Connecting Cultures
Capital Campaign

Atlanta's Arab Cultural Center
Campaign Mission:

- The Connecting Cultures Capital Campaign will elevate Alif Institute’s physical space to reflect the importance of our mission of educate about Arab cultures. We will create a more inviting environment that improves the quality and diversity of Alif’s programs, increases the number of people served, and raises the profile of the Arab-American community in Atlanta and the Southeastern region.
Alif Through the Years

2004

Arabic Classes
65 students, 10 instructors

Annual Festival
+5,000 Attendees

Film Screenings

Annual Gala + AAHA Awards

Cultural Enrichment Classes

Monthly Feature Events

Alif’s Traveling Exhibit

National Exhibits

Staff
2011: 1st
2019: 5

Alif in the Community
Future Vision

- Alif Institute is the place in Atlanta *Where Arab Cultures Live!*

- Renovation will:
  - Create an even **more inviting environment**
  - Place a stronger **emphasis on Arab architecture**
  - Facilitate a **richer array of programs**
  - Attract **more visitors**
  - **Increase visibility** in the metro-Atlanta community

- The Arab-American community will take **greater pride** in a more aesthetically pleasing center. This will:
  - **Increase Arab-American attendance** at Alif events
  - Encourage use of Alif for **personal events**
The Campaign

Phase 1  Upgrade the building
Add outdoor features
  • Detailed in following slides

Phase 2  Complete outdoor space
• (9 acres)
New entrance
  • Presidential Parkway

Phase 3  Expand Alif’s square footage
• New Floor or New Building
Restructure building + Change floorplan

Before

After
Renovate Event Room

Before

- New entrance
- Two exits doors to the back outdoor area
- Three large windows
- Movable wall
- Upgraded lighting + sound system
- New restrooms

After
Upgrade the Break Room

- Larger space
- Half-wall opening for better serving
- New equipment:
  - Commercial Food Warmer, Ice Maker, Washer and Dryer, Dishwasher
Upgrade of Administration + Instructional Rooms:

- New entrance door with a magnetic key system.
- New lighting
- Fresh coat of paint
- Upgrade furniture
- Face lift of existing restrooms
  - New fixtures, Improved heating and cooling
Liwan Courtyard

- Outdoor event
- Welcoming space for families and guests
Wall Fountain

Adds an Arabic Architectural element
Outdoor Stage

- Opportunities to organize concerts, performances, and events throughout the year
- Perfect for the festival
Alif Community Garden + Fruit Trees

- Wonderful way to bring people together and create a stronger community.
- Fruit trees:
  - Feelings of warmth and nostalgia
  - Trees and plants common to the Arab World and Atlanta’s climate
  - Examples include: Figs, Pomegranates, Olives, Almonds, Walnuts, Peaches, Pears, Persimmons, Apricots, Apples
Trellis Alley

• A line of small pergolas (10 to 15 units, each 10' x 10')
• Multi-purpose:
  • Removable swings for added seating to watch a game or an activity happening on the lawn
  • Booth structure for setting up a monthly farmer's market
  • Booth for the annual Atlanta Festival

Note: Location can change in the future when we move to Phase 2 and develop the entire outdoor space.
Already completed (Phase 0):
1. Playground
2. Leveled + cleared area
3. Gravel

Phase 1 – A:
4. Building Upgrades

Phase 1 – B:
5. Liwan
6. Outdoor Stage
7. Community Garden
8. Trellis Alley

Phase 2:
9. New entrance from Presidential Parkway
10. Bridge
11. Cultural trail, other outdoor features
Cost/Budget

Phase 1  Phase 2  Phase 3
$500,000  $500,000+  TBA

- Phase 1
  - **Architectural drawings** for renovation completed.
  - **Permit plans** submitted.
  - **Contractors** quotes received.
  - **Michael Habachy** - Award-winning Lebanese American interior designer will volunteer his services.
  - **Chef Paul Hancock** – Acclaimed Chef and restaurant owner (based in California) will volunteer to plan new, professional kitchen.