

Imagine What's *Possible*



Fort Wayne's New Community Arts Center

IMAGINE

- ▶ a historic downtown landmark, brought back to life as a community arts center, the first of its kind in Northeast Indiana.
- ▶ a place where children from every Fort Wayne neighborhood can ignite a passion for music that offers a lifetime of fulfillment, allowing them to be an “instrument” for good in this world.
- ▶ a center where skills learned beyond the practice room will open a child’s mind to limitless life opportunities while fostering self-confidence, success, and intelligence.
- ▶ an exciting, state-of-the-art destination for concerts, exhibitions, lectures, and events of all kinds.





Located in the eastern third of the old Perfection Bakery site at Pearl Street and Maiden Lane in downtown Fort Wayne is Pearl Street Arts Center, Northeast Indiana's new community arts and education destination. Scheduled to open in the fall of 2024, Pearl Arts is the vision of local philanthropists Chuck & Lisa Surack, and a small group of committed volunteers who are creating a one-of-a-kind interactive community arts hub, and a new center for musical life in Fort Wayne and Northeast Indiana.

Connecting people, cultivating creativity, and catalyzing curiosity is the vision of Pearl Arts.

The core of its programmatic nucleus will be cutting-edge arts presentations, educational offerings, and widespread community engagement events. Collaborative partnerships and entrepreneurial programs for youth will enable Pearl Arts to foster a community that coalesces around culture through engagement and learning.



A Foundation of *Support*

With an initial investment of \$13 million from the Surack Family Foundation, and a \$4 million grant from the June E. Enoch Foundation, the \$22 million Pearl Arts Center has already secured \$1.5 million from generous foundations to fund the first 4 years of operations for its new music lesson academy which will begin welcoming students in September 2024.

Forty-four years after founding Sweetwater, the Suracks have donated tens of millions of dollars to area nonprofits and charities. Envisioning the creation of Pearl Arts is timely for someone like Chuck who has attained the pinnacle of artistic expression and business success. It's a bold new community venture that has the capacity to completely change the lives of generations of young people in Northeast Indiana, a project for which he, his wife Lisa, and the Pearl Arts Board of Directors encourage wide spread community support.

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Researchers found that after two years, children who not only regularly attended music classes, but also actively participated in the class, showed larger improvements in how the brain processes speech and reading scores than their less-involved peers.

▄▄▄▄ **Nina Kraus**
Director of Northwestern's Auditory Neuroscience Laboratory



What's Inside

Pearl Street Arts Center will be a pillar of support in the music, arts, and education community in a central location that unites people of all ages and interests. It serves as a creative haven where individuals of all ages and interests can explore their passions and talents.

With a focus on growth and community enrichment, Pearl Arts offers a space that will foster collaboration, sparking creativity and ideas to that will grow and benefit the entire community.

- ▶ 16-Room Music Lesson Academy
- ▶ 400-Seat Performance Auditorium
- ▶ Public & Performer Amenities
- ▶ Educational Classrooms
- ▶ Public Concourse & Viewing Area
- ▶ Box Office, Community Hub & More

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Artists today are pretty much by definition music entrepreneurs and owner-operated companies, building their businesses and their brands.

Paul Pacifico
CEO of the Association of Independent Music (AIM)



Focused on *Growth*

- ▶ **Pearl Arts Music Academy**
Offering private lessons and classes for students of all ages
- ▶ **Public & Private Performances**
Curated performances by students, local artists, and regional talent
- ▶ **Performance & Artist Collaborations**
Variety of music, art showcases & performances
- ▶ **Community Engagement & Education**
Classes & events, open to the public
- ▶ **Youth Entrepreneurship Training**
Fostering youth by developing future-ready skills
- ▶ **Venue & Performance Rentals**
Space available for performances, galleries & exhibitions



Pearl Arts Music Academy

Individual music instruction will be at the heart of Pearl Arts' comprehensive program. Initial lesson offerings will focus on orchestral instruments, including harp, percussion, and piano. Scholarship and work study programs will be offered, as well as a focus on entrepreneurship. Pearl Arts will also help youth develop future-ready skills through partnerships with local universities and arts professionals.



Why Study Music?

Music improves abstract reasoning, attentiveness, and creativity. Listening and memory skills also improve, as do coordination, motor skills, self-discipline, and self-esteem. Music is a math-based skill, so understanding beats, rhythms, and scales can help children learn to divide, create fractions, and recognize patterns.

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Adding music education to a child's life is like pouring pure hope, self-confidence, fulfillment, resilience, and altruism into their future.

▮▮▮ **Steven Sharp Nelson**
of The Piano Guys

The Good of Music

Music education is profoundly beneficial, enriching the lives of learners of all ages. Its impact spans cognitive development, emotional expression, social skills, and instills a lifelong appreciation for the arts.

- ▶ Improves cognitive abilities
- ▶ Fosters creativity, self-expression & emotional intelligence
- ▶ Enhances memory function & language skills
- ▶ Improves social interactions, teamwork & discipline
- ▶ Reduces stress & promotes overall well-being

Facts and Quotes about Music Education Compiled by The NAMM Foundation 2017



Engaging the *Community*

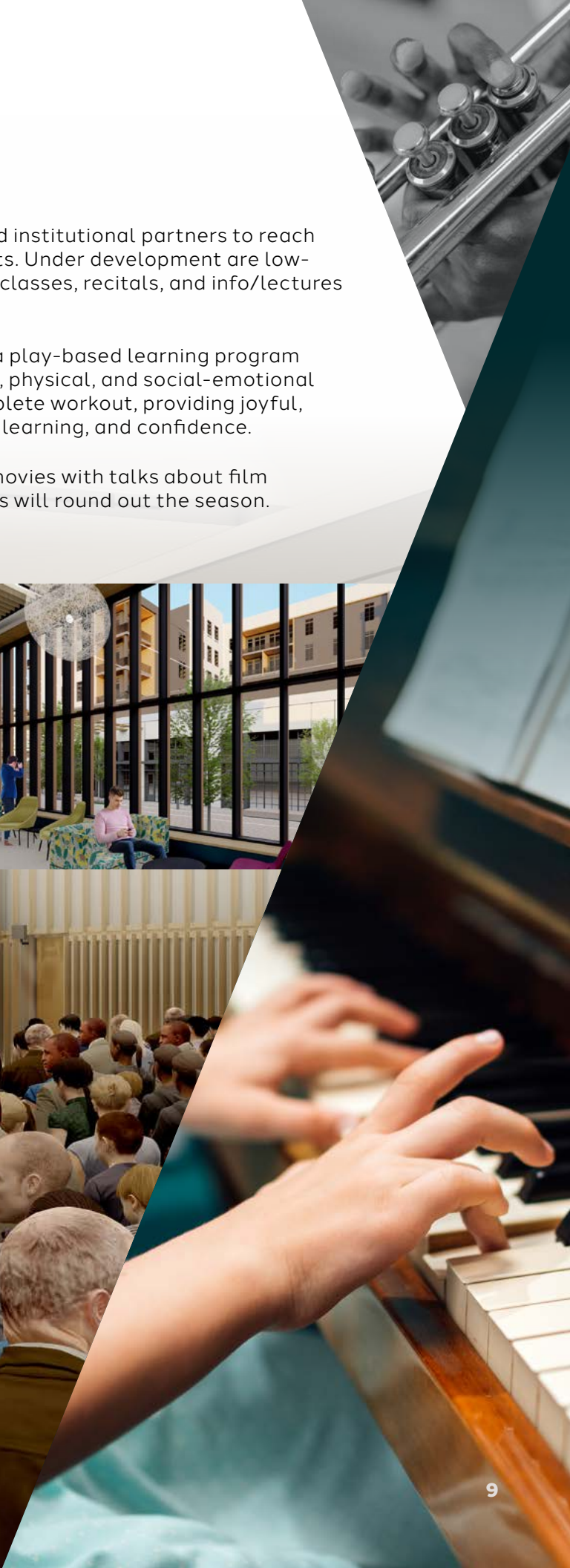
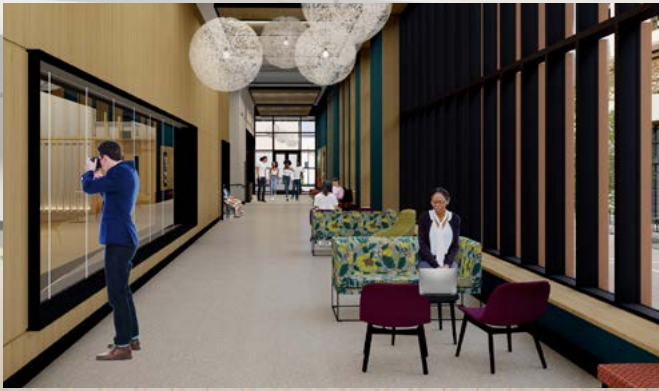
Pearl Arts will host performances of all kinds, focusing on artistic collaborations. Music, dance, theatre, choral, youth programs, and unusual pairings will make the new facility an incubator for unique and groundbreaking artistic partnerships. Jazz and Cabaret Series' with dinner options also are currently being planned.



Pearl Arts will self-produce and work through established institutional partners to reach people of all ages through the power of music and the arts. Under development are low-cost programs for seniors, including group music-making classes, recitals, and info/lectures on various topics.

Programmatic offerings will include Music with Mommy, a play-based learning program that provides an early underpinning for a child's cognitive, physical, and social-emotional growth. Music with Mommy will give a child's brain a complete workout, providing joyful, engaging activities to promote school readiness, lifelong learning, and confidence.

In addition, lecture demonstrations with visiting artists, movies with talks about film scores, and collaborations with other community partners will round out the season.



Training Future *Leaders*

Pearl Arts is developing programs and services that will infuse in every young person the mindset and skills they need to chart their own course and create a life of their own making - a life of their own design. Regardless of who they are or where they are starting, Pearl Arts is dedicated to helping Northeast Indiana youth become leaders, creators, and entrepreneurs.

Students will learn:

- ▶ How to turn social media into economic opportunities
- ▶ How to become self-educators and expand their knowledge base
- ▶ How to become economically self-sufficient
- ▶ How to stay current in a rapidly changing technological environment
- ▶ How to turn their personal skills and experiences at Pearl Arts into careers

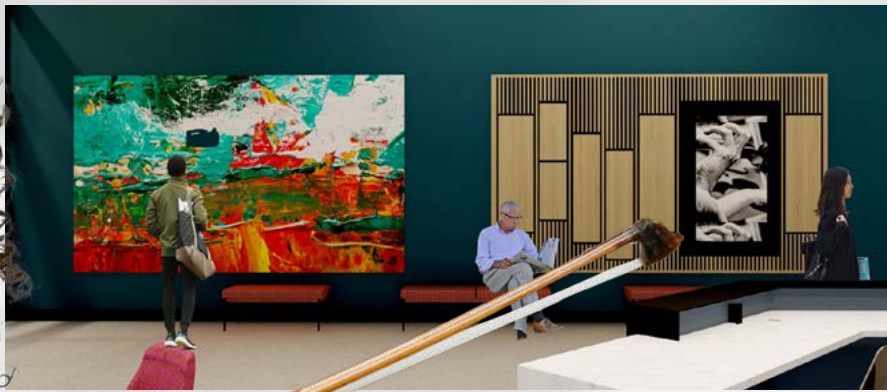


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In today's gig economy, being an artist and an entrepreneur are almost the same.... My advice is to forge your own path in the music industry. Nothing is set in stone, and the music business is constantly evolving. It's up to our generation and those that follow to change the music business for the better.

▄▄▄ **Senaida Ng**
New York University



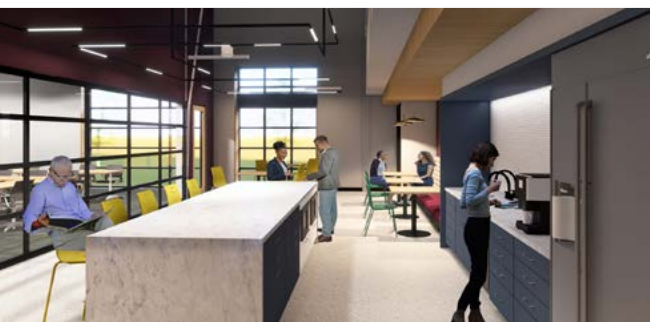


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It isn't where you came from, it's
where you're going that counts.

/// Ella Fitzgerald
The First Lady of Song

Venue & *Performances*

Pearl Arts will offer the general public, community organizations, and corporations a premier location with first-rate amenities to host events. Rentals, corporate outings, private parties, weddings, recording sessions, summer band camps, and workshops of all kinds are possible at Pearl Arts.



Focused *Forward*

Pearl Arts is now seeking one-time and multi-year philanthropic named gifts from individuals, corporations, and foundation partners to help create an unparalleled cultural center in downtown Fort Wayne for the entire region.

Your Philanthropy Will Create:

- ▶ A place where young and old can learn the art of music, through private lessons and in both classroom and lecture settings
- ▶ An incubator where bright, creative youth will train to become tomorrow's arts and culture leaders
- ▶ A home where orchestras, bands, choruses, and artists of all kinds can spearhead the creation of new performance opportunities, exhibitions, and artistic projects
- ▶ A versatile gathering space, available for non-profit and public use year-round, providing much-needed meeting and event facilities



Please Join Us

Pearl Arts and its future in the heart of downtown position the region for the next decade of growth and cultural transformation. Your partnership with the named gift initiative is not only an investment in a relevant and thriving new Pearl Arts, but just as important, it is an investment in a visionary and growing Fort Wayne and Northeastern Indiana, for the next century and beyond.

Make an investment in the cultural growth and prosperity of Fort Wayne residents, downtown development, music education, and more.

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I want Pearl Arts to provide every child with the joy of music because the benefits of study, discipline, and perseverance will be life-changing. Anything is possible with the gift of music.

Chuck Surack
Founder, Sweetwater Sound





Scheduled to Open Fall 2024

For more information, contact:

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