



I'm Mary Laury, Executive Director of Schoodic Arts for All in Winter Harbor, Maine, a small fishing village with a population of 500 people. Schoodic Arts for All has a staff of 2.75 employees, a flock of interns, and a budget of under \$300,000. The Schoodic Arts Festival is the Flagship event of Schoodic Arts for All. It offers over 90 workshops and 26 performances in 14 days. The Schoodic Peninsula comes alive with arts events in July and August. Every year we produce a miracle. It all started with a catastrophic event in 1999.



The Winter Harbor Navy Base announced its closure. This cut the population by half, leaving only 23 students in the school and 100 empty buildings in town. The loss of \$11.5 million dollars in payroll and another \$9 million in losses to vendors of equipment, supplies, and services to the navy was a disaster.

A grassroots citizen's group was formed to address the dire economic impact on the town. Our task was to bring back life and vitality through increased visitation and economic opportunity.



WHAT ARE WE GOING TO DO?

What are we going to do to have a positive effect on the economy of our little town?

**LET'S HAVE
AN ARTS FESTIVAL!**



Let's have an Arts Festival. It will put our little town on the map. It will bring some traffic through Winter Harbor. And so Schoodic Arts for All was born.



In the beginning the Festival had little staff and little money. With a small grant of \$500 the Schoodic Arts Festival was born.

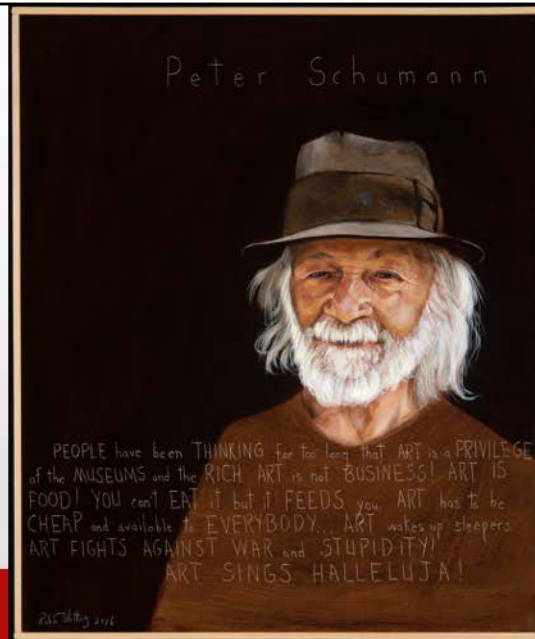
The nuts and bolts of the festival were run by 85 volunteers and one summer administrator. We rented, and still do rent, 11 buildings around the Schoodic peninsula, including artists studios, church and masonic hall, and libraries to hold our workshops in, and Historic and vacant Hammond Hall to present our evening performances.

Our festival office was a spare bedroom in a board member's house, with the old blue iMac on the dresser. Nevertheless, the first Schoodic Arts Festival was a resounding success!



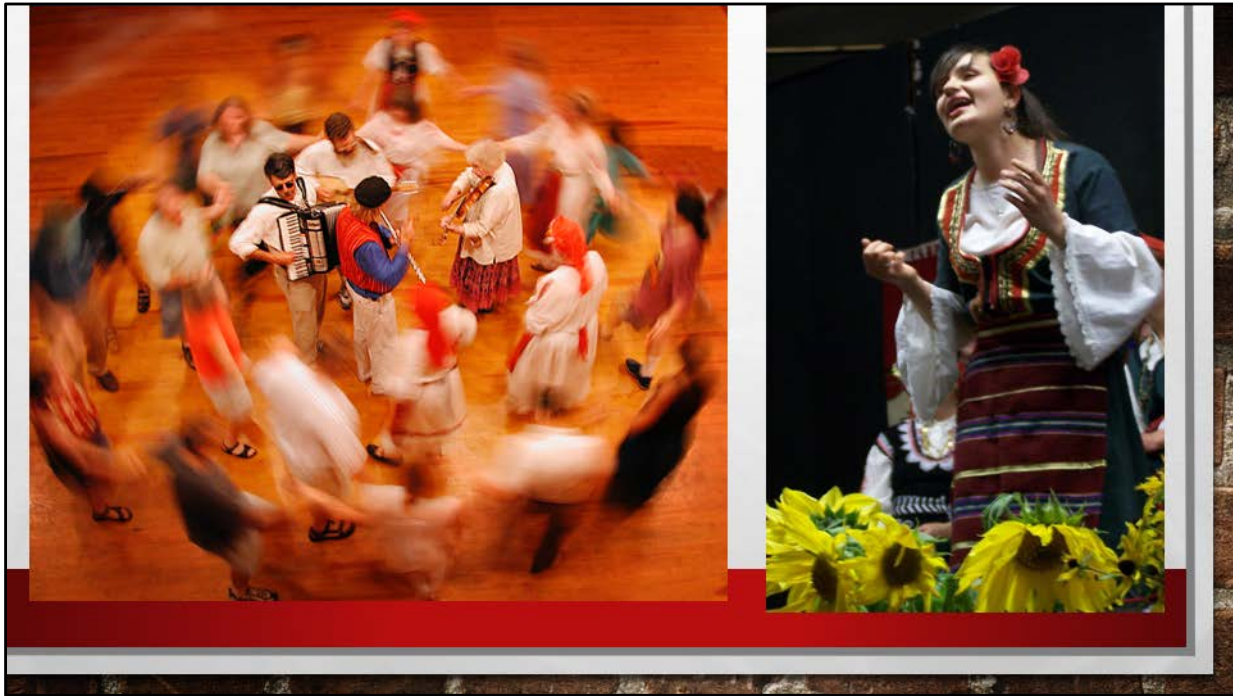
Workshop genres include cooking, craft, dance, fiber arts, jewelry, music, sculpture, theater, visual art, and writing. The planning begins a year before the festival, to ensure a good balance of genre, selection of offerings, and prices that are affordable and accessible. We offer 50% NEW workshops each year, at the festival to keep it fresh for our students, because so many return year after year.

UNIMAGINED OUTCOMES



This year the Schoodic Arts Festival centerpiece exhibit at Hammond Hall is body of work called Americans Who Tell the Truth; portraits painted by Maine artist Robert Shetterly. This important collection depicts activists who work for social change. Each painting is inscribed with a quote by that person scratched into the paint.

HERE IS WHERE I LEFT OFF – SEQUAY FROM FESTIVAL TO OTHER



Performances every night include an assortment of talent from emerging artists to Grammy Award Winners. And a free outdoor performance every noon. Dozens of performers a year contact me. I audition them on line through their websites and YouTubes. Gone are the days of sending press packets, CD's and newspaper clippings. This method is much more efficient for the artists and for the presenter

INTERNS

WE RAISE 'EM IN THE ARTS

**OUR INTERN PROGRAM
GOES FAR BEYOND THE
FESTIVAL**



We have a flock of interns who have been raised in the festival. They started taking workshops when they were toddlers, and have packed their portfolios with more arts experiences than many adults. When they are 13 – 15 years old, they can become Junior Interns. We trade them volunteer time for workshop time. win win. During their orientation they write their own code of behavior. One of the first things that they teach each other to do is how to stand up and shake hands when they greet a visitor. Then they can apply to become paid interns and work for 8 weeks of the summer. In most cases, this is their first job and they are eager to learn how to “be in a job”. They form their first resume for their application, write their first letter of interest, and have their first job interview. They provide much needed help, and we provide outstanding job ready training. Everything from telephone etiquette to graphic design. Spreadsheet management to event planning. We cater to their individual areas of interest. Interns with interest in writing learn from writing grants and press. Musicians expend their knowledge by running sound and lights for performances.

NOW WE HAVE AN INTERN TEACHING Jackie was a junior intern, then an intern, then a teaching assistant to the cooking classes with Dan. She went to France for a year to study french pastry and now she is teaching the art of the tart with her former

instructor, Dan, as HER teaching assistant.
ALSO KIDS TEACHING KIDS



An unimagined outcome of the Schoodic Arts internship program is outstanding professional training for creative youth.

We have several Intern success stories. **Three** who went on to become Executive Directors of Creative Economy non profits.

Alex came to an internship right out of school with a degree as a photo archivist. To feed her area of interest we partnered with a museum and printed images from glass plate slides of postcard pictures of the buildings in our town. Alex curated the exhibit of 35 photos.. She put little notebooks at every photo with a pen and invited viewers to share their stories and memories of the places shown in the photo. After additional interviews she compiled and edited them into a coffee table book that we published and registered with the library of congress. The book is in its 4th printing. She left her summer internship at Schoodic Arts for All with a beefy resume, and got a job at the Boston Museum of Fine Arts in the Archives.

**WE NOW HAVE
23 ACTIVE
PROGRAMS
ALL YEAR
ROUND**



Schoodic Arts for All has since grown from a two week long festival to a year-round arts center. We are now presenting 18 ongoing community programs, 85 performances, 12 art exhibits, and almost 100 workshops annually. Today Schoodic Arts for All is an economic anchor and a magnet for creative businesses and individuals to relocate to our area. Board member Jane Keegan reflects: *We moved to Winter Harbor largely because Schoodic Arts for All exists. Its annual Art Festival, a “perfect storm” of workshops, performances and events, is eagerly anticipated by me, my artist friends, and visitors who come to participate each year. Volunteers are thrilled to make this happen. Everyone involved feels they are part of something big and important. It’s a two-week love affair—intense, uplifting, energetic, creative. Schoodic Arts for All benefits everyone whether they participate directly or not.* Although we began as a summer festival, community members early on came to us with great ideas for extending our programming to a year round presence on the community to fulfill our original goal and more. Some of the benefits we didn’t even imagine at the start. Year round programs thrive.

We work hard to make sure our region continues to develop and grow, and local economic development is a top priority. Every dollar and hour we spend is a vote for

how we want our peninsula to be. Making an investment in arts-related activity drives other local economic development. By setting up shop in key historic locations we preserve the architectural flavor that is so important in preserving the identity of our communities. We support arts entrepreneurship and promote our cultural aspects to the benefit of all.

COMMUNITY PROGRAMS

- COFFEEHOUSE
- SUMMER CHORUS
- UKULELE CLUB
- LIFE DRAWING
- PAINTING GROUP
- SINGING CIRCLE
- VARIABLE WINDS
RECORDER GROUP
- WOOD TURNING
- POTTERY CLASS
- AFTERSCHOOL ART CLUB
- STEEL PANS
- THEATRE LAB
- YOGA
- SHOW CHOIR
- MUSEUM TRIPS
- KIDS TEACHING KIDS
- CONTRA DANCE
- FILM SERIES
- OPEN MIC
- ARTISTS TO
ENTREPRENEURS
- EXHIBITS

**How is this all
possible
With such limited
resources?**

The Festival has been a catalyst for all of these year round programs. How did they happen. Every one of them came into being because a community member stepped up and said “I have a great idea”. One of our greatest attributes, and perhaps challenges, is to be open and agile enough to say – ok let’s make that happen. A key to our success has been to be a platform for the community, by the community.



Every program started when a community member said, "I have a great idea!" Wouldn't it be terrific to have a ... Life Drawing group / a painting group / meet here. In a region with little industry, most of our residents engage in creative occupations. These include the visual arts, music, architecture, writing, craft, design, and organic agriculture. After that first two-week festival, and following a two-year planning and data gathering process, one wish of the community that consistently surfaced was to provide increased "live arts" opportunities in our community. Every day we provide free space to community groups who enthusiastically participate in life drawing, painting, ukulele playing, singing, yoga, acting, and much more. Because we are an organization comprised of local artists and educators, community members come to us directly with their ideas. We believe that the success we have experienced is directly related to the fact that our programs have come from the community and are for the community.

EMPTY BUILDINGS = NOT GOOD

ACTIVE BUILDINGS = GOOD

The character of a town is in its village. Its historic buildings are landmarks that are its memory.

We inhabit three historic buildings that would likely be raised or empty were it not for our occupancy.

HAMMOND HALL

PERFORMANCE CENTER, EXHIBIT SPACE



Since 1999, we had been renting Hammond Hall, a historic landmark performance hall on Main Street, for the two weeks of the festival. The architecture includes a beautiful stage and full balcony. When Hammond Hall was built 100 years ago it was the center of town government but had been mostly empty since the 1970's. The town was reeling with the closure of the Navy Base and dealing with a hundred empty buildings.

In 2002 Hammond Hall was slated for fire practice!

We stepped forward and asked for a long term tenancy. We now lease the building for \$1 a year on a long-term, 10 year rolling lease and have invested a half million dollars in restoration. We fill it with performance and activity all year. It is the crown jewel of Main Street, Winter Harbor.

This wonderful use allowed us to gain the support of the community and the trust of the town and to position us to become year round tenants of our three historical buildings. The resounding success of the festival allowed us to step through the door to fulfilment of our original goal of becoming a year round arts center and to other open other doors that we never knew were possible.

LAST FRIDAY COFFEEHOUSE



The first person to arrive was a man with a great idea for monthly performances at Hammond Hall. He said, I've always wanted to have a monthly Coffeehouse in Winter Harbor – if you will take it on, I'll volunteer to find performers for it." This is one of our most beloved programs. It brings community together all year, even and especially in the darkest part of the winter. Yes, they love the performance, but they really love the homemade pie!

COMBS STUDIO

POTTERY, METAL, WOOD



Some years later we were gifted a two story art studio that we have fully equipped with pottery wheels and kilns, spinning wheels and looms, and a small metal shop. We hold classes there for kids and adults, as well as rent it to artists by the week or hour to teach their own classes. We also collaborate with Acadia National Park to facilitate their Artist in Residence program when space and equipment is needed.

MIDDLE SCHOOL BOYS LEARN TO QUILT

(AND IRON)



The Combs Studio is located on Main Street, across from our elementary school. Every week students walk down to the studio after school to the Schoodic Arts After School Art Club. The Art Club engages children in creating their own works with the guidance of local professional artists. The kids write what they want to learn about on a chalk board and we hire professional guest artists from the community to work with the kids for a month on each topic. When it was time for quilting month, we were delighted to see that our enrollment was all boys!

I helped 11 year old Hunter to dig out some stitches on his quilt and we were chatting. His career path is to be a fisherman, like his father and like his grandfather. He told me he chose to come to quilting class because he was making wooden model boats and he needed to learn how to sew so he could make the sails. He was selling the boats on Ebay for \$35 each. He had his whole business plan laid out. When you teach a child a skill, you never know where he or she will take it.

A partnership with a region wide organization, the Maine Seacoast Mission, provides a late bus to bring the kids home at 5 o'clock. Without this partnership, our kids with working parents, would not be able to participate.

FOCUS ON THIS STORY AS IMPACTFUL.- HIGHLIGHT



Having proved ourselves to be outstanding stewards of Hammond Hall, the citizens of Winter Harbor, as well as the municipality, have asked us to fill the former town office with creative activity to further enhance the economic activity of the downtown. The Schoodic Arts Schoolhouse is our Community Arts Space, as well as our administrative building. Every day of the week, artists, musicians, and other creative people meet here to practice their art together and become nourished by the creative synergy of the group.

A SPRINGBOARD FOR OTHER CREATIVE ENDEAVORS



We are a community catalyst. Schoodic Arts for All has served as a springboard for other creative endeavors through Fiscal Sponsorship and leadership. Endeavors that hold value not only for their artistic side but also for their telescopic reach.

We have launched several great projects under our umbrella. An example is the Schoodic International Sculpture Symposium. The Symposium brought sculptors from around the world, to create site specific public art, out of native stone. This 10 year project has installed 36 monumental stone sculptures along the coast of Maine as far as the Canadian border.

We are mentors to young nonprofits. We extend our arms beyond the reach of our immediate horizon.

INCLUDE THIS IN THE SUMMARY OF THE OUTGROUTHS AND ONGOING PROGRAMS.
CLARIFY THAT THE SYMPOSIUM IS AN OUTGROUTH

CREATIVE AGING AND LIFELONG LEARNING



Between 2002 and 2009, Maine's cultural nonprofits grew by 20%; their spending grew by 69%; and their employment grew by 90%. Maine ranks second in New England in the number of cultural organizations per 100,000 residents. (second to our friends in VT) Our ability to offer everyone in our corner of Maine a connection to the arts for nearly two decades, at little or no cost to those who enjoy and benefit from this involvement, has been remarkable.

“A COMMUNITY OF AND FOR ARTISTS”

(READS THE TAG LINE OF THE WINTER HARBOR
CHAMBER OF COMMERCE)



The actors and musicians who practice their art as part of our programs benefit from working together, painters and sculptors have an opportunity to exhibit their artwork, and community members attending these events gain further insight into their lives and those of their community. While we are very aware of the Festival’s importance as a marketing tool, and are working to boost the number of in-state/out-of-state tourists, we see the primary value in terms of our identity as a community.

Impact on the Creative Economy?

Businesses of a creative nature have more than doubled in the 15 years that Schoodic Arts for All has been in operation.

Thirty percent of the Schoodic Area Chamber of Commerce members are involved in producing products that are in the genre of the arts. Of them, 67% are new since Schoodic Arts for All began. Several came to the area as a direct result of the presence of Schoodic Arts for All.

Our challenge as we move into a new growth period is staying true to our roots as a community of artists committed to making a living through our creative endeavors—and thereby enhancing the lives of all who live here.

Schoodic Arts for All continues to be an arts leader and economic magnet in the community, drawing hundreds of people to the area through our annual summer arts festival and our year-round programming.

We have helped our town earn the tag line on the home page of the Chamber of Commerce website. ***A Community of and for artists.***