

“What a sense of pride it gives those of us who attended school here to know that our old building has been saved and preserved! When the renovations are complete, we will have protected our heritage and created a beautiful home for our community’s endeavors.”

Hazel Hannah Corbett, Founding Board Member, MHS 1942



WHERE CREATIVE IDEAS BECOME PRACTICAL SOLUTIONS

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The Highland Farmers' Market is the flagship program of The Highland Center.



Adults and youth alike take classes at the Highland Strings Program located at the Center.

We all know how The Highland Center benefits the community—it provides a place for people to gather; it houses arts groups, the Highland Senior Center and the Chamber of Commerce; it promotes local agriculture; it helps youth develop critical skills; in short, it is the driver of community and economic development in Highland County. All of this is done through the adaptive reuse of one of Highland's most treasured historic buildings. While we are proud of what The Highland Center has accomplished in the last 14 years, we are eager to do more.

To do more means to ask more of the Center's 90-year-old building. This structure has not had a major renovation since it was built. Renovating the building does not only mean saving an historic landmark, it means ensuring that The Highland Center is able to continue advancing economic development in our region. You can read more about our planned renovation in the following pages. We are especially excited about the new Conference and Retreat Center, which will bring overnight visitors to the area and spur mid-week business for the local economy.

We have successfully completed Phase I of the campaign, which included a new roof and guttering system, a permanent Farmers' Market pavilion, a restored classroom and the expansion of our many important programs. With support from the community we will be "shovel ready" to move onto the next phase and complete the Center's restoration.

Thank you for your interest in this campaign—people like you are the backbone of its success. I continue to volunteer my time to The Highland Center because I believe they offer the type of creative solutions our community needs. I look forward to working with you as we reach our goal to preserve this historic building and expand opportunities for our community.

Sincerely,

Lloyd C. Bird, II
President, The Highland Center Board of Directors

“The Highland Center is a great example of what people who’ve got a dream and a vision can do in terms of taking advantage of this building. I’ve seen a lot of schools in Virginia that are old buildings and are not being put to good use. What’s going on here at The Highland Center is a great model for rural communities all over the state.”

Mark R. Warner, former Virginia Governor, current U.S. Senator, VA



The Highland Center houses five visual artists, including Suse Field, shown working in her studio.



Students of the Dance Academy, which has its flagship studio at The Highland Center.

Situated in Monterey, Virginia in Highland County, the historic Highland Center represents a hub of activity—from arts and youth programs to business development and local food initiatives. The mission of The Highland Center is to be a catalyst for cultural and economic development, and to preserve an historic landmark as a symbol of unity and pride for the community.

The Highland Center is a non-profit organization established in 1998 by a concerned group of citizens to restore and maintain a treasured landmark. The neoclassical building—constructed in 1922 using local materials and labor—is the largest historic structure in the County. It was first used as Monterey High School and later as Highland Elementary School until 1997. The building was placed on the Virginia Landmarks Register in 2001 and on the National Register of Historic Places in 2002.

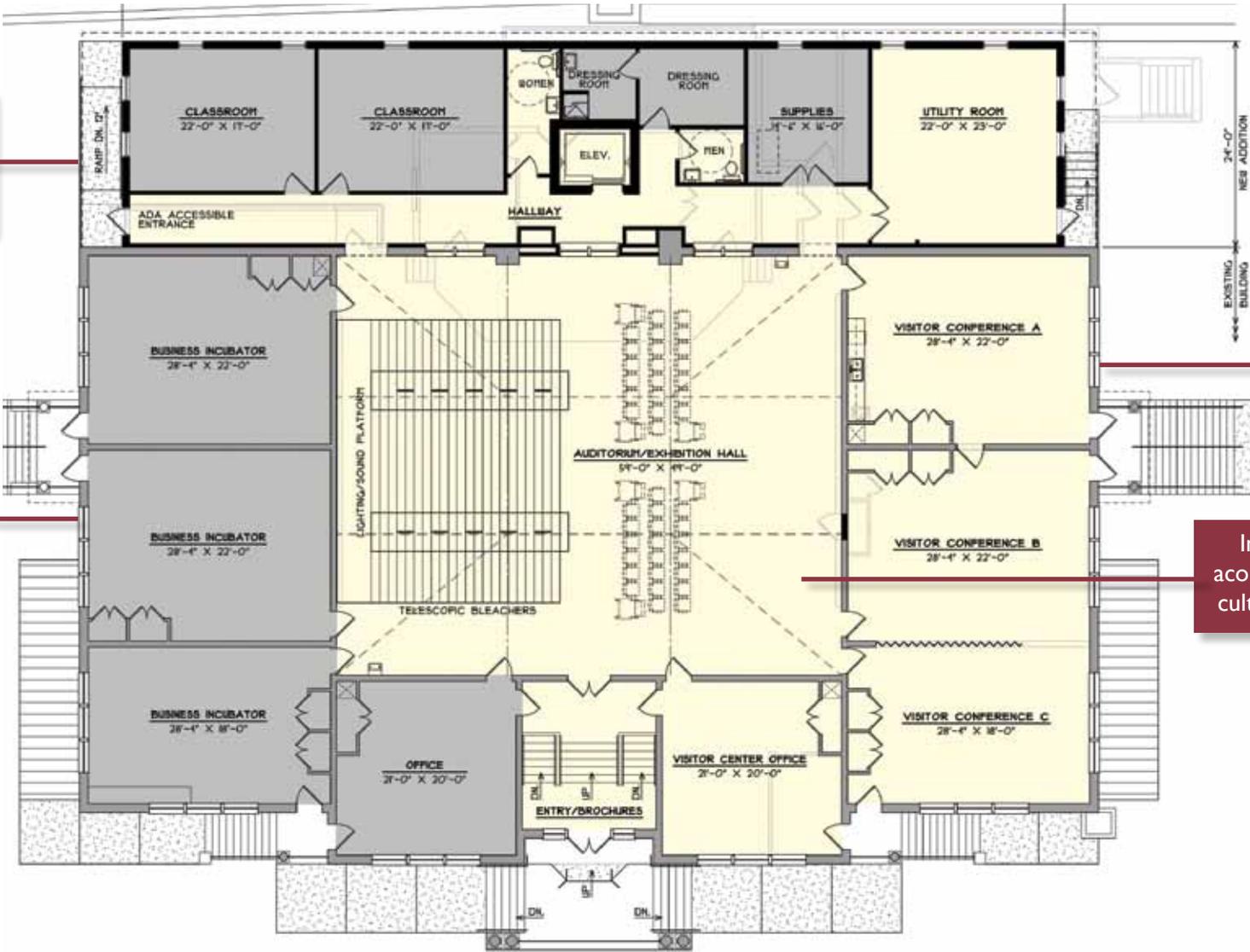
The Highland Center’s Capital Campaign, *Where Creative Ideas Become Practical Solutions*, will restore this historic building and serve to sustain Highland County’s economy and way of life. The campaign goal includes support for capital improvements, program initiatives and an endowment for the future.

The Highland Center Renovation Plans

MAIN LEVEL

Reconstruction of crumbling non-historic back addition

Exterior stabilization and site/parking improvements



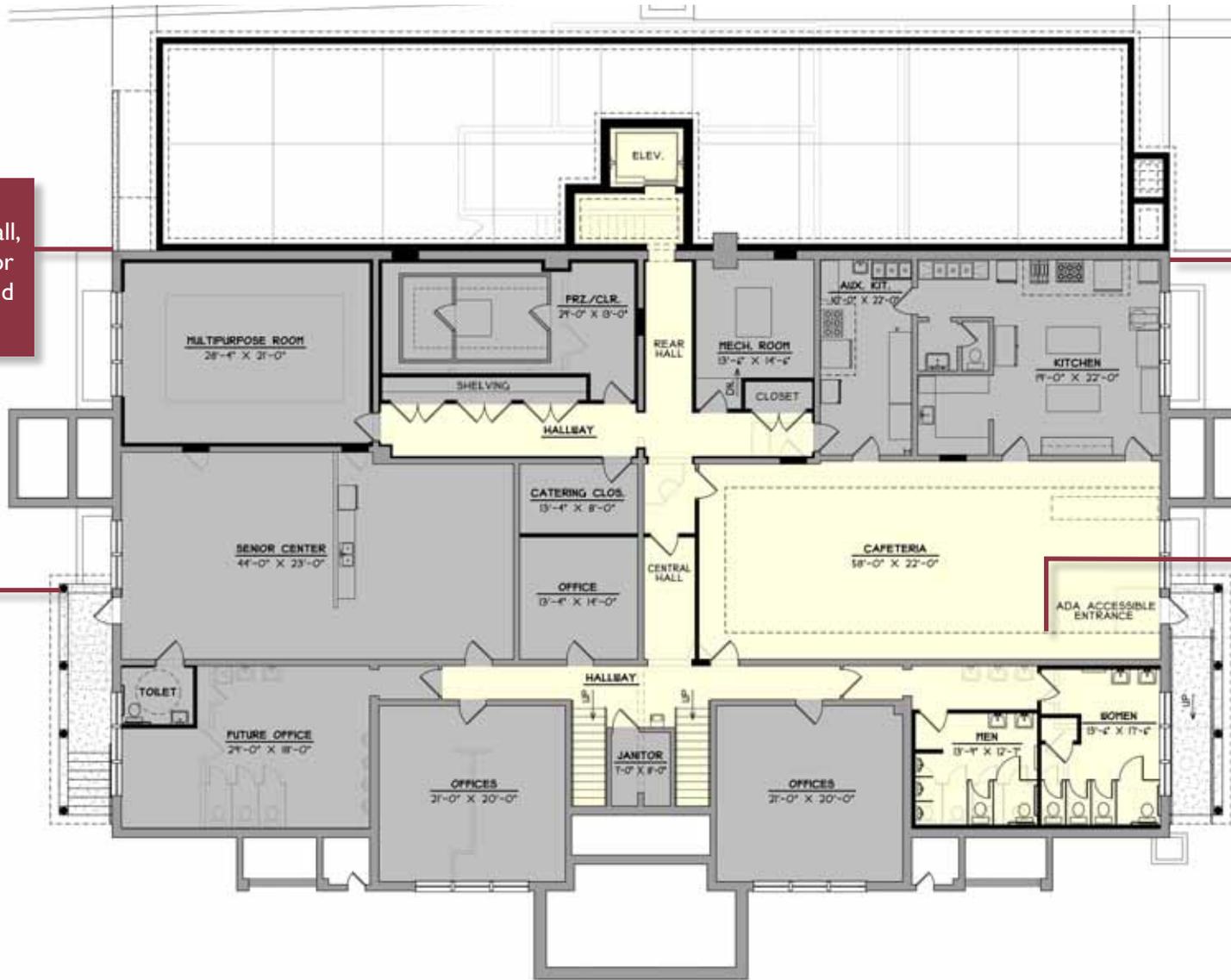
New conference & retreat center expected to add \$113,000/ year to local economy

Improved lighting, acoustics and stage for cultural performances

LOWER LEVEL

58% more useable space overall, with more room for small businesses and telecommuters

New ramps & lift to meet ADA accessibility standards



2x more food-based businesses able to work in incubator kitchen

Energy efficient upgrades, with geothermal heating and cooling system

“When we give to The Highland Center, we know that we are investing in all of Highland County. While the community keeps a magnificent historic building and all its memories, what’s happening inside these four walls is invigorating our arts, our economy, and our future.”

Lead Donor for Phase I of the Campaign (Anonymous)

PROGRAM INITIATIVES



Business Incubation

The Highland Center accelerates the successful development of businesses and non-profits through support services, resources, affordable space and networking opportunities.

- **Tenants:** The Center houses and nurtures entrepreneurs, caterers, artists, and community organizations. The Highland County Chamber of Commerce, Arts Council and Senior Center are all tenants of the building, and home-delivered meals for both Bath and Highland Counties are prepared in the community kitchen.
- **Technical Assistance and Counseling:** Center staff is available to help with marketing and business planning, and advisors from SCORE and the Small Business Development Center offer free business counseling at the Center. Micro-lending is also available through a partnership with the Staunton Creative Community Fund.
- **Business Resource Center:** Resources and equipment are available to the community, including a library of books and software, copier, color printers and DSL work stations.



Community and Economic Development

- **Economic Vibrancy:** The Highland Center is a driver for area economic development. Center staff, tenants and board members are leaders in the Highland Economic Development Authority, Highland County Chamber of Commerce, Highland Farm Bureau, Highland Sheep and Wool Association, and the Shenandoah Valley Partnership.
- **Arts and Culture:** Nowhere else in Highland County is there space large enough for so many cultural activities to come together. A ballet studio, strings program and five individual artists make their home at the Center. Numerous concerts and performances take place in the auditorium and classes and workshops are held in the Arts Council room.
- **Commerce and Tourism:** Home to the Highland County Chamber of Commerce and Visitors Center, the Center is a catalyst for regional tourism. The planned conference and retreat center will bring more visitors to Highland, create job opportunities and promote mid-week business for the local economy.
- **Community Venue:** In addition to performances, the Center provides space for community meetings, fundraisers, weddings, reunions, blood drives and more.



Local Food and Agricultural Programs

- **Highland Farmers' Market:** Now in its 15th season, the Market brings together local farmers, gardeners, artisans and bakers under an all-weather pavilion. The Center now leads a Farmers' Market Promotion Program for surrounding counties in Virginia and West Virginia, serving a critical need in an area where access to fresh, healthy food is limited.
- **Community Kitchen:** The Center houses an inspected incubator kitchen—one of only two in Virginia—that is used by caterers, Farmers' Market vendors, food-based businesses and community groups.
- **Allegheny Mountain School:** An immersive educational experience in sustainable agriculture and ecology, fellows from around the country live and work on a Highland County farm, then partner with regional organizations to teach the skills they have learned. The Highland Center is currently program manager and fiscal agent for this project.
- **Alleghany Highlands Agricultural Center:** The Center provided project management on the creation of a USDA-inspected slaughtering facility and agricultural center to serve a four-county region of Virginia and West Virginia, allowing regional farmers to process and sell their products locally.

Youth Programs



- **Youth Employment Program:** Matching local teenagers with businesses, government agencies and non-profits, the Center provides summer employment and valuable hands-on training. Since 2002, the Center has guided 86 youth participants through the program, who collectively have delivered over 15,000 hours of service.
- **Rural Education and Cultural Heritage (REACH):** The Highland Center is a partner in REACH—a grassroots community group searching for ways to support the sustainability of the Highland County Public Schools, specifically through alternative funding options and by increasing the County and student population.

“As one of the founding board members of The Highland Center, I have been pleased to witness its growth, from essentially a community center for recreation, cultural arts, and events, to an extremely energetic organization that is instrumental in shaping economic development within a multi-county region. I am especially heartened by the work the Center does on behalf of small farmers, and I share their vision of creating a more sustainable, healthy and self-sufficient food system in Highland and beyond.”

Laurie Berman, Founding Board Member



Where Creative Ideas Become Practical Solutions

An integrated, five-year campaign for capital, program initiatives and endowment will allow The Highland Center to turn creative ideas into practical solutions for years to come.

Capital		\$2,850,000
Systems Upgrades and Interior Work	\$1,418,000	
Exterior Stabilization, Windows, Accessibility, Back Addition	\$825,000	
Final site work, Landscaping and Parking	\$380,000	
Furnishings/Contingency	\$227,000	
Programs		\$ 1,000,000
Business Incubation	\$250,000	
Community and Economic Development	\$300,000	
Local Food and Agricultural Programs	\$250,000	
Youth Programs	\$200,000	
Endowment		\$500,000
Total		\$4,350,000

The Highland Center Board

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