



KENTUCKY COLLEGE OF
ART + DESIGN AT
SPALDING UNIVERSITY

Pathway to Excellence Campaign

Building an independent art and design school in the commonwealth

The Kentucky College of Art + Design is the future of art education in Louisville. It's the cornerstone of something special in Kentucky—an opportunity to build a top-tier art school, to help reverse the exodus of talented Kentuckians and to make this region a hub of creativity and entrepreneurship. This is the time. This is the place.

Paper dress by student Edward Taylor



Pathway to Excellence Campaign Leadership

Owsley Brown III, Campaign Chair

Neville Blakemore and Tanner Watkins, Co-Chairs of
Steering Committee

19-Member Steering Committee (Goal: 25 members)

Campaign Goal:

\$8.5 million

Campaign Objectives

- Our ambition is to progress from where we are, a college within Spalding, and become the first independent school of art and design in Kentucky.
- Creating a center of excellence: 1,000 students, 100 faculty + staff and 1 new home.
- Keeping tuition well below the national average to give both traditional and nontraditional students—from all backgrounds—an opportunity to change their lives.
- Making our mark on the South Broadway (SoBro) neighborhood of Louisville, keeping talent here and rekindling interest in the area, just as the growth of the Maryland Institute College of Art has transformed Baltimore and the Savannah College of Art and Design has transformed its host city in Georgia.

Make a gift!

You can make your pledge in a number of ways:

- Gift of stock
- Check
- Credit card
- Naming opportunities
- Estate planning

We can also check with your employer about matching gifts.

Contact Meghan Caplan, Director of Institutional Advancement,
to learn more: (502) 873-4353.

Why invest in KyCAD?

Louisville has long demonstrated a commitment to the arts, and now is the time to embrace arts education. Art schools graduate artists, yes, but they also provide creative people suitable for a wide variety of professions, from jewelers and fashion designers to web developers and video-game programmers.

We provide an accessible education for creative minds

Over 95% of KyCAD students receive some form of financial aid, much of it coming from the generosity of our donors.

We are developing employable, creative thinkers who are solving workforce needs

We want to partner with smart businesses who understand that giving to KyCAD is an investment in their own future success.

We will make Louisville a beacon of success in the new creative economy

Business goes where the talent is. A world-class art school not only transforms lives, it will also transform our neighborhood, our city and our economy.

Artwork by student Brittany Rice



Artwork by student Lauren Young



KyCAD's return on investment

As KyCAD continues to grow, the impact on the surrounding community will, too. For example, an enrollment of 1,000 students would generate \$30 million in revenue. Using an economic multiplier of 1.8*, this would result in annual economic impact of \$54 million in and around SoBro. With 2,000 students, the impact would surpass \$100 million.

*Source: Regional Input-Output Modeling System (RIMS II). Regional Economic Analysis Division, Bureau of Economic Analysis, U.S. Department of Commerce, 2007.

Savannah College of Art and Design (SCAD) was founded in 1978 with 11 faculty and staff and 71 students. By 2011,** 1,590 employees and 8,271 students accounted for 4,413 full-time jobs in the Savannah area, generating \$179 million in wages and \$386 million in economic impact.

**Source: Economic Impact Study: SCAD Savannah, September 2013.



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