



GENERATION
OF CREATIVES

NEWARK ORGANIZATION FOR THE CREATIVE ARTS

Providing the education, experience, and resources to foster artistic endeavors in Central Ohio

THE ORGANIZATION

Newark Organization for the Creative Arts is a 501c3 nonprofit organizer and presenter of live performance and arts education formed in 2019. We work to make accessible the education, experience and resources necessary to foster the innovative, artistic endeavors that enrich our community.



BOARD OF DIRECTORS



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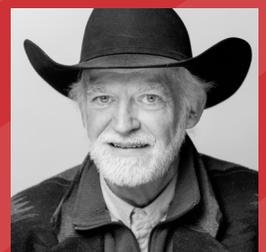
LOREI KRAFT



DAVE RHODES



TOM ATHA



DAVE GHILONI

EDUCATIONAL WORKSHOPS

NOCA's educational workshops allow members of the community to experiment in a variety of disciplines by giving direct access to the arts. We hope to mentor, spark interest, and expose hidden talent. Students develop deeper abilities within various disciplines through hyper-focused classes targeting specific skills on creative and technical processes.



MUSIC: Music is often described as a "universal language." At once poetry and mathematics, how we experience music can be vastly different depending on the space, the instrument, the performance, and the intimacy of the listening environment. The science of sound, studio technique, technical manipulation, and sound mixing fuses with language, pitch, instrumentation, and tactile performance to create the meaningful vibrations that make up our favorite artists.



FILM / VIDEO: The art of film is the art of storytelling. What sets film and video apart from other mediums is the depth of conceptual, technical, and sensorial elements that combine to create the unique experience of watching a film. How can two-dimensional representations on a big screen move us so deeply? Frames of light and color, music, dialogue, sound effects, silence, acting, directing, set design, cinematographic technique, and editing all weave sublime and fascinating portrayals of human experience.



PHOTOGRAPHY: Getting behind the lens of a camera changes the way you see the world. Lines, colors, light and shadow begin to reveal themselves in strange and wonderful ways. Whether you're interested in portrait, landscape, documentary, digital, or film, expressing ideas through still frames sheds light on everyday objects, the human form, and the ineffable nature of a captured moment.



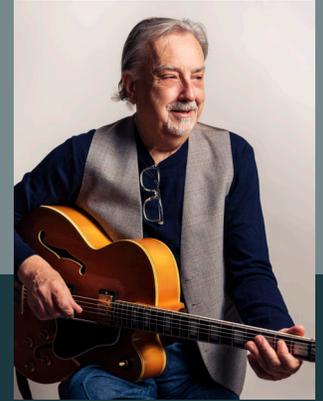
PAINTING / DRAWING: Whether you're interested in sketching, architecture, oils, watercolor, charcoal, or mixed media, you know that the tools and the textures you use are just as important as the content you're exploring. Learning how to maximize the potential of your brushes and brushstrokes will help your vision come to life.



GRAPHIC / WEB DESIGN: Digital design is equal parts creative and technical and includes everything from understanding color palettes and visual communication to back-end website coding and analytics. The business of branding and marketing has everything to do with thoughtful creation and cohesive presentation in the digital marketplace. Businesses, artists, and technical gurus converge in the field of graphic and web design.



CREATIVE WRITING: The ability to write and communicate effectively is an essential skill. Learning how to be a better reader and writer strengthens one's aptitude for problem solving, critical thinking, emotional navigation, productivity, organization and empathy - all skills to help us better understand our world and to improve well-being. The exercise of creative writing colors our experience and illuminates our goals and purpose.



This scholarship is designed to ensure all members of our community have access to meaningful private music instruction. All skill levels are welcome to apply.

Tom Carroll has given so much to Licking County. As a performer, teacher, and as one of the founders of The Hot Licks Blues Festival, Tom has spent his life committed to fostering creative endeavors.

With over four decades of experience at Denison University in Granville, Ohio, as a Coordinator of Jazz Studies, Instructor of Guitar, Director of Jazz Ensembles and the Denison Jazz Guitar Festival, Tom demonstrates the academic discipline and dedication required of a creative community leader.

Tom has also made a huge impact as a mentor to young musicians. His lifelong engagement with the arts has helped to steep the community in the joys of music. We, at NOCA, believe Tom Carroll has modeled, and continues to model, the passion and education we wish to instill in the community moving forward.

For more information and to apply online, please visit: www.nocapresents.org

THE ARTS CENTER

33 W. CHURCH ST | COMING THIS FALL



CLASSROOM, MUSIC LESSONS, BOX OFFICE

CLASSROOM

The IDEALab (Interactive Digital Education and Arts Laboratory) will be home to NOCA's classroom education. The classes here will focus on technology in the arts and employment preparation as well as providing the community a creative space to exercise skills and hone crafts. NOCA's intention is to connect creatives with professionals and to provide resources and experience.

BOX OFFICE

In 2021, NOCA is assuming the programming role for its neighbor, Thirty One West, and will house box office activity for live events and community registration in the new facility. Ticket buyers and registrants will be able to purchase and pick up tickets for events as well as register for classes, workshops, and private instruction.

PRIVATE MUSIC LESSONS

This space will provide music lesson studios for teachers and students. Martin Music initiated a history of music lessons in this building, beginning in 1951, where they taught lessons for nearly three decades. NOCA will continue the legacy of arts education and dedicated space by offering reservable practice rooms, one-on-one instruction, and collaborative workspace.

RETAIL

Where do you buy music in Licking County? While there are many digital options for music, nothing compares to the physical album: artwork, liner notes, and a deliberate ordering of songs by the artist, which is why we plan to offer a curated vinyl album selection, turntables, and audio hardware as well as music and art supplies.

PERFORMANCE EVENTS

The Platinum Album Series is an ambitious project that pays tribute to the art of the album. The Reissues and friends learn and perform legendary albums start to finish. These one-time-only performances feature, on average, 25 musicians who collaborate to recreate the body of work. The popularly attended performances remind us of the cultural impact of great artwork, the talent that lives in our community, and the exponential power of creative collaboration.

All Tickets available at: NOCAPRESENTS.ORG

HOT LICK BLUES FESTIVAL



NOCA is proudly carrying on the legacy of **The Hot Licks Blues Festival** located downtown Granville. The festival is a 20 year tradition that transforms the streets of Granville one day every year. This year's festival will feature 3-time Grammy winning blues legend, **Taj Mahal**, along with several supporting artists.

When: **9/11/2021**
Times: **2pm - 10pm**
Where: **Downtown Granville, Ohio**
Price: **Free Admission & Limited VIP Experience**

SONGWRITER SPOTLIGHT SERIES

5/29 "Tea For the Tillerman" by Cat Stevens
7/17 "Souvenirs" by John Prine
9/25 "Acoustic V1 & V2" by Jackson Browne
11/27 "Blue" by Joni Mitchell

The songwriter spotlight series is a spin off of the Platinum Album Series and shares the same core concept: to recreate iconic albums with local musicians. These albums will be performed by several singer songwriters in an "in-the-round" format.

THE REISSUES



The Platinum Album Series at **Thirty One West** has been a very successful project, and NOCA is proud to take the reins moving forward. In this series, house band, The Reissues, organizes local musicians to learn and perform classic albums spanning several decades.

4/17 "Unplugged" by Eric Clapton
6/19 "Crosby, Stills, & Nash" by Crosby, Stills, & Nash
8/14 Selections from "Live" by Alison Krauss
10/23 "Their Greatest Hits" by The Eagles
12/31 Tribute to MoTown



SONGWRITER
SPOTLIGHT
S E R I E S

LEGENDS MADE LOCAL

HOW CAN I HELP?



TEACH

NOCA is always looking to expand the network of local professionals who can connect with students, make lasting impressions, and share the skills necessary to be a working artist.



VOLUNTEER

NOCA is in need of volunteers for its wide variety of programming and outreach efforts. From setting up events to greeting patrons and selling merch, we could use your assistance. If you are interested in volunteering, send an email to volunteer@nocapresents.org or signup on our website.



DONATE

Whether a one-time donation or an annual donor, NOCA relies on support from the community to continue to offer the best education, experience, and resources possible. Please consider a tax-deductible donation.

2021 FUNDING GOAL: \$100,000

To accomplish this year's vision of hosting Hot Licks Blues Festival, a music series, and opening an educational center our fundraising campaign goal is \$100,000. Donations to Newark Organization for the Creative Arts are tax-deductible and are welcome in any amount.

** Complimentary tickets available to select performances.*

INDIVIDUAL SUPPORT

\$100

Early Ticket Access

\$250

Early Ticket Access
Up to 2 Free Tickets

\$500

Early Ticket Access
Up to 4 Free Tickets

\$1,000

Early Ticket Access
Up to 6 Free Tickets

** Concert VIP includes 10 tickets, private suite, reserved table, and food / beverage preorder options. Corporate logo will be placed in prominent locations at the event and included in all marketing materials such as posters, social media ads, radio mentions, etc.*

CORPORATE SUPPORT

\$500+

SUPPORTER

Sponsor 2 Workshops
Logo on marketing / web

\$2,500+

GOLD

* Concert VIP (3x / year)
Sponsor 2 Workshops
Logo on marketing / web

\$5,000+

PLATINUM

Festival Sponsor
* Concert VIP (3x / year)
Sponsor 2 Workshops
Logo on marketing / web

\$10,000+

MULTI-PLATINUM

Festival Stage Sponsor
* Concert VIP (5x / year)
Studio Naming Rights
Sponsor 2 Workshops
Logo on marketing / web

\$15,000+

DIAMOND (3 year commitment)

This sponsorship also includes all the perks of the diamond sponsorship listed above. In addition your company will have naming rights to the IDEA Lab where your donation and corporate logo will have prominent display. Your company logo will be involved in all related event programming and advertising. Your company will also receive one complimentary private event at Thirty One West.

WHY SUPPORT THE ARTS?

PRESENT • ORGANIZE • INITIATE • EMPLOY • SERVE • ENCOURAGE • DEVELOP • REACH

Attendees at nonprofit arts events spend on average \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. 34% of attendees live outside the county and average \$47.57 in event related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

WHEN YOU ENGAGE WITH THE ARTS:

- Communities unify
- Well-being improves
- Better leaders are enabled
- Cultural identity strengthens
- Economy & tourism grows
- Engagement with local issues is heightened
- Gaps in demographics & socio-economics shrink
- Communities are inspired
- Meaning is illuminated
- Salient global problems are better solved

MEET THE REISSUES

At the core of The Reissues are four musicians; John Auker, Josh Heber, Ryan Paradise, and Tom Atha. This group of individuals is the driving force behind the Platinum Album Series.



JOHN AUKER
GUITAR

John graduated from Capital University's Conservatory of Music with a B.M. in Jazz Studies and Contemporary Guitar Performance. Teaching for 15 years, John is an instructor at Music & Arts. John has played with multiple grammy-nominated artists during his career. He currently tours with acclaimed Beatles tribute Hard Day's Night.



JOSH HEBER
DRUMS

Josh began playing drums and making music with his father at the age of 10. He has dedicated himself to the Columbus music scene as not only a multi-genre musician but as an avid supporter of the local music community. Specializing in funk and rock music, Josh has the unique ability to settle into most any type of music he puts his mind to.



RYAN PARADISE
KEYS

Ryan was born and raised in Cleveland, Ohio, where his passion for music began. Classical lessons provided an introduction to playing the piano before he experimented with other genres. After graduating OU, Ryan moved to Columbus. Currently, Ryan is a member of the Reissues, Dawna, Knot Brothers, and The Last Waltz Tribute.



TOM ATHA
BASS

Tom studied English and Physics at Denison University. He is the owner of Earthwork Recording Studio, partner at Thirty One West and Flicker-Lit Video Productions, and teaches part time in the music department at Denison University. Tom has dedicated his professional life to music and the redevelopment of downtown Newark, Ohio.