

The EncaustiCastle Compound Master Plan & Dual Artist Support Initiative

Applicant: PBSeggebruchEncaustiCastle 501(c)(3)
Dba: The EC

Project: EncaustiCastle Local Studio Incubator & Visiting Artist Residency Program (FY2027 CAD Grant)

"The world's artists are not trying to make the world go round, but forward."
Mary Oliver

I. Executive Vision & Core Mission

Vision Statement

To deeply engage The EC in the enculturation of Lexington, Kentucky, with a vibrant, sustainable arts backbone. By transitioning a lifetime of international teaching, authorship, and community building into a permanent physical sanctuary, we provide an intimate, innovative, and empowering environment where contemporary visual art—born from encaustic roots but reaching across multi-media disciplines—flourishes in perpetuity.

Core Mission Statement

The mission of the EncaustiCastle Compound (The EC) is to cultivate a permanent sanctuary for artistic exploration by combining long-term local studio support with immersive visiting artist residencies. Through sustainable financial stewardship, material reconfiguration, and an active urban farm environment, we ensure that both Lexington-based creators and visiting residents have the space, time, and resources to deeply engage with their craft—anchoring a vibrant, year-round rhythm of creative production for generations to come.

II. Strategic Alignment with LexArts CAD Priorities

The EncaustiCastle Dual Support Model addresses two critical gaps in Lexington's creative ecosystem simultaneously:

DUAL ARTIST SUPPORT ARCHITECTURE

- Local Artist Studio Incubator
 - Full-Year Placement
 - \$5,000/year fully funded space
 - Local creator retention in LEX
 - Community workshop leadership
 - Public open house & studio tours
- Juried Visiting Residency
 - Seasonal Immersive Blocks
 - 4 visiting artists annually
 - May & October botanical seasons
 - National/regional outreach
 - Community workshop leadership
 - Public open house & studio tours
- **Subsidized Studio Infrastructure (\$5,000/year Benchmark):** Rising commercial rents are forcing visual artists out of dedicated workspace. EncaustiCastle directly absorbs 100% of this cost by providing a local working artist with one full year of dedicated, fully equipped studio space at \$5,000 per year, completely removing facility overhead.
- **Artist Retention & Career Acceleration:** By pairing local year-long studio support with visiting seasonal residencies, local creators gain peer-to-peer networking, specialized multi-media studio access, raw material resources, and professional mentorship.
- **Community Engagement & Cultural Enrichment:** Participating artists—both local incubator members and visiting residents—contribute directly to Lexington through public open-studio days, hands-on workshops, quarterly community creative sessions, and seasonal tours across our urban farm compound.

III. Proven Blueprint: Organizational Legacy & Leadership

This initiative is the physical evolution of a proven, internationally recognized movement:

- **Founder & Executive Leadership:** Director Patricia Baldwin Seggebruch brings over two decades of global leadership in visual arts, authored five definitive books on encaustic and mixed-media painting, and led international retreats (including Encausticamp and retreats in Australia, New Zealand, Bali, and Italy).
- **Transition to Permanent Local Impact:** From 2010 to 2022, Encausticamp served as a premier international retreat for tactile and encaustic arts. The EC shifts this global network into a permanent, 501(c)(3) physical anchor in Lexington—channeling creative capital directly into the local arts economy.
- **Compound Operations & Onsite Leadership:** Daily grounds and facility management are led by Daniel Seggebruch, professional organic farmer and artistic woodworker. He hand-crafts studio furniture, maintains the compound's perennial/cutting gardens, and oversees urban farm integration, creating a calm, restorative environment for creative work.

IV. Financial Blueprint & Dual Support Allocation

To ensure fiscal health without debt, The EC combines founder equity, pro-bono sweat equity, community grant funding, and a dedicated capital campaign.

1. Founder Investment & Sweat Equity

The Director has personally committed \$18,000 in direct out-of-pocket capital alongside 100% pro-bono construction labor (pouring foundations, electrical wiring, insulation, drywall, and interior finishing) for the 10 studios and initial Accessory Dwelling Unit (ADU) working spaces. This hands-on investment eliminates construction overhead, ensuring every grant dollar directly supports artist space and programming.

2. Capital Campaign: The 5x5 Founders Circle

The EC is launching **The 5x5 Founders Circle**, seeking 10 visionary contributors to commit \$5,000 per year over 5 years (\$250,000 aggregate total).

THE 5x5 FOUNDERS CIRCLE MODEL

- 50% Legacy Endowment Pool
 - Restricted permanent principal
- 50% Capital & Operations Pool
 - Studio build, local \$5k space funding, stipends & materials

V. Phased Implementation & Multi-Year Scale

Phase 1: Local Studio Launch & Interim Residency (Year 1 / FY2027)

- **Focus:** Immediate support for local Lexington visual artists alongside preliminary residency launch.
- **Inflow:** LexArts CAD Project Grant (\$10,000) + Initial (3) Founders Circle Contributions + Local Studio Support (6 contracted).
- **Operational Execution:**
 - **Local Artist Studio Incubator:** Fully fund 1 local Lexington artist with one complete year of dedicated studio space (\$5,000 annual cost) in our ground-level carriage house facility.
 - **Residency:** Utilize remaining funds (\$5,000) for resident stipends, raw material supplies and completing the second ADU structure while soft launch of the Juried Residency Program, hosting 4 visiting artists annually across two peak botanical seasons (2 in May, 2 in October)..
 - **Endowment:** Deposit 50% of capital campaign funds into the Restricted Legacy Endowment.

Phase 2: Twin ADU Expansion & Juried Residency Activation (Year 2)

- **Focus:** Scaling the visiting Juried Residency Program while sustaining the full-year local studio placement.
- **Operational Execution:**
 - Maintain the fully funded \$5,000/year local artist studio placement.
 - Complete construction of the second 12'x18' ADU studio using pro-bono labor.
 - Scale up the Juried Residency adding either a summer session, or one more working artist to each spring and autumn session.

- Integrate both local and visiting artists into public open-studio days, mark-making workshops, and local exhibition showcases.

Phase 3: Long-Term Perpetuity & Facility Enhancements (Years 3–5+)

- **Focus:** Permanent endowment sustainability ensuring ongoing local studio support and seasonal residencies.
- **Operational Execution:**
 - 70% of capital campaign contributions flow directly into the restricted endowment principal.
 - Endowment principal is governed under a standard 4% to 5% rolling interest draw, perpetually funding both the annual \$5,000 local studio subsidy and the 8 visiting seasonal residencies.
 - Future planned capital additions include dedicated woodshop outfitting for panel preparation, carport additions, and expanded community workshop and engagement areas.

VI. Dynamic Interim Revenue & Facility Utilization

To maximize facility efficiency outside peak May and October juried residency blocks, the ADU studios operate under a flexible, mission-aligned earned-income framework:

- Creative Respite Model
 - 1-to-4 week self-funded retreats for local, regional, and national writers, musicians & artists
- Subsidized Fellowships
 - Grassroots-sponsored studio weeks for local creators needing project support
- Strategic teaching space
 - Optimizing local talent sets with space for artists and creators to execute workshops, group sessions, and small retreats to their curated clientele

This hybrid model generates independent operating revenue to cover facility maintenance, utility overhead, and garden upkeep without touching the restricted endowment principal.

VII. Community Impact & Program Evaluation

Direct Community Benefits

1. **Local Talent Retention:** Directly removes the rent burden for local Lexington visual artists (\$5,000 annual subsidy per local studio placement).
2. **Public Education:** Provides free or low-cost public workshops in a multitude of creative expressions based on local teaching artist engagement.
3. **Urban Sanctuary:** Connects contemporary art practice with an active urban farm, giving local residents a unique, non-intimidating space to experience visual art. This peaceful oasis is a stronghold in the overall structure of The EC, intended to nurture contracted artists studio time as well as offer sanctuary sensibility to visiting and resident artists.

Evaluation & Documentation Methodology

- **Quantitative Metrics:** Number of subsidized studio hours provided to local and visiting artists; public workshop attendance; resident artist output (works created, exhibitions booked, grants received); survey feedback ratings.
- **Qualitative Assessments:** Artist exit interviews and participant feedback forms measuring technical growth, community connection, and career development.
- **Archival Documentation:** High-resolution digital photo and video archiving of studio workflows, finished works, and public community sessions—published annually on our website and shared with grant stakeholders.

"The enormity of our task, to turn the world around."

May Sarton