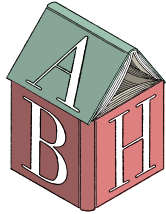


LONG-TERM LEASE
OF HARLEY CLARKE
MANSION & COACH HOUSE
Proposal Response to RFP #19-29



Artists
Book
House

SUBMITTED BY
ARTISTS BOOK HOUSE
EIFLER & ASSOCIATES
- AND -
TESKA ASSOCIATES
FEBRUARY 28, 2020



Artists Book House

President

Audrey Niffenegger

Secretary

Eileen Madden

Treasurer

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Board Members

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Melissa Blount

Suzanne Coban-Lange

Jennifer Friedrich

Tom Greensfelder

Carol Prieto

Rosie Roche

Skye Rust

Diane Stillwell-Weinberg

Jamie Thome

28 February 2020

Jillian Ostman,
Purchasing Specialist, City of Evanston
Purchasing Division, Room 4200
Lorraine H. Morton Civic Center
2100 Ridge Avenue
Evanston, Illinois 60201

RE: Proposal Response to RFP NO. 19-29 –
Long-term Lease of Harley Clarke Mansion and Coach House

Dear Ms. Ostman,

Artists Book House, Eifler & Associates, and Teska Associates are pleased to submit this proposal for the Harley Clarke Mansion and Coach House. Artists Book House (ABH) is a new organization dedicated to empowering people through literary and book arts; we help people tell their stories, to transform their worlds into books. We are delighted to be working with Eifler & Associates (E&A) and Teska Associates (Teska), whose experience with landmark houses and gardens enables us to present a future for the Clarke house that will delight Evanstonians for many years to come.

I will serve as the project manager for this assignment and can be reached at the contact information below.

Thank you for the opportunity to apply to restore and occupy this beautiful house.

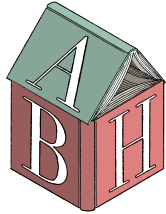
Sincerely,

Audrey Niffenegger,

Founder and Board President

Artists Book House





Artists Book House

President

Audrey Niffenegger

Secretary

Eileen Madden

Treasurer

Ken Gerleve

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28 February 2020

Jillian Ostman,
Purchasing Specialist, City of Evanston
Purchasing Division, Room 4200
Lorraine H. Morton Civic Center
2100 Ridge Avenue
Evanston, Illinois 60201

RE: Proposal Response to RFP NO. I9-29 –
Long-term Lease of Harley Clarke Mansion and Coach House

Dear Ms. Ostman,




Artists Book House acknowledges receipt of RFP #I9-29,
Long-Term Lease of Harley Clarke Mansion and Coach House,
Addenda #1, #2, #3.

Regards,

Audrey Niffenegger,
Founder and Board President

Artists Book House

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2020 THE KING MACHINE 477 100

2020 Jay Ryan

Above: Artists Book House, 2020, by Jay Ryan. Silkscreen on paper.

01. ARTISTS BOOK HOUSE

STATEMENT

Artists Book House is a new educational and cultural organization devoted to the Book Arts: writing, reading, printing, bookbinding, papermaking, typography, calligraphy, poetry, fiction, memoir, artist's books, comics, zines, publishing, conservation, history, and more.

A book is a container. People come to books for information, companionship, nourishment; books are full of life. We imagine the Harley Clarke Mansion full of people who want to find each other in books, who want to find themselves with words.

For twenty-five years, from 1994 to 2019, Columbia College Chicago was home to the Center for Book and Paper Arts. The founder of Artists Book House, Audrey Niffenegger, helped to found that center, which was considered a leader not only nationally, but internationally. We attracted scholars, graduate students, adult learners, and the public to our exhibits, classes, conferences, residencies, and master's degree program. We sent teachers into the Chicago Public Schools to make bi-lingual books with kids; we brought kids from many schools into our paper studios with grants from the Illinois Arts Council. But that center was closed in 2019 when Columbia closed a number of its other centers, due to the after-effects of the 2008 financial crisis.

We are looking for a home. We need a place for classes, a library, a book shop, studios, a cafe: we need a place to gather, to meet, to share ideas (and coffee). We plan to offer non-credit, community education to adults, youth, and children. There will be internships and scholarships, to build community. We are excited to promote the work of local authors and artists, and to become a place where readers can discover books.

The world of books and the book arts is huge and generous. This project would attract people from across America and internationally. We know this because we have already had

12 - 01. Artists Book House

many offers of help from the book community if we are able to go forward with Artists Book House at the Harley Clarke Mansion. Individuals who work at the Newberry Library, the Ragdale Foundation, StoryStudio Chicago, the Caxton Club, Minnesota Center for Book Arts, the Center for Book Arts in New York, various publishing houses, authors and artists and other libraries and book shops have pledged their support and offered their expertise for this project.

Evanston is an ideal community for a book house. The diversity of its citizens, their vibrant intellectual and artistic pursuits, their passionate involvement with Evanston schools and culture—all these things are attractive to us. Evanston sits between Chicago and the North Shore, and that, too, offers us the chance to serve and create our community.

The Harley Clarke house is beautiful, unoccupied, and its future has been a worrisome puzzle. We have a vision for it to become a lively, warm, and interesting place once again, as a home for our Artists Book House.

EXECUTIVE SUMMARY

Long-Term Lease of the Harley Clarke Mansion and Coach House
Proposal Response to RFP #19-29

Submitted by Artists Book House in coordination with Eifler and Associates and Teska and Associates

Artists Book House is a new educational and cultural organization that promotes the literary and book arts. We celebrate diversity and are committed to empowering people to tell their stories, to transform their worlds into books.

We believe that community education leads to a more harmonious society and that the book is an ideal vessel for sharing knowledge and understanding other humans.

We plan to use the Harley Clarke house as a place to teach classes for adults and children; to run a gallery, library, and a bookshop; to offer book-related events, and to house a cafe. We intend to partner with a garden group, a cafe operator, and a local bookshop, we will create a friends group to sustain and fundraise for the Harley Clarke House itself.

Our board currently consists of fourteen people whose expertise includes: administering book arts centers and art departments; serving as librarians for major universities or public libraries; teaching college and community education courses; running their own businesses; running an events company; graphic design; philanthropy; real estate; social justice work; writing and making art; founding arts organizations. We know how to run things and raise money for good causes.

Artists Book House is pleased to have a very experienced team for this project: Eifler & Associates, Architects; Teska Associates, Inc.; W.B. Olson, Inc.; Architectural Consulting Engineers; Goodfriend Magruder Structure LLC; and Kastenholtz Construction Services.

Our programming will have a negligible effect on our neighbors. We will schedule events to minimize parking needs, so residents can make use of the beach during summer months. We are willing to restore, renovate, and maintain the Harley Clarke Mansion in the manner appropriate to its historic character and new uses. Because the house needs extensive repairs and new equipment such as an elevator to comply with building codes and the ADA, we would

14 - 01. Artists Book House

like to propose a minimal rent, in recognition of the large investment we are making in money, time, and expertise.

A literary and book arts center fills a gap in the cultural life of Evanston, the Chicago area and the Midwest. It would be a well-spring of knowledge, camaraderie, and pleasure, and it would bring people to Evanston from far and wide.

Artists Book House has applied for non-profit status from the IRS and we expect to receive it this spring. We have been raising funds from individuals in the literary and book arts communities. Once we have official 501-C3 status we plan to write foundation grants, and there are many individuals and families who are waiting to donate. Books, houses, and gardens are an attractive combination, and inspire generosity.

THE VISION

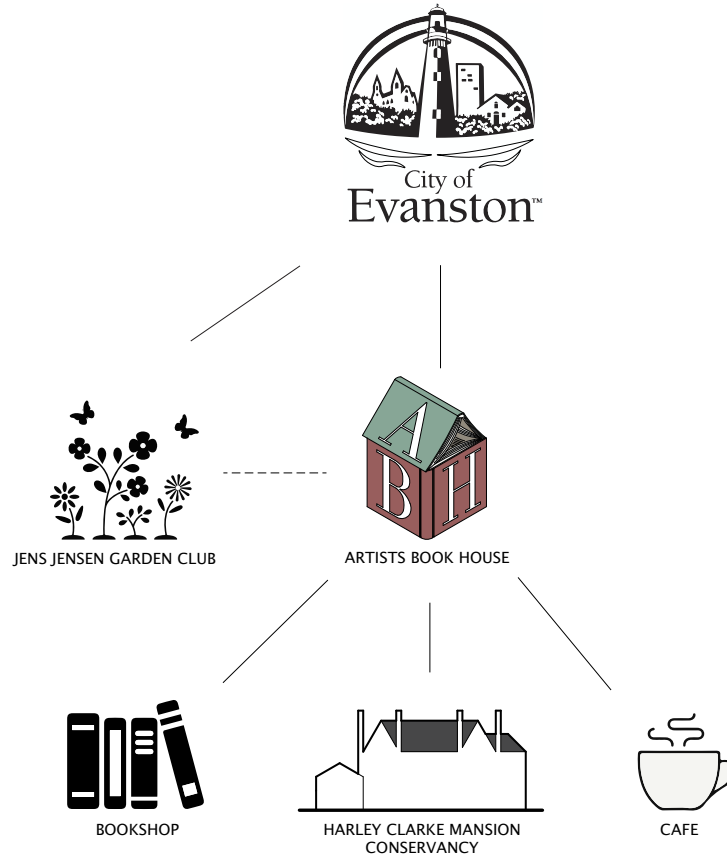
Books are vessels, ideas; they sit at the heart of civilization, where philosophies and visions coverage. A book can be intimate and personal; it can change the fate of nations. Books speak to us and connect us across time and distance.

Artists Book House is devoted to promoting the arts of the book. It is a place where artists, writers, readers, and other thoughtful people gather to learn and create. Through education, exhibitions, publications, and events, Artists Book House expands our community. We promote the literary arts and the crafts of book making. We rejoice in the physical form of the book and embrace interdisciplinary approaches to the book arts. We are committed to conservation, understanding the history and craft of book, and sharing knowledge. We celebrate diversity and are committed to empowering people to tell their stories, to transform their worlds into books.

CORE VALUES

Artists Book House is dedicated to making the book and paper arts accessible to everyone, and endeavors to make all of our programming affordable or free to the public, with scholarship and internship opportunities. Artists Book House will welcome and respect our community, students, artists, faculty and staff. We acknowledge and honor the value and dignity of all individuals. We do not discriminate according to age, race, ethnicity, gender, sexuality, religion, class, ability, language, nationality, or immigration status. We believe that community education leads to a more harmonious society and that the book is an ideal vessel for sharing knowledge and understanding other humans.

ORGANIZATIONAL STRUCTURE (OVERVIEW)



ARTIST BOOK HOUSE

Artists Book House is incorporated in the State of Illinois and has applied for non-profit 501-C3 status.

PARTNERSHIPS

CAFE OPERATOR - CURT'S CAFE

The Harley Clarke House will be a beautiful place to situate an intimate, quiet cafe that serves visitors to the house, the beach, and the neighborhood. We are excited to explore the opportunity to work with the innovative Curt's Cafe, whose mission is to train community youth for jobs as well as to serve light food and caffeinated beverages.

BOOK SHOP PARTNER

Our book shop will carry some extraordinary, artist-made books as well as the more usual kind, and will be the hub of activity in the house. We are in discussions to partner with an Evanston-based, independent book shop. We like the idea of working with an astute, existing Evanston bookseller as they understand Evanstonians' bookish interests and have a certain flair for introducing people to new writers.

JENS JENSEN GARDENS IN EVANSTON AT THE HARLEY CLARKE HOUSE

We are planning to partner with Jens Jensen Gardens in Evanston, a group that will research, maintain, and fundraise for the Harley Clarke garden in the manner appropriate to Jens Jensen and Alfred Caldwell's original philosophy and intent. The Coach House will be the home for this garden group. This means that they will be able to offer a first floor reception area/meeting space/classroom to visitors, guests, and students. Offices and storage areas will be upstairs, and the garage will be a place to teach and keep tools and equipment. The greenhouse will be useful for teaching and for supplying young plants for the garden.

HARLEY CLARKE HOUSE PRESERVATION SOCIETY

The Harley Clarke House is a delightful challenge to maintain and requires a dedicated friends group to raise money, awareness, and camaraderie to support the house. We plan to create this group so that interested Evanstonians and others who love the Harley Clarke House can play an active role in its future.

ARTISTS BOOK HOUSE GOVERNANCE

OFFICERS

AUDREY NIFFENEGGER - PRESIDENT / FOUNDER

Audrey Niffenegger is an internationally known author and artist. Her bestselling novel, *The Time Traveler's Wife*, was made into a movie in 2009, and will soon be an HBO series. Her graphic novel *Raven Girl* was the basis for a ballet at the Royal Opera House Ballet in London. In 2013 she was given a retrospective at the National Museum for Women in the Arts. She is one of the founders of the Columbia College Chicago Center for Book and Paper Arts and taught in its MFA program for many years. She is a Distinguished Fellow and former Board member of the Ragdale Foundation. She received her BFA from the School of the Art Institute of Chicago, her MFA from Northwestern University, went to high school at ETHS, and grew up in and around Evanston.



EILEEN MADDEN - SECRETARY

Eileen Madden is the co-owner and operator of Evanston Print and Paper – a letterpress print shop. She is an active member of the Caxton Club of Chicago, an organization dedicated to the history, production, and preservation of books. She is currently the Chair of the Caxton Club's Grant Committee and was a member of the Caxton Club Council for six years. She also served on the Board of Transit Residency program, which aimed to serve artists from multiple disciplines who seek opportunities to create in an urban environment. Ms. Madden is currently a member of StoryStudio Chicago's Advisory Bboard, working to engage the community with literary events. She was also an officer of Chicago Hand Bookbinders. She served on the Board of Chiaravalle Montessori School for six years. Ms. Madden created a book arts show in Chicago, words|matter, that was a "library" for artists books.



KEN GERLEVE - TREASURER

Ken Gerleve is a visual artist and designer who has exhibited works in Chicago and New York City. He earned his MFA in Interdisciplinary Book and Paper Arts from Columbia College, Chicago in 2009 and his BFA in Studio Arts from the University of Illinois at Chicago. With experience in book design, typography, illustration, printmaking, papermaking and bookbinding, he has taught workshops on binding, tunnel books and toy theaters. Ken is a creative committee member and participating artist for the Ragdale Foundation's annual family-friendly Halloween event, Rags to Witches. Ken also brings retail bookstore and café experience to the team.



BOARD MEMBERS

MARTIN ANTONETTI

Martin Antonetti is the Director of Special Collections at the Northwestern University Libraries, where he oversees the university's rare books, manuscripts, and archives. Before that he was curator of rare books in the Mortimer Rare Book Room at Smith College; as curator there he also taught courses in the history of the book and in contemporary artist's books and directed the Book Studies Concentration, the first undergraduate program of its kind in the country.



He has also served as librarian and director of the Grolier Club in New York City, the country's premiere organization for bibliophiles, and held curatorial and teaching positions at Mills College and the University of Oregon. Antonetti has written and lectured widely in the history of the book, including fine printing, letterforms, bookbinding, and book collecting. He has served in various capacities on the boards of Hand Papermaking, the Center for Book Arts, and the American Printing History Association. He is currently the immediate past president of the Bibliographical Society of America, the oldest scholarly society in North America dedicated to the study of books and manuscripts as physical objects. A classicist by training, he received his MLS from Columbia University in New York, where he specialized in rare books and special collections librarianship.

BEN BLOUNT

Ben Blount was born and raised in Detroit. He is a designer and letterpress printer who loves books, type, and putting ink on paper. His work often explores questions of race, identity, and the stories we tell ourselves about living in America. Ben is a believer in the power of the printed word and has traveled throughout the US teaching and speaking about graphic design, letterpress printing, and making things that matter.



His artists' books and prints have been shown around the U.S.

and are included in many prominent collections including the Newberry Library, the School of the Art Institute of Chicago, and the Metropolitan Museum of Art. Ben was previously a board member of REST (Residents for Effective Shelter Transitions) in Uptown and was a founding board member of OPAL (Organization for Positive Action and Leadership) in Evanston.

He earned a BFA in graphic design at Washington University in St. Louis, and an MFA in Interdisciplinary Book and Paper Arts at Columbia College Chicago. He currently prints out of MAKE, his storefront studio in the Evanston's West Village neighborhood.

MELISSA BLOUNT

Melissa Blount is a licensed clinical psychologist, writer, and artist who creates textile pieces that explore the notions of trauma, white supremacy and violence against Black cis and transgender women. Through community sewing circles, she cultivates unique opportunities for people to bear witness to the unjust and violent loss of life in communities of color.



Melissa is also a passionate community activist and volunteer in Evanston. She was a founding member of both MEET

(Making Evanston Equitable Together) and OPAL (Organization for Positive Action and Leadership). Melissa currently serves as an Advisory Board member for the James B. Moran Center for Youth Advocacy.

SUZANNE COHAN-LANGE

Suzanne Cohan-Lange is a sculptor, curator and art educator. She is the Founder and Chair Emeritus of the Graduate Department of Interdisciplinary Arts at Columbia College, which she chaired for twenty-five years. Suzanne, along with Marilyn Sward and Audrey Niffenegger, created the Columbia College Center for the Book and Paper Arts as part of the Inter-Arts Department. Since retiring from Columbia, Suzanne has focused on her sculpture, exhibiting locally and regionally. She and her husband, painter Richard Lange, own a studio/art gallery in Michigan City, IN. She sits on the Board of Directors of Chicago Sculpture International.



JENNIFER FRIEDRICH

Jennifer Friedrich is a co-owner of the Evanston-based event design company Bon Events, with her business partners Fern Bogot and Abbi Witherspoon. Bon Events designs, produces and collaborates on projects that include nonprofit fundraisers, festivals, weddings, creative corporate retreats, meetings and celebrations locally, nationally and internationally. Jennifer is a storyteller. Notable highlights and roles in her almost thirty-year career include: artist-in-residence at the Künstlerhaus Bethanien in Berlin, Germany, Illinois Arts Council fellow (photography), designer, builder and Children's Theater Director at Redmoon Theater, co-founding the Incurable Theater, Festival Producer and teacher (Art/Theater Departments) at Columbia College Chicago, Development Director at Circesteem and Art Director at Kehoe Designs. Jennifer lives in Evanston with her life partner Liam Davis and their two children, Vivian and Holliday.



TOM GREENSFELDER

Since 1987 Tom Greensfelder has run his own design firm, Greensfelder Design, in Chicago. His clients have included Broadway In Chicago; the Grant Park Music Festival; the Illinois Humanities Council; AFSCME Council 31; and cartoonists Nicole Hollander and Lynda Barry. He was the Art Director for the *University of Chicago Alumni Magazine* for seven years and the newsweekly *In These Times* for two years. He has taught classes in calligraphy and lettering for SAIC, Loyola University and the Newberry Library. He and his wife, Olivia Petrides, along with EW Ross and Patricia Pelletier, run a class in the Lot Valley, France, “The Artist’s Journal in France.” He curated “DIY/XX: Zines, Mini-Comics and Graphic Novels by Women” for Loyola University and “Beautifully Banal: The Last Calligraphy Show” for the Columbia College Chicago Center for Book and Paper Arts. He served on the Board of Teatro Vista... Theatre With A View, Chicago’s only Equity Latino theater company, from 1997 to 2014 and as Board President from 2001 to 2007. His previous board experience includes the Center for Book and Paper Arts, Artists Book Works and the Chicago Calligraphy Collective.



CAROL PRIETO

Carol Prieto has lived in Evanston since 1975. She has been deeply involved in Evanston’s institutions, including the public schools and PTAs (at Washington, Chute, and ETHS). She has been a board member of the Junior League of Evanston, a trustee of the Evanston Historical Society, and has done research for Evanston’s Preservation Commission. She was a trustee at the Evanston Art Center (when it was located in the Harley Clarke house) for many years, serving in several different board positions. Ms. Prieto has been a Realtor for twenty-eight years. Her interests are art, history, architecture, and schools. Her volunteer work has followed her interests because she loves these subjects, wants to learn as much as she can about them, and enjoys working to preserve and encourage the arts and humanities.



SKYE ENYEART RUST

Skye Enyeart Rust holds a BA in International Relations and French from Purdue University, an MA from Columbia College Chicago in Interdisciplinary Arts and an MA from the University of Illinois Chicago in French and Francophone Studies. Everyday, Skye uses her love of languages, travel, and art in her pursuits. Meeting young artists around the globe as the Associate Director of International Admissions at Columbia College Chicago, she also nourishes her other endeavor, curating Woolly Mammoth Antiques & Oddities, a store full of strange art and antiques that she shares with her husband in Chicago's Andersonville neighborhood.



ROSIE ROCHE

Rosie is a Londoner happily displaced to Evanston. Her training and interest lie in making historic sites accessible and relevant; in community engagement in arts, culture and the past. She has a rich base of experience devising multidisciplinary museum programs, creating community partnerships, and managing heritage and arts sites. In the UK, Rosie ran the live interpretation programs at Historical Royal Palaces (the Tower of London, Hampton Court Palace), exploring 1000 years of contested histories through performance; devised public exploration of the British Library and the House of Commons Library. In Chicago she has led Public Programs at the Adler Planetarium; worked to repurpose Glessner House museum as a neighborhood arts hub and reimagine the landmark as more than a monument to the past; and directed the Northwestern Arts Circle - working across writing arts, performance, visual arts, and music to engage wider participation in the arts across campus and beyond.



DIANE STILLWELL-WEINBERG

Diane was born in Decatur, Illinois, and moved to Chicago when she was seventeen years old, where she worked as a professional actress at the Shubert, Candlelight, and Forum theatres. Two years later, she relocated to New York and began to split her time between Los Angeles soundstages and Broadway, off-Broadway and The Public Theatre. Some of her organizations and civic involvements include the Art Institute's Asian Arts Council Board and the Committee on Asian Art; the Artists Book House Board; the Newberry Library's Collector's Circle; the Caxton Club; the Cure Violence Advisory Board; the Academy of Television Arts & Sciences; the D.A.R.; the Fortnightly of Chicago; Colonial Dames; the Lyric Opera of Chicago; Ravinia Festival; and the Chicago History Museum, whose Costume Council Gala she co-chaired in 2019. Diane is married to Richard and they enjoy a large and loving family together.



JAMIE THOME

Jamie Thome received her MFA in Interdisciplinary Book & Paper Arts at Columbia College Chicago. She spent a year in the mentorship program for emerging women artists at Artemisia Gallery in Chicago. Her visual arts work has been shown in many places; she works primarily with books, collages, installations, and layered oil pastels. Thome was a founding member of Vespine Gallery in Pilsen. As a teaching artist, Jamie Thome visits the public schools to integrate the arts into the classroom curriculum and works at the Evanston Public Library as a teaching artist in the Loft (teen space), and as a library assistant. In her 'spare' time, she coaches beginning and experienced runners to complete marathons and half marathons, reads as many books as possible, and loves to hang out with her husband Doug and her son Oliver Bean.



ARTISTS BOOK HOUSE STAFF

EXECUTIVE DIRECTOR

The Executive Director is responsible for overseeing the administration, programs and strategic plan of the organization. Other key duties include fundraising, marketing, and community outreach. The position reports directly to the Board of Directors.

ASSISTANT DIRECTOR

The Assistant Director is responsible for assisting in the development and implementation of plans and goals for the organization. The Assistant Director will work with the Executive Director to coordinate and supervise daily operations, will interface with staff, faculty and adjunct faculty, and ensure compliance with regulations and internal policies.

BOOKSHOP MANAGER

The Bookstore manager will supervise bookstore staff in accounting functions and ordering books, supplies, and related merchandise; arrange advertising materials; as well as oversee the planning, supervision, and maintenance of stock and inventory, including shrinkage. The bookshop may coordinate with other managers on ordering stock for special events and sell art supplies and products made by local artists and/or ABH staff, instructors and students.

FACILITIES / STUDIO MANAGER

The Facilities / Studio Manager is responsible for the maintenance and upkeep of the paper studios (including the beater room and fiber cooking room), the bookbinding studios and the letterpress studios, as well as classrooms and supply closets. The Studio Manager will oversee ordering of supplies and equipment, keep and inventory of supplies and will coordinate with staff, faculty and staff to supply materials needed for classes and workshops.

CAFÉ VENDOR (OUTSOURCED)

An outsourced café vendor will be selected to run the ABH café. The café will be responsible for sourcing and ordering of all food and beverage product, will attend to customer needs and food preparation, cleaning and ensuring the smooth and efficient operation of the food services areas. Accurate processing and management of all cash/card payments and balancing of cash register (with receipts) whilst reporting any discrepancies and problems to the Facilities Manager/Assistant Director.

02. TEAM MEMBERS

ARCHITECT: EIFLER & ASSOCIATES, ARCHITECTS
53 W. Jackson Blvd., Suite 242
Chicago, IL 60604

LANDSCAPE ARCHITECT:
& PLANNERS TESKA ASSOCIATES, INC.
627 Grove St., Suite 2
Evanston, IL 60201

GENERAL CONTRACTOR: W.B. OLSON, INC.
3235 Arnold Lane
Northbrook, IL 60062

MEP ENGINEERING: ARCHITECTURAL CONSULTING ENGINEERS
837 Hayes Ave.
Oak Park, IL 60302

STRUCTURAL ENGINEER: GOODFRIEND MAGRUDER STRUCTURE LLC
53 W. Jackson Blvd. Suite 340
Chicago, IL 60604

CONST. MANAGEMENT: KASTENHOLZ CONSTRUCTION SERVICES
2711 W. Lake St.
Chicago, IL 60612

EIFLER & ASSOCIATES, ARCHITECTS

Eifler & Associates is an architectural firm formed in Chicago in 1990 by John Eifler, FAIA. The firm has distinguished itself in architectural projects in the field of restoration, rehabilitation and adaptive reuse of historic buildings. The firm has overseen the rehabilitation of large public buildings, such as the Garfield Park Conservatory for the Chicago Park District. Eifler & Associates has also accomplished the restoration of several buildings designed by Frank Lloyd Wright, and include the Laurent House Museum in Rockford, Illinois and the architect's homes; Taliesin and Taliesin West in Wisconsin and Scottsdale, respectively. Large, historical homes have been rehabilitated under the firm's direction, which have been challenging due to the importance of conserving the distinctive architectural components while providing spaces to suit the needs of contemporary living. These homes include Rock Cliff, a late 19th century historic mansion in Newport, Rhode Island and the James Ward Thorne Estate in Lake Forest, Illinois. In 2006, Eifler & Associates oversaw the extensive rehabilitation of the Carl Heisen House, one of the last remaining townhomes on Lake Shore Drive. Recently the firm was retained to renovate the Oscar Mayer Mansion in Evanston, Illinois.

The firm has received numerous architectural awards from the American Institute of Architects, Landmarks Illinois, the Highland Park Preservation Society, the Evanston Historic Preservation Commission, and the Commission on Chicago Landmarks.

TESKA ASSOCIATES, LANDSCAPE ARCHITECTS AND PLANNERS

Teska Associates, Inc. has been providing Planning, Landscape Architecture, Urban Design and economic development solutions since its founding in 1974.

Headquartered in downtown Evanston for over 25 years, we have a staff of 23 dedicated staff who work to arrive at land and planning solutions for communities, private property owners, colleges and institutions.

Familiar to many local Evanston residents, our list of accomplishments includes ongoing landscape planning for Evanston Hospital and all four NorthShore University Hospitals, Northwestern University campus, Presbyterian and King Home properties, Evanston Downtown streetscape master plan, most all of the residential rooftop gardens for Optima, Sherman Plaza and Church Street Plaza and Ivy court residential developments, City of Evanston Garden Park, Harbert Park and Gibbs-Morrison Cultural Center, Fountain Square Plaza, YMCA, Roycemore School and several residential landscapes. The firm's wider practice covers projects within many downtown Chicago neighborhoods, the metropolitan area and beyond in Wisconsin, Iowa, Michigan and Indiana.

Landscape Architecture design for the Artists Book House at Harley Clarke Mansion and restoration of the

surrounding Jens Jensen designed grounds is being managed by Teska Associates, Inc., Senior Vice President Nick Patera and Associate Lacey Carlson.

Highlights of historic Jens Jensen garden restorations that have been designed by Teska Associates include the Jens Jensen Park in Ravinia business district in Highland Park, IL, Two Gables residence more popularly known as the Mr. T. House in Lake Forest, Kenilworth Assembly Hall, Train Station, North Park, South Park, Centennial Park and Mahoney Farm Preserve, Glencoe Parks, Harold Florsheim Home in Highland Park and Wyldwoode in Lake Forest.

We look forward to collaborating with the City, the neighborhood and many affiliated groups to make Artist Book House and its surroundings a spectacular Evanston treasure.

W.B. OLSON, GENERAL CONTRACTOR

Years in Business: 50 years

Date of Incorporation: March 18, 1970

State of Incorporation: Illinois

W.B. Olson, Inc. was founded in 1970. As one of Northern Illinois' most wellknown Construction Managers, we have developed a clientele of repeat customers. Our expertise includes the historic renovation, both interior & exterior, restoration and adaptive reuse projects. Our portfolio includes numerous projects in the City of Evanston, including; Northwestern University, YMCA, ETHS, Rice Children's Center and currently we are working for the YWCA. Our construction experience includes more than 150 renovation / historic restoration projects over the past 15 years.

ARCHITECTURAL CONSULTING ENGINEERS (ACE)

Architectural Consulting Engineers (ACE) provides consulting engineering services to architectural firms and building owners for system/facility evaluation, new construction and renovation designs – principally in the areas of the mechanical, plumbing, electrical, fire protection, and related accessory systems. Founded in 1995 and located in Oak Park, Illinois, the firm works with clients primarily in the Midwest region, but has relationships with firms and clients from the east coast to the Rocky Mountain region. From simple studies to full scale renovations and new construction, ACE makes a committed effort to provide quality engineered systems, while still considering the architectural needs and complexities of the project. Our staff has extensive experience in the development of full construction documents, historic structures reports, conservation management plans, building & systems assessments, energy use modeling & feasibility studies, life cycle cost analysis', systems integration, equipment and parts procurement, and facility operation. Each project is unique and therefore deserves a unique approach to design and/or oversight. ACE strives to provide solutions to the design and implementation process that are well engineered and within budget and schedule.

ACE has worked with many historic and older structures to provide quality designed systems or to formulate system design approaches for future facility plans. Great attention is given to architectural detail requirements provided by the project architect and owner in these projects to ensure that the finished systems not only work as desired but are as unobtrusive as possible. Historic projects we have been involved in include: FLW's Unity Temple, the FLW Frederick C. Robie House, the FLW Emil Bach House, the Charles Gates Dawes House (Evanston History Center), the River Forest Women's Club, the Charnley-Persky House, the Woodrow Wilson House, the Ernest Hemingway Birthplace Home, the FLW Dana-Thomas House and the Farson Home (Pleasant Home). ACE focuses on integrating aspects of "green", sustainable, energy efficient designs into many of our projects. Architectural Consulting Engineers has worked extensively in the public and private sector, working with many governmental organizations, libraries, park districts, universities/colleges, schools, churches, and the health care industry. ACE has worked with the City of Chicago Public Building Commission as a peer review & forensic mechanical systems consultant overseeing review of projects that are not operating to their full potential.

GOODFRIEND MAGRUDER STRUCTURE, STRUCTURAL ENGINEERS

Goodfriend Magruder Structure LLC is a structural design and engineering consultancy for architects and designers. The principals at GMS bring many years of experience in design and construction of building structures. We take pride in being an innovative "go to" firm for clients who seek creative structural solutions to achieve their design intent. Our collaborative approach is instantly responsive to the changing needs and challenges intrinsic within every project. As a small firm, we bring personal, hands-on attention to each project.

KASTENHOLZ CONSTRUCTION SERVICES, CONSTRUCTION MANAGEMENT

Jim is a licensed General Contractor with 20 over years of experience in the field. He has worked with individuals, non-profits, community associations and businesses. He founded and built a company with annual revenue between \$5MM and \$10MM and a payroll of over \$2MM. Projects range from diagnosis and repair to award winning historic renovation to large scale capital improvement

He is also an active and engaged civic participant who has consulted with numerous civic organizations on space and facility needs.

PROJECT EXPERIENCE - CONSULTING/ OWNERS REPRESENTATION

- Old Town School of Folk Music
- YWCA Evanston/ Northshore o New heating plant 18.5MM Facility Expansion
- Lawndale Christian Development Corporation

- Private Client - New office space
- Expansion and inter- floor connection

GENERAL CONTRACTING

- 220 E Walton St Association – Window specification writing
- 2550 Lakeview Condominium Association
- Waterproofing/ leak evaluation
- Capital Improvements to MEPFP systems
- 230 E Delaware – plumbing riser replacement
- 3500 Lake Shore Drive Condominium Association – Window replacement
- Oscar Mayer Mansion – Award winning historic renovation

03. THE PROPOSED PLAN

DESCRIPTION OF ARTIST BOOK HOUSE

The Artists Book House and the Project Planning Team have determined that the Harley Clarke Mansion is a facility that perfectly suites the needs of the organization, its partners and the community of Evanston. There is no need for the facility to increase in size, nor is there a need to radically alter the historic character of the building. The buildings and grounds will be rehabilitated to accommodate the following functions:

1. **The Artists Book House Organization:** Rooms will be used for teaching creative writing, the printing of books, production of paper, and bookbinding. There will also be spaces allocated for a bookstore, a small art gallery, lecture hall and classrooms. The offices for the Artists Book House administration will be located on the second floor, and will consist of open work stations and offices. Accommodations for writers in residence will also be provided.
2. **The Harley Clarke Conservancy:** Offices and a conference room will be provided on the first floor.
3. **The Book House Cafe:** A cafe serving light snacks and beverages will be located in the house which will be open to the public. Tables and seating will be located in the existing dining room and sunroom. The existing kitchen will be upgraded to allow for food preparation. An exterior terrace will be constructed to the northeast of the building for summer use which will be accessed by new doors from the rear of the house. Office space will be provided adjacent to the kitchen.
4. **The Jens Jensen Society:** It is planned that the Coach House will be used as an educational center and administrative offices for the Society. The group will also oversee the ongoing restoration and maintenance of this historic Jensen-designed landscape.
5. **The City of Evanston:** Parking used primarily by beachgoers will remain. If deemed necessary, additional parking spaces can be added as depicted on the site plan drawings. In the event of supplemental parking needs, arrangements will be made to provide shuttle service from off-site locations nearby. The Artists Book House is committed to planning activities at the house which will not conflict with periods when the parking lot will be heavily used, i.e. 10AM-5PM from Memorial Day through Labor Day.

ADDITIONAL REQUIREMENTS:

1. The Artists Book House is committed to restoring the exterior of the buildings to their original condition, with only minor changes to the dining room, sun-room and breakfast room to allow exterior access to a newly constructed terrace.
2. The Artists Book House is committed to restoring the rooms of the house with historical character. The entry hall, library, sunroom, living room and dining room finishes will be restored to their original appearances.
3. The facility has been planned in accordance with all requirements defined in the Americans with Disability Act (ADA).
4. The Harley Clarke House will be rehabilitated to serve as a showpiece for sustainable design and energy-efficiency.
5. The project will be conducted in a manner so that the City of Evanston requirements for 25% of the contract amount MBE, WBE, and EBE participation will be met.
6. The following insurance certificates will be provided to the City of Evanston in accordance with the RFP:
 - Comprehensive general liability - \$3,000,000 combined single limit for each occurrence for bodily injury and property damage – designating the City as Additional Insured
 - Workers Compensation - Statutory Limits
 - Automobile Liability - \$1,000,000 per occurrence for all claims arising out of bodily injuries or death and property damages.
 - Errors and omissions or professional liability insurance - \$1,000,000
 - All planning and construction will be accomplished in accordance with the Building Codes and Ordinances of the City of Evanston.

OTHER CONDITIONS

EFFECT ON USE OF SURROUNDING FACILITIES

The proposed use and program associated with the Artists Book House will have a negligible effect on the adjacent neighbors and facilities. Although the Harley Clarke House will be a destination for those interested in attending classes, the frequency and size of writers workshops will be far less than the facility's previous use as the Evanston Art Center. As mentioned before, events will be planned to avoid conflict with residents desiring to make use of the beach during summer months. Several discussions have been held with representatives of garden groups in Evanston during the preparation of this proposal. Some of these individuals feel quite strongly that a group should be formed that assumes responsibility for the restoration of the Jensen-designed grounds as well as the ongoing maintenance of Lawson Park to the north and the Evanston Lighthouse to the south.

COMMITMENT TO EVANSTON BUSINESSES AND MBE/WBE STANDARDS

The Artists Book House will meet the requirement that 25% of the work will be accomplished by businesses owned by Women and Minorities (WBE/MBE) as well as businesses headquartered in Evanston. The Artists Book House has had discussions with the Executive Director of Curt's Cafe as a potential vendor that would operate the Cafe at the Harley Clarke House. Although there has not been a formal agreement between Curt's Cafe and the Artists Book House, both entities are enthusiastic about partnering on the project. Curt's Cafe is a non-profit restaurant that "improves outcomes for young adults living in at-risk situations through work and life skills training." Furthermore, Curt's "strive to use local products and vendors and we make everything possible from scratch."

USE OF FACILITY

SITE - ACCESS:

The existing entry drive and parking area will remain in its current configuration and will continue to be used by beach goers during daytime hours from Memorial Day through Labor Day. It is anticipated that

Below: Site Aerial Photo of Harley Clarke Mansion and surrounding properties, Teska Associates



36 - 03. *The Proposed Plan*

there will be no need for additional parking due to the daily operations of Artists Book House, as the organization is considered a “low demand” facility, occupied by an administration and staff of less than ten. Our plans call for the addition of approximately eight parking places, but these spaces will be added only if deemed necessary.

Artists Book House anticipates sponsoring lectures and literary events that may attract crowds of roughly 100 people. Fortunately these events will occur during the evenings, when there is little need for public beach parking. Educational programs will occur primarily during the school year, and will have little interference with the public’s use of the parking lot. We anticipate that Artists Book House and the need for public parking associated with the adjacent park and beach will have few, if any, conflicts.

Plans developed by Teska Associates call for the eventual restoration of the Jens Jensen designed landscape. It is planned that the work will be accomplished in concert with local garden groups and groups associated

Below: Rendering of North East Terrace, Eifler &d Associates





Below: Rendering of North East Terrace, Eifler & Associates

with the legacy of the famous landscape architect. The most significant planned improvement is the regrading of the drive located directly in front of the house. The original Jensen plan and historic photos illustrate that the gravel drive was lowered significantly and paved with asphalt during the time when the Harley Clarke house was inhabited by the Sigma Chi Fraternity. It is planned for the asphalt to be removed and replaced with crushed gravel, and the drive raised to its original height, thereby eliminating the need for the long flight of stairs leading to the front door and improving access for people using wheelchairs.

HARLEY CLARKE HOUSE

The house will be used primarily as a place where books are made, displayed, read, and sold. The process of papermaking involves large vats of water, making the conservatory space a perfect fit for this purpose. The heavy machinery used for printing will be placed on the concrete floor of the basement below the living room, accessed by both a lift and stair from the conservatory/paper-making room. Bookbinding will occur in the former master bedroom area, immediately above the historic living room.

38 - 03. *The Proposed Plan*

As mentioned previously, the primary rooms of the house will be restored to their original appearance. The entry hall and stairway will continue to serve as the circulation hub of the house. The restored library will house a permanent collection of unusual books, and will be open to the public on a limited basis. The living room fireplace and trim will be restored and will serve as a bookstore, providing reading material and art books for adults and children alike. The dining room and sunroom will also be restored, and will serve as a cafe for the public and Artists Book House visitors. (See attached renderings).

The east facing windows in both rooms will be altered by the introduction of glass-paned exterior doors to provide access to the exterior cafe terraces. The cafe will also occupy the current pantry/kitchen that will be upgraded to meet current standards of food preparation. Offices for the Artists Book House, the Harley Clarke Conservancy and the operator of the Cafe will be located in the former servants' wing on the first and second floor. Lectures and educational programs will be located in former bedrooms on the second

Below: Rendering of Conservatory Paper Studio, Eifler & Associates





Above: Rendering of Ballroom, Eifler & Associates

and third floors. The original ball room on the third floor will be restored for lectures and discussions. (See attached rendering.)

THE HARLEY CLARKE COACH HOUSE

Discussions have been held with representatives of the Jens Jensen Gardens in Evanston to utilize the Coach House as their primary offices. Partitions on the first floor would be removed to provide an open “gallery” type space to display material describing the work of Jens Jensen. The greenhouse will be used for plant propagation and the garage will be used for gardening classes and garden equipment storage. The second floor will house offices associated with the Jens Jensen Garden of Evanston organization.

EDUCATIONAL COMPONENTS

Books are the foundation of education. It is the goal of the Artists Book House to serve as a nucleus of book-making, writing and reading in the community and nation. Classes will be held to teach those

40 - 03. *The Proposed Plan*

interested in the physical process of making of paper, printing and book binding. Writing classes will be held on a regular basis, and literary events will provide ongoing education for the public at large. Through internships, Artists Book House will train a new, diverse generation of artists, writers, and artisans.

THE JENS JENSEN GARDENS

The Jens Jensen Gardens present an opportunity to integrate teaching and learning about the environment and natural history with arts and crafts. Handmade paper is made from plants, and we envision many collaborations between gardeners and papermakers. The gardens also offer a reason to host writers and artists who find inspiration in nature and in the work of Jens Jensen and to offer programming that helps sustain Jensen's vision.

COMMUNITY INVOLVEMENT

Evanston is fortunate to have Northwestern University, many literary and arts organizations, and a tight-knit community of artists and writers living and working within the city. Artists Book House hopes to serve

Below: Rendering of Cafe Dining Room, Eifler & Associates



them and to attract a large and diverse public. We will ensure that our exhibits and bookshop offerings promote local artists and writers.

We will have a café, which will be a hub for the social life of the organization. We hope that even people who aren't bookish will stop by for a cappuccino or a sandwich and enjoy hanging out in a beautiful lakeside house.

We are aware that Evanston is a diverse city and we know that our programming is the key to being truly inclusive. We will ensure that our staff reflects and understands Evanston's diversity so that we can become an institution that attracts all Evanstonians as well as people from the surrounding communities.

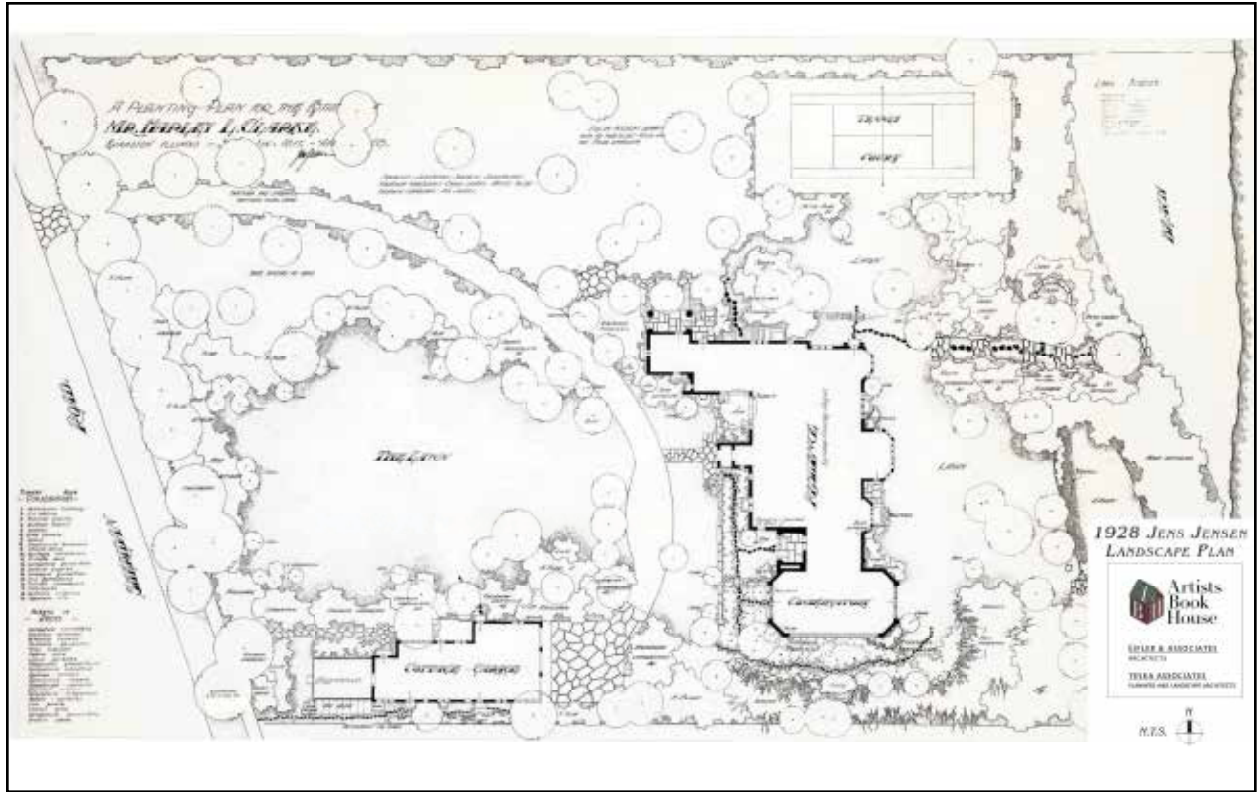
PLAN / USE DIAGRAMS

The following plans are for illustrative purposes. Please find large scale plans and renderings in the appendices.

Below: Site Aerial Photo of Harley Clarke Mansion and surrounding properties, Teska Associates

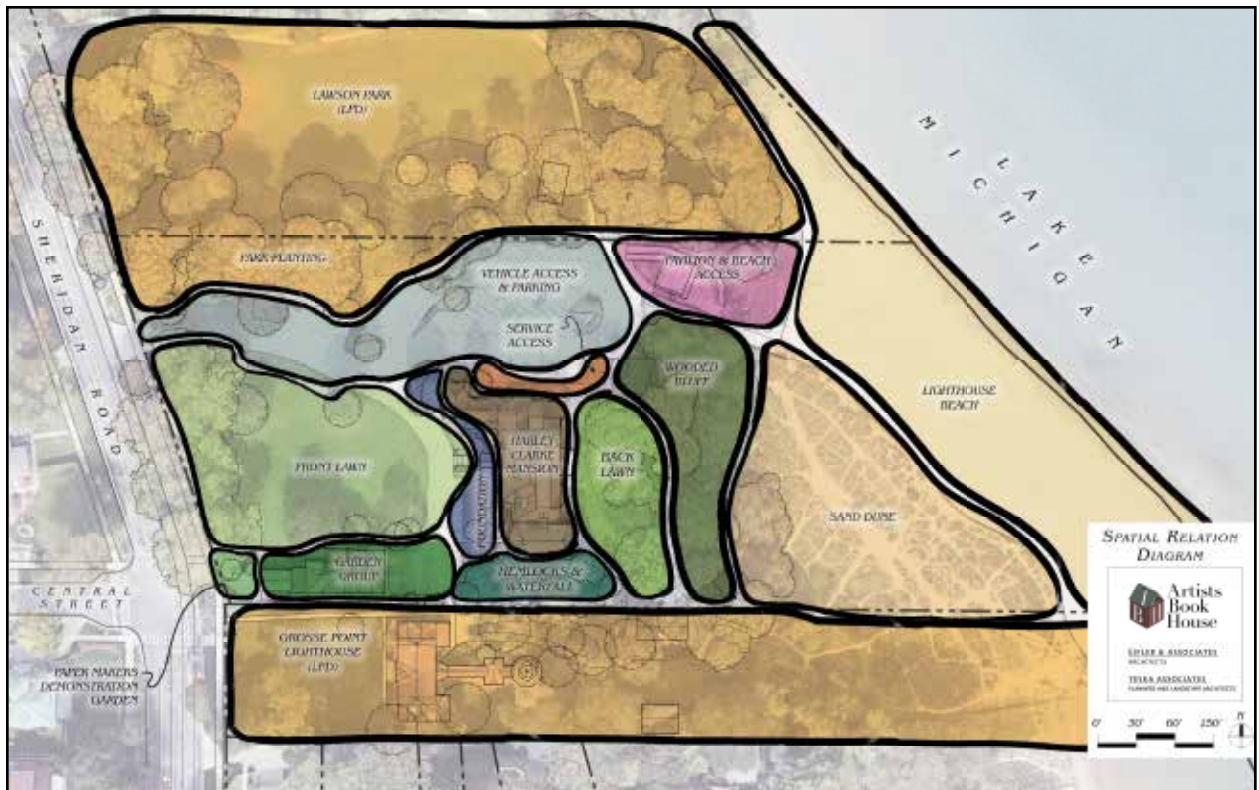


42 - 03. The Proposed Plan



Above: 1928 Jens Jensen Landscape Plan, Teska Associates

Below: Harley Clarke Spatial Relation Diagram, Teska Associates





Above: Context Plan, Teska Associates

Below: Landscape Plan, Teska Associates

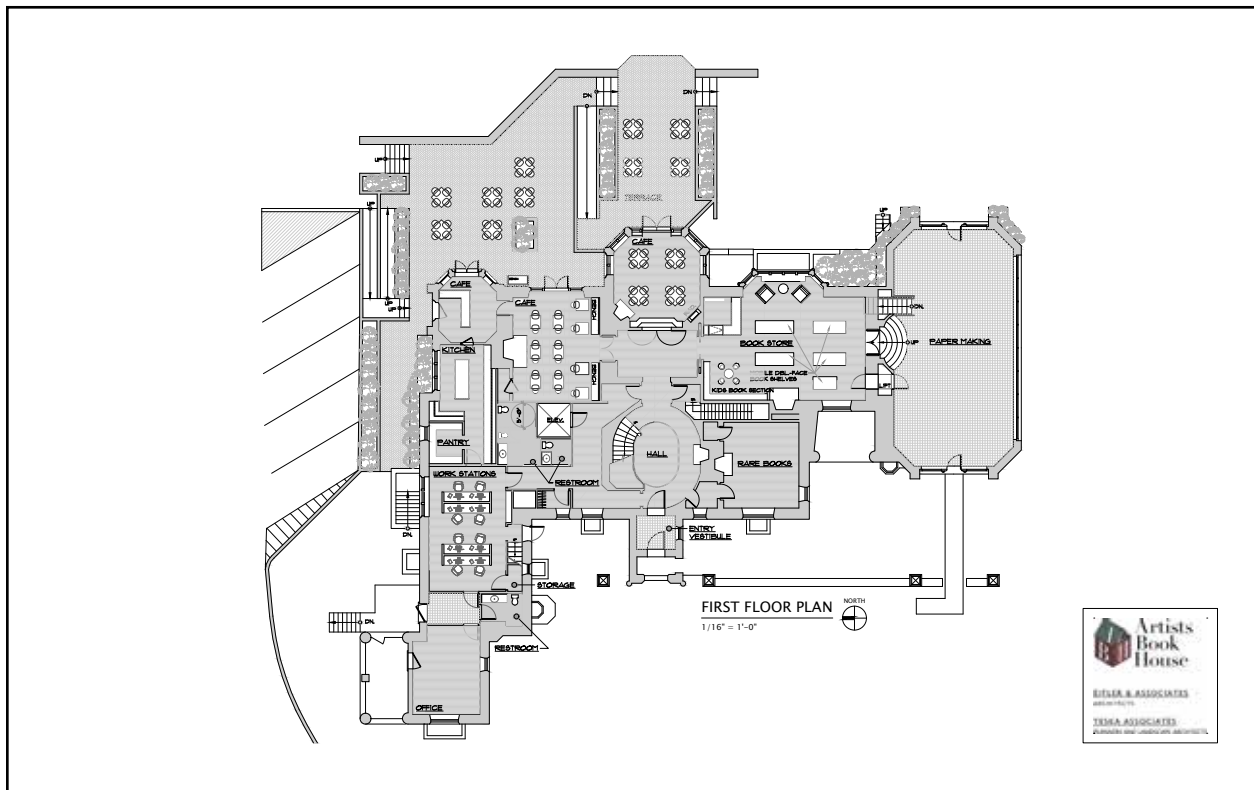


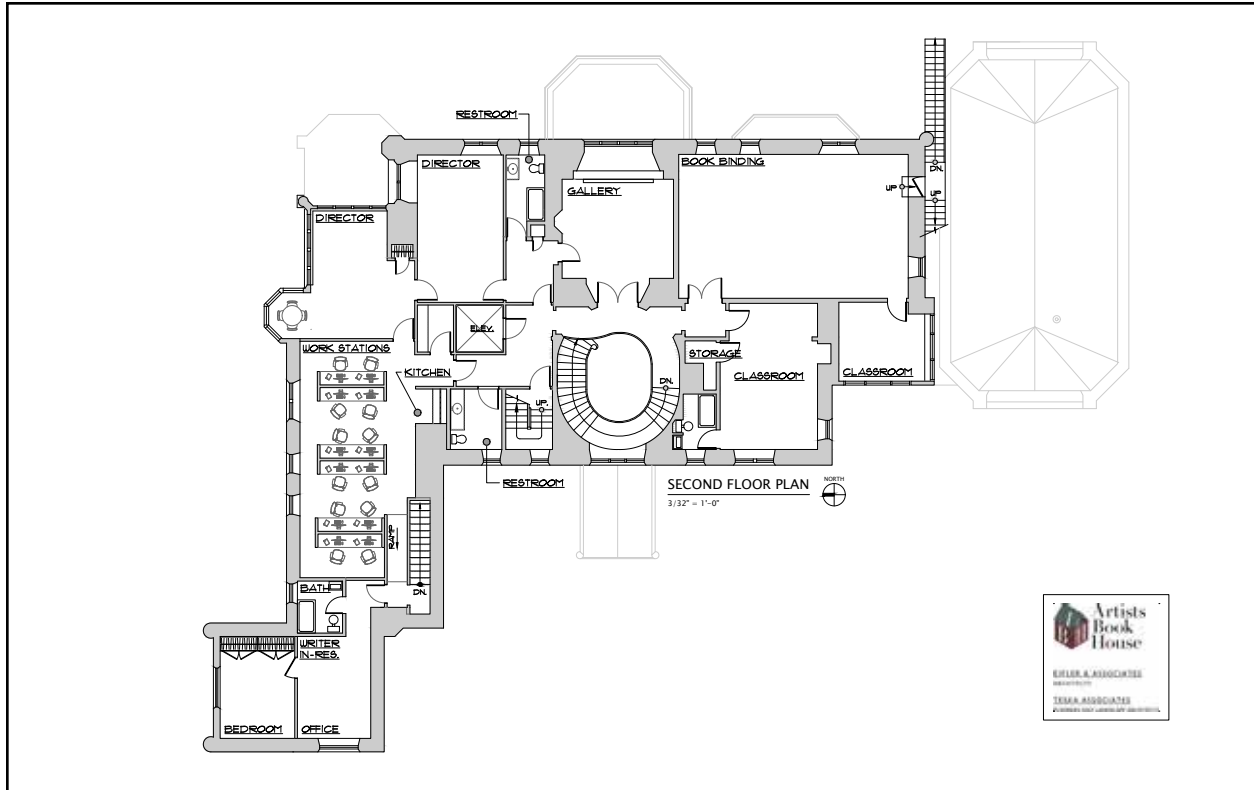
44 - 03. The Proposed Plan



Above: Hardscape Plan, Teska Associates

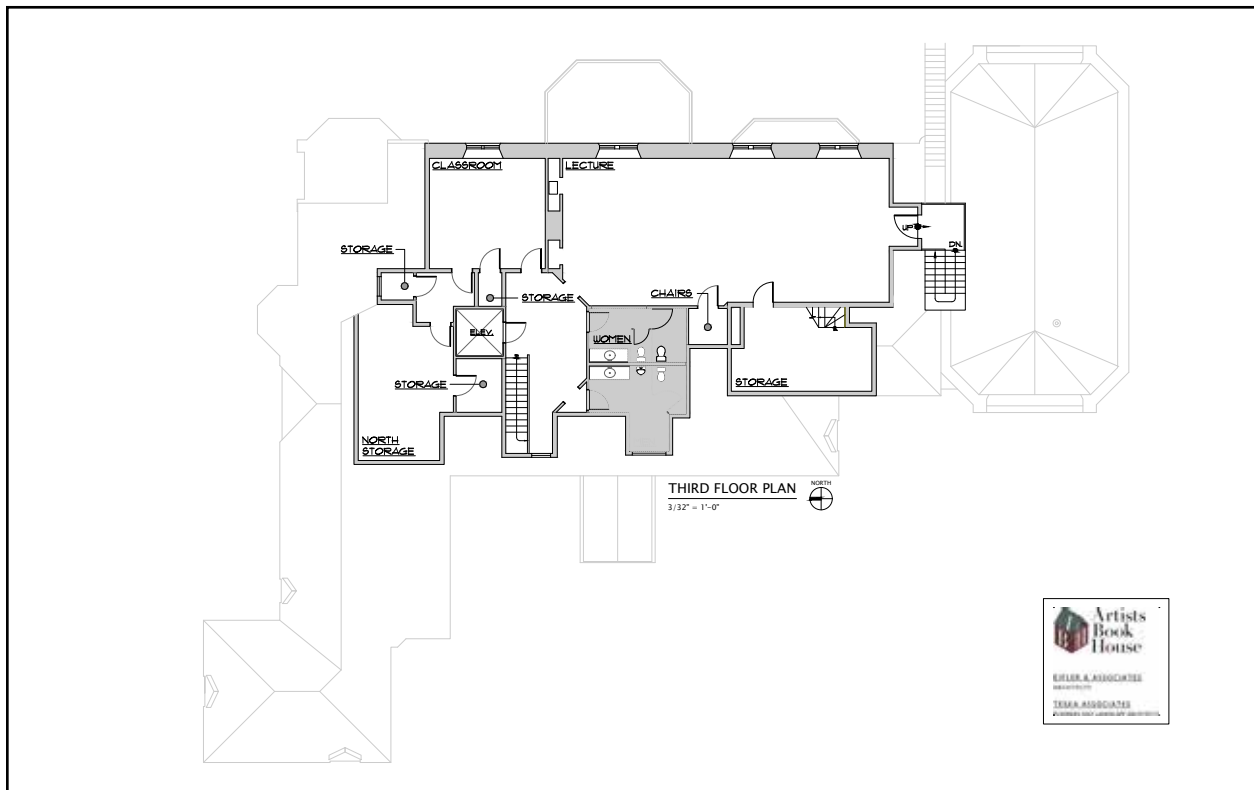
Below: Harley Clarke First Floor Plan, Eifler & Associates



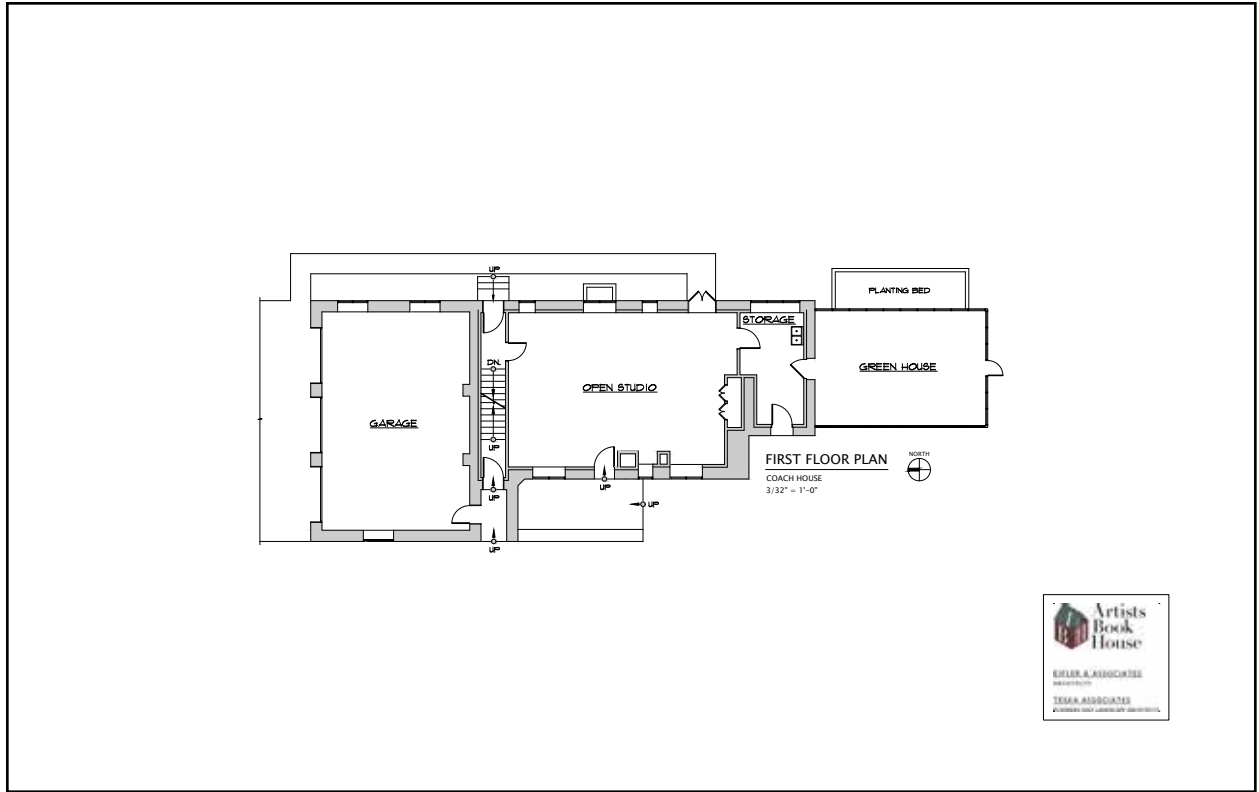


Above: Harley Clarke Second Floor Plan, Eiffer & Associates

Below: Harley Clarke Third Floor Floor Plan, Eiffer & Associates

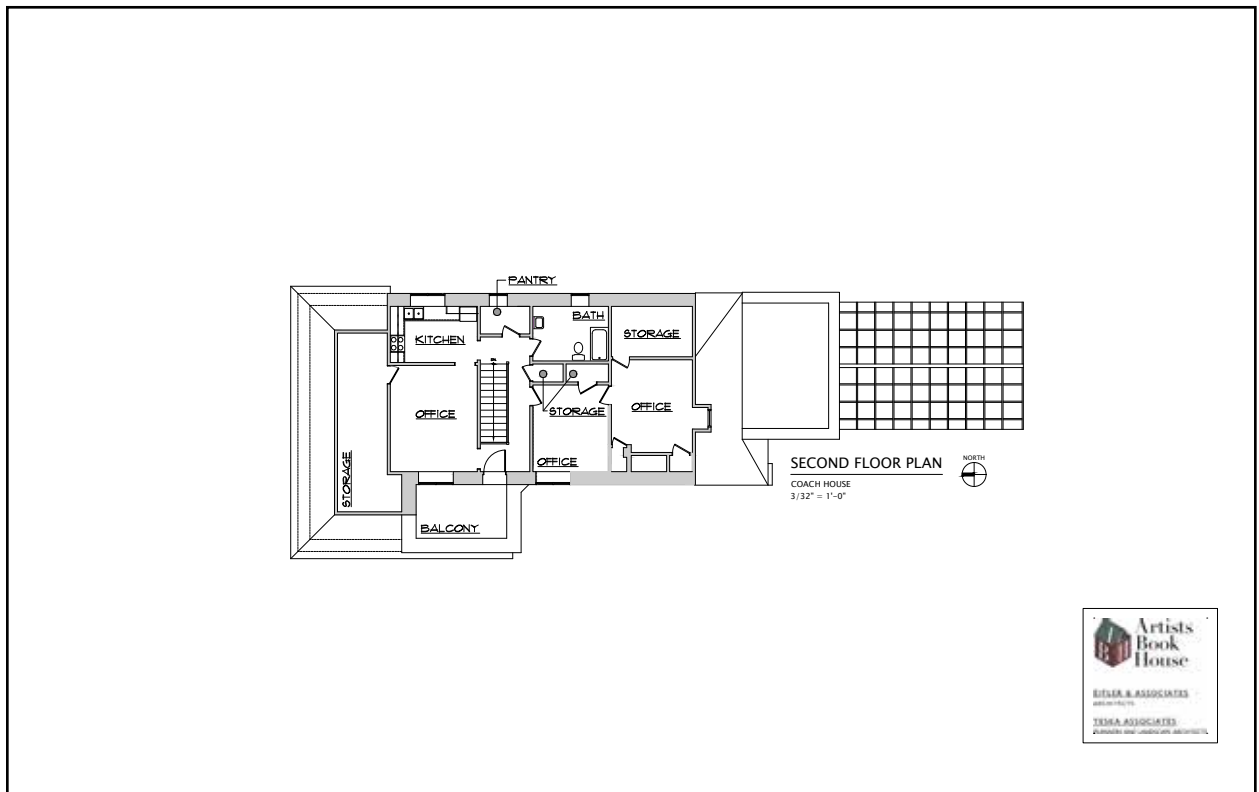


46 - 03. The Proposed Plan



Above: Harley Clarke Coach House, First Floor Plan, Eifler & Associates

Below: Harley Clarke Coach House, Second Floor Plan, Eifler & Associates



04. THE REHABILITATION

CONSTRUCTION COSTS

W. B. Olson is a construction company with extensive experience in the rehabilitation and restoration of historic buildings. Recently the company received five 2019 City of Evanston Preservation & Design Awards. Estimates for the construction cost of the Harley Clarke rehabilitation are detailed in the attached appendix and range between 8.2 and 10.4 million dollars. The Coach House costs range between 1 and 1.4 million dollars.

SOFT COSTS

PROFESSIONAL FEES, CONSULTANTS, INSURANCE UTILITIES, SECURITY, ETC.

HARLEY CLARKE SITE AND LANDSCAPING PRELIMINARY BUDGET PROVIDED BY W.B. OLSON, INC.

(See appendices for original documents)

Trade		Budget (Low Side)	Budget (High Side)
1	Exterior Scope (Site)		
2	Site Utilities	\$ 120,000	\$ 185,000
3	Hardscape—Structural, Accessibility, etc.	\$ 115,000	\$ 175,000
4	Landscape	\$ 190,000	\$ 255,000
5			
6			
7			
8	Sub Total—Exterior Site	\$ 425,000	\$ 615,000
9	Design Contingency	20.00% \$ 85,000	\$ 123,000
10	Construction Contingency	5.00% \$ 21,250	\$ 30,750
11	Permit Allowance	0.00% By Owner	By Owner
12	Fee @	3.50% \$ 14,875	\$ 21,525
13	Insurance @	0.85% \$ 3,612	\$ 5,227
14	Total—Exterior Site	\$ 549,737	\$ 795,502

HARLEY CLARKE MANSION
PRELIMINARY BUDGET PROVIDED BY W.B. OLSON, INC.

(See appendices for original documents)

Trade		Budget (Low Side)	Budget (High Side)
1	Exterior Scope (Site, Façade, & Roof)		
2	Windows-Repair/Restoration/Replace	\$ 200,000	\$ 350,000
3	Masonry/Façade Repair/Restoration	\$ 350,000	\$ 500,000
4	Roofing & Sheet Metal Repair/Restoration	\$ 200,000	\$ 250,000
5			
6			
7			
8	Sub Total—Exterior	\$ 750,000	\$ 1,100,000
9	Design Contingency	20.00% \$ 150,000	\$ 220,000
10	Construction Contingency	5.00% \$ 37,500	\$ 55,000
11	Permit Allowance	0.00% By Owner	By Owner
12	Fee @	3.50% \$ 26,250	\$ 38,500
13	Insurance @	0.85% \$ 6,375	\$ 9,350
14	Total—Exterior	\$ 970,125	\$ 1,422,850
15			
16	Interior Scope		
17	Non Public (Gut & Rebuild)	11,400 SF @ \$200-250	\$ 2,280,000 \$ 2,850,000
18	Public Space (Restoration)	6,600 SF @ \$300-400	\$ 1,980,000 \$ 2,640,000
19	New MEPFP	Included	Included
20	New 4 Stop Elevator	\$ 350,000	\$ 400,000
21	Attic/BOH Life Safety	\$ 50,000	\$ 100,000
22	Sub Total—Interior	\$ 4,660,000	\$ 5,990,000
23	Design Contingency	\$ 466,000	\$ 599,000
24	Construction Contingency	\$ 233,000	\$ 233,000
25	Permit Allowance	By Owner	By Owner
26	Fee @	\$ 167,760	\$ 209,650
27	Insurance @	\$ 39,610	\$ 50,915
28	Total—Interior	\$ 5,566,370	\$ 7,149,065
29			
30	Exterior Scope (Site, Façade & Roof)	\$ 970,125	\$ 1,422,850
31	Total—Interior	\$ 5,566,370	\$ 7,149,065
32	Project Total	\$ 6,536,495	\$ 8,571,915

Coach House is not included—See separate estimate

HARLEY CLARKE COACH HOUSE
PRELIMINARY BUDGET PROVIDED BY W.B. OLSON, INC.

(See appendices for original documents)

Trade		Budget (Low Side)	Budget (High Side)
1	Exterior Scope (Site, Façade, & Roof)		
2	Windows-Repair/Restoration/Replace	\$ 20,000	\$ 35,000
3	Masonry/Façade Repair/Restoration	\$ 25,000	\$ 40,000
4	Roofing & Sheet Metal Repair/Restoration	\$ 35,000	\$ 50,000
5			
6			
7			
8	Sub Total—Exterior	\$ 80,000	\$ 125,000
9	Design Contingency	20.00% \$ 16,000	\$ 25,000
10	Construction Contingency	5.00% \$ 4,000	\$ 6,250
11	Permit Allowance	0.00% By Owner	By Owner
12	Fee @	3.50% \$ 2,800	\$ 4,375
13	Insurance @	0.85% \$ 680	\$ 1,062
14	Total—Exterior	\$ 130,480	\$ 161,687
15			
16	Interior Scope		
17	Non Public (Gut & Rebuild)	4,250 SF @ \$150-200	\$ 637,500 \$ 850,000
18	Public Space (Restoration)	0 SF @ \$250-350	\$ 0 \$ 0
19	New MEPFP	Included	Included
20	New 4 Stop Elevator	\$ —	\$ 75,000
21	Attic/BOH Life Safety	\$ Included	\$ Included
22	Sub Total—Interior	\$ 637,500	\$ 925,000
23	Design Contingency	\$ 63,750	\$ 92,500
24	Construction Contingency	\$ 31,875	\$ 46,250
25	Permit Allowance	By Owner	By Owner
26	Fee @	\$ 22,312	\$ 32,375
27	Insurance @	\$ 5,419	\$ 7,862
28	Total—Interior	\$ 760,856	\$ 1,103,987
29			
30	Exterior Scope (Site, Façade & Roof)	\$ 130,480	\$ 161,687
31	Total—Interior	\$ 760,856	\$ 1,103,987
32	Project Total	\$ 891,336	\$ 1,265,674

PROJECT PHASING AND SCHEDULE

The substantial size and scope of the project will require that the work be carried out in phases.

PHASE I - PROJECT DESIGN AND BID DOCUMENTS JUNE-DEC. 2020

- Negotiate Lease with Evanston
- Create “master plan”
- Design initial project (Phase 2 below) obtain bids for construction

PHASE 2 - ESSENTIAL IMPROVEMENTS JAN.-DEC. 2021

Exterior:

- Window Restoration
- Masonry Repairs
- Roofing Repairs
- Construction of lower terrace with sunroom access.
- Entry drive and entry walk w/ ADA ramp

Interior:

- Conservatory Rehabilitation
- Basement, First and Second Floor Rehab except kitchen
- Mechanical, Electrical and Plumbing Improvements to Entire House
- Install Elevator

PHASE 3 - HOUSE COMPLETION JAN.-JUNE 2022

- Third floor rehab
- Kitchen Improvements as required for Cafe’
- Construct exterior terraces, ramps, planters
- Complete Landscape restoration

MEETING BUILDING STANDARDS

The rehabilitation of the Harley Clarke House will be accomplished in accordance with the following building standards:

- The Secretary of Interior Standards for the Rehabilitation of Historic Buildings
- 2012 International Building Code (Evanston Building Code)
- American with Disabilities Act (ADA)
- 2012 IECC International Energy Conservation Code.

ONGOING BUILDING OPERATING/MAINTENANCE COSTS

The Harley Clarke House is an extremely well-built and durable structure. However, the facility will require ongoing maintenance and operating costs in the form of utilities, insurance, and cleaning. It is calculated that the building will require approximately \$80,000 per year to cover these costs.

05. THE OFFER

Artists Book House seeks to enter into a 40 year lease for the Harley Clarke Mansion with the City of Evanston.

We are willing to restore, renovate, and maintain the Harley Clarke Mansion in the manner appropriate to its historic character. Because the house needs extensive repairs and new equipment such as an elevator to comply with building codes and the ADA, we propose a gradually increasing but minimal rent, in recognition of the investment we are making in money, time, and expertise.

We propose to pay peppercorn rent for the first ten years; \$1000.00 per month for the second ten years; \$2000.00 per month for the following ten years; and \$3000.00 per month for the last ten years.

We estimate that we will spend between 8m and 10m on the Mansion renovation.

The Coach House will be 1m to 1.3m, and the Gardens will cost between 600k and 900k. We hope that the City will enter into a separate lease for the Coach House and Gardens with the Jens Jensen Gardens in Evanston group. We would like to cooperate with them and run the property for the enjoyment and education of the public.

06. FUNDING

Artists Book House is a very new organization, founded in 2019. Our original intent was to start a for-profit book shop, and we did not decide to become a full-service non-profit Book House until the demise of the Columbia College Chicago Center for Book and Paper Arts in May, 2019. So we have been rapidly ratcheting up our fundraising gears, as we realized the scope of our ambition and the requirements of the Harley Clarke House. There's a reason it's been difficult to find someone to take on the Harley Clarke; it's wonderful but it will require some serious cash.

Fortunately, there are people who care about the building and the gardens who want to contribute. There's a chicken-or-the-egg effect: some people are waiting to see how things go, and will help when the future of the building has been decided. We applied for 501-C3 status from the IRS in December of 2019 and we hope to receive non-profit status in April, 2020. Once we are officially a non-profit organization we will be able to apply for foundation grants and circle back to individuals who want to give us substantial amounts of money.

Our main source of donations and pledges so far has been from the literary and book arts communities. There is a lot of excitement and encouragement among writers and artists. We plan to continue raising money and awareness for our project. The donors who care about our mission know that if we are not chosen for the Harley Clarke House, we will find another building and establish our new book arts center elsewhere, so they are glad to donate.

We will raise the money, because we have a mission people love, and we are very, very persistent.

BUSINESS PLAN - ARTISTS BOOK HOUSE

THE COMPANY

BUSINESS SECTOR

This is a not-for-profit business in the art, entertainment, and recreation sector.

COMPANY HISTORY

Artists Book House is a new educational organization devoted to the literary and book arts.

COMPANY GOALS AND OBJECTIVES

Artists Book House is devoted to promoting the arts of the book. It will be a place where artists, writers, readers, and other thoughtful people gather to learn and create. Through education, exhibitions, publications, and events, Artists Book House expands our community. We promote the literary arts and the crafts of book making. We rejoice in the physical form of the book and embrace interdisciplinary approaches to the book arts. We are committed to conservation, understanding the history and craft of book, and sharing knowledge. We celebrate diversity and are committed to empowering people to tell their stories, to transform their worlds into books.

COMPANY OWNERSHIP STRUCTURE

Artists Book House is pending status as a not-for-profit 501c3. The organization will be governed by the Board of Directors who will employ administrative and teaching staff.

OWNERSHIP BACKGROUND

AUDREY NIFFENEGGER, BOARD PRESIDENT AND FOUNDER

Audrey Niffenegger is a writer and artist who grew up in Evanston and attended ETHS (1977 – 81) and the Evanston Art Center (1978-87). She taught at the Evanston Art Center from 1987 until 2002, and

is very familiar with the Harley Clarke house. She helped to found the Columbia College Chicago Center for Book and Paper Arts in 1994, and was a professor there and in the Creative Writing Department from 1998 until 2015.

COMPANY MANAGEMENT STRUCTURE

The ABH Board of Directors oversees the strategic and operational planning for a successful book arts center.

- The Executive Director will be appointed in the summer of 2020 to set strategic direction and secure funding avenues as the building is restored.
- An Assistant Director will be appointed in 2021 to set the teaching agenda.
- A Bookstore Manager and a Facilities Manager will be appointed when the house is open.

ORGANIZATIONAL TIMELINE

The Harley Clarke mansion will need a great deal of work to make it a working Artists Book House. Detailed architectural and landscaping plans are attached. We estimate that the renovations and additions to make the space ADA compliant and fully accessible to the community will take three years.

While the mansion is turned into a Book House, ABH will hold pop-up book making and appreciation events throughout Evanston and beyond, in the shops and spaces of our community and artistic partners, in temporarily unoccupied retail space in downtown Evanston, and at places of education and gathering.

We would expect to be open to the public at the Harley Clarke house in 2024.

THE PRODUCT

Artists Book House will provide instruction in creative writing, book arts, publishing, and book-related topics. We will hold reading groups, art openings, author talks, after-school activities for children, and other community gatherings. ABH will include a cafe, a bookshop, an art gallery, a library, a print studio, a papermaking studio, and a bookbindery. Our products are education, culture, and entertainment, as well as job training and skills.

MARKETING PLAN

THE TARGET MARKET

Artists Book House plans to appeal to people of all ages who are interested in spending time in a lovely house by Lake Michigan, who enjoy books, gardens, historic architecture, and caffeinated beverages.

58 - 06. *Funding*

We are especially interested in attracting Evanstonians, since this house belongs to them. They are passionate about the Harley Clarke house and will be able to enjoy public access to the mansion in all seasons. We plan to make the house easy to navigate for people who use wheelchairs and mobility aids, and to make our programs accessible for people with disabilities.

We will have programming and classes for families and young people, artists, older people, locals, and people from far and wide.

LOCATION ANALYSIS

The Harley Clarke house is accessible by public transportation, bike, car and foot from Evanston and surrounding areas. It is at a mid-point between Chicago and the North Shore and is therefore well-placed to attract a varied audience.

PRICING

Many activities will be free, keeping the mansion accessible and open to the whole community. At no charge, anyone may visit the exhibitions, artist and author talks, and view the permanent collection of unusual artists' books.

Courses and workshops will run every day of the week. We plan to charge \$20.00 - \$25.00 per hour for instruction. We will raise money so we can offer financial aid to anyone unable to pay the full rate.

ADVERTISING

Artists Book House has already attracted the interest of journalists; interviews about our proposal have run in New City and North Shore, as well as The Lisa D Show. We anticipate a great deal of interest in the restoration of the beloved Harley Clarke house and much curiosity about our book house concept. When we ran the Book and Paper Center at Columbia we were consistently one of the most written-about and reviewed media-magnets in the entire college, because of our unusual, exciting exhibits and events.

Writers and book artists have a natural advantage in the world of social media; our excellent design skills and rapier-like wit are more valuable than a big advertising budget. (Though if someone offered us a big advertising budget we would not turn it down.)

We plan to partner with other institutions in Evanston, the Chicago area, and beyond, to get the word out. We plan to do a lot of outreach, to connect with audiences in unexpected places and to get started with our programming while we wait for the house to be restored. We also want to know what people want and hope for from our programs, and outreach is the best way to find out.

COMPETITOR ANALYSIS

Evanston is an arts hub, with makers and appreciators of art all around. It is known as a creative and vibrant place with an energy around the arts that is expressed in the many places both non-profit and commercial, to make, see, experience and be surrounded by art.

We don't think of other book shops, galleries, or arts schools as competitors; we understand that the more arts activity there is in Evanston, the more people will be attracted to the whole scene.

People come to Evanston to soak in the atmosphere of festivals and attend art openings and concerts. There are many art-making places in Evanston but none dedicated to the book arts. Artists Book House fills a particular niche in an arts-rich community and turns an unused but treasured local building into a vibrant creative space with access for all.

The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for \$27,207,358,000 and 3.4% of the Illinois economy, contributing 211,192 jobs. (Source: Illinois Arts Council Agency)

OPERATIONS

DAILY OPERATIONS

We surveyed local and national book arts and creative writing faculty who teach non-credit classes. We received responses from: the Evanston Art Center, Lill Street, Marwen Foundation, the Center for Book Arts in New York, former Columbia College Center for Book and Paper Arts faculty, Spudnik, StoryStudio, the Iowa Summer Writing Festival, and the North Shore Art League.

We also collected prices for non-credit instruction from the same schools. There was wide variation in pay and in tuition.

We will charge \$20.00 per hour of class time and \$25.00 per hour of workshop time per adult student, and \$15.00 per hour of class or workshop time per child. (This is less than the average cost of babysitting per hour. We plan to offer scholarships to make sure our courses are affordable.)

We have used \$50.00 per contact hour as the pay rate for instructors.

60 - 06. Funding

SAMPLE ONE-WEEK SCHEDULE IN SPRING.

Day	Room	10:00 AM	11:00 AM	12:00 AM	1:00 AM	2:00 PM
Monday	Classroom A				Reading Military History	
	Classroom B				Memoir Writing	
	Classroom C					
	Classroom D					
	Paper Studio	Sculptural Paper				
	Bookbinding Studio	Bookbinding Projects				
	Sleeping Porch					
	Letterpress Studio	Letterpress Projects (Studio Time)				
	Letterpress Darkroom	Non-Silver Photo				
	Library					
	Ballroom					
	Gallery / Bookstore					
	Cafe					
Tuesday	Classroom A	Environmental Book Club			Writing Memoir	
	Classroom B				Editing	
	Classroom C				Ghost Stories (Writing)	
	Classroom D					
	Paper Studio					
	Bookbinding Studio	Boxes & Enclosures				
	Sleeping Porch					
	Letterpress Studio	Intermediate & Advanced Letterpress				
	Letterpress Darkroom					
	Library					
	Ballroom					
	Gallery / Bookstore					
	Cafe					
Wednesday	Classroom A	Writers Crit Group				
	Classroom B				Reading Latin American Poets	
	Classroom C				Self Publishing	
	Classroom D					
	Paper Studio					
	Bookbinding Studio	Non-Adhesive Bookbinding				
	Sleeping Porch					
	Letterpress Studio	Polymer Workshop				
	Letterpress Darkroom					
	Library					
	Ballroom					
	Gallery / Bookstore					
	Cafe					

3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
	Young Poets Club			Reading Romance			
				Librarianship & Archive Systems			
	After School Tutoring			Literacy Skills Group			
				Paper Projects (Studio Time)			
				Beginning Bookbinding			
				Letterpress Projects (Studio Time)			
				Big Read Book Group			
				Cookbook of the Week (Free)			
				Workshop: Poetry			
				Writing for Children			
	After School Tutoring			Writing Family History			
				Paper Marbling			
				Workshop: Ethiopian Book Binding			
				Type Design			
				Visual Narrative			
				Lecture (Free)			
				Novel Writing Group			
	Afterschool Zine Making			Making Comics			
	Black Women's Literature			Manga			
	Afterschool Papermaking			Natural Dyes			
				Bookbinding Projects (Studio Time)			
				Workshop: Broadsides			
				Lecture (Free)			

62 - 06. Funding

Day	Room	10:00 AM	11:00 AM	12:00 AM	1:00 AM	2:00 PM
Thursday	Classroom A	Translation Discussion Group			Black Literature Group	
	Classroom B					
	Classroom C	Writing Science Fiction				
	Classroom D					
	Paper Studio	Intermediate & Advanced Papermaking				
	Bookbinding Studio	Beginning Bookbinding				
	Sleeping Porch					
	Letterpress Studio	Intro to Letterpress				
	Letterpress Darkroom					
	Library					
	Ballroom					
	Gallery / Bookstore					
	Cafe					
Friday	Classroom A					Writing Family History
	Classroom B	Comics				
	Classroom C					Sci-Fi & Fantasy Group
	Classroom D					
	Paper Studio	Paper Projects (Studio Time)				
	Bookbinding Studio	Beginning Bookbinding				
	Sleeping Porch					
	Letterpress Studio	Letterpress Projects (Studio Time)				
	Letterpress Darkroom					
	Library					
	Ballroom					
	Gallery / Bookstore					
	Cafe					
Saturday	Classroom A	Workshop: Calligraphy				
	Classroom B	Writing with Pictures				
	Classroom C	Manga				
	Classroom D					
	Paper Studio	Beginning Paper: West & East				
	Bookbinding Studio	Intermediate & Advanced Bookbinding				
	Sleeping Porch	Masterclass: Gold Leaf				
	Letterpress Studio	Intro to Letterpress				
	Letterpress Darkroom					
	Library					
	Ballroom	Comics Expo (Free)				
	Gallery / Bookstore					
	Cafe					

64 - 06. Funding

Day	Room	10:00 AM	11:00 AM	12:00 AM	1:00 AM	2:00 PM
Sunday	Classroom A	Writers Bootcamp				
	Classroom B	Publishing 101				
	Classroom C					Collage Club
	Classroom D					
	Paper Studio	Intermediate & Advanced Papermaking				
	Bookbinding Studio	Beginning Bookbinding				
	Sleeping Porch					
	Letterpress Studio	Intermediate & Advanced Letterpress				
	Letterpress Darkroom					
	Library					
	Ballroom	Portfolio Day				
	Gallery / Bookstore					
	Cafe					

For reading and critique groups that we facilitate, we would charge \$10.00 per hour per student and pay an assistant \$20.00 per hour to assist the group. Community groups who want space to meet would do so for free.

Studio time would be available to enrolled students for an additional fee.

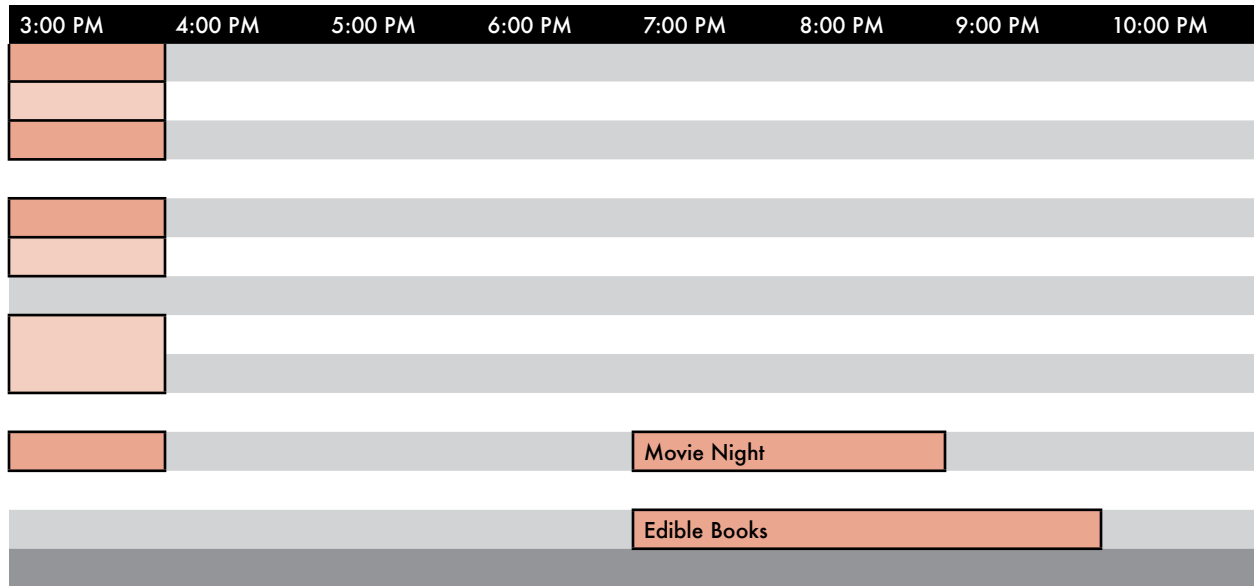
Based on this fee structure, this sample week would generate \$10,440.00 in tuition and we would pay teachers \$2970.00 to teach. (This presumes that all classes run with eight students in each class, something that never actually happens in real life. Some have more, some have fewer, and some don't make enrollment.)

Summer months would be scheduled differently. We plan to run daytime book arts and writing classes for children (Book Camp) as well as evening and some weekend classes for adults. We will avoid overscheduling during summer beach time, to avoid conflicts with beach parking.

OPERATIONAL FACILITIES

Staff will be on site every day of the week to ensure Artists Book House is open to the public.

There will be three main studios: papermaking, bookbinding, and printing. There will be four classrooms where writing classes and other classes that do not require special equipment can be held. Large events, such as book launches and author talks, can be held in the ballroom. The library can be used for small classes as well. The cafe and the book shop will be next to each other on the ground floor. There will be an elevator that connects all four levels, as well as a lift that connects the bookshop, paper studio, and print studio.



STAFFING

FOUR PERMANENT ADMINISTRATIVE STAFF

Executive Director

Assistant Director

Book shop Manager

Facilities Manager

PART-TIME FACULTY

In addition to the permanent administrative staff, part-time teaching artists will be appointed to teach classes and workshops, lead reading groups, and give individual lessons.

OTHER JOBS

There will be more positions available as the organization grows. We will need book sellers, administrative assistants, receptionists, social media and public relations people, an accountant, and interns.

CAPITAL REQUIREMENTS

The renovation and outfitting costs of turning the Harley Clarke Mansion into an Artists Book House are \$8m - \$10m, plus an additional \$1m to hire staff, buy specialized equipment such as presses, bindery equipment, papermaking vats, molds and deckles, etc., stock our bookshop, and begin our library collection.

We expect to get many donations of books and equipment, which will be a significant help in our first years.

CAPITAL ACQUISITION PLAN

We do not plan to borrow money. We will raise funding through private and foundation giving.

Artists Book House incorporated in September, 2019 and applied for 501-C3 status with the IRS in December, 2019. We expect to hear back from them in April, 2020 (if all is straightforward) or July, 2020 if they have questions.

We are considering entering into a fiduciary sponsorship relationship with a much larger, very established Chicago book arts institution, in order to benefit from their oversight and to be able to accept large contributions before we attain our own non-profit status.

Even while we are merely 501-C3 PENDING, we have already attracted \$54,275.43 from 189 donors. We have \$564,416.20 in pledges. Most of our donors are artists, writers, book collectors, book shop owners, librarians, Evanstonians, Chicagoans, and people from the North Shore, though some donations have come from farther afield.

We anticipate that once we have a firm agreement to renovate and occupy the Harley Clarke house, it will become much easier to raise money. People who love the house want to contribute, but have been unsure how they can best be of help.

There are many major foundations that fund preservation, conservation, education, arts and culture, landscape and gardens, disability inclusion, and community outreach. These are some institutions we plan to approach for funding and guidance.

The Andy Warhol Foundation

Landmarks Illinois

The National Endowment for the Arts

Save America's Treasures

Dreihaus Foundation

Ford Foundation

The Alphawood Foundation

The National Trust for Historic Preservation

The Illinois Arts Council

MacArthur Foundation

Joan Mitchell Foundation

The Cultural Landscape Foundation

VI. CASE STUDIES

There are many book arts centers, large and small, all across the United States and throughout the world, but currently there is not one in the Chicago metro area. We have selected just a few of these centers to show how long they have been able to thrive, and the benefits they provide to their communities.

CENTER FOR BOOK ARTS

28 West 27th Street, 3rd Floor
New York, NY 10001
www.centerforbookarts.org

The Center for Book Arts in New York has been in Manhattan's Flatiron district for forty-five years now. They were the first American book arts center, founded by Richard Minsky. They have a fairly limited physical footprint but are a large presence in the world of artists books and printing. They have a letterpress studio and bindery where they teach community classes and are also able to offer a certificate in book arts for those who are more serious about their practice. The CBA has a library of artists books that they have recently digitized, so it can be shared widely.

Established: 1974

Total Revenue 2018: 753,169

Space: 500 sq. foot loft

Studio Facilities: bindery, letterpress studio

Additional Features: Exhibition space, book arts library recently digitized and available on their website, certification in binding and printing. Internship program in not-for-profit management.

Board: 13

Employees: 10 staff and 38 adjunct instructors

Volunteers: 0

MINNESOTA CENTER FOR BOOK ARTS

1101 S. Washington Street #100

Minneapolis, MN 55415

www.mnbookarts.org

The Minnesota Center for Book Arts (MCBA) is probably the closest comparable organization to Artists Book House. The MCBA, which has been in Minneapolis St. Paul for thirty-six years, has the printing, binding and papermaking studio facilities we plan to provide, but also has a strong focus on writing and reading. MCBA is part of Open Book, whose goal, much like that of Artists Book House, is to create “a space for everyone, a meeting place or quiet sanctuary, a destination for all who are interested in or inspired by the literary and book arts.” The addition of literary arts to the book arts has made the center in Minneapolis one of the most financially successful of the organizations we looked at.

Established: 1983

Total Revenue 2018:	MCBA:	790,321
	Milkweed Editions:	2,454,153
	Open Book:	5296
	Total:	3,249,770

Space: 55,000 sq. foot building (shared space: Open Book, Loft Literary Center, Milkweed Editions)

Studio Facilities: letterpress, screen-printing, bindery, papermaking, marbling

Additional Features: Book art library, cafe, artists bookstore

Outreach: programs for k-12 students in St. Paul/Minneapolis area public schools. Partnerships with local schools, libraries, and community centers. Exhibitions are free and open to the public.

Board: 18

Employees: 14 staff + 39 instructors

Volunteers: 157

THE SAN FRANCISCO CENTER FOR THE BOOK

375 Rhode Island Street

San Francisco, CA 94103

www.sfcfb.org

The San Francisco Center for the Book has been steadily growing over the past twenty-four years. Their studio spaces include printing and a bindery, but do not have papermaking, which Artists Book House will. Like MCBA, and many other centers we looked at, they work with local schools to bring students to their centers, send artists out into the classrooms, and also have programs for teachers looking to enhance their classroom practices. The SFCB has a well-respected imprint that creates limited edition projects with artists and writers.

Established: 1996

Total Revenue: 743,740

Space: 7000 sq. ft

Studio Facilities: letterpress printing, bindery

Additional Features: exhibition space, Small Plates, Ltd. imprint

Outreach: Field trips for k-12, workshops for k-12 educators, collaborative projects with book arts centers across the country

Board: 16

Employees: 5 staff + 49 adjunct instructors

Volunteers: 50