



The McCormick Arts Council (MACK) adds value to our community.

The MACK is proud to serve as the cultural center of McCormick County. Our mission is “to provide art, culture, and education to the region”. Centrally located in Historic Downtown McCormick, the MACK is an anchor and heritage site critical for the health of our community. Our vision is to be the foundation for cultural development for the Town and County of McCormick. The MACK has created a vital impact for over 35 years and has provided service to thousands of our community members, partners, and visitors.

The McCormick Arts Council’s purpose is to stimulate and encourage public participation in cultural activities throughout the area. We are committed to providing accessible and affordable programming activities to the public, including exhibits, performances, and art instruction. We also provide active participation and support for economic and tourism development efforts. The McCormick Arts Council is proud to open its doors to all residents and welcomes the surrounding community and visitors and in recent years has served over 20,000 participants annually from our nationally-recognized heritage site.

One of our proudest accomplishments in 2020 is that the McCormick Arts Council was able to achieve crucial foundational support to advance the capital needs of our historic facility. We have secured a pledge for \$1.1M to support ensuring our cultural center is accessible, safe, and able to deliver quality programming for the foreseeable future. We also have a signed pledge for an Educational Fund to provide annual support for our youth programs and secure our annual scholarship for high school seniors.

Our service to the Town and County of McCormick:

The MACK provides four major pillars of service; art, culture, education, and community. We are actively supporting community development efforts by engaging our public, increasing access to arts, and directly assisting educational programs. The McCormick Arts Council supports the local McCormick County School District, Recreation Department, Clemson Extension 4H, McCormick County First Steps and the McCormick County Library with ongoing partner youth programs.

The MACK has assisted in long-range strategic planning to enhance the educational policies and systems within McCormick School District, Town of McCormick, and McCormick County as they continue to strive to provide a strong product of the community. We offer on-site arts education and cultural programs for the students of each of our educational partners and tailor our goals to match the student’s age and

instructor needs. Our goal is to enhance creativity, standards-based arts education, artisan skills and create opportunities for the students of McCormick. We continually advocate for higher education and job placement opportunities and create crucial partnerships supporting students. We also support all necessary community development plans and are active in our partnership to create connectivity between the agencies.

Our bright and vibrant future:

Regional students and youth are one of the most important participant groups we serve through our organization. We believe strong educational platforms and enrichment programs in schools add to their future success opportunities. It is critical that we have a strong educational program that integrates the arts and culture into the daily lives of our youth. Another critical participant group is the senior citizens of the community. We define that group as individuals 55 years and older. With a large and growing number of senior citizens in our county, we aim to provide accessible programs, taking into consideration the possible physical limitations of this age group. By achieving ADA compliance, we will be able to continue offering quality programming to all interested individuals.

Our intent is to assist in quality lesson plans that nurture and achieve the state curriculum standards while applying the arts to maintain a high level of engagement and student achievement. Literacy, numeracy, character development, regional history, and culture are our targeted areas for programs. We develop our lesson plans to specifically target and assist with the state's curriculum standards and district goals. We also reinforce all cultural opportunities for our students and citizens. We continue to advance our efforts to advocate for continued STEAM-based programs and support the Arts in Basic Curriculum (ABC) development opportunities that would have a major impact on our students' daily educational lives. We strive to do our part to ensure the students of McCormick County are ready for a successful life. We design our programs to support the Profile of the SC Graduate and the Profile of the Ready Kindergartner.

Our commitment to Strategic Recommendations:

The McCormick Arts Council is a community stakeholder for multiple agencies in McCormick County. Our mutual focus is to provide enhanced quality of life and economic development opportunities. The MACK is identified in four major components of the McCormick County Economic Development plan. Product Development, Public Outreach - Communication, Quality of Life, and Downtown. As the cultural center for McCormick County, we act as a liaison for cultural development planning and announcements on behalf of our partners. We are following the specific strategic recommendations and additional objectives that have been assigned to us, many of which we are already implementing and advancing.

Lastly, our local economy depends on an increase in tourist participation. Our organization is designing long-term strategies to increase interest in our community. We aim to support local merchants, commerce, and cultural partners by growing our programming reach and developing quality communication plans.

Our cultural partners are growing:

The focus of the development of our partnerships is to advance the appreciation of art, music, and culture in our community. We aim to enhance community awareness of the true impact that the arts have on economic development, quality of life, and education. We partner in many ways for promoting events, providing scholarships, and access to a variety of performances and programs. We also encourage retail and exhibition opportunities for all regional artisans, craftspeople, performers, and musicians. The major activities of the partnerships include a very busy and active artist guild with nearly 50 members. Our music and performing arts partnerships have blossomed in the past year to include literacy programs for children at the library, a variety of musical performances, and new plays for the community to attend and enjoy. We provide access for students to attend these art opportunities with reduced or no fees. Our partners work together to promote mutual events and encourage participation.

The focus of our community development partners is to increase the quality of life, economic impact, and workforce opportunities for all members of our community. While there are many separate missions, all enhance and better the lives of our community members and encourage the various generations to be content, healthy, and proud of their community.

Visit to play, return to stay:

The focus of our tourism partners is to increase the community awareness of all local assets, natural resources, and historic and cultural presence in our community. We work together on local, state, and national levels for recognition of our upstate identity. Our focus through our partnerships is to identify that our arts, history, cultural, and natural resources are all exemplary reasons for visitors to come and enjoy our community. The greater benefit is also for those who have visited McCormick and decided to purchase a home and become a resident, increasing our tax base and benefiting our community through a healthy growth. The intent is for all to increase retail opportunities, marketing, promotion, and creative placemaking for both visitors and residents to enjoy.

The major activities of our partnership include collaboration, promotion, and support for our community events. We deliberately schedule our programs to match high-traffic visitation weekends so we have a coordinated presence to maximize the success of all.