



Reimagining the Caroga experience through the power of the arts



SHERMAN'S LEGACY CAMPAIGN



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letter from **kyle**

Growing up, I spent my summer and winter breaks on the shore of West Caroga Lake just down the street from Sherman's Amusement Park. I was fortunate to ride the carousel and ferris wheel as a child and I remember the excitement of walking with my family to get soft-serve ice cream at the end of a hot summer day.

During the first three decades of Sherman's, the big bands and dime-a-dances were the name of the game. Sherman's presented legendary artists such as Frankie Carle, Jean Goldkette, Jimmie Lunceford, Fletcher Henderson, Glen Grey & his Casaloma Orchestra, Tommy Dorsey Orchestra, and more. These artists sparked an influx of guests, eager to hear, see, and dance to these famous big bands. Performances at Sherman's became central to the Caroga experience, which would attract families to reside in and visit Caroga for generations to come.

Of the many influential families that were attracted to Caroga during the early 20th century, one family had already claimed international fame as a major leader in the movie theater and hotel industries. Junius Myer Schine and Hildegard Schine established their summer residency, known as Myhill, in Caroga in the 1930s. They invited friends such as Irving Berlin, Elvis Presley, Frank Sinatra, and more to relax in the Adirondacks. Guests were often treated to sneak peeks of upcoming movies in Myhill's private theater.

These historic properties and their world-renowned guests inspired my dream to reignite the Caroga experience through the power of the arts and ultimately establish Caroga Arts Collective.

The first step toward this goal is the construction of a new amphitheater at Sherman's Park and a year-round artist home at Myhill. The amphitheater will become both an iconic landmark in Caroga and a sought-after destination for audiences, artists, and visitors. The year-round home at Myhill will provide critical housing for artists and much-needed administrative and teaching space.

I hope you will consider making a legacy gift today to help shape the future of Caroga—a future filled with great promise as we rebuild Sherman's Park and Myhill into spaces that heal, uplift, and inspire current and future generations through the power of the arts. There is nothing stronger than the power of you!



KYLE BARRETT PRICE

Founder And Artistic Director



Photo: Paul Valovic



our history

In 2012, cellist Kyle Price invited friends to his grandmother's house on West Caroga Lake, where they presented a week of free concerts, ambitiously calling themselves the Caroga Lake Music Festival. During the first five seasons, the festival grew from one to five weeks, presenting concerts at a variety of local venues. Until 2015, this was funded solely by donations made during the concerts. In 2016, the organization was incorporated as Caroga Arts Collective. In 2018, Caroga Arts Collective was named the Start-Up Business of the Year by the Fulton County Center for Regional Growth.

Today, Caroga Arts Collective presents over 50 performances and community events annually and operates across two properties, less than a half-mile apart in the Town of Caroga located inside New York's southern Adirondack State Park blue line. These properties are iconic sites that have served as the cultural pulse of Fulton County for more than a century.

In 2016, brothers Bruce and Richard Veghte donated a 10.5 acres property located off of Route 29A formerly known as Myhill. This property was once the summer home of Junius Myer Schine and Hildegard Schine, where many guests from the entertainment industry came to relax and enjoy movies in the home's private movie theater.

In 2019, local attorney George Abdella donated Sherman's Amusement Park because he saw the potential in Caroga Arts Collective to act as an economic catalyst for the area and bring the property back to life. Named for its creator, Frank Sherman, Sherman's Amusement Park opened in 1921, and reached its peak in the mid-20th century before waning as a tourist draw in the Southern Adirondacks. By the time it closed for good in the early 2010s, it was open mainly for weddings and parties.

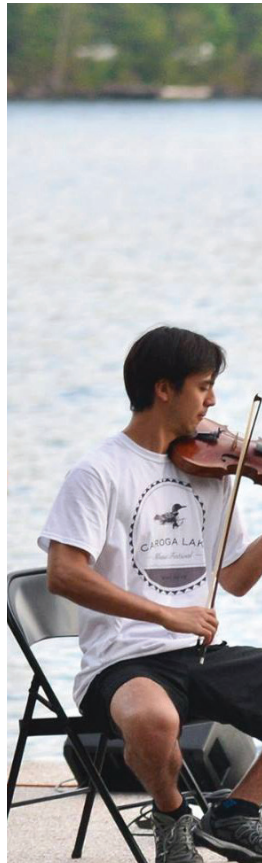


Photo: Ken Kubota



Photo: Paul Valovic

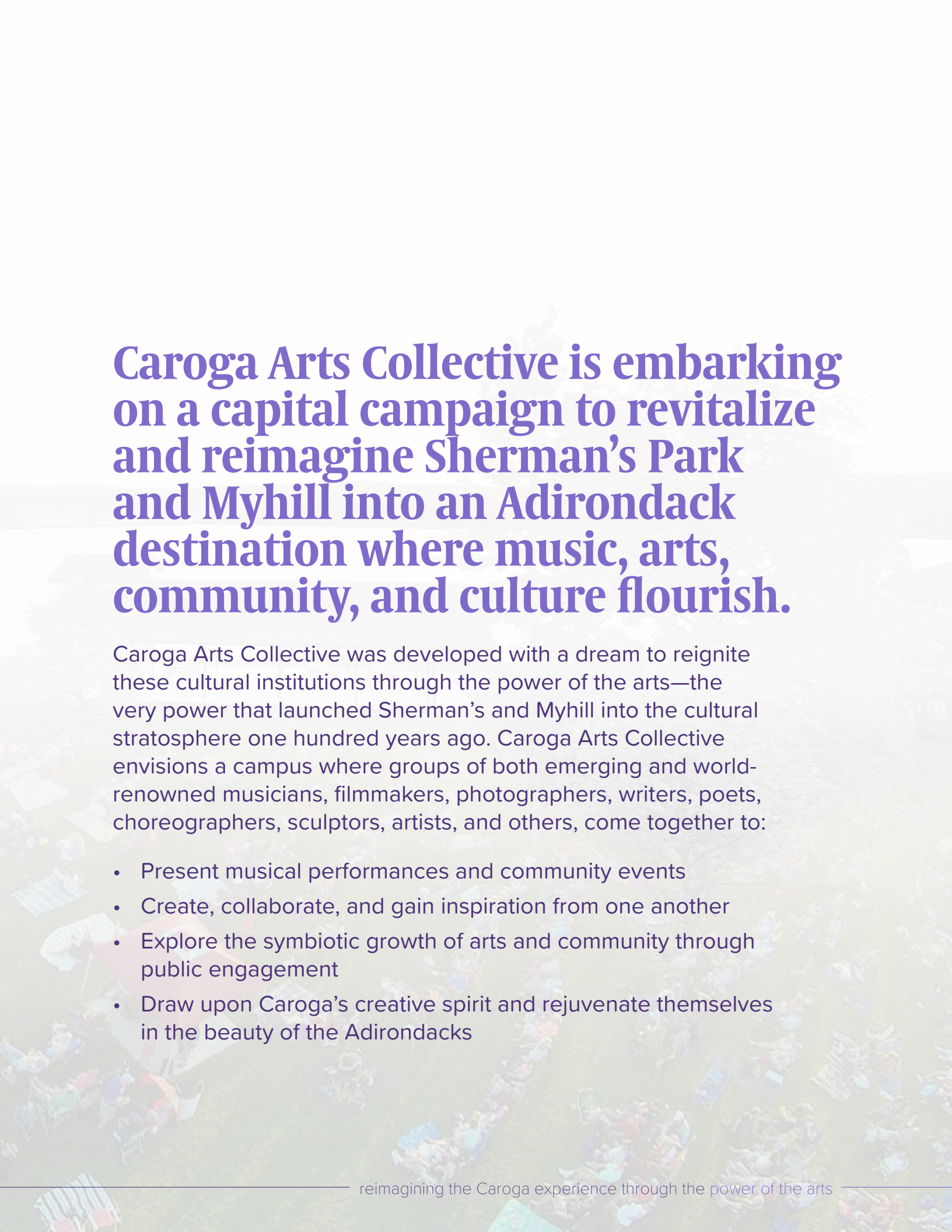


Photo: Gene Centi



Photo: Josh Bovee



An aerial photograph of a large outdoor event, likely a festival or concert, with a dense crowd of people gathered on a grassy field. A stage with a large screen is visible in the background. The image is overlaid with a semi-transparent purple and white graphic that frames the text.

Caroga Arts Collective is embarking on a capital campaign to revitalize and reimagine Sherman's Park and Myhill into an Adirondack destination where music, arts, community, and culture flourish.

Caroga Arts Collective was developed with a dream to reignite these cultural institutions through the power of the arts—the very power that launched Sherman's and Myhill into the cultural stratosphere one hundred years ago. Caroga Arts Collective envisions a campus where groups of both emerging and world-renowned musicians, filmmakers, photographers, writers, poets, choreographers, sculptors, artists, and others, come together to:

- Present musical performances and community events
- Create, collaborate, and gain inspiration from one another
- Explore the symbiotic growth of arts and community through public engagement
- Draw upon Caroga's creative spirit and rejuvenate themselves in the beauty of the Adirondacks

the need

Caroga Arts Collective was formed, in part, to address the need in Fulton County, New York for economic stimulus and increased access to the arts. Fulton County is artistically underserved, and one of the most economically depressed areas in the Adirondack State Park and New York State. The Covid-19 pandemic and associated mental health crisis have only increased the need for the healing power of the arts. Caroga Arts Collective believes that by creating a unique destination for artists, audience goers, and art enthusiasts in Caroga, there will be an increased demand for housing, restaurants, bed and breakfasts, retail stores, and all the necessary ancillary services, thus

helping spark the next golden era for this Adirondack town.

To serve this population and bring the arts back to the area, Caroga Arts Collective needs a year-round, efficient, and flexible facility. Currently, Caroga Arts Collective is able to attract world-class performers and instructors for its events and programs but does not have the necessary rehearsal facilities, performance venue, or housing

to adequately support their needs. Certain restrictions of the current Sherman's Park performance spaces cause challenges and risks to the performer and production crew, including but not limited to: lack of a backstage area which leads to instruments being exposed to humid and wet conditions that could cause severe damage; water leaks on stage that warrant a stop in the performance; lack of storage and space for high-end sound equipment; visual limitations between performer and audience member; acoustical inadequacies for highest level performer and audience experience; and space limitations, which restrict artistic programming to certain sized groups and repertoire selection.

There is also a need for increased accommodations in the Town of Caroga for the artists. Up until this point, members of the community have generously opened their homes to artists, and local hotels have donated rooms as they are available. While this has led to a strong relationship between the community and the visiting artists, Caroga Arts Collective is beginning to outgrow the capacity of its volunteers.



“Individually, we are
one drop. Together,
we are an ocean.”

Ryunosuke Satoro



the project

Following the donation of the Myhill and Sherman's properties, Caroga Arts Collective began dreaming of an interdisciplinary campus that stretches across the Town of Caroga. This campus would address the challenges mentioned above, meet its expanding programming needs, and aid in the production of high-quality, innovative artistic work to better serve the community. With this plan, Caroga Arts Collective strives to cultivate an environment in which artists, visitors, local residents, and businesses will thrive.

The Sherman's Legacy Campaign will directly support the first phase of this project, creating year-round rehearsal and performance spaces and accommodations for artists-in-residence, musicians from Caroga Lake Music Festival, students participating in arts programs, and more.

The first step in realizing Caroga Arts Collective's vision was to create a Master Plan focused on the goal of creating a world-class experience for guests and musicians; a place where artists and students come together to nurture their talents, and a place that gives back to the community. In 2020, Caroga Arts Collective engaged Lacey Thaler Reilly Wilson Architecture & Preservation, a nationally-recognized firm in the field, to devise a Master Plan for the restoration and redevelopment of Sherman's Park. Simultaneously, a committee was

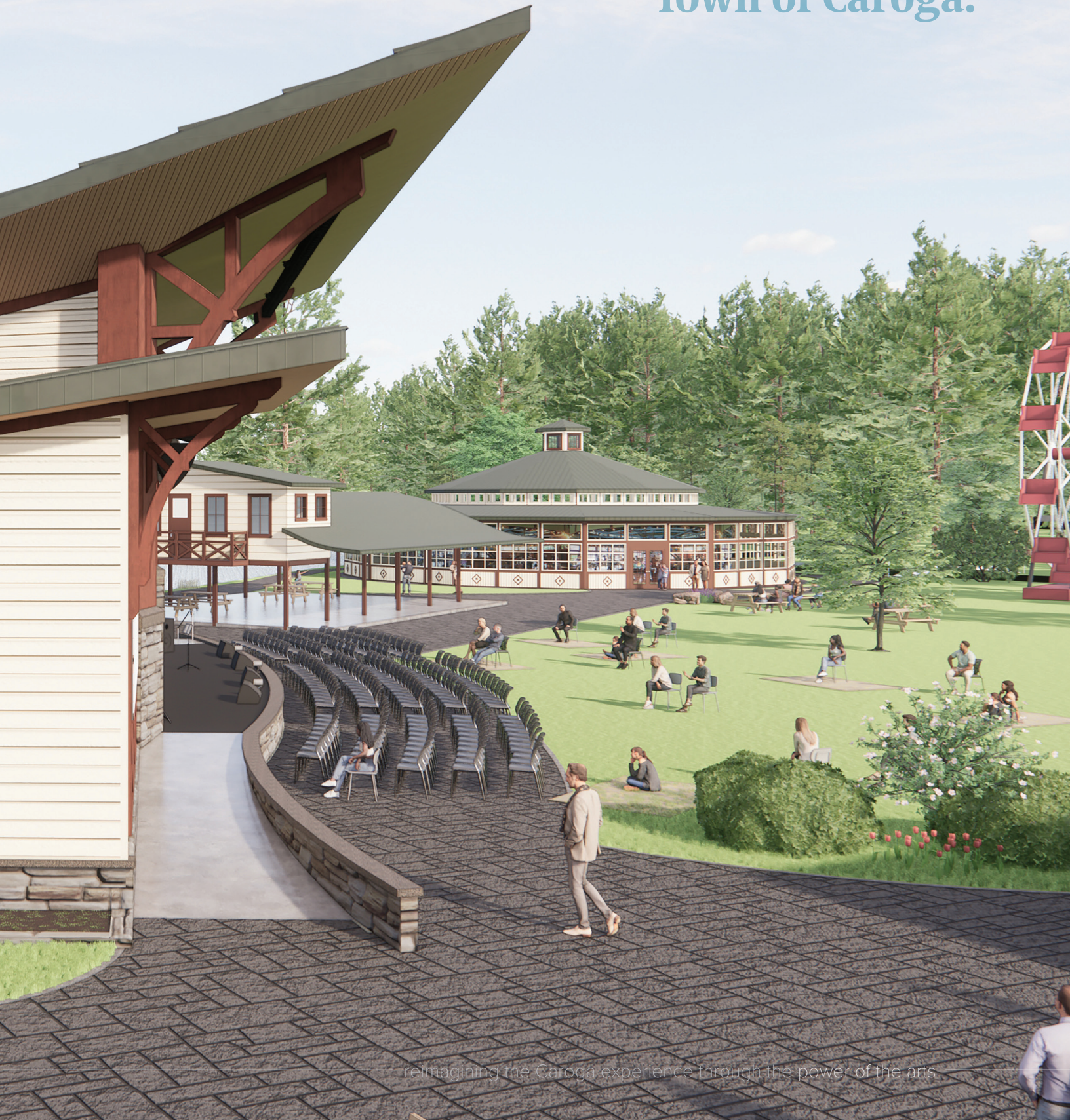
established to assess the Myhill property and solidify plans for its future. Through the work of these two groups, it was decided the complete redevelopment of the two properties into a cohesive campus, would be broken down into phases.

PHASE ONE

During phase one, the focus of the Sherman's Legacy Campaign, Caroga Arts Collective will build an amphitheater at Sherman's Park that provides superb acoustics, and will accommodate an 80-person orchestra. In addition to the stage itself, the structure will feature a green room, two private dressing rooms, dedicated storage spaces, and a climate-controlled piano room. It will also include a large screen for film viewing, creating the potential for a film festival. The orientation of the stage house is designed to provide optimum views of both the water and the performers.

At Myhill, Caroga Arts Collective will construct a residence lodge, which will include eight bedrooms, four baths, a large additional wing, and a basement. The plan satisfies multiple organizational needs including living space, practice space, dining, kitchen, bedrooms, and multi-purpose rooms to accommodate rehearsals, small concerts, film presentations, and administrative workspaces.

Caroga Arts Collective began
dreaming of an interdisciplinary
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Town of Caroga.



reimagining the Caroga experience through the power of the arts



FUTURE PHASES

Once the first phase of the project is complete, Caroga Arts Collective plans to restore the main building at Sherman's Park into a year-round home for music, dining, community events, classrooms, dressing rooms, and rehearsal spaces, and tiered seating will be added for the amphitheater. The original dance hall portion of the building will become a jazz club, and the open wrap-around porch will be restored allowing a connection with the lake and the outdoor music venue. To help Sherman's Park become the center of the Caroga Lake community, Caroga Arts Collective also plans to create a boardwalk along the lakefront and docks that will allow easy access to those arriving by water. The carousel is being restored, and the former bumper car pavilion will be relocated across Mead Creek and repurposed for use as an outdoor classroom and picnic pavilion along with a playground area.

At Myhill, small cottages will be constructed throughout the property to house additional artists, and a memorial garden will be added in honor of the original donors of the property. This garden will serve as a place for reflection as well as a secluded rehearsal and performance space.

Once all phases of work are complete at Sherman's Park and Myhill, Caroga Arts Collective hopes to develop a walking/bike trail that will create a connection between the two sites. This trail will directly impact the experience of both visitors and community members as they will have a safe and picturesque way to travel between two parts of town, currently only accessible by walking on the state highway. Close attention is also being given to the sustainable impact on the surrounding lake environment.

WHAT IT WILL COST

Phase one of the Master Plan is dedicated to the construction of the amphitheater and artists' residence at Myhill, and is estimated to cost five million dollars. Funding for phase one will come from a combination of government-agency grants, private foundations, and our community of supporters. **Great progress has already been made toward this goal. Caroga Arts Collective was awarded \$1 million by New York State Council on the Arts and was one of only two organizations to receive the maximum grant amount.** The grant will support the building of the amphitheater. Once these structures are complete, Caroga Arts Collective believes it will be able to raise its national profile and reach new funding sources to support the rest of the project.

HOW YOU CAN HELP

The future gleams brightly on the Town of Caroga, Sherman's Park, and Myhill. For many, the reimagining of Sherman's Park and Myhill comes from a place of nostalgia and the desire to leave a legacy for future generations. This legacy will allow our children, grandchildren, and beyond to create their own fond memories at Sherman's Park and Myhill through Caroga Arts Collective.

We hope you will consider joining Caroga Arts Collective with your own legacy gift. Every gift helps to build the legacy and makes a difference in reaching our goal. Together, we will reimagine the Caroga experience through the power of the arts.

naming opportunities



SHERMAN’S PARK

| | |
|----------------------------|-------------|
| Amphitheater building..... | \$1,000,000 |
| Stage house | \$500,000 |
| Movie screen | \$250,000 |
| Green Room..... | \$250,000 |
| Conductor room | \$100,000 |
| Soloist room..... | \$100,000 |
| Piano Room | \$75,000 |



MYHILL

| | |
|--|-------------|
| Myhill Campus | \$1,000,000 |
| Artist’s Lodge..... | \$500,000 |
| Performance Space | \$250,000 |
| Rehearsal Space | \$150,000 |
| Back Porch and Garden Overlook..... | \$100,000 |
| Guest Artist Bedroom (two opportunities at this level)..... | \$50,000 |
| Kitchen..... | \$50,000 |
| Resident Artist Bedroom (six opportunities at this level)..... | \$25,000 |

DID YOU KNOW?

Every gift made up to \$10,000 per household will be matched by our generous donors Darla and Brad Dake, making your donation worth twice as much. A household, in this instance, is defined by people who currently reside at your address. If your children are no longer living with you, they are considered separate households and qualify for the match independently. Business gifts will be matched to \$10,000 as well.

important considerations

We know your decision to support Caroga Arts Collective comes from the heart. A bonus is that your gift may qualify for a tax break when you itemize deductions on your federal income tax return. Here are a few tax-smart ways to give outside the scope of your traditional cash gifts.

IRA DISTRIBUTION

If you are 70½ or older, you can give any amount up to \$100,000 annually from your IRA directly to Caroga Arts Collective. You will not pay income taxes on the transfer, and the deduction will effectively lower your adjusted gross income, which is how the IRS calculates your income tax liability. If you are 72 or older, you can use this transfer to satisfy your required minimum distribution.

APPRECIATED STOCK

You may enjoy two tax benefits with a gift of appreciated stock: Avoid paying taxes on the appreciated value and qualify for an income tax charitable deduction based on today's market value, when you itemize.

BENEFICIARY DESIGNATIONS

You can name Caroga Arts Collective as the beneficiary of many different types of accounts including:

- **Retirement Plan Assets:** When left to loved ones, these assets may be subject to income tax. When left to Caroga Arts Collective, they pass tax-free, allowing us to put 100% of your gift towards the revitalization of Sherman's Park and Myhill.
- **Life Insurance Policy:** Perhaps your children are grown and you have a life insurance policy you no longer need. Consider naming Caroga Arts Collective as the beneficiary. This gift allows you to make a substantial donation at a relative low cost.

TAXES

The type of gift you make may provide tax advantages. If you take the standard deduction, you can deduct up to \$300 for cash gifts (\$600 for married couples filing jointly) to qualified charities such as Caroga Arts Collective. If you itemize your taxes, you can make a cash gift and receive an income tax charitable deduction for its full value up to 100% (instead of the previous 60%) of your adjusted gross income. In the case of appreciated assets and property, you eliminate capital gains taxes if you've owned the assets for more than one year. Please check with your tax advisor for the current guidelines on these donations.

If you have questions about your giving options, contact Judy Simon, Director of Development, at 713-298-4374 / judy@carogaarts.org or MaryKate Farber, Executive Director, at 607-437-9984 / marykate@carogaarts.org.

Caroga Arts Collective is a tax-deductible 501(c)(3) non-profit organization (tax ID: 81-2778740).

core programming

Each summer, Caroga Arts Collective presents the [Caroga Lake Music Festival](#) (CLMF), bringing musicians to Caroga for a month-long festival that presents creative and interactive experiences between artists-in-residence and the community. Founded in 2012, the festival features well-established instrumentalists, vocalists, and singer-songwriters and including GRAMMY award winning artists, musicians from top orchestras and ensembles, and teaching artists from conservatories, among others. Caroga Arts Collective is dedicated to presenting programming that is accessible for people of all ages and backgrounds, and highlights the importance of diverse cultures and the role music plays in helping people connect as a society.

Since 2021, Caroga Arts Collective has hosted the majority of the CLMF concerts at Sherman's Park, drawing new audiences to town, directly benefiting local businesses, year-round residents, and seasonal visitors/residents. Caroga Arts Collective also presents concerts at locations away from conventional concert halls including pop-ups in nearby towns, in their parks, community and senior centers, schools, marinas, taverns, churches, and more. This change in venue makes classical music more accessible to those who might not have previously self-selected that type of programming.



Photo: Ken Kubota

The **Myhill Film Series** was inspired by the Schine Family, who are known for their role in developing the American cinema experience and had a summer home in Caroga.

Your Body is Your Strad Institute is a two-week long workshop offered annually to help musicians become aware of the intimate relationship between the way that they use their body and the music that they create.

The **InterArts Symposium** gathers artists from various creative backgrounds to explore interdisciplinary connections and collaborations. Participants are immersed in spirited discussions, lead presentations and engage with guest speakers, experiment with interdisciplinary art, engage in educational outreach, and present their work at a public symposium. This work across artistic disciplines acts as an incubator for unique collaborations that provide innovation in the arts and the surrounding community of Caroga.

Caroga Arts Collective offers **Artist Residencies** throughout the year, gathering diverse groups of artists who embark on personal, collaborative, and community projects. The artists engage with the community through exhibitions, presentations, performances, and education outreach including partnerships with local Wheelerville School, Johnstown High School, SPAC, among others.



Photo: Josh Bovee



Photo: Kathy Esposito

our team

BOARD OF DIRECTORS

| | |
|--------------------------|---|
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ADVISORY COUNCIL

| | |
|-----------------------------------|--|
| Dan MacIvor, Liaison to the Board | Owner, Power Growth Strategies Inc. |
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SHERMAN'S LEGACY CAMPAIGN COMMITTEE

| | |
|-------------------------------------|-------------------------------|
| Jeannie Im, Campaign Chair | Canada Lake |
| Judy Simon, Director of Development | West Caroga Lake |
| Marc Giosi | Peck Lake |
| Bob and Pat Hagen | Stewarts Landing |
| Fern Jutrus | Stoner Lake |
| Marty Newell | Canada Lake |
| Kathleen Perrott | Peck Lake |
| Nancy Purcell | East Caroga Lake |
| Deborah San Juan | West Caroga Lake/Gloversville |
| Clark Saunders | Canada Lake |
| Barb and Don Shearer | West Caroga Lake |
| Linda Smith | Canada Lake |

Sherman's Legacy Campaign Pledge Form



Donor(s) _____

Address _____

City _____ State _____ Zip _____ Email _____

Home Phone _____ Mobile Phone _____

PLEDGE INFORMATION

☐ Yes, I/we want to contribute to the Sherman's Legacy Campaign

☐ I/we have enclosed a gift of \$ _____

☐ I/we wish to pledge a total amount of \$ _____ to be paid over 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 years

First payment to be made on (month, year) _____

☐ I/we wish to be acknowledged as _____

☐ I/we wish to be anonymous

Signature of Donor: _____ Date: _____

CONTRIBUTION INFORMATION

I/we plan to make my/our contribution by:

☐ Cash

☐ Check

☐ Online

☐ Credit card

☐ Visa ☐ Mastercard ☐ Amex

Card No. _____

Exp. Date _____ Security Code _____

☐ Stock

☐ Property

☐ Direct electronic funds transfer (EFT) from checking or savings account

For more information contact MaryKate Farber,
Executive Director, at marykate@carogaarts.org
or 607-437-9984

MATCHING GIFT

☐ Gift will be matched by _____

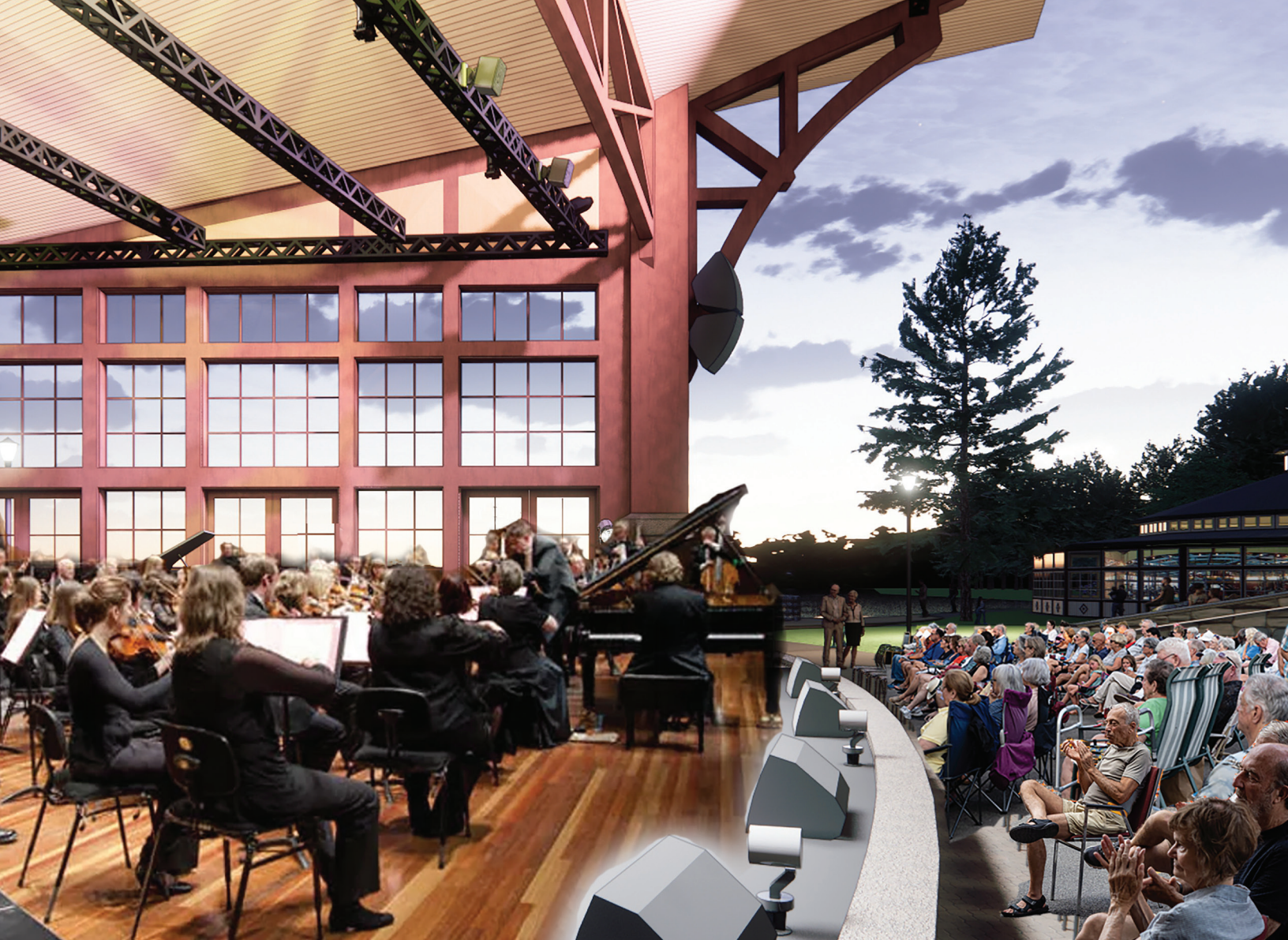
☐ Matching gift form is attached

☐ Matching gift form will be sent via mail or email

PLEASE RETURN TO

Caroga Arts Collective
Sherman's Legacy Campaign
P.O. Box 1048
Caroga Lake, NY 12032

Caroga Arts Collective is a tax-deductible 501(c)(3) non-profit organization (tax ID: 81-2778740).



CAROGA ARTS COLLECTIVE STAFF

Kyle Barrett Price Founder and Artistic Director
 MaryKate Farber Executive Director

Hinano Ishii Executive Consultant
 Ronald Lau Audio Engineering, Videographer, and Technical Support
 Elizabeth Macintosh Operations Manager
 Kathy Manning On-Site Manager
 Lorrie Mott Financial Administrator
 Olivia Munson Marketing Consultant
 Deborah Barrett Price Assistant Artistic Director
 Geoffrey Saunders Productions Manager
 Rob Saunders Productions Manager
 Judy Simon Director of Development
 Kris Smith Facilities and Grounds Coordinator



Principal objectives

01 Present a broad spectrum of artists in an accessible and engaging environment **02** Enrich the quality and enjoyment of life through diverse artistic, cultural, and educational experiences **03** Utilize the environment as a natural partner for creative growth **04** Promote Caroga as a unique tourism destination for generations to come

