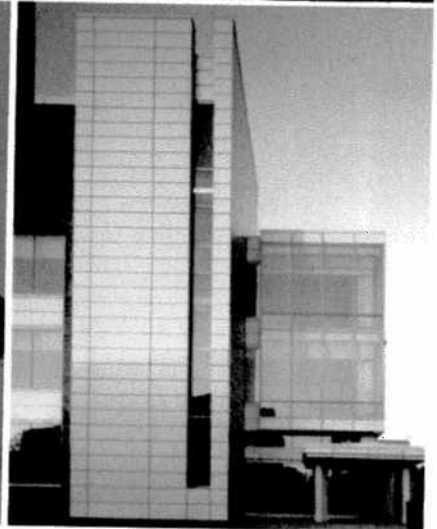
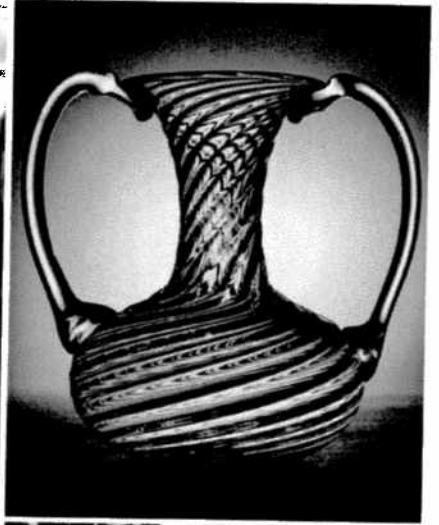


Advancing the Spirit

A Transformational Campaign for the
College for Creative Studies and Detroit



COLLEGE FOR CREATIVE STUDIES



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Fellow Community Leaders,

For more than 100 years, the College for Creative Studies (CCS) has excelled as a leader in art and design education. It has earned national and international recognition for the caliber of its students, faculty, programs and alumni. It has demonstrated a strong commitment to the well-being of its community.

Now, the College is expanding its capacity to affect the region's future. The ambitious Argonaut Project will be a driving force in transforming the economy of Southeast Michigan and renewing Detroit.

Through this Project, CCS will:

Increase the creative talent pool in Detroit.

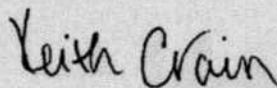
Drive economic development through talent creation and business attraction.

Provide a new pathway for minority students to art and design careers.

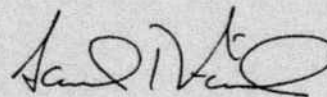
Move to the forefront of international design education.

As business people with a deep concern for the success of our city and region, we believe the Argonaut Project is extraordinarily important. Few projects offer so many community benefits. CCS is taking a very bold step. During these uncertain times, the Argonaut Project is a ray of hope. **To fully realize its promise, we must raise at least \$55 million to complete the Project and enable CCS to advance the creative spirit of Detroit.**

Please help us to meet this goal and make all the benefits of the Argonaut Project a reality. Many thanks.



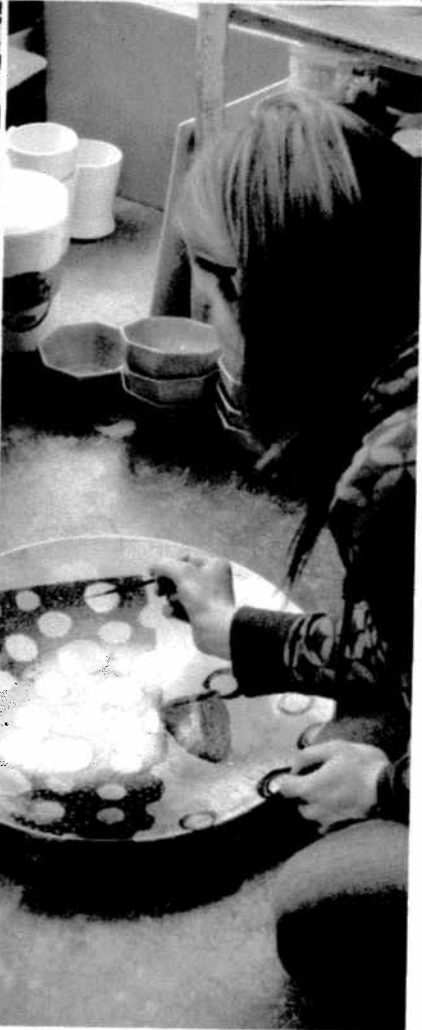
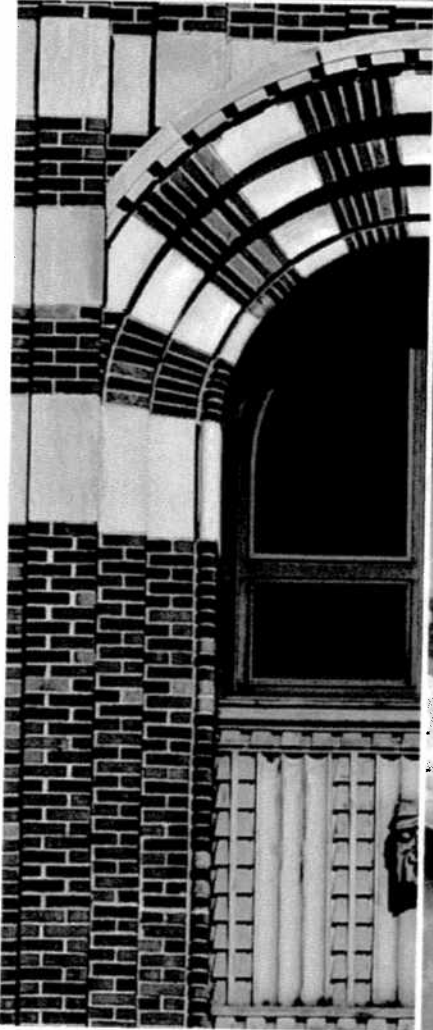
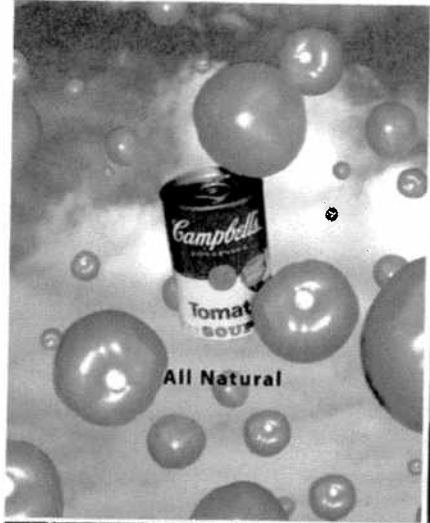
Keith E. Crain, Chairman of the Board



David T. Fischer, Campaign Chair



A. Alfred Taubman, Honorary Campaign Chair



The Argonaut Project

The Argonaut Project is a major economic development initiative that will accelerate metro Detroit's transition to a creative, innovation-based economy. The College for Creative Studies is renovating the historic Argonaut Building as **an educational complex devoted to creativity**. It will house an integrated educational community, focused on art and design, extending from middle school through graduate school and beyond into the professional realm. It will yield a new model for creative education and jumpstart Detroit's creative economy — that group of industries in which art, technology, business and culture converge. It will open in September 2009. **There is nothing like it anywhere in the world.**

CCS: An Agent of Economic Change

With the Argonaut Project, the College for Creative Studies, one of the nation's premier producers of talent for the creative industries, is redefining itself to be an agent of economic change and **a catalyst for the creative economy**. The Project will offer new educational opportunities at the middle school, high school and higher education levels; attract, develop and retain talent in the creative industries; spur innovative research; renew the infrastructure of an important urban neighborhood; and create jobs and new business possibilities. The Argonaut Project will enable CCS to increase the diversity and number of the students it serves, expand its curriculum to new areas of the creative industries, improve facilities for every one of its departments, and connect to the community in exciting new ways.

Expanding Talent – Promoting Innovation

The Argonaut Project will propel CCS to the forefront of international design education. With two campus sites, CCS will be in a stronger position to attract talented students from around the world to Detroit. The Argonaut Building will house CCS's five undergraduate design departments, its new graduate programs, 300 beds of student housing, professional development programs, community outreach programs and numerous supporting facilities. Its Cultural Center campus will be reconfigured for the departments that remain there. CCS's enrollment is projected to grow to 1,500 undergraduates and 100 graduate students.

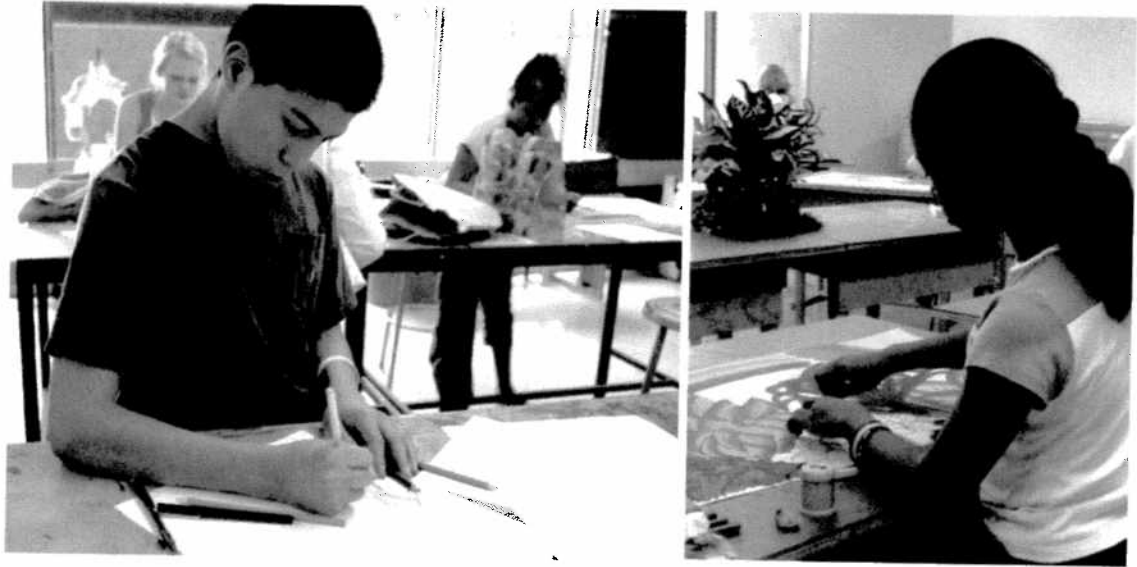
Beginning in fall 2009, CCS will award Master of Fine Arts degrees in Design and Transportation Design. These programs represent a new model for graduate design education that will turn out design leaders fluent in business fundamentals.

Aligned with CCS's graduate programs, the new Design Research Center will work with corporate and public clients on issues of sustainable communities,

human-technology interface, interaction design, product development, color and materials, market trends, and new applications for rapid prototyping technologies. **Together, the graduate programs and Design Research Center will push innovation through new products, new technologies and new forms of communication.** The result will be more jobs, more entrepreneurial businesses and more reasons for talented people to stay in Detroit.

"The Argonaut Project is a game changer in Detroit's ability to attract and retain creative talent and businesses." –**David O. Egner, President & CEO, Hudson-Webber Foundation**





New Learning Opportunities for Detroit Youth

CCS, in partnership with the Henry Ford Learning Institute and The Thompson Educational Foundation, is developing **Henry Ford Academy: School for Creative Studies**, a charter middle and high school focusing on art, design and creativity, as well as strong academics. This will be a powerful educational model in which middle and high school students study in the Argonaut Building alongside CCS undergraduates and graduate students. Older students will mentor younger students. Younger students will see the example of college students and realize they can go to college too. Spaces and equipment will be shared across age groups, providing lessons in cooperation and respect. Art Education students will be guided by master teachers in classrooms right near the College's design studios, a veritable "lab school" for the training of the next generation of teacher/leaders. HFA:SCS and CCS's highly regarded Community Arts Partnerships will collaborate to raise CCS to a new level of community engagement.

The schools will enroll nearly 900 students and will offer **a new pathway for inner-city youth to jobs in the dynamic and growing creative industries**. They will provide a pipeline of minority young people who will increase the diversity of CCS, other design schools and ultimately the design professions themselves.

"The biggest challenge I can think of is helping inner-city kids get an education. We're making a measurable difference, and to me that's very important." –**Bob Thompson, The Thompson Educational Foundation**

Driving Economic Renewal

With the restoration and reuse of the historic Argonaut Building, the expanded College for Creative Studies will contribute substantially to economic development in Detroit. The project will create about 200 new jobs. It will help revitalize New Center, bringing more than 2,000 people to the area on a daily basis, providing new customers for local businesses.

The 300 students living in the Argonaut Building will generate a new energy in the area and a 24/7 ambience. The building will have about 80,000 square feet of develop-

ment space for new or growing creative businesses, support services and professional networks that will add to the density of creative professionals in the greater downtown area and help build an important sense of community among them. A new Conference Center will serve as an important gathering place and focal point for discussions about the creative economy.

"Detroit is rich with assets including its people and the industries in which they work. The Argonaut Project will significantly aid the city's transformation as new industries evolve around this effort and new people relocate to the city." **—Kenneth V. Cockrel Jr., President, Detroit City Council**

The expanded College will serve as an engine for driving the city's creative economy. In the coming years, its New Center site will be home to a community of complementary businesses and nonprofit organizations that will greatly add to the city's creative energy. The Argonaut Project is a crucial investment to expand CCS's mission to serve its community more fully.





Where Creative Minds Thrive Designed by Albert Kahn, the 80-year-old, 11-story, 760,000- square-foot Argonaut Building was General Motors' first research, engineering and design center, operated by the legendary Charles "Boss" Kettering. Harley Earl, the first modern automotive designer, and other brilliant researchers and designers created landmark automotive innovations from their studios and laboratories in this building. Their work included the first fully automatic transmission, the Hydra-matic; the Buick Y-Job, which became the world's first "dream car;" and other groundbreaking concept vehicles. The Argonaut Building was the center of design activity for GM until 1956, when these departments were moved to GM's Warren Technical Center. GM donated the building to CCS in 2008. **With the CCS plan, the Argonaut will be reborn as a center of design innovation.** With striking historical resonance, the home of the world's first automotive design studio will become home to the world's best educational program in automotive design and a host of other design activities.

"The Argonaut Building's rich history provides a fitting platform upon which to establish a new generation of art and design leadership for not only Detroit, but for the world. I'm pleased that this building, which played such a big part in GM's history, will play a similar role in the College's own future history and growth, and will be a visible symbol of Detroit's creative vitality."

—Fritz Henderson, President & Chief Executive Officer, General Motors Corporation



Argonaut Building Features

CCS New Center Expansion

Five undergraduate departments:

Advertising Design

Graphic Design

Interior Design

Product Design

Transportation Design

Master of Fine Arts programs:

Transportation Design

Design

Design Research Center

Color and Materials Library

300-bed Dormitory Facility

Continuing Education

Community Arts Partnerships

Art and Design Charter Middle and High School (Henry Ford Academy: School for Creative Studies)

Shared space

Conference Center and

500-seat Auditorium

350-seat Dining Hall

Retail and Gallery Spaces

11,200-square-foot Gymnasium

500-car Parking Structure and

230 spaces of surface parking

Tenant space for creative businesses or nonprofits

Sustainable design construction and operations, producing an energy-efficient environment

An Enhanced Cultural Center Campus

CCS's existing Cultural Center campus also will be reorganized and enhanced. Eight departments will remain on the existing campus: Art Education, Crafts, Entertainment Arts, Fine Arts, Foundation, Illustration, Liberal Arts and Photography. They will expand into space renovated for their needs. The Cultural Center site will continue to be a vital hub of the College with improved classrooms, studios, shops, student housing and dining, along with Center Galleries, administrative offices and the magnificent Josephine F. Ford Sculpture Garden.

"CCS prepared me to create successful automobile designs and become a leader in my industry. It was an extremely worthwhile experience." —**Ralph Gilles CCS '85, Vice President of Design, Chrysler LLC**

Transformation by the Numbers

Funding for this initiative comes from diverse sources. The Thompson Educational Foundation has invested \$19 million. The College has secured about \$58 million in tax credit investments and is devoting more than \$13 million from its previous campaign to the project. **CCS must raise at least \$55 million from philanthropic sources to complete the project.**



SOURCES*

CCS Fundraising	55,000,000
Tax Credits	
Federal Historic Tax Credits	30,300,000
State Historic Tax Credits	4,300,000
State Brownfield Tax Credits	7,400,000
New Market Tax Credits	15,700,000

Partner Contributions

CCS Available Capital	13,300,000
Middle School/High School (Thompson Educational Foundation)	19,000,000

Total	145,000,000
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USES

Project Hard Costs

Construction Argonaut Building:	
Core & Shell and Tenant Buildout	87,900,000
Personal Property (cafeteria equipment and other)	2,200,000
Voice, Data, Security Network	5,000,000
Furniture, Fixtures and Equipment	6,000,000
Contingency	7,900,000
Parking Structure and Surface Lot	9,400,000
Cultural Center Renovations, Retrofit	8,400,000

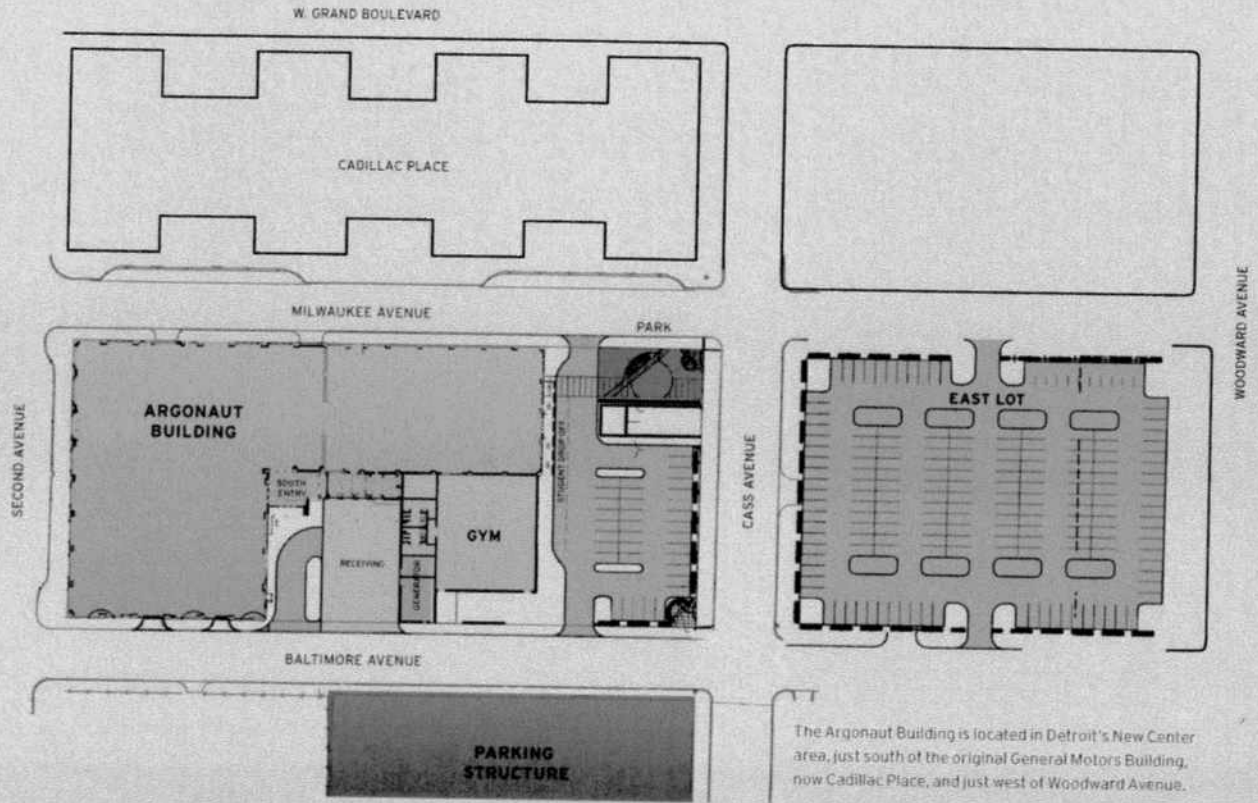
Project Soft Costs

Project Fees (architect, development, environmental, consultants)	9,100,000
Financing, tax credit	
Investor Fees and Reserves	4,000,000
Legal and Accounting Fees	1,300,000
Capitalized Interest	2,800,000
Contingency and Other	1,000,000

Total Uses	145,000,000
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*All dollar amounts shown are as of February 1, 2009

ARGONAUT SITE PLAN



The Argonaut Building is located in Detroit's New Center area, just south of the original General Motors Building, now Cadillac Place, and just west of Woodward Avenue.

ARGONAUT BUILDING USAGE PLAN

11	SHOPS, MODELING & STUDIO	CONFERENCE CENTER GALLERY	CONFERENCE CENTER & AUDITORIUM			
10	INDUSTRIAL DESIGN	COLOR & MATERIALS LIBRARY	GRADUATE HOUSING			
09	INTERIOR DESIGN	SPONSORED PROJECT STUDIO	STUDENT HOUSING			
08	ADVERTISING & GRAPHIC DESIGN	SPONSORED PROJECT STUDIO	STUDENT HOUSING			
07	GRADUATE PROGRAM & DESIGN RESEARCH CENTER		STUDENT HOUSING			
06	CCS ADMINISTRATION CONTINUING EDUCATION & 24-HOUR LAB		STUDENT HOUSING			
05	FUTURE TENANT		FUTURE RESIDENTIAL			
04	10TH & 11TH GRADES		FUTURE TENANT			
03	8TH & 9TH GRADES		FUTURE TENANT			
02	6TH & 7TH GRADES		CAFETERIA			
01	RETAIL GALLERY	ADMIN & 12TH GRADE	GALLERY	CCS RETAIL	GYM	ENTRY
LL	PARKING		FOOD SERVICE	CCS STORAGE	PARKING	

Conference Center	College for Creative Studies	CCS Housing	Common, Shared Spaces
HFA/SCS	Future Tenant	Parking	Food Service

CCS Profile

CCS prepares students to enter a global economy in which creativity shapes better communities and societies. A private, fully accredited four-year institution, CCS offers Bachelor of Fine Arts degrees in Advertising Design, Art Education, Crafts, Entertainment Arts, Fine Arts, Graphic Design, Illustration, Interior Design, Photography, Product Design and Transportation Design. In 2009, CCS will offer Masters of Fine Arts degrees in Design and Transportation Design. CCS enrolls more than 1,350 students from some 33 states and 15 countries. CCS also offers non-credit courses in art and design through its Continuing Education programs and annually provides more than 4,000 at-risk Detroit youth with art education through its Community Arts Partnerships programs.

CCS Mission

The College for Creative Studies nurtures the creativity that is vital to the enrichment of modern culture. It: Educates visual artists and designers, knowledgeable in varied fields, who will be leaders in creative professions that shape society and advance economic growth. **Fosters** students' resolve to pursue excellence, act ethically, embrace their responsibilities as citizens of diverse local and global communities and learn throughout their lives. **Engages** in community service by offering opportunities for artistic development and opening career pathways to talented individuals of all ages.

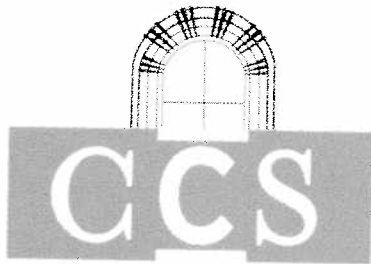
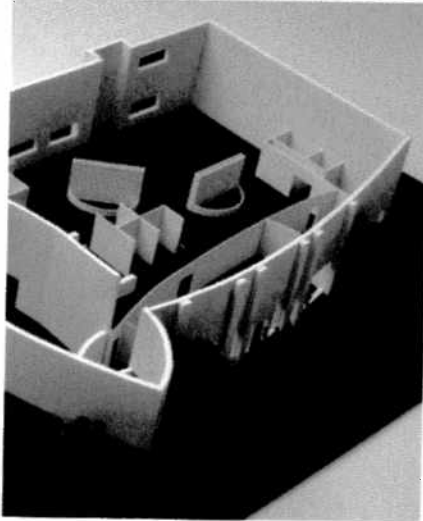
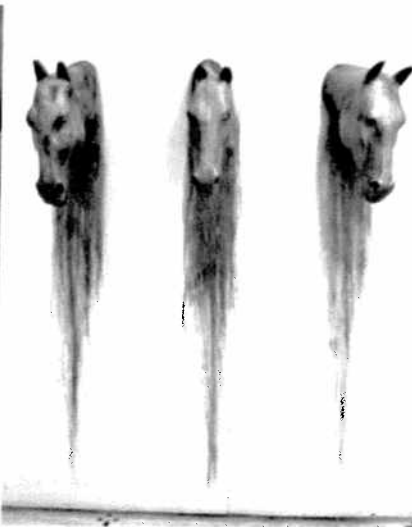
A recognized leader in art and design education, the College for Creative Studies was named one of the Top Design schools in the world by *BusinessWeek*.

Capital Campaign Committee

A. Alfred Taubman,
Honorary Chair

David T. Fischer, Co-Chair
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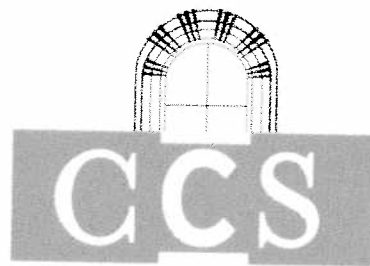
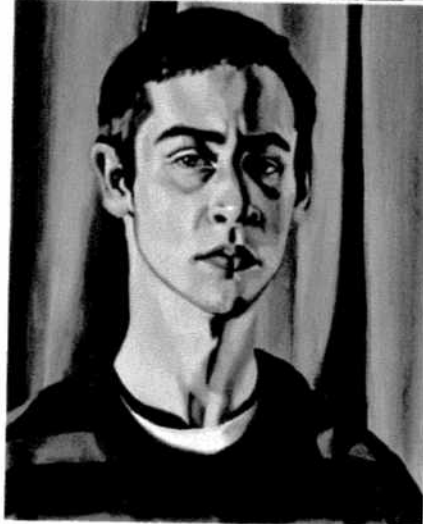
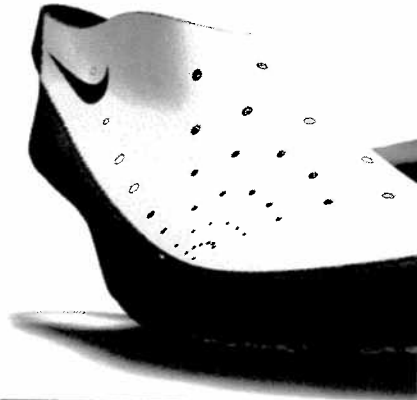
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