

MICHIGAN LEGACY ART PARK



Art Access For All Campaign

Expanding and improving a serene, artistic and
educational place in nature

Est. 1995

Be a part of the legacy.

Michigan Legacy Art Park inspires awareness, appreciation and passion
for Michigan's history, culture and environment through the arts.

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Michigan Legacy Art Park – Art Access for All Campaign

Michigan Legacy Art Park is a place in nature for artists to install sculptures inspired by the stories that shape the legacy of Michigan. The objective continues to be: curate a collection of permanent and ephemeral works of art for the purpose of engaging visitors with a visual, intellectual and emotional experience to deepen their understanding of Michigan's history, culture and environment.

The situation:

The Art Park Board of Directors has long recognized the need to make the Legacy Art Park accessible to people of all ages, needs and abilities. In February 2012, the Board added "create a master plan to guide future decisions for the physical development of the Park, including accessibility" as a goal in the strategic plan. To begin the master plan process, the Art Park received grants from Rotary Charities and the Grand Traverse Regional Community Foundation to contract the Johnson Hill Land Ethics Studio to develop the framework.

In September 2012, Mark Johnson, principle at Johnson Hill Land Ethics Studio, and fourteen Board members, staff, volunteers and others actively involved in the Art Park gathered for an intensive two-day workshop to review the outcomes of market research, and discuss the vision, goals and opportunities of the Art Park. The outcome of the process was a thirty-five page master plan that articulates and illustrates the future of Michigan Legacy Art Park.

The plan:

Capital improvements identified in the master plan will begin in 2014 to expand the opportunity for people of all ages, needs and abilities to create, explore, learn and reflect.



Build a barrier-free trail and arrival area to welcome people of all ages, needs and abilities



Expand and maintain the sculpture collection



Improve the education and performance areas to better engage the public and school groups

Barrier-free opportunities in art and nature improve quality of life and boost cultural tourism



The State of Michigan recognizes the arts as a vehicle to enhance Michigan's image, improve education, stimulate cultural tourism, and strengthen communities by impacting local economies and creating a better quality of life.

Michigan Legacy Art Park is a distinct cultural asset of the region with over 10,000 annual visitors. The Art Park's extensive outdoor sculpture collection, exhilarating hiking trails through a 30-acre wooded preserve, performances at the amphitheater, and engaging education programs, are vital to the quality of life and cultural tourism in northwest Michigan.

According to the 2010 U.S. Census, 19% of the national population is disabled. This figure does not include others who may simply have difficulty navigating challenging terrain. Disability can occur at any age and at any moment – in fact, 80% of us will have a disability at some point in our lifetime.

The new barrier-free trail will allow people of all ages, needs and abilities to experience the Legacy Art Park – expanding the cultural and environmental opportunity to everyone. Creating a welcoming and distinct arrival area will intrigue and encourage everyone to explore the Legacy Art Park.

"We are excited that Michigan Legacy Art Park will be universally accessible. This will provide an educational and recreational outlet for so many who are currently unable to enjoy the Park."

-Annie Campbell, Disability Network

Major capital improvements include:

- Create a welcoming arrival area that is barrier-free and defines vehicular and pedestrian circulation
- Build a barrier-free trail from the parking lot to the amphitheater
- Construct a storage shed for new all terrain vehicle that provides riding tours of the entire trail system for those with limited mobility
- Implement trail system erosion control for visitor safety and to protect the environment



Art transforms lives

Michigan Legacy Art Park is a place where people – families, school groups, tourists and local residents – get away from the noise of everyday life to explore nature, discover sculptures tucked in the woods, and contemplate the stories about Michigan expressed through the art. The Art Park is more than a great hike – visitors leave with a deeper, more personal understanding of the Michigan experience.

The Arts Access for All campaign will support the restoration of the amphitheater and the commissioning and installation of several new ambitious sculptures over the next three years – opening up new opportunities for artists while expanding the sculpture collection at the Legacy Art Park for visitors to discover.

The first two works installed within this campaign will be *Communications Vine* by Eric Troffkin – inspired by the cell towers that continue to sprout up across the state, changing the landscape of Michigan; and *Huron* by Brian Ferriby, to continue the Great Lakes Project.

“Art integrates right into the very spirit, the identity of the individual. It transcends borders. It defines that which is human. I call these experiences in the arts “the re-calibration of the self,”...re-establishment of balance that may have gone off kilter.”

-David Barr, Legacy Art Park Founder, from his August 20, 2011 speech on the State of the Art

“My son raved about the Art Park field trip. He has never really appreciated art until that day. I could not get him to stop talking about it and when I commented that he’s always said he didn’t like art, he responded, ‘I feel different now, Mom. Art is fascinating,’ I thought, I have to tell them that they probably made the difference in his feelings about art...for a lifetime.”

-A parent, Frankfort Elementary



Communications Vine by Eric Troffkin
- the next sculpture to be installed at Michigan Legacy Art Park.



Major capital improvements include:

- Restore amphitheater shell and improve seating area
- Add new sculpture each year
- Build places for rest and contemplation



Art, nature and physical activity engage children in learning

"Nature-deficit disorder is not an official diagnosis but a way of viewing the problem, and describes the human costs of alienation from nature, among them: diminished use of the senses, attention difficulties, and higher rates of physical and emotional illnesses. The disorder can be detected in individuals, families, and communities."

-Richard Louv, author, Last Child in the Woods



"The disconnect with the outdoors, especially the natural world, is one of the core reasons for so many of the physical and mental problems that have changed the practice of pediatrics over the last 20 years," states Dr. Mary Brown, a member of the board of directors of the American Academy of Pediatrics.

The education programs at Michigan Legacy Art Park directly address the need for more opportunities for children to connect directly with nature. The 1.6-mile hike gets children moving while exploring nature. During the environmental art workshop, students create art outdoors using things found in nature as their medium – giving them an up-close and personal encounter with art and nature.

Each year, nearly 1,000 students visit Michigan Legacy Art Park on school-organized field trips where they discover more than forty sculptures and thirty poetry stones that reference history, geography, science, language arts and the environment. Through abstract thought processes, we engage students in deep discussions on the stories expressed through the art.

The Art Access for All campaign supports building an all new Discovery Grove to increase the capacity of the Art Park to better meet the needs of educators and to provide an inspiring outdoor space for the next generation to learn.

"It was wonderful to see to see my students so engaged and enthusiastic about the environmental art project. The field trip gave us much to write about when we returned to school. I had no problem teaching the class to use sensory detail in their descriptions about their favorite sculpture."

-Clarissa Wright, teacher, Frankfort Elementary



Major capital improvements include:

- Expand Discovery Grove, the student art exploration and exhibition area
- Replace current portable restrooms with composting toilet facilities



Michigan *Legacy* Art Park

MICHIGAN LEGACY ART PARK

Join us!



We have made a major charitable gift toward the Art Access for All campaign because we value the positive impact the Art Park makes on the lives of children in our local communities. We appreciate the Art Park's efforts as they work with teachers to ensure that students have high quality learning opportunities.

Over the next two years, the Art Park's new master plan will become a reality. The total cost of the capital projects alone is \$320,000, which includes a new barrier-free trail, upgrades to the amphitheater, an all new Discovery Grove, implementing erosion control measures on the trails, and commissioning new sculptures. These improvements will benefit people of all ages, needs and abilities.

"...we value the positive impact the Art Park makes on the lives of children in our local communities."

We are confident that together as a community we will accomplish these goals. Please join us in supporting Michigan Legacy Art Park as it expands the opportunity for everyone to explore, learn and reflect.

*Sincerely,
Maurice and Linda White*



Build a barrier-free trail and arrival area to welcome people of all ages, needs and abilities



Expand and maintain the sculpture collection



Improve the education and performance areas to better engage the public and school groups

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CAMPAIGN BUDGET

INCOME

Underwriters

Michigan Council for Arts and Cultural Affairs	\$ 75,000
Maurice and Linda White	\$ 50,000
Rotary Charities	\$ 40,000
Art and Mary Schmuckal Family Foundation	\$ 10,000
D&W Mechanical	\$ 10,000
Other generous grants and donations	\$ 47,706

Total Income **\$232,706**

EXPENSE

Capital Improvement Projects

Art & Contemplation	\$110,000
Amphitheater	\$ 50,000
Discovery Grove	\$ 15,000
Barrier-free & Infrastructure	\$120,000
Planning Fees and Permits	\$ 25,000

Capital Improvement Total **\$320,000**

Capital Investment Fund

Endowment	\$ 30,000
Reserve Fund	\$ 30,000

Capital Investment Total **\$ 60,000**

Direct Campaign Expenses **\$ 5,000**

Strategic Staffing (two years)

Education Programs and Management	\$ 60,000
Sculpture Collection (Artistic Director)	\$ 40,000
Facility, grounds and sculpture maintenance	\$ 15,000

Strategic Staffing Total **\$115,000**

Total Expense **\$500,000**

Current Need **\$267,294**



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GIFT RANGE CHART

Gift Range	No. Gifts required	Subtotal	Cumulative total	Cumulative percentage
100,000	1	100,000	100,000	20%
75,000	1	75,000	175,000	35%
50,000	1	50,000	225,000	45%
40,000	1	40,000	265,000	53%
30,000	1	30,000	295,000	59%
20,000	2	40,000	335,000	67%
15,000	4	60,000	395,000	79%
10,000	4	40,000	435,000	87%
5,000	8	40,000	475,000	95%
1,000	25	25,000	500,000	100%
Totals			\$500,000	



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NAMING OPPORTUNITIES	
Amphitheater	\$75,000
Discovery Grove	<i>Maurice and Linda White</i>
Barrier-Free Trail	<i>Rotary Charities</i>
Gate House	\$20,000
Arrival Area	\$20,000
Entry Gallery	\$20,000
Artist & Educator Hut	\$15,000
Amphitheater Box Seating Area	\$15,000
Amphitheater Trail	<i>The Art and Mary Schmuckal Family Foundation</i>
Lower Loop Trail	\$10,000
Upper Loop Trail	\$10,000
Upper Trail Kiosk	\$5,000
Bench in Arrival Area	\$5,000 (5 available)
Bench along Barrier-Free Trail	\$5,000 (5 available)
Picnic Table	\$5,000 (5 available)

The monetary amount for each area is based on the location, visibility, and desirability of the area. The designation amount is not representative of the costs of the construction, installation, or the maintenance of the spaces.



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ART ACCESS FOR ALL CAMPAIGN COMMITTEE

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Maurice White
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CAMPAIGN ADVISORS

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*Michigan Legacy Art Park is a nonprofit 501(c)(3) organization.
Contributions are tax deductible as allowed by law.
Michigan Legacy Art Park tax ID number is 38-3172005.*



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