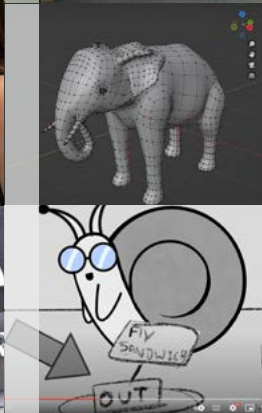
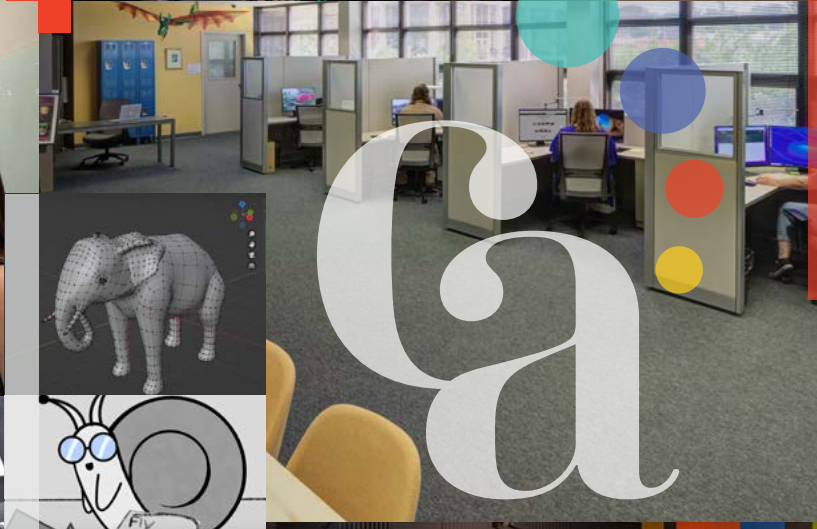




# create appalachia

where art means business





Create Appalachia (CA) is focused on creating a community of entrepreneurial digital media/digital arts workers and expanding their role in the region's economy. To do that, we provide access to affordable coworking and business incubation spaces curated specifically to meet their needs. We also provide professional development opportunities, events for education and networking, mentoring, and more. And, because we believe that workforce development begins early, CA offers classes, camps, and workshops for middle and high schoolers interested in exploring careers in digital media and arts. Our goal is a community where creative entrepreneurship can flourish, adding to both economic development and quality of life.

# foundations & progress

MARCH 2024



**Create Appalachia**  
**Johnson City Center for Art & Technology**  
714 W. Walnut Street, Johnson City, TN 37604

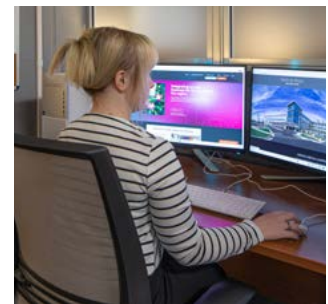
**Create Appalachia**  
**Kingsport Center for Art & Technology**  
225 W. Center Street, Suite 115, Kingsport, TN 37660

Katie Hoffman, Executive Director  
katie@createappalachia.org

[createappalachia.org](https://createappalachia.org)

# Johnson City Center for Art & Technology

Create Appalachia’s Johnson City Center opened in November 2022. It includes private offices and cubicles, coworking space, conference room, computer lab and streaming media lab with 24/7 digital key access for members. A video/motion capture studio with green screen and photo studio will be completed in the spring of 2024. The Center is within walking distance of East Tennessee State University and downtown Johnson City and has ample free parking.



Click the image above to enjoy a video tour of the Johnson City Center, or visit [YouTube.com/@createappalachia451](https://www.youtube.com/@createappalachia451).

Above, from top: Private cubicles and open workspaces welcome coworking members, with digital-media-ready computers available.

Member Michelle O'Patick-Ollis creates fine art and custom murals from her Create Appalachia private studio. Click on the image to learn more.



Left: The 10-seat Computer Lab is used for hands-on Arts@Work Pro classes and is available for members to reserve for their own classes or group projects.

Special thanks to our Johnson City Facility Sponsor, Tennessee Hills Distillery.

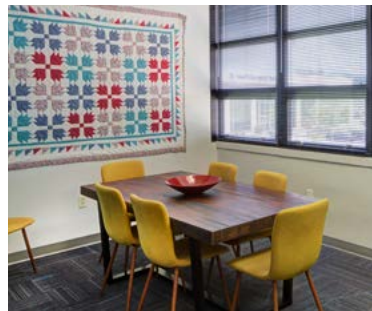
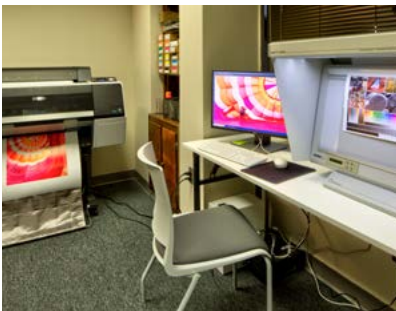


# Kingsport Center for Art & Technology



*In its first year, the 12-seat computer lab with digital-media-ready computers hosted middle schoolers learning 2D animation, downtown business owners learning how to maximize their social media presence, and more.*

The Kingsport Center for Art & Technology (KCAAT) provides a number of resources to meet the needs of creative entrepreneurs, small businesses, and nonprofits. There are private offices, coworking spaces, and also private cubicles with digital-media-ready software curated for digital creators. Everything is priced affordably. Memberships include 24/7 access and discounted use of a private conference room, casual meeting spaces, full computer lab, streaming media lab, giclee print lab, and an art gallery. A small product photography lab is upstairs. Located in the heart of downtown, KCAAT is part of Kingsport's Innovation Village with plenty of free parking in the adjacent lot and garage.



*Above, left to right: The giclee print lab provides a valuable resource for photographers and fine artists to produce archival-quality art prints. An open conference area and comfortable lounge spaces provide a flexible work environment in the second floor office suite.*

*Right: The Create Appalachia office and reception area, with adjoining private conference room, small classroom/ computer lab, and streaming media lab.*



Special thanks to our Kingsport Facility Sponsor, The City of Kingsport.





Arts@Work instructor Jocelyn Matthews leads the workshop “Using Social Media to Promote Your Work” in the Johnson City Center.



An early 2024 Arts@Work session “Placing Your Work in Galleries and Exhibits” was led by Exhibit Committee chair Katie Edwards, at Fischman Galley in Johnson City.



# arts@work

create appalachia's entrepreneurship series

The arts@work series focuses on professional development for creative entrepreneurs, especially business and digital skills. Most sessions are free or by donation. Some are fee based. Scholarships are also available.

## Classes in 2023 included:

- Branding Yourself (January and May)
- Social Media (January and May)
- Large Format Giclee Class for certification
- Story, Polarity Mapping, The Story That Gets You Noticed
- Galleries and Public Art Opportunities
- Taking Beautiful Photos/Design
- Basic Photo Editing
- How to Archive Your Creative Work

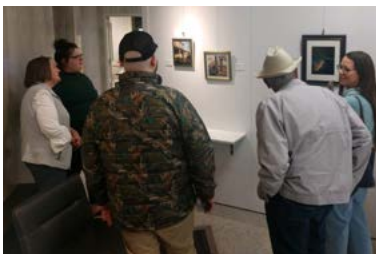
In September, a two-day Arts@Work Economic Development Summit examined the role of film making in the region's economy, and explored ways to build opportunities. Guests included experienced reality TV chefs Torrece “T” Gregoire and Tanya Cauthen, pictured at left with Create Appalachia's Katie Hoffman.



The Masked Man exhibit



Nourishing & Flourishing's “Tea and Truffles” reception



“Landscapes” gallery tour



## Gallery Exhibits

The Kingsport gallery hosted four different exhibits in 2023:

- For the Love of Landscapes • a curated community art exhibit
- The Masked Man • Images from Southwest Virginia photographer Mike Miller
- Digital Salon: Cybersightseeing
- Nourishing & Flourishing • An exhibit of Appalachian Art & Food • Events included “Tea and Truffles” with Bellafina Chocolates and The Philosopher's House



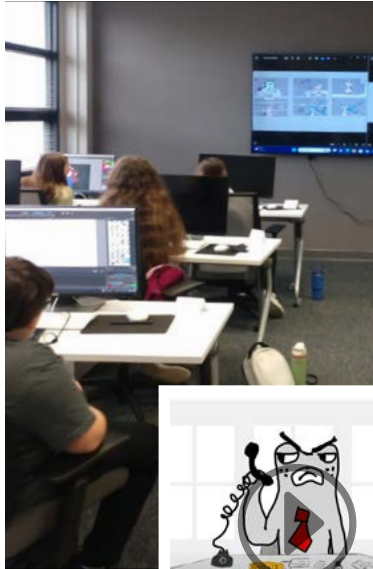
Arts@Work Sponsor



A LAUNCH TENNESSEE  
COMMUNITY PARTNER  
Supporting TN Entrepreneurship

Arts@Work Summit Partner

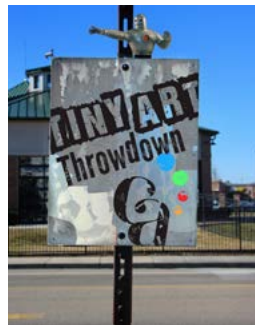
# community partnerships



YMCA middle school students learn 2D animation at Create Appalachia. Click the image at left to watch "Bully's Lunch."



Photo: Pat Jarrett



Above, left: Create Appalachia executive director Katie Hoffman, part of the Central Appalachian Living Traditions team.



Left: CA brought the "Using Social Media" class to Birthplace of Country Music museum to benefit folk artists and musicians.

Community partnerships are effective ways to work toward mutual goals, and Create Appalachia is privileged to work with many arts, entrepreneurship, economic development, and educational groups in our region. Here are just a few of those collaborations:

- In December 2023, a partnership with Kingsport YMCA powered two weeks of 2D Animation classes for middle school students. This [student interview](#) and the [finished animation short](#) help communicate the impact.
- As part of the Innovation Village, Create Appalachia supported Engage Kingsport in the promotion of The G.O.A.T. Festival arts event by sponsoring a Tiny Art Throwdown and participating in the Community Mural project.
- Create Appalachia worked with member and project partner Sync Space to provide several classes and initiatives to help creative businesses, including the Freelance Academy and Entrepreneur Bootcamp.
- As part of the Central Appalachian Living Traditions team, Create Appalachia was able to provide direct support for branding, website design, and marketing expertise to folk arts and culture professionals in Southwest Virginia.



with SyncSpace



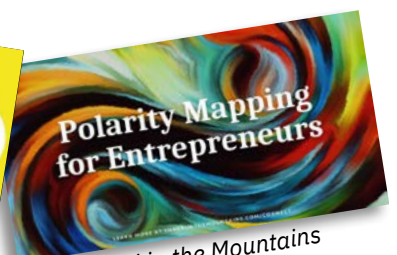
with EatArt



with Kingsport Arts



with Artist Meetup



with Shakti in the Mountains

# memberships

Create Appalachia membership types offer tiers of amenities especially designed to support entrepreneurs, start-ups, and small businesses—particularly in the creative businesses. Memberships can be customized to meet specific needs, but categories include:

**Community Members:** Free membership that gets you in the information loop via the monthly e-newsletter.

**Mailing Address Membership:** A physical mailing address for your business at \$40/month. Access during business hours.

**Student Memberships:** Free 10-day coworking punch pass for students over 18 years of age, student ID required. Discounted Flexdesk memberships after trial (starting at \$4/day in packages) with access to any open desk or computer. Bring your own storage device.

**Individual and Company Memberships:** An annual membership that gives individuals (\$125/year) or companies (\$225-\$425/year depending on company size) member rates on amenities and services.

**Punch Pass Memberships:** Use-as-you-need day passes, purchase as single day pass (\$25), or in bundles for deeper discounts (5 days/\$100 or 10 days/\$150). Use in one year. Great for a special project or seasonal work. Access to any open desk or computer. Bring your own storage device.

**Flex Desk 24/7 Memberships:** This option gives the member access to any open desk or computer any time, with 24/7 digital key access to the location of choice. \$200/month, with discounts for 3+ month commitments.



Click image for member Chris Bell's story on [createappalachia.org/news](http://createappalachia.org/news)

**Dedicated Cubicles:** A membership with personal, dedicated space and lockable storage. Options with computer and software start at \$250/month. Cubicles without computer start at \$200/month. Discounts \$50/month for 6+ month commitments. Limited inventory.

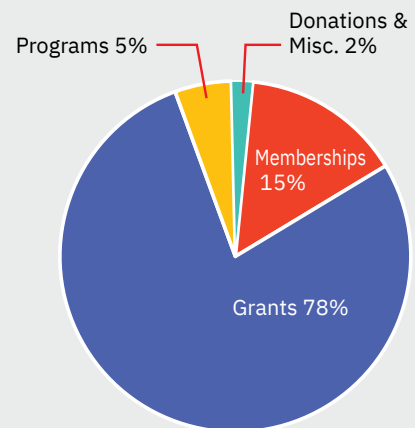
**Private Office Memberships:** Private offices are available for members in either Kingsport or Johnson City location—lockable, private spaces, many with windows. Bring your own furniture or add a furniture package. Costs range from \$300/month to \$495/month with all utilities and Internet access included. Discounts for 6+ month commitment. Limited inventory.

**Member Amenities and Services:** Members (except community and mailing address levels) receive discounts on Conference Rooms, Streaming Media Studios, Print Lab, Computer Labs, Product Photo Studio, Video/Photo Studio. Private office memberships include 4 hours/month Conference Room or Streaming Media Studio use; private cubicle members enjoy 2 hours/month included in their membership.

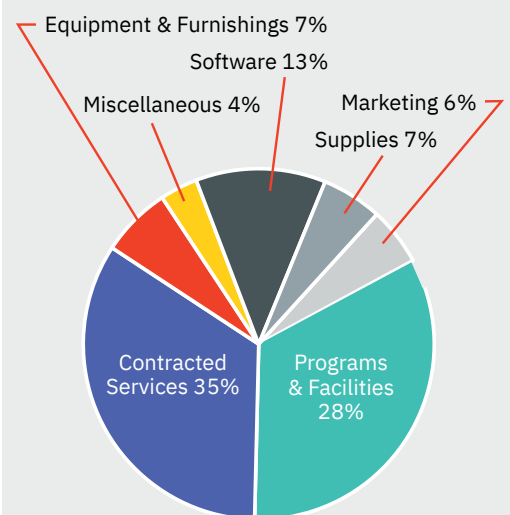


Scan the QR code at left for a listing of membership options and online signup, or contact [katie@createappalachia.org](mailto:katie@createappalachia.org) for more information.

## 2023 Financial Summary



2023 Income \$175,615.84



2023 Expenses \$189,532.65

## Support Create Appalachia



Help Create Appalachia bring opportunities to creative entrepreneurs, small businesses, and youth in the Appalachia Highlands.

Scan the QR code to donate at [createappalachia.org](http://createappalachia.org).

# thank you to our sponsors & partners

## Facility Sponsors:



## Grant Funders 2022–2023:



A LAUNCH TENNESSEE  
COMMUNITY PARTNER  
Supporting TN Entrepreneurship



TENNESSEE  
VALLEY  
AUTHORITY

## Program Sponsors & Partners:



Sync.Space



Create Appalachia is grateful to all the donors, sponsors, and volunteers who give of their time and resources. Together, we are growing a community of entrepreneurial digital media/digital arts workers and expanding their role in the region's economy. From the bases of our two Centers for Art & Technology, we will continue to strengthen our program of professional development opportunities, mentoring, events for education and networking, and resources for creative entrepreneurs—as well as learning opportunities for youth interested in exploring careers in digital media and arts.

*Thank you for your support.*

## Board of Directors

### 2022–2023 Fiscal Year

#### Executive Team

*Cher Cornett, President & Founder*

*Jane Hillhouse, Vice President*

*Tom Raymond, Treasurer*

*John Wood, Secretary*

#### Members-at-large

*Samantha Culbertson*

*Heath Guinn*

*Stephen Marshall*

*Jacy Richardson*

#### Ex-officio

*Katie Hoffman, Executive Director*

### 2023–2024 Fiscal Year

#### Executive Team

*Jane Hillhouse, President*

*John Wood, Vice President*

*Tom Raymond, Treasurer*

*Jacy Richardson, Secretary*

#### Members-at-large

*Davin Brown*

*Anne Darden*

*Heath Guinn*

*Crystal Phillips*

*Katie Westbrook*

#### Ex-officio

*Katie Hoffman, Executive Director*

*Cher Cornett, Founder*



### Create Appalachia

#### Johnson City Center for Art & Technology

714 W. Walnut Street, Johnson City, TN 37604

### Create Appalachia

#### Kingsport Center for Art & Technology

225 W. Center Street, Suite 115

Kingsport, TN 37660

Katie Hoffman, Executive Director

[katie@createappalachia.org](mailto:katie@createappalachia.org)

[createappalachia.org](https://createappalachia.org)