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December 12, 2014

Dear Friend of the Arts,

We told ourselves that when the renovations were completed at the Ice House, activity there would expand. It's great to be right. There are times when the Ice House is so abuzz with arts fun that it's a wonder the building isn't levitating. Art on the second floor. Community events, concerts, book festivals and Shakespeare in Paradox Hall. Hundreds of people each weekend shopping at the Ice House Gallery. More art hanging in new hall galleries. Movement classes. Rehearsals. And classes – to unleash your creativity.

It's not enough. Our ambitions have expanded with the space. More art is what you told us you wanted and more art is what we've been working to deliver. You want to be part of the art and we want that too. Just regular folks creating art, making music, staging theater – MAC is aiming at being enabler-in-chief for art in Morgan County.

Two new programs launched this year have the potential to change the conversation for years to come. Engage Berkeley Springs is a public-creating-public-art project that aims at nothing less than transforming the town of Berkeley Springs. Project #1 is underway – a community mural to be displayed on the Ice House this spring.

Then there is the Digital Media Center for Community Engagement (DMC) that has excited funders from Charleston to Washington. “Local television with a purpose” is the mission of the DMC. Everyone has a story and the DMC aims at giving them the digital tools to produce thought-provoking, original content while gaining valuable training and experience in media, videography and broadcasting. There's even a certification segment of the training.

MAC has been getting a lot of art out there this year - and in places beyond the walls of the Ice House like the Morgan County schools. Losing levy funds was a major blow for bringing art into local schools but this obstacle is not stopping MAC. Grants and private donations have allowed MAC's youth art activities to continue, primarily in the schools. How much this can be expanded depends on additional funding.

Getting art out there is MAC's mission - and it's succeeding. In 2014, more than 15,200 people got low-cost and free art experiences through concerts, gallery shows, in-school programming, arts education and literary events, while 225 artists benefited through programs and events sponsored by MAC.

Art. Economic development. Community connections. Job training. Tourism. Youth education. MAC and its arts mission support all these areas of life. An investment in MAC is an investment in a thriving Berkeley Springs.

And what's on the horizon for 2015? More art, music, theater and classes. More cultural presentations. More community activities. More public-made murals and mosaics with Engage

Berkeley Springs. Local documentation and broadcast of the evolving culture of Berkeley Springs.

It's become obvious over the past 15 months since the current round of renovations has been completed that better space, more space, translates VERY directly to more art for everyone. But...how much art and how many people and how much more of the Ice House can be built out depends on a sprinkler system and safety enhancements. MAC has a grant for this work BUT needs matching funds.

It is no surprise that to continue all MAC does, your financial support is needed more than ever! You the artists. You the volunteers. You the audience. You the donor. Thank you! Thank you! Thank you for supporting more than 37 years of art in Morgan County. Thank you for your time, gifts and sweat to make Morgan County an attractive community for residents and visitors alike. Thank you for realizing the value of art in daily life and being generous in helping make that happen here.

We ask you to invest in MAC and the Ice House – and more than before. Invest in the future and keep art vibrant and alive in Morgan County!

Here is what your donation accomplishes:

- \$100 sponsors a child to attend art, theater or film camp this summer
- \$150 sponsors a participant for media certification in DMC.
- \$500 makes you a theater angel! Put your business or personal name on any theater production at the Ice House.
- \$50,000 puts your name on the new Digital Media Center and provides sustainability to continue educational programming for two years in media arts!

...and the BIG prize!

- \$146,000 will burn the mortgage on the Ice House renovations.

Feel like a Medici in 2014! Be a generous patron of the arts.

Thanks for being part of MAC,

Denise Bergen  
President

Marla Carr  
Development Chair

Jeanne Mozier  
Secretary

