

November 1, 2017

Dear TrueNorth Patrons and Friends,

TrueNorth is a remarkable arts organization. With a consistent mission of “transforming lives through engagement in the arts”, TrueNorth has made a difference in the lives of artists, audiences, and communities throughout the past 18 years. From the beginning days when the office was in my basement, to the “Saddle Inn” in Avon Lake, then in partnership with Lorain County Metroparks at French Creek, TrueNorth has embraced each opportunity. This program year, our 18<sup>th</sup> season, we have continued to shine and serve through the TrueNorth Chorale, Chamber Orchestra, Big Band, Children’s Choir and our Summer Theatre Camps while searching for our new home.

We believe that we have now come to the best opportunity that has ever been presented to us. **To embrace this opportunity, we need your help.** Therefore, we have begun TrueNorth’s “***Best is Yet to Come!***” \$ 50,000.00 Kick-off Campaign. We are hoping to reach our goal of \$50,000.00 by January 1, as we prepare for our 2018 opening.

Many of you have been faithful supporters of TrueNorth throughout its various seasons. Thank you! I also encourage you to join in what I believe to be the most promising season of all! Of course, all gifts are tax deductible. You also might want to see if your employer has a matching gift program. TrueNorth has always been a good steward of your donations. We believe that your dollar has provided more at TrueNorth than at any other arts organization. We are excited about this new chapter for TrueNorth and believe ***The Best Is Yet to Come!***

Over these past 18 years we have learned a lot – about the ways art impacts lives, about arts organizations, and about ourselves. Among these lessons, are:

- Engagement in the arts does transform lives!
- There is a synergy in a multi-disciplinary arts organization.
- The “culture” of TrueNorth, a place that is safe, respectful and encouraging, is valued and deeply appreciated by all who are a part of us.
- ***The Best is Yet to Come!***

**Picture this!** We will be moving back to Avon Lake! We are very pleased to announce that we are moving to **739 - 1 Moore Road in Avon Lake**, previously the Lesco Office Building, 2 floors, 12,000 square feet, located on the southeast corner of Pin Oak Parkway and Moore Road just north of the Avon Lake / Avon Railroad Crossing. We are excited about the location as it connects Avon Lake, Avon, and Sheffield Village conveniently and is only 3 minutes from the I-90 / 611 intersections, connecting with the entire west-side of Cleveland and Lorain County.

What does this mean? Think rehearsal space, private lessons, artist studios, ceramics studio, painting parties, summer theater camps, music camps, and more! ***The Best is Yet to Come!*** TrueNorth will continue its multi-disciplinary art forms and their integration offering classes, ensembles and experiences in music, theatre, visual arts, and dance, with its overall purpose to transform lives through the arts by way of education and performance. TrueNorth celebrates the gifts of the novice through the professional fostering mentoring relationships as we educate, equip and empower students of all ages.

If you have any questions or thoughts to share, please contact me. TrueNorth’s primary goal is to enrich and strengthen our communities. Art has been and will continue to play a vital role in the transformation of individuals and of society itself. We believe TrueNorth is a vehicle in accomplishing this transformation.

I praise God for your support through the years and your consideration of continuing that support as we move forward. ***The Best is Yet to Come!*** I ask for you to join in what I believe to be the most promising season of all by supporting us with your charitable donation.

Sincerely,



Richard A. Fortney  
Founder / Executive and Artistic Director  
TrueNorth Cultural Arts

In support of our '**Best is Yet to Come**' campaign our Thanksgiving and Christmas Concerts will be held at Emerald Event Center (I-90 and Lear/Nagle). Both Concerts will include The TrueNorth Chorale, TrueNorth Chamber Orchestra and The TrueNorth Big Band. Audience will be seated at round tables with the three performing groups located in the front middle and either end, surrounding the audience. A menu will be available to purchase hors d'oeuvres and lite desserts. Tickets are \$ 28.00 or \$ 250.00 for a table of 10.

Friday, November 17<sup>th</sup>, 2017      **TrueNorth Thanksgiving Concert** 7:30 p.m. – 9:20 p.m.

Sunday, December 17<sup>th</sup>, 2017      **TrueNorth Christmas Concert** 7:00 p.m. – 8:50 p.m.

For tickets, [www.TNCArts.org](http://www.TNCArts.org)

At our new site, 739 Moore Road **The Best is Yet to Come!**:

- In **MUSIC** TrueNorth will be offering Early Childhood Music and Private Music Lessons in piano, voice, guitar, violin, viola, cello, bass, woodwind, brass, and percussion instruments. Students will have continued opportunities through master classes, recitals, summer music camps, and participation in our Children's Choir, Youth Chamber and Jazz Ensembles, Youth Choir, and our Chamber Orchestra, Chorale, and Big Band.
- In **THEATRE** TrueNorth will continue its annual **Summer Theatre Camps** and follow-up with Theatre Classes and showcases throughout the year. We envision developing a traveling theatrical troupe in the year ahead.
- In the **VISUAL ARTS** TrueNorth will once again have a ceramic studio, complete with offering open studio nights. Resident artist studios will be available for rent. There will be both painting and drawing classrooms and we will be offering an array of visual art classes, painting parties and ceramic parties.
- In **DANCE** TrueNorth will begin with Ballroom and Swing Dance Classes, graduating each course with a dance night accompanied by our TrueNorth Big Band! Additionally, we envision both musical theatre dance classes and preschool dance where it all begins!

**The Best is Yet to Come ...**

Thank you for your consideration ... Be part of the TrueNorth team ... give today ...

***The Best Is Yet to Come!***