



CAPITAL CAMPAIGN

*Renew. Rebuild. Revitalize.*

## Frequently Asked Questions

(Updated May 2022)

### ***Why This Campaign? Why Now?***

#### **Why is a major renovation necessary?**

- The SMCC's physical home is an unimproved former lumber warehouse. Although the location in downtown St. Michaels is ideal, the facility itself is substandard. Most of the space lacks heating and air conditioning, for example, and there are violations of multiple sections of the building code. There are no windows or natural light. The limited amount of office space does not allow for the privacy that is often necessary in the Center's work and restricts the possibility of increasing the staff.
- An adaptive redesign of the interior building will double the space available for programming, including creating a commercial/training kitchen to increase community food distribution and launch a culinary workforce development program. The walls will be able to be opened and the space reconfigured to meet any program requirements. A second floor for offices and meeting space will increase programming space on the first floor.

#### **Why is SMCC undertaking the renovation now?**

- The renovation is long overdue. We are moving forward now because we finally have the pieces in place for a successful capital campaign, including an experienced new Executive Director, a Board President with a track record of leading major fundraising efforts, and significant early support from the State of Maryland.
- This effort builds on the success of SMCC's COVID emergency response that engaged the community—both residents and businesses—in an unprecedented effort to help those neighbors suddenly unemployed as the tourism industry closed down in March 2020. Substantial financial and in-kind donations launched our Community Center on a new course of program planning, now bolstered by our confidence of community support.



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### What will the Campaign provide?

- We have developed exciting and innovative programs with both new and established partners. Those programs – including an extensive new training program for culinary workers and an expanded relationship with Chesapeake College–require renovated space.
- SMCC has many longtime partners, including the St. Michaels Police Department, Talbot Family Network, Talbot County Health Department, Maryland Food Bank, local churches, public schools, and many others. The increased capacity of our new building allows us to expand programming with each existing partner and establish new partnerships.
- The renovation will also create spaces that will allow SMCC to host larger community-wide programs such as speakers, readings, and movies.

### *About the Renovation Itself*

#### Why not tear down the building or go to another location?

- **Our location – in the middle of downtown St. Michaels and close to many of the clients we serve – is one of our greatest assets. We would not want to be in a location that clients could not easily access, and, after the renovation, we envision hosting community-wide events that will benefit from our central location.**

#### When will you start construction? How long until it is finished?

- It is difficult to predict timing. As anyone who has been involved in any type of significant construction project knows, there are so many variables, most of them out of our control.
- **Our rough plan is to begin the permitting process this spring, to begin construction in October 2022, and finish by Fall 2023, But, of course, those are just our best guesses at this moment.**

#### Any complications because it is in the historic district?

- We have worked closely with the Town of St. Michaels Planning & Zoning Commission and the Historic District Commission. Both have been very supportive.

#### Are you using local builders and firms?

- As much as possible! We will invite all local firms capable of a job this size to bid on the construction. We will need, of course, to balance our desire to work with local firms with our need to secure the best pricing and most appropriate firm for the job.



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### **What are the plans for temporarily housing the staff and programs, including food services?**

- We are pleased that Union United Methodist Church, which is located across the street from SMCC, has agreed to house our food distribution and other programs during the renovation. They have outstanding facilities, and the location will be convenient for our program participants.
- We are exploring office space alternatives for staff and may rent a construction office trailer to be parked in the church parking lot (next to the Treasure Cove store).

### ***About the Renovated Building and New Programmatic Possibilities***

### **What organizations and agencies do you expect to be your partners for existing and innovative programs and services?**

- The ability to expand existing partnerships, and develop new ones, is one of the most exciting aspects of the renovation. For example, we are building a Technology Center and classrooms as part of a deepened partnership with **Chesapeake College**. We are creating an extensive new program to train culinary workers in partnership with local restaurants and hotels. We will also continue to collaborate with the **schools, religious institutions**, and other agencies in the Bay Hundred area.

### **What else can you share about future programming?**

Future programming is expected to fall under four broad categories:

1. **Community Food Distribution** in partnership with the Maryland Food Bank; and the Culinary Arts Workforce Development program.
2. **Education** efforts include After School, GED, adult literacy, and English as a Second Language (ESOL) programs. General interest and workforce development courses will be offered, possibly as a St. Michaels-based affiliate of Chesapeake College.
3. **Technology Center** for community use, academic, and workforce development programs.
4. **Arts/Cultural** - Classes in all art forms; public programming with guest speakers, concerts, films, exhibits, etc.

### **What experience does the SMCC Leadership have managing the type of programs you anticipate running after the renovation?**

- Our Executive Director, Patrick Rofe, has more than 15 years of experience designing and running projects like this through his leadership of nonprofits on the Eastern Shore, in Washington state, and in Southeastern Michigan. He is exactly the right person to have at the helm of this project.



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### Is there enough natural sunlight in the new building?

- Absolutely. The plans for the new building include not only windows in nearly every room but a multi-level roof that is designed to flood the building with natural light.

### *About the Campaign*

### What is your campaign goal and when do you anticipate reaching it? How much is for construction and equipment and how much is for ongoing maintenance or other uses, such as a reserve.

- **We have set an ambitious \$4.5 million goal for the campaign.** Of that, we anticipate the construction, equipment, and furnishings will cost approximately \$3.5 million. We have allocated \$500,000 for a Capital Reserve and \$500,000 for a Programmatic Reserve (to support the work we are committed to doing).
- We are well on our way to meeting that goal. **As of February 2022, close to half (\$2,225,000) of our goal was raised.**
- The funding has come and will continue to come, from three main streams – state and local governments, foundations, and individual donors.
- For information about supporting the campaign, please contact SMCC Executive Director Patrick Rofe at (410) 745-6073 or [patrick@stmichaelscc.org](mailto:patrick@stmichaelscc.org).

### How much of the goal needs to be reached before construction starts and what is a reasonable timeframe to occupy the building?

- **We are ready to go!** We have enough cash on hand to begin and are confident that we will have the cash flow necessary to finish the job. The first step, of course, is the permitting process.
- As far as timeframe, as anyone who has been involved in any type of significant construction project knows, there are so many variables, most of them out of our control, that it is difficult to predict timing.
- **Our rough plan is to begin the permitting process this spring, to begin construction in October 2022, and finish by Fall 2023. But, of course, those are just our best guesses at this moment.**



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### ***Reaction to the Planned Renovation***

**What have been the responses from the Town Commission, the County Council and the neighboring businesses and houses of worship, as well as the neighborhood residents, to this project?**

- We have had nothing but favorable responses. Perhaps the most tangible manifestation of that support is the array of leaders who have agreed to serve on the Honorary Committee for the Capital Campaign – from political officials to business owners (both large and small) to religious leaders.

**Why have local and state governments looked so favorably on this project?**

- Probably because they recognize the unmet needs that the renovated building will allow SMCC to address. They know that SMCC has always been a responsible steward of grants and can be relied on to make effective and efficient use of the funds.

**What is the level of engagement and support from the Community Center Board for the project?**

- The SMCC Board is fully committed to the Capital Campaign. Its members are playing leadership roles in all facets of the campaign and are spearheading the fundraising efforts

### ***Supporting the Campaign***

**Can a Capital Campaign gift be paid in installments?**

- Absolutely. All gifts may be paid over three years. If you need to make different arrangements, please contact SMCC Executive Director Patrick Rofe at (410) 745-6073 or [patrick@stmichaelscc.org](mailto:patrick@stmichaelscc.org).

**Are there naming opportunities available?**

- Yes. A small number of naming opportunities are still available. For more information, please contact SMCC Executive Director Patrick Rofe at (410) 745-6073 or [patrick@stmichaelscc.org](mailto:patrick@stmichaelscc.org).

**I am interested in hosting an event to in my home to support the campaign. Is that possible?**

- Yes. Such events have been one of our most successful fundraising methods. For more information, please contact SMCC Executive Director Patrick Rofe at (410) 745-6073 or [patrick@stmichaelscc.org](mailto:patrick@stmichaelscc.org).





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### ***General Information About SMCC***

**What is SMCC's annual budget? What are its main sources of income?**

- SMCC's annual operating budget is approximately \$500,000. The primary sources are individual giving, foundation grants, government grants, program fees, and sales proceeds from the Treasure Cove.

**Does the Board makeup include representation from the communities we serve?**

- Our Board is a work in process. Ensuring greater representation from the communities we serve, and greater diversity across the board, is one of our highest priorities as we recruit and select new members for our Board of Directors.