

Charlotte Art League Case Study



Charlotte
Art League

2024
GGC Engagement



Global
Grassroots
Consulting, LLC

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**Charlotte
Art League**

ABOUT CHARLOTTE ART LEAGUE

A Charlotte-based,
Nonprofit Organization

MISSION

Charlotte Art League exists to enrich the community through teaching, empowering, and advocating for the creative arts.

ABOUT

CAL is a 501 (c)3 non-profit visual arts organization. They offer a unique mix of open working studios, classes, and community outreach programs along with a public gallery to CAL members, and the public at large.

Established in 1985, CAL is Charlotte's oldest nonprofit art gallery with working studios and display walls.

CORE VALUES

Teach - Introductory classes, skill development workshops, artist cultivation through scholarships.

Empower - Exhibitions and gallery shows, affordable workspace for artists, inclusive membership

Advocate - Open/free gallery space, curation services, community engagement, and neighborhood art projects.

The Engagement at a Glance

January 2024 - November 2024

Organizational Challenges

- CAL was over \$200,000 in debt with their landlord, which was made public in March 2024.
- CAL's entire Board of Directors quit, as did all employees except the (former) Executive Director.
- The CAL community distraught given the media coverage and organizational challenges.
- CAL as an organization had been mismanaged, under-supported, and over-committed to their landlord and partners.

GGC was utilized to stabilize Charlotte Art League during a period of financial hardship and leadership transition.

Global Grassroots' **Deliverables:**



Maintain core revenue generating operations via membership & tenant retention, and event hosting.



Assist in the establishment of a new Board of Directors and select a new Executive Director.



Improve community optics, establish trust with partners, and reduce physical presence in the building.

Results:



In the 10 months that GGC worked with CAL, the following occurred:

FINANCIAL STABILITY

75% of revenue generating activities for the nonprofit organization were maintained by GGC during a transition in leadership.

ORGANIZATIONAL STABILITY

Established a new Board of Directors through membership vote.

A new Executive Director was identified and voted into the leadership position but the newly elected Board of Directors.

Together, the Board of Directors and Executive Director built a new lease with the landlord that included rent forgiveness.

COMMUNITY ENGAGEMENT

The organization rebuilt community trust through marketing channels, artist events, community meetings, and the establishment of new community partners to create opportunities for local artists.

As a result of their work with GGC, Charlotte Art League was able to stabilize, consolidate, rebuild community trust, and begin new community initiatives.

Since their engagement, Charlotte Art League successfully rebranded to Queen City Art, and hosted many new artist-led initiatives with membership and community partners.