

COMMUNITY ARTS CENTER

BANKING ON THE ARTS

BANKING ON THE ARTS

Banking on the **Arts**
Capital Campaign



Unlock

the Power

of **Art**

to bind our community and
strengthen our economy. We

welcome your support to
reclaim as “home” the historic
Security Savings Bank building,
now designed as a landmark

Arts Center to

nurture **creativity** and

cultural expression.

CAPITAL *Campaign* LEADERSHIP

Jeff Gicking, Co-Chair
Jane Klesh Butkovsky, Co-Chair

CREATIVE CAPITAL STAFF



Director
Mary Veronica Sweeney



Assistant Director
Ali McKittrick



The VISION

We see the new Arts Center as a force for cultural expression, community engagement, and social change, as well as a catalyst for economic growth.

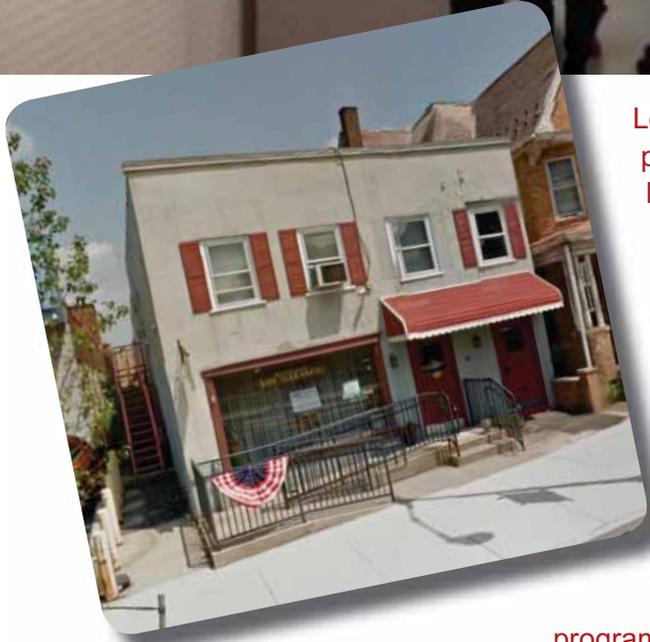
The new City Arts Center is located within the core of Downtown Hazleton's revitalization zone and within the proposed "Arts & Innovation District." This district is collectively undergoing approximately \$30 million of renovation to historic properties. This center will become the new focal point of arts and culture within the Hazleton area, which encompasses a population of approximately 90,000 residents. The Hazleton Art League will operate and manage the facility and offer expanded arts and cultural programming to our increasingly diverse community.

An architectural rendering of the John D. Smith Center for the Arts. The building features a modern design with a large, colorful mural on its facade. The mural is composed of five vertical panels, each depicting a different scene: a landscape with a figure, a group of people in a social setting, a person in a hat, a person in a blue shirt, and a deer. To the right of the mural is a classical portico with four columns and a pediment. The building is situated on a street corner with a traffic light showing a red light. A dark SUV is parked in front of the building. The sky is blue with scattered white clouds. The text "John D. Smith Center for the Arts" is visible on the left side of the building.

John D. Smith
Center for the Arts

Architectural design by
hemmler + camayd architects

The NEED



Located in a building that no longer serves its needs and is physically difficult to access, the Hazleton Art League (HAL) will lease the Arts Center as its new home as soon as renovations are complete. The HAL has been providing arts instruction to the Greater Hazleton community for more than 65 years. This includes adult and youth instruction in drawing, painting, photography, stained glass, fused glass, jewelry making, pottery, ceramics, and pysanky art. It also hosts and provides exhibition space for artists, musical performances, open studio time, and many other cultural programs, such as the annual Art Youth Expo (AYE) and Peace, Love & Chalk festival.

The HAL believes that this new central location will provide greater accessibility and greater potential for marketing its programs and events, as well as greater opportunities to reach more people and offer more programs, attract new members – particularly youth and ethnically diverse groups – and energize their organization in the process.





"I am proud and honored to work with this wonderful group of people dedicated to the continued renaissance of our great city. The Hazleton Arts Center will be a place for everyone to take in the incredible talent of their neighbors and have the opportunity to develop their own unique abilities!"

Jeff Gicking, Co-Chairman, Banking on the Arts Capital Campaign

"Taking classes at the Art League at an early age certainly influenced the course of my life. From that experience, I learned that I loved to draw so I attained my degree in art and eventually became a teacher there (and have been for more than 30 years!). I am happy to support the vision of the new art center in Hazleton, as it will change the lives of not only artists like myself but anyone eager to try their hand at creating something beautiful."

Randy Pachence, Stained-Glass Instructor Hazleton Art League



"The Hazleton area is home to hundreds of talented artists, crafters and performers. They deserve a first class space to share their gifts with the community, and the community deserves a first class space to enjoy and benefit from their creativity. A beautiful, historic building that might have languished or been torn down will instead become the beating heart of our reborn downtown."

Dr. Carl Frankel, Co-President, Hazleton Art League



"I had so much fun working with Ms. Sweeney as my teacher in the Mural Arts class this summer, and learning about the arts community in my hometown of Hazleton. I am happy to be a part of the new Art Center and look forward to having some of my design work displayed in the new building's murals."

Mariluz Rodriguez, High School Student, Hazleton Area School District Arts & Humanities Academy



"I am looking forward to the magic the Art Center will bring to our community!"

Jane Klesh Butkovsky, Co-Chair, Banking on the Arts Capital Campaign, Professional Fine Artist and Instructor, and owner of Studio 303, West Hazleton.

The BUILDING



Designed in the Classical Revival style by the Philadelphia architectural firm of Milligan & Weber, the building was constructed in 1909 as First National Bank (FNB). Marketing itself as the “Bank of Friendly Service,” the institution would later secure the mortgage bonds required to build Hazleton’s Duplan Silk Mill—one of the largest in the world, and the cornerstone of the City’s economy until the mid-20th Century.

By building classical monuments, banks could express a sense of continuity to their depositors. The granite, limestone and Greek columns signaled an institution’s commitment to a town’s future, and reassured the public that their monetary security withstood time. It was an alluring and clever idea, and the style became infectious. By the early 20th century, Hazleton’s banks embraced this revival.

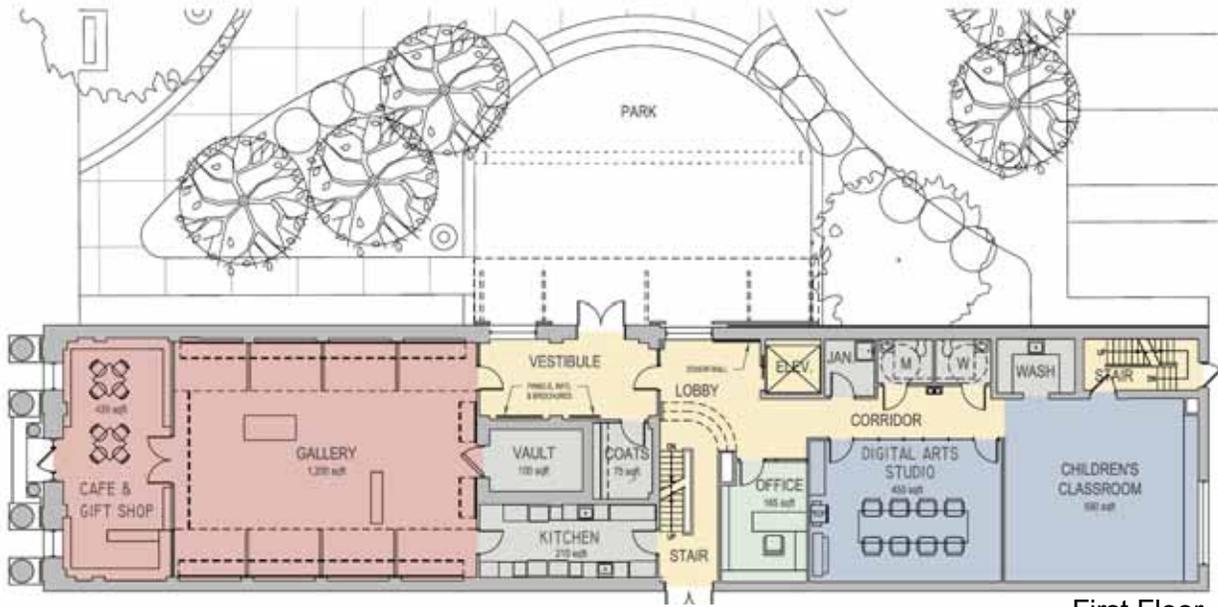
A two-story rear addition was added to the original structure in the 1950s when FNB was reported to have “completely remodeled and modernized its main office on West Broad Street.” It is at this time when the bank’s original Classical Revival interior design elements, materials, and workmanship began to be lost to the demands of mid-20th century technology.

The building was modernized again in 1988 after it was purchased by Security Savings & Loan. An annex was added to the east side as Security Savings expanded their banking presence on Broad Street.

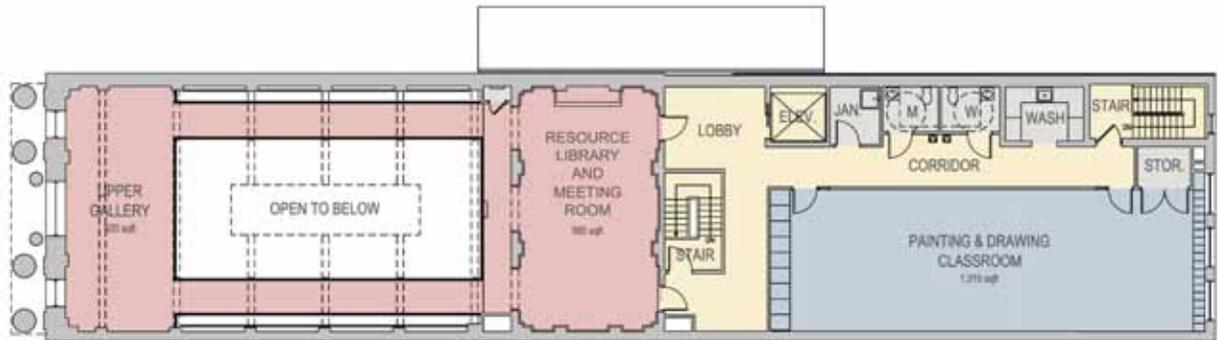
Eventually Security Savings & Loan merged with First Federal Savings and Loan. First Federal in turn merged with Keystone Nazareth Bank and Trust in 2004. The bank closed the Broad Street branch a year later and the building has been vacant since that time.

This project seeks to restore the bank and adapt it for its new use as a community arts center. The original banking room, which will serve as the main gallery and special event space, has been opened back up to its original size. The balcony is being restored, and the former board room, which contains the original ornamental plaster and wood wainscoting, will be restored for use as a meeting room and gallery. The lower level and 1950s addition will house studios and classrooms for arts education and programming. We hope that you will be part of this renaissance!

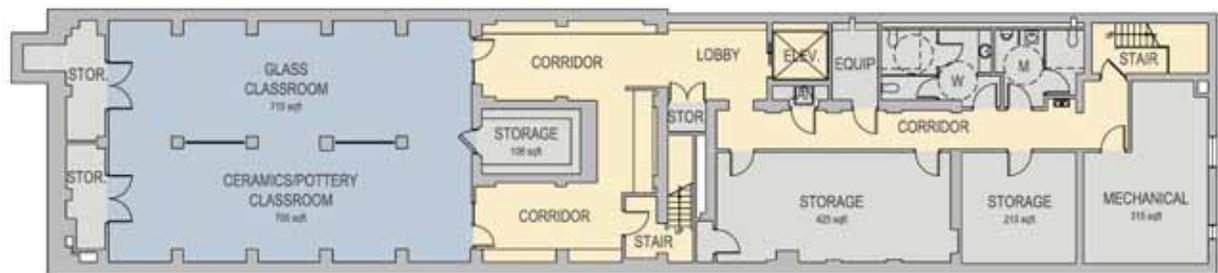
History and photos courtesy of the Greater Hazleton Historical Society & Museum



First Floor



Second Floor



Lower Level



The
PLAN



MAIN GALLERY & SPECIAL EVENT SPACE

The Main Gallery will host special artist exhibitions, as well as musical events and cultural celebrations. It may also be rented out for private affairs.



The PROGRAM

UPPER GALLERY & MEZZANINE

The Upper Gallery and Mezzanine will host a rotation of the Hazleton Art League's permanent collection, which contains more than 300 pieces of art from local artists, as well as nationally and internationally renowned artists.

DRAWING & PAINTING STUDIO

The Drawing and Painting Studio will host visual art classes on the second floor.



CLAY & GLASS STUDIOS

The Clay and Glass Studios will be located in the lower level. Here, students will learn how to make their own pottery. Classes in stained glass and fused glass will also be hosted here.



CHILDREN'S STUDIO

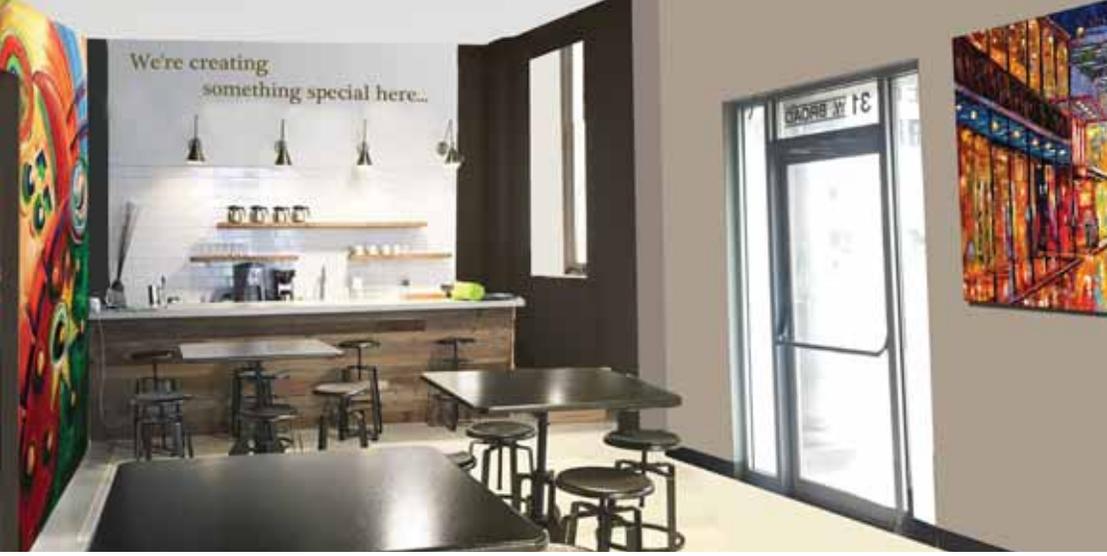
The Children's Studio will be a bright and open studio on the first floor that will accommodate children's summer camps and after school programs, as well as other special children's programs and events.



DIGITAL ARTS STUDIO

The Digital Arts Studio will serve as a classroom with a computer lab that provides opportunities to learn the latest technology available for graphic design, web design, animation, architecture, and digital photography.





CAFE & GIFT SHOP

The Cafe & Gift Shop will be directly accessible from Broad Street. Here, culinary startups can sell coffee, baked goods, and other tasty treats. Art entrepreneurs will also be able to showcase their work for sale.



CULINARY INCUBATOR

A commercially-licensed kitchen will provide culinary entrepreneurs the opportunity to prepare food to sell in the cafe and elsewhere. The kitchen will also serve the needs of catered events hosted within the center.



RESOURCE LIBRARY AND MEETING ROOM

The former bank board room retains a great deal of historic integrity and will be restored to the greatest extent possible. The room will serve as a resource library and small group meeting room.



EXTERIOR MURALS, ENTRY PLAZA & LEGACY FLAGS

Exterior murals will frame the building entry. Legacy flags will also be installed within the park to recognize patrons of the Art Center.

The COSTS

Half of the \$2.4 million renovation project has been raised to date. Phase One renovations to the building began in 2017. These renovations include code upgrades, such as the installation of a new elevator and handicap accessible entrances and restrooms, as well as new electrical, plumbing, HVAC, and fire suppression systems.

An additional \$1.2 million in funding is necessary to complete Phase Two of the project, which will bring the building to life and make it fully functional. This will include a grand entry along the park, a new mezzanine gallery, much needed renovations to each of the studios and classrooms, and new spaces for art and culinary entrepreneurs.

We hope you will be part of this exciting transformation!



Become a **de'MEDICI** *A Patron of the Arts*



NAMING OPPORTUNITIES

Art Center (overall)	\$350,000
Main Gallery & Special Event Space	\$200,000
Main Entrance/Vestibule	\$40,000
Painting & Drawing Studio	\$50,000
Children's Studio	\$50,000
Digital Arts Studio	\$50,000
Culinary Incubator	\$50,000
Café & Gift Shop	\$30,000
Main Office	\$25,000
Historic Vault	\$15,000
Main Stairwell	\$10,000
Resource Library & Meeting Room	\$75,000
Upper Gallery & Mezzanine	\$100,000
Clay Studio	\$50,000
Glass Studio	\$50,000
Elevator Lobby	\$30,000
Outdoor Mural	\$30,000
Legacy Flag	\$10,000
Washroom	\$10,000
Donor Wall Recognition	\$5,000
Limited Edition Art by Local Artists	\$500

*Be part of the
renaissance of the
community!*

With your gift to this campaign, you will become a patron of the arts! You will create a legacy, and enrich the lives of all the people, young and old, who participate in programs and events at the Arts Center.

Outright gifts of cash, multi-year gifts, a gift of appreciated securities, and other giving opportunities are possible.

For assistance in planning a gift, please contact: Mary Veronica Sweeney, Director of Creative Capital, at (570) 491-8101 x108 or (617) 308-5496 (cell), or bankingonthearts@gmail.com.



Banking on the Arts

Capital Campaign

8 W. Broad Street, Suite 1000

Hazleton, PA 18201

(570) 491-8101 x108

or (617) 308-5496 (cell)

www.bankingonthearts.com