



# Artists Book House

PO Box 5851  
Evanston, IL 60204-5851

November 9, 2020

[www.artistsbookhouse.org](http://www.artistsbookhouse.org)

RE: Addendum for the Artists Book House Proposal for  
Long-Term Lease of Harley Clarke Mansion and Coach House

President  
*Audrey Niffenegger*

Proposal Response to RFP #19-29

Secretary  
*Eileen Madden*

Submitted by Artists Book House

In coordination with

Treasurer  
*Ken Gerleve*

John Eifler and Associates  
Teska and Associates

Board Members  
*Ben Blount*

To the Mayor, City Council, and Staff of Evanston,

*Melissa Blount*  
*Jennifer Friedrich*  
*Tom Greensfelder*  
*Regin Igloria*  
*Carol Prieto*  
*Skye Rust*  
*Diane Stillwell-Weinberg*  
*Jamie Thome*

Thank you for the opportunity to add to the Artists Book House proposal for the Harley Clarke House. The Covid-19 pandemic has upended the lives and priorities of many Evanstonians, and we appreciate your continued attention and consideration.

You requested a revised, post-Covid-19 fundraising plan, and wished to know if the pandemic has changed our proposed business model.

Advisory Board Members  
*Martin Antonetti*

We anticipate that by the time we have raised the money and performed the necessary work on the house, the pandemic will be subsiding (though of course we cannot be sure of anything, we write this on a day when progress on an effective vaccine has just been announced). Therefore, although our business model depends on in-person classes, events, shopping, and a cafe, we expect that by the time the house is ready, the public will be able to visit us. Our long-term business model remains the same.

In the short-term, we are doing what we can online. We have been creating virtual content for our audience during the pandemic. Free tutorials, studio visits, and readings are now on our website (currently more than 40 videos are available, many featuring Evanston artists, writers, and book arts professionals). We are in the process of creating an online shop with unique merchandise, which will be a forerunner of the shop we hope to run at the Harley Clarke House.

We are also developing intellectual property (stories for books and films) to raise funds for the house and our educational mission.

We are pleased to report that Artists Book House received our 501-c3 non-profit status in April, 2020. We currently have \$78,787.48 on hand and \$512,916.20 in pledges.

We anticipate that because of the pandemic, it will take longer to raise the funds for the restoration of the Harley Clarke House. Much will depend of how quickly the economy recovers. We have the advantage of having no current overhead, so the money we raise will go to the building and to hiring staff and continuing to create programming.

We hope to raise half of the funds for the house in the first year, and the second half in the following year. We are open to executing the project in phases if necessary (though it will be less expensive to do the whole house at once).

We plan to hire a professional fundraiser to help us approach private and corporate donors. Our project will appeal to donors who are interested in book arts, literature, art conservation, book history, libraries, architecture, historic preservation, Jens Jensen, gardening, and Evanston. The world of books is a resource for us and we are able to call on a worldwide network of friends and institutions, who are eager for the Chicago area to have a book arts center again.

We will also apply for grants from foundations and government agencies (see list).

I hope this is helpful. Thanks again for considering our proposal.

Regards,

A handwritten signature in black ink, appearing to read 'AN', with a stylized flourish extending from the end.

Audrey Niffenegger  
President of the Board  
Artists Book House

We plan to approach the following granting organizations for funding:

For the house:

[Redacted text block containing multiple lines of information for the house section]

For the garden and environment:

[Redacted text block containing two lines of information for the garden and environment section]

For ABH's programming and operational support:

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