**Members will:**

- **Have a body of work on display at all times.**
- **Have their own page on the Community Arts Café website.**
- **Share in the opportunity to be 'Featured Artist' within the gallery & CAC publications.**
- **Receive ongoing marketing, PR and weekly exposure to thousands of Triad arts enthusiasts through placement in 'Triad Arts this Week! The Community Arts Café's weekly publication.**
- **Be invited to enter special shows and exhibitions at reduced member rates**
- **Have the opportunity to hold classes, talks or workshops in gallery at reduced member rates**
- **Be invited to attend a reception that will be held on the First Friday of every month.**
- **Be invited to attend all events and promotions that will drive traffic to the gallery location.**
- **Benefit from the gallery hours: 11 am to 8 pm, Monday through Saturday, and 12-6 pm on Sunday, with extended hours on First Fridays & during events at the Stevens Center or other special events.**

**Art Rotation** - Members will be contacted occasionally to exchange a portion of their work. Work logged into the gallery must remain for at least a one month period. Please do not expect to remove your work before this time. The Hanging Committee has the right to refuse any work that does not reflect the standards of the CAC Gallery. The artist will be asked to replace said piece with another.

Work must be ready to hang with secure wires, no saw tooth hangers. Artist's name, title of work, and price must be written on the back or on a card attached to the back. 3-D work must also be identified, either on the bottom or on a tag attached to the work. An inventory must be provided in a Word or Excel document via email before work will be displayed in the gallery. The inventory should include the title, price, dimensions and medium of each piece submitted for display. Inventories should be emailed to gallery@communityartscafe.com.

**Application Information:**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

Home Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

**Precautions** - *The Community Arts Café will take every precaution against loss, theft, or damage to your work, but we will not be liable if such does occur. We strongly encourage each artist to insure their own work through their homeowner's policy*