In Response to Coronavirus (COVID-19)
CAC is reaching out creatively!
We are reaching out to you as a supporter of the Cultural Activities Center to give you an update on programming and support in the wake of the spread of COVID-19. This challenging time is testing everyone’s ability to adjust quickly to a new way to address the needs of our community. The Cultural Activities Center is responding with increased communications internally and the board members and staff want to include you as we explore creative possibilities.

PROGRAMMING IS SUSPENDED……but not cancelled.

The Executive board members and Executive Directors met on March 16, 2020, to discuss necessary procedures in consideration of the local, state and national guidelines in place as of that date in the wake of the spread of COVID-19. Concern for the safety of the staff and anyone attending events or programming in the building was the primary concern and the decision was made to close the facility to the public as of 5:00 p.m. on March 16, 2020, and tentatively ending on May 4, 2020. As the news and events regarding the spreading of the disease have unfolded, social distancing is proving to be the most proactive reaction to stop the spread of the disease. We are monitoring statements from government officials and plan to keep you informed through social media and future emails regarding the facility’s hours of operation and what is happening behind the scenes. Our greatest priority is the safety and welfare of not only our staff but everyone who participates in programming and events at the CAC.

The staff is working remotely to assess opportunities to develop online presentations in cultural activities, music and art. The website may reflect that the programming is cancelled but steps are being taken to reschedule events such as the Texas Music Series concerts that may be affected by the shelter in place guidelines. Unfortunately, the dinner theater production of *The Diary of Anne Frank* was cancelled. The guidelines for social distancing prevented rehearsals from being continued and performances were scheduled to begin at the end of April. Clay classes and other art classes had to be cancelled for March and April as well. We will work with the artists to set new dates to bring them back to the CAC at a new time. We hope to show some online interviews and give you some insight into their creative processes.

One of our favorite events of the year is ARTWORKS which showcases artwork from area students selected by their art teachers. Regrettfully with the close of schools and the need for social distancing, these works of art could not be installed as previously scheduled. We tentatively rescheduled the installation for the first week of May hoping to open the facility on May 4th. Currently schools are suspended in compliance with preventive measures per Governor Abbott’s orders through May 1, 2020. All dates will be subject to change as more up to date information is available.

*Your support will continue to be important in many ways...*
Financial stability for the future, both long-term and short-term, is a priority for small businesses and private non-profit organizations such as the CAC as a result of the devastating effects of shutting down activities and services. The board members for the CAC are addressing all aspects of the management of the facility and the services offered to the public to be sure that the CAC continues in a financially stable condition. Here are a few of the financial factors being addressed currently:

- Conservative use of available resources and monitored spending
- Qualifying for SBA programs developed by recent legislation for payroll protection and operating costs at low interest
- Development of online programming to supplement offerings versus live events
- Research on outside grant programs for funding of future programming
- Research and expansion of long-term giving and donations under developing tax provisions
- Developing an operating budget for the upcoming year that addresses the changing needs of the facility and staff development

Your board members know that as a member who has financially supported the CAC in the past that you will appreciate the steps currently underway to be responsible stewards of your investments and support. We want you to know that we are addressing the financial needs under the current conditions pursuant to our mission of providing the community with high quality cultural activities in visual and performing arts as this community has grown to expect from the CAC.

We want to hear from you……

Your feedback is extremely valuable. We want to engage you in conversations as we develop programming for the current environment including sheltering in place as well as future programming when we can once again enjoy your company and participation in the building. Zoom meetings and survey monkey will provide platforms for us to host group discussions or surveys as well as private communications with you. Topics that we will be addressing include:

- What programming previously offered at the CAC interested you
- What programming would you like to see in the future
- What programming from any source are you or someone in your household virtually using during “shelter in place”
- What would you like to see the CAC do virtually

Watch for future emails with times and instructions for Zoom discussions on a variety of topics.

As we move forward your financial support matters…..

In support of the Executive board’s decision to maintain the stability of the CAC during this challenging time, your support financially continues to be important. We are asking you to look at your membership level and renewal as an opportunity to assist in maintaining the financial viability of the CAC for years to come. Please renew your membership and take this opportunity
to evaluate increasing your level of giving. Furthermore, this is a great time to schedule a private meeting to virtually discuss donations, your support of specific programs and your role in our program for planned giving. Donations and membership renewals or upgrades can be made easily through the CAC website cacarts.org or by contacting one of us at mbpearson@cacarts.org or bboone@cacarts.org. We can set a time to review your past participation as a donor and to address your opportunity to provide support in the future.

Current legislation is developing with tax incentives for giving to non-profit organizations that qualify as a 501c(3) organization as defined by the Internal Revenue Code. As these legislative efforts become law and provide a basis for giving with certain tax advantages, we look forward to visiting with you about how this might affect your desire to support CAC operations and programming now and in the future.

For now, the board members and staff hope that you are staying safe and that you and your loved ones are well. We want you to reach out to us through creative virtual connections and watch for posts on our social media outlets to stay connected to the CAC during this difficult time of sheltering in place. Because we are operating from home, the easiest way to connect with us is by email to schedule a call.

Thank you for your support.

Sincerely,

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