

Arrow Creative, Inc
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What is Arrow Creative?

More than a building, program, or studio space: Arrow is a one-roof creative district in the heart of Memphis.

Our Mission is to make art more accessible in order to inspire the creative spirit in all Memphians. We are a premier source of creative entrepreneur enrichment, arts education, and art immersion for the entire community.



Established programming gives Arrow a solid foundation.

The need for Arrow has been made clear through the success of the Memphis Fashion Week, Positively Creative, the local chapter of the Rising Tide Society, and the years of community involvement in Memphis College of Art's Community Education programs. Arrow has expanded upon MCA's successful existing programming with eight weeks of summer camp, year long adult education programming, Holiday Bazaar and more. Arrow is now in the 11th year of Memphis Fashion Week and continues to support local creatives.

“Creative Entrepreneurs make a cultural impact and contribute to the city’s economic bottom line. They make high-quality goods that are produced in small batches and shipped throughout the world.” - Mayor Jim Strickland

Management

Executive Director - Abby Phillips
Acting COO - Erika Cain
Programs Manager - Nyale Pieh

Retail Manager - Sophie Murphy
Marketing Manager - Ashley Koehler

Number of Employees

2 Full Time

5 Part Time

Board Members

Tracey Zerwig Ford - Chair
Dorothy Collier
Pinki Hof

Sonin Myatt
Jacklyn Scott

Lauran Stimac
Jonel Turner

Arrow Addresses Needs of Memphis Community

Even with the skills and drive to create, many makers in our city find themselves without the resources and space they need to thrive. Creative entrepreneurs and hobbyists find themselves at a loss for space to safely and affordably create. Arrow addresses these needs by providing studios, coworking spaces, and workshops.



Through independent and community research, levels of existing need within the Memphis creative community have been identified. Arrow addresses these needs individually with tailored programming, education, and spaces.

Programming Supports Arrow's Mission

Expanding on current curriculum, Arrow offers programs and amenities for creatives and the community, including:

CREATIVE EDUCATION & WORKFORCE DEVELOPMENT

- Under the leadership of Rising Tide Society, continuation of Positively Creative Summit and Classes
- Creative Entrepreneurs incubator / mentorship opportunities
- Memberships with multiple tiers
- Creative education from kids to senior adults with a wide range of creative mediums taught at accessible levels
- Accessible pricing - varied fee structures, scholarships, and partnering with schools
- Certifications for skilled workforce development such as tailoring, sewing, patterning, interior painting, carpentry, furniture building and repair

CREATIVE COWORKING

- 20 individual studios
- Opportunity to sell out of studios
- Community coworking spaces for digitally based entrepreneurs
- Membership based access to community, meeting areas, equipment labs, increased commissions, and more

ACCESS TO SPECIALIZED EQUIPMENT

- Ceramics, Sculpture and Sewing Studio
- Letterpress and printmaking
- Photography and Videography
- Animation and Illustration
- 2D arts: Drawing and Painting

Arrow Meets a Unique Need

There is no known organization in the Memphis area that offers such a diverse offering of local creative resources and community programming as Arrow. Alternative arts and maker offerings come from such Memphis area organizations as Crosstown Arts, Art Project, Five in One, and Flicker Street Studios, however, these institutions do not have the all encompassing vision of Arrow. The most closely tied of these is Crosstown Arts artist residencies, which focuses more on the fine artist, whose primary goal is to show in a gallery setting, working in short stents through an artist residency at the Crosstown location. Arrow points its focus on the local entrepreneur looking for a long term lease with goals to grow a business and to contribute to the Memphis creative trajectory.

Arrow's New Home: Phase II

In February of 2021, in order to increase our capacity to serve creatives in Memphis, Arrow moved into a 23,000 square foot building from our concept shop of 1,800 sq ft on Broad Avenue. Upon moving into the new space, Arrow completed Phase I to build out the marketplace with artists' studios, a retail store, classroom space and 4 dedicated galleries to showcase local and regional artists.

- The marketplace was completed on budget and on time mid September of 2021.
- Arrow has rented all of the 15 studio spaces and 9 creative offices, bringing in a revenue of over \$10,000 per month.
- The retail store, which opened mid-September, hosts over 80 local artists and in the first nine months brought in over \$49,000 of revenue for Arrow and our artists.

Completing Phase I of our project not only has increased our earned income streams, but has also enabled us to reach our goal of better supporting our creatives and engaging art enthusiasts. However, to truly achieve the community impact we planned for, making art accessible to all, we must complete Phase II of our project.

Phase II Proposed Design



Phase II Supports the Creative Entrepreneur

The completion of Phase II will enable Arrow to fulfill its vision, including building out craft work labs with equipment and tools, career development programs for working artists, youth residencies, educational programming with scholarships offered, as well as affordable studios that also serve as galleries. Arrow is a creative's dream. A space filled with life, creativity and passion. The options for personal and communal growth are endless.

Arrow is a concept seen in many cities, brought to Memphis in response to a need that we've seen over and over again in the many creative spheres of Memphis. There are successful organizations of a similar model throughout the US, but Memphis is lacking this experiential creative space. Our goal is to give the overarching community of Memphis a unified, diverse, welcoming creative hub.

Our Funding

Arrow projects that the Phase II budget will come out to \$320,000. The additional costs of this renovation will include adding additional studio space, venue rental accommodations, IT needs, ventilation and electrical accommodations for equipment and renovations to create conducive spaces for each department of equipment, including, ceramics and sculpture, fashion design/sewing studio, printmaking/letterpress, photography lab and more.

Phase II costs are budgeted at \$320,000. To date, we have raised \$239,000. With support from an outstanding foundation application/ask of \$50,000 and individual donors in Memphis, we are confident we can raise the remaining \$81,000 by the end of the year.

Current Phase II Donors

ArtsMemphis

Assisi Foundation

Brother Sewing

Beth and Jeff Elzemeyer

Hyde Foundation

Alan and Musette Morgan

Tennessee Arts Commission

Russell and Casey Whitehead

Barbara and Lewis Williamson

Windgate Foundation

How You Can Help

Arrow is now at an exciting juncture: we're poised to lead a movement of local creatives to become self-sustaining and empowered and navigate the city into a stronger creative future.

Our goal is to have a core group of founding donors that will give Arrow Creative a stable financial base and give us long term creative arts in Memphis. Join us as investors in Arrow's strategic future: we have driven leadership and a space that will allow us to chart new directions, enrich our children, families, artists, visitors – and ultimately benefit the entire community.

We invite you to join us to help point our local creative to a sustained future of financial success, community and support. Each recognition opportunity listed runs for a two year time period and can be paid out over those two years.

Building Exterior

Makers Hall 1

Makers Hall 2-RESERVED

Gallery 1

Gallery 2-RESERVED

Gallery 3-RESERVED

Gallery 4

Marketplace

Classroom-RESERVED

Marketplace Retail

Creative Co-Working

Ceramics Lab

Sewing Lab-RESERVED

Photography Lab

Painting Lab

Printmaking/Letterpress Lab

Coffee Bar and Lounge

Community Boardroom

Recording Lab

Artist's Studios & Offices

Wall of Supporters