

New Art Center Expansion Feasibility Study

Phase One: Assessment & Opportunities
April 29th, 2022

– BUILDING CREATIVITY –

Assessment & Opportunities

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1: Setting the Stage

Webb Mgmt

Firm Profile

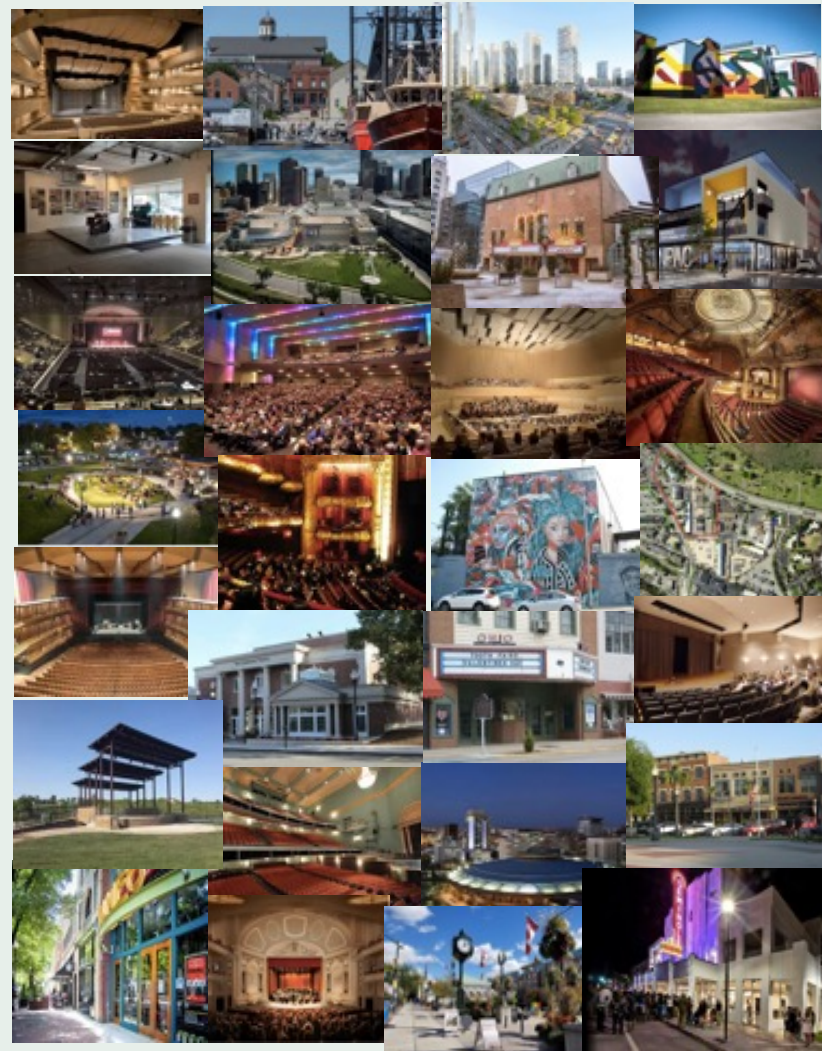
Webb Management Services is a management consulting practice focused on the development, renovation and operation of cultural facilities.

Services include feasibility studies, business plans, strategic plans and district plans, all within the cultural sector.

Clients are governments, arts organizations, developers and educators. We are in our 25th year, starting our 485th project.

We have extensive and relevant experience in the Newton area, including recent projects in Salem, New Bedford and Boston.

This assessment was conducted by Duncan Webb with the assistance of Miriam King and Carrie Blake.



Study Context

The Opportunity

The New Art Center (NAC) has secured an option to purchase The Church of the Open Word in Newtonville as a potential home for the organization.

The organization now has a year in which to determine if the purchase of the Church might be a good investment as either a new primary or secondary home for the organization and its programs.

Webb Management has been hired to evaluate the market opportunity and community needs that might lead the organization to exercise their option to purchase the Church.



Evaluating Needs and Opportunities

The assessment explores the opportunities for The New Art Center (NAC) at new facilities by asking and answering the following questions:

- What are the characteristics, growth and trends relating to potential arts participants in active (programs, camps, classes, etc.) and passive (attendance at performances and exhibition) around Newton?
- What are the regional competitive opportunities for various types of arts spaces and programs?
- What is the level and nature of demand for arts spaces on the part of local artists, arts organizations and arts educators?
- What is the best project to advance community goals according to local and regional planning documents?



Methodology

With the assistance of New Art Center (NAC) staff, the consultants undertook a comprehensive assessment that included the following steps:

- Confidential interviews with local residents, artists, arts organizations and community leaders.
- The purchase and analysis of data on the local and regional population.
- Research on other local and regional performance, rehearsal, teaching and exhibit facilities.
- Collection and analysis of local and regional planning documents.
- Identification and review of comparable regional and national projects.
- Consideration of broader forces and trends that might have a bearing on the project.



Interviews

Completed

Adrienne Hartzell Knudsen, Newton Cultural Alliance

Anna Sicam, Artist

Ashleigh Coren, New Art Center/Smithsonian

Barney Heath, City of Newton Planning Director

Christopher Bonnier Pitts, Newton

Conchita Prada Strange, Newton Resident

Damien Chaviano, Mark Development

Dana Hanson, office of Congressman Jake Auchincloss

Devra Bailin, City of Newton Economic Development Director

Elana Mokady, artist

Ellen Myers, Newton Free Library

Emily Norton, Ward 2 Council

Fred Lewis, Advisory Committee to NewCal

Gitty Schacher & Ritu, Newton Watercolor Society (NWS)

Gloria Gavis, Newton Community Pride

Greg Reibman, Charles River Regional Chamber

Hattie Kerwin Derrick, City of Newton Director of Comm engage and inclusion

James C Varnum & Nancy, Newton Art Association

Jeff Kahn, neighbor

Josephine McNeil, Fair Housing Committee

Josh Morse, City of Newton Commissioner of Public Buildings

Julie Fox, New Art Center

Kay Khan, State Rep

Kelly Milne, MNCU

Kerry Prasad, Indigenous Peoples Day Organizing Committee

Liz Hiser, Newtown Schools Foundation and ex board chair

Madeleine Delpha, New Art Center

Melissa Bernstein, Newtown Theatre Company

Meryl Kessler, resident and advocate

Michael B Wilson, New Art Center faculty

Michael Ibrahim, TS&E Third Sector New England

Nancy Bauer, School of the Museum of Fine Arts at Tufts

Nikki Dawes, Newton Resident

Paula Gannon, Director of Cult Development for City of Newton

Peter Bruce, Newtonville Area Council

Renande Loayza, Families Organizing for Social Justice

Ruth Barnett, Cambridge Savings Bank

Ruthann Fuller City of Newton Mayor

Sarah Alexander, Hopkinton Center for the Arts director of visual arts

Sarah Kahn, social worker and artist

Susan Albright, City of Newton City Council President

Susan Paley, The Village Bank

Vicki Danberg, City of Newton

Vincent Crotty, artist

Zhanna Cantor, New Art Center faculty

2: The Current Situation

Current NAC Facilities

The City of Newton owns the current NAC home at 61 Washington Park in Newtonville. The building is close to the center for the village but is within a residential neighborhood.

There has been some tension with neighbors related to parking.

The 11,000 sf building includes 8,000 sf of usable area. Key spaces are:

The 2,041 sf Gallery, which is currently being set up as a classroom.

The 1,620 sf Extra Large Visual Arts Studio (ELVAS), a flexible and fairly-functional classroom.

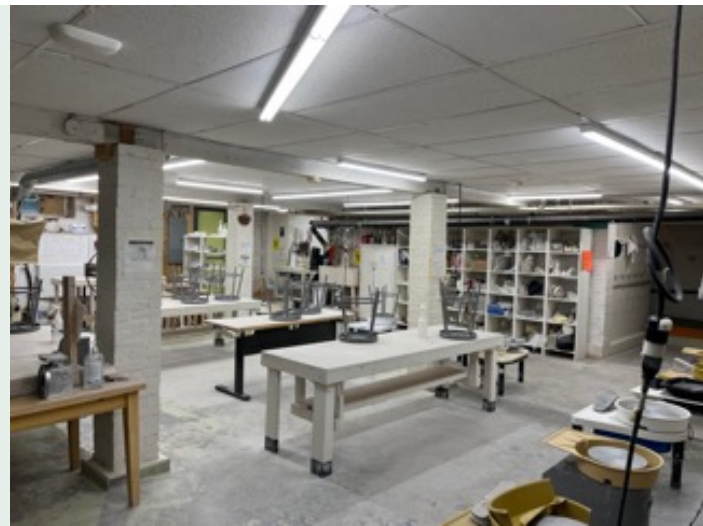


Current NAC Facilities

Ceramic programs are in cramped basement space with poor ventilation and difficult access.

Another small classroom is heavily used for 2D programs

Storage space is limited and compromised.



Current NAC Facilities

NAC has a second satellite facility within the Trio mixed use development in Newtonville. This includes a gallery which also serves as a corridor and rear exit for a restaurant.

There is also a 2,000-sf second floor classroom which has been programmed sporadically during the pandemic and has also been a store. It will be re-opened in the coming months for ten-week painting and drawing camp location.

These spaces are leased to NAC by the Trlo developer on a rent-free basis. The lease obliges the NAC to make the space available to other community arts groups on an ongoing basis.

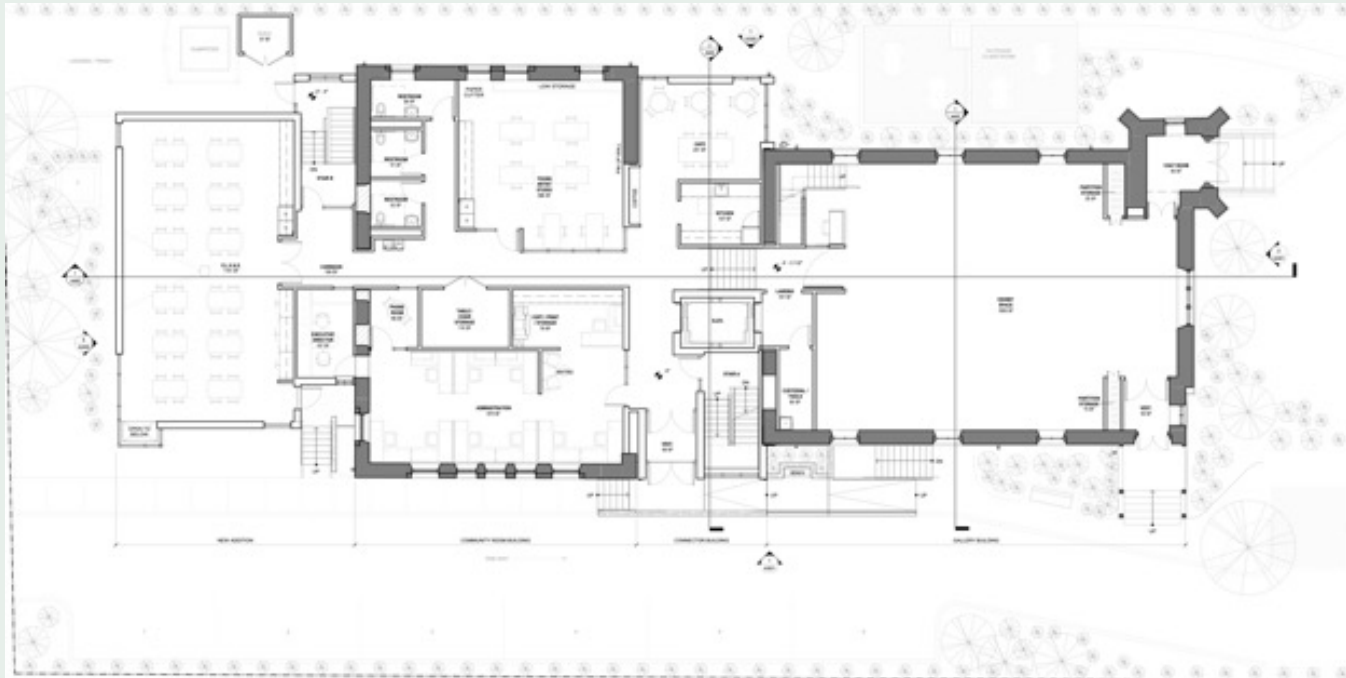


Current NAC Facilities

A plan to redevelop the current NAC home was developed in 2018 by DBVW Architects, Inc.

That plan addressed accessibility issues and built the building out in the back lot.

The budget for the renovation (in 2018 dollars) was \$7M, which only gained the Center 1,000 sf and still only included four kilns.

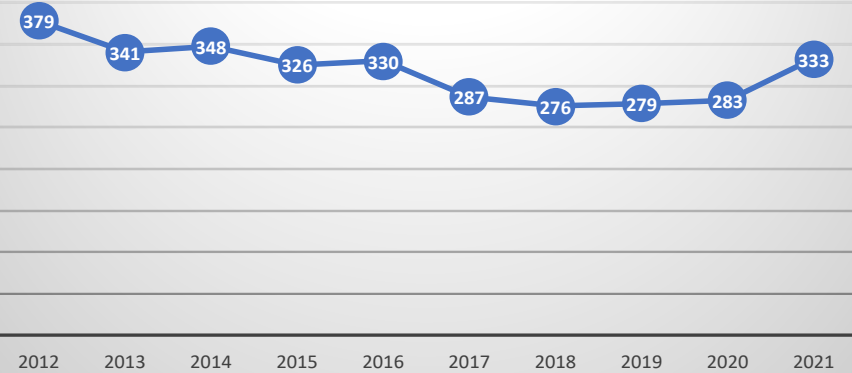


NAC Activity

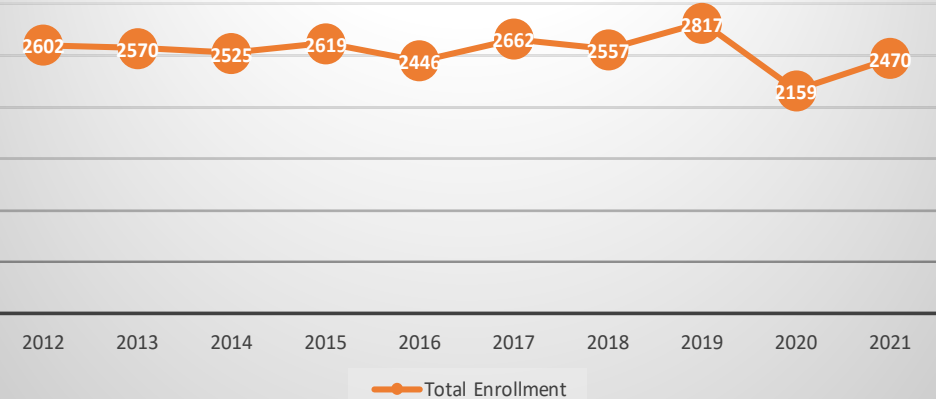
NAC runs a full set of 2D and 3D programs, classes and camps. The question is: why do these various activity metrics show relatively stable enrollment, faculty hours and number of classes? Staff believe that growth is constrained by current facilities, for the following reasons:

- There are 43 weeks of programming annually. There is no way to add more weeks without adding more staffing, and more classroom space.
- There is insufficient storage to store additional students work from week to week.
- There is no space to add new kilns.
- There is no space to try new programs.
- Classrooms aren't big enough to hold more students.
- A lack of exhibit space limits opportunity to share student work.
- There is no space to add office staff.
- Outdoor tents for summer programs have allowed for limited program expansion, but are less than ideal
- Community-based special events impact revenue. For example, Newton Open Studios has approximately 24 artists showing their work in the NAC facility, forcing cancellation of classes.

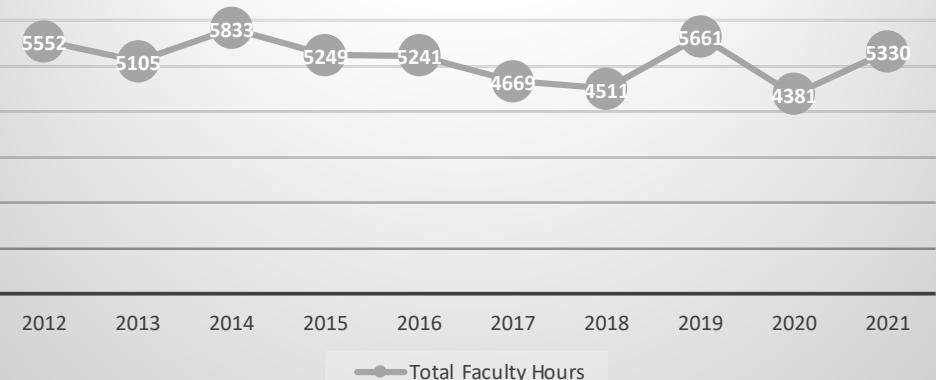
Number of Classes (Ran)



Total Enrollment



Total Faculty Hours



NAC Financials

NAC's substantial earned income is based on a wide range of classes.

Contributed income comes from private and public sector sources and is expected to rebound to pre-pandemic levels in FY22.

Personnel expenses dominate on the expense side, both for admin and teaching.

Facility costs represent only 13% of operating expenses in FY22 budget.

NAC operations are expected to return to pre-pandemic levels of earned and contributed income in FY22. So far this year, earned revenues are close to budget and contributed income is behind, but lower operating expenses suggest a better than budget result.

Five-Year Financial Summary		7/1/21 to 6/30/22	7/1/20 to 6/30/21	7/1/19 to 6/30/20	7/1/18 to 6/30/19	7/1/17 to 6/30/18¹⁵
Revenue		Budget	Actual	Actual	Actual	Actual
4000 Earned Income						
Total 4100 Education/Classes		602,797	493,472	572,681	620,922	580,932
Total 4200 Education/Vacation		294,748	107,995	304,107	285,146	284,321
Total 4000 Earned Income		906,545	601,905	881,179	910,909	873,836
5000 Contributed Income						
Total 5100 Unrestricted Gifts-Donor Income		175,000	151,116	244,937	200,983	236,770
Total 5200 Membership Program (Friends)			5,570		166	604
Total 5300 Special Events(PrevFundraising)					10,102	(3,593)
Total 5400 Restricted (Grant Income)		182,000	90,181	131,458	73,900	113,035
Total 5000 Contributed Income		392,000	246,866	381,795	285,151	346,817
Total Revenue		1,298,545	848,771	1,262,975	1,196,060	1,220,653
Gross Profit		1,298,545	848,771	1,262,975	1,196,060	1,220,653
Expenditures						
Total 6000 Administration (Personnel Exp)		578,924	407,516	406,713	433,603	491,642
Total 6100 Faculty(Education Faculty Exp.)		351,106	251,836	332,257	363,027	356,007
Total 6200 Education Expense		42,155	38,607	37,355	33,056	35,962
Total 6300 Facilities Expense		137,612	147,702	91,269	114,111	97,087
Total 6400 Utilities Expense		26,000	23,849	19,370	22,996	23,569
Total 6500 Exhibition Expense		17,500	2,472	3,310	8,555	24,812
Total 6600 Fundraising Expense		13,000	9,387	9,115	6,434	11,023
Total 6700 Office Expense		30,233	27,877	38,980	42,662	41,377
Total 6800 Professional Services		45,500	73,127	167,037	117,175	191,943
Total 7000 Equipment/Technology Expense		8,000	9,160	7,062	5,834	8,692
Total 7150 Marketing Expense		50,000	33,558	24,062	54,374	56,381
Total 7200 Board Expense		1,500	2,478	491	1,670	110
Total 7300 Rental Expense				705	315	100
Total Expenditures		1,301,530	1,027,569	1,137,727	1,203,811	1,338,704
Net Operating Revenue		(2,985)	(178,798)	125,248	(7,751)	(118,051)
Other Revenue						
Total Other Revenue		0	266,287	(1,799)	(1,035)	3,210
Net Other Revenue		0	266,287	(1,799)	(1,035)	3,210
Net Revenue		(2,985)	87,488	123,449	(8,786)	(114,841)
Earned Rev/ Op. Expense		70%	59%	77%	76%	65%

Observations on current facilities

A range of opinions were expressed about current facilities:

"Current facilities are cramped and insufficient, particularly for ceramics."

"The current center is too small and full of broken-up spaces. Need more room and rooms."

"Adult art classes at the New Art Center need more space."

"Ceramics needs to be on one floor. Can't be going up and down stairs."

"Other spaces are needed, at least two classrooms."

"Proper exhibition space is needed."

"The current church is not attractive and does not invite people in."

Observations on the organization

What people said about the organization today and moving forward:

"The New Art Center is a tremendous organization that provides a great service to the city."

"Important to reach a broader cross-section of the community."

"The New Art Center's strength is children's programming. It is important to promote enrichment for children. Don't forget - it's for the kids!"

"The New Art Center needs to be a safe space for all kids."

"The New Art Center does a good job now of being inclusive."

"Camps and classes are great."

"Keep asking: Does the Arts Center reflect the cultures in Newton, and can youth see themselves here?"

"The New Art Center is an important and cherished community resource."

New Art Board Brainstorming

Results of an internal planning process

The New Art Center has a potential new home and with the new home, the possibility of defining its purpose and refining its mission. Two broad conceptual areas for evaluation have been identified:

1. Expanding the Definition of Art and Artist
2. Connecting Community through Art

Implications on Space Planning:

- The space needs to reflect inclusivity (gender, race, able/disabled-bodies).
- Improve our environment to represent the creative expression of the arts.
- Creating an environment where people have access to tools and inspiration and a community with shared interest.
- Being present in the sacred space. Space needs to fuel inspiration.
- Imbue the space with a sense of fun, ease of access (not just physical, but easy to access emotionally/mentally - not elitist).
- Space to gather between, before, after classes to build connections.
- Can the space embody the arts taught - not just murals or hung paintings, but also interactive sculpture or streaming digital content? Content should reflect global, multiple cultures.

3: Forces & Trends

Forces & Trends

Introduction

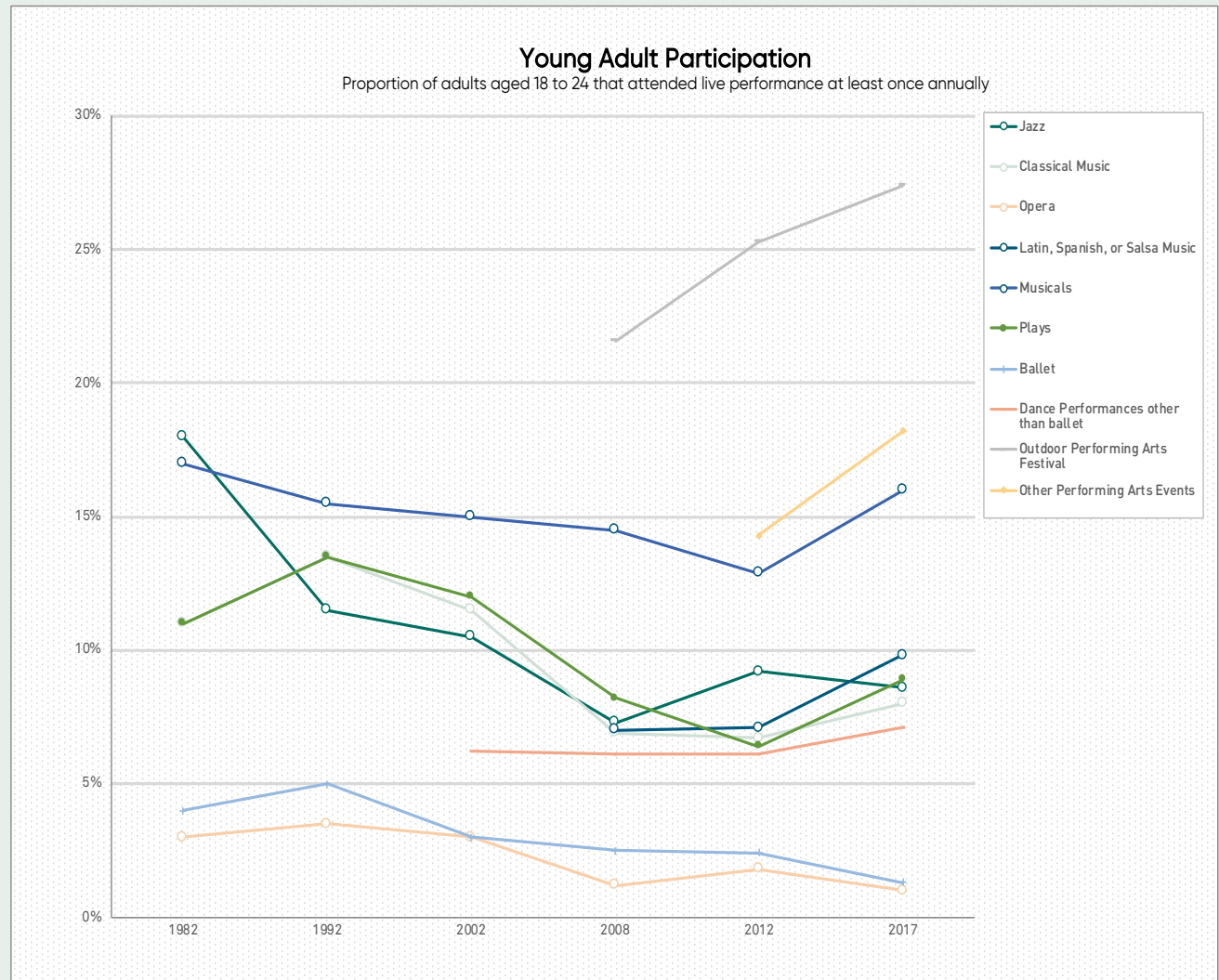
The arts and cultural sector has been changing rapidly throughout the last decade. And now we face a series of seismic shifts as a result of the pandemic.

In the following slides we identify these major trends as bad news and good news and then consider the impacts of COVID-19 on the development and operation of arts facilities.

Bad News – Declining Audiences

According to the National Endowment for the Arts 2017 Survey of Public Participation in the Arts, there has been a steady decline in attendance at various types of arts events like Ballet and Opera, most dramatically on the part of those between the ages 18 and 24.

However, there has been an up-tick in attendance for several performing arts disciplines reflected in the 2017 survey. Additionally, the rate or participation increased in artistic disciplines that were recently added in 2012, such as outdoor festivals and other (less formal/traditional) forms of arts events.



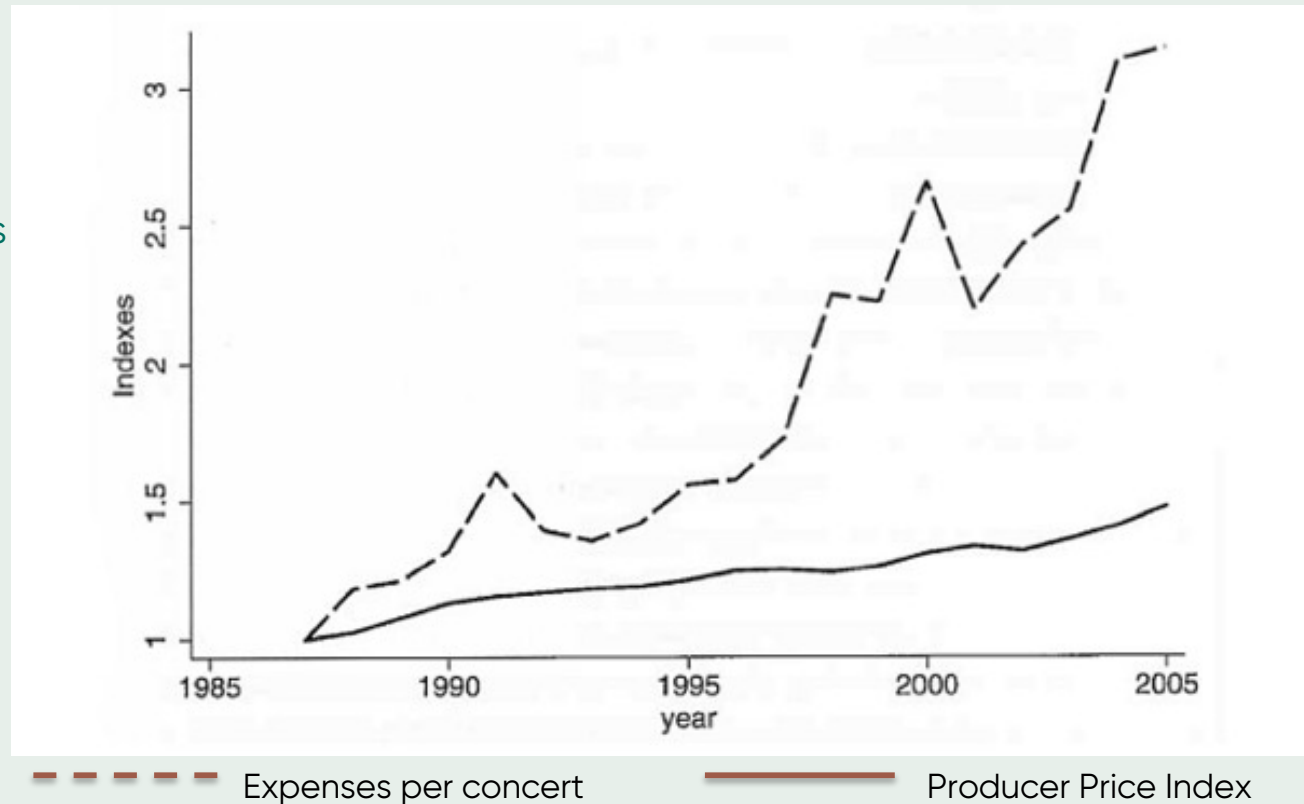
Credit: National Endowment for the Arts,
Survey of Public Participation in the Arts, 2017

Bad News – Baumol’s Cost Disease

The fundamental economic challenge of the arts is that there are no productivity gains over time in artistic creation. This is different than many other sectors, where productivity gains are vital to mitigate cost increases over time. This phenomenon was first described by renowned Princeton economist William Baumol in the 1960s.

This chart, from “The Perilous Life of Symphony Orchestras” compares the indexed cost of a concert against the indexed producer price index. This confirms that while the cost of delivering goods and services in the commercial sector grew by 40% over this 18-year period, cultural sector costs increased by over 200% in that same period of time.

From a practical perspective, what this means is that arts organizations become more reliant on fundraising each and every year to balance their budget.

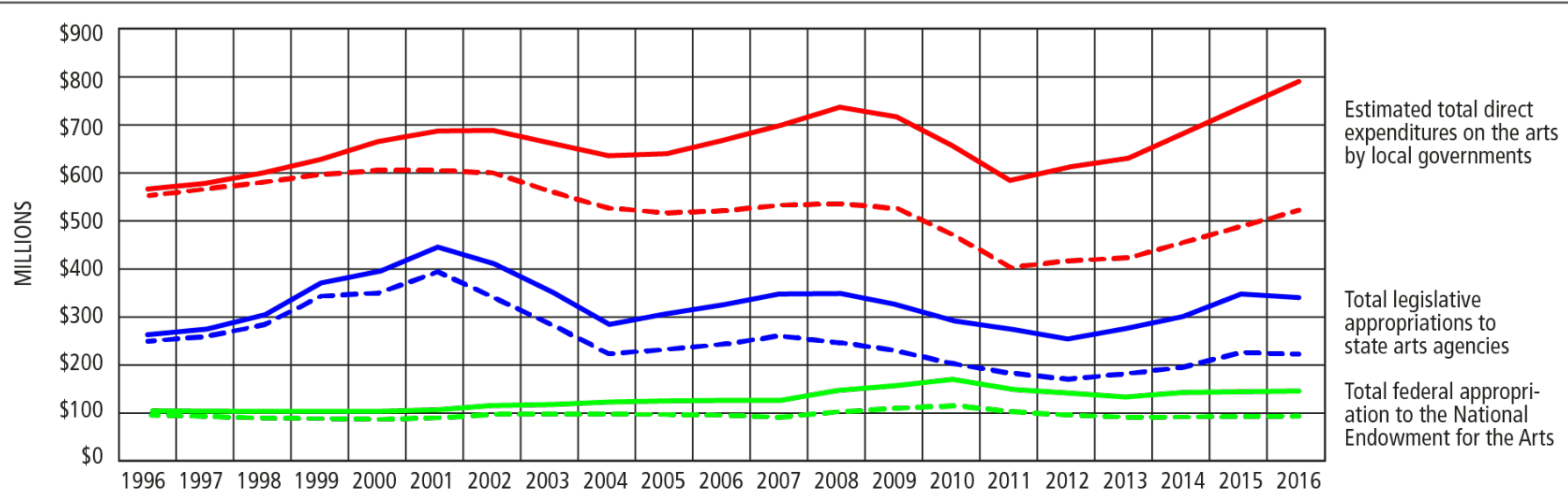


Credit: The Perilous Life of Symphony Orchestras, Richard Flanagan, 2015

Bad News – Government Support

Direct Government Support for the Arts Over Time – Federal, State & Local

FIGURE 2. Federal, state, and local government arts funding, nominal and inflation-adjusted dollars, 1996–2016



Credit: Urban Cultural Policy & The Creative Economy, Julie Hawkins, CQ Press

Direct government support of the arts is not growing to match the growth and development of the sector.

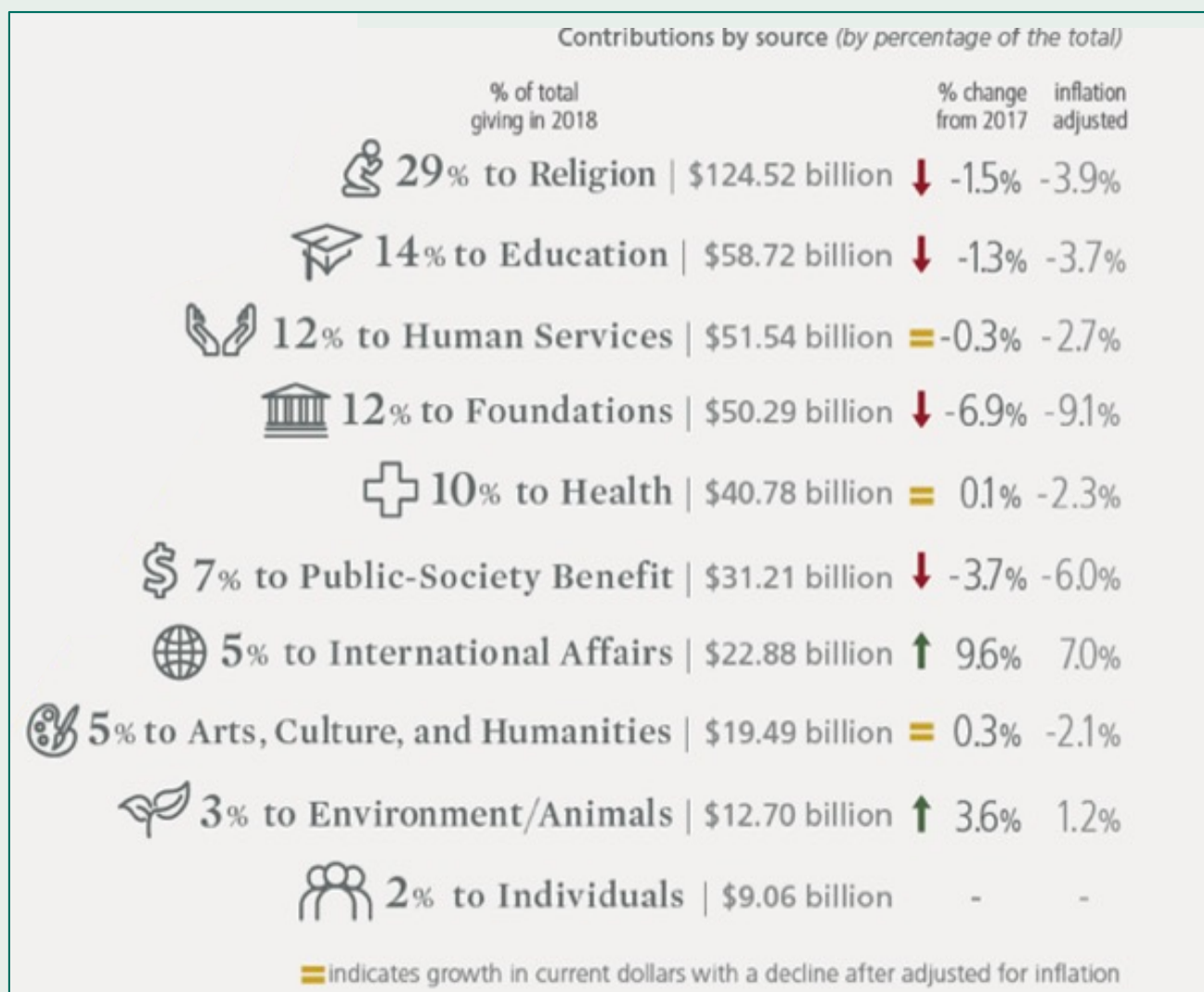
In many jurisdictions, there is substantial pressure on annual budgets due to pension obligations and other pressures.

In many communities, direct support of the arts has been replaced by indirect support, meaning that financial support for artists and organizations now comes out of budgets and departments related to economic development, education, tourism, justice and others.

Bad News – Private Philanthropy

Private sector fundraising has also become more competitive with the increased funding prioritization for environmental sustainability and social justice causes.

Again, the arts sector has had to adjust, by emphasizing the role and value of the arts in these other areas.



Credit: Giving USA, 2019

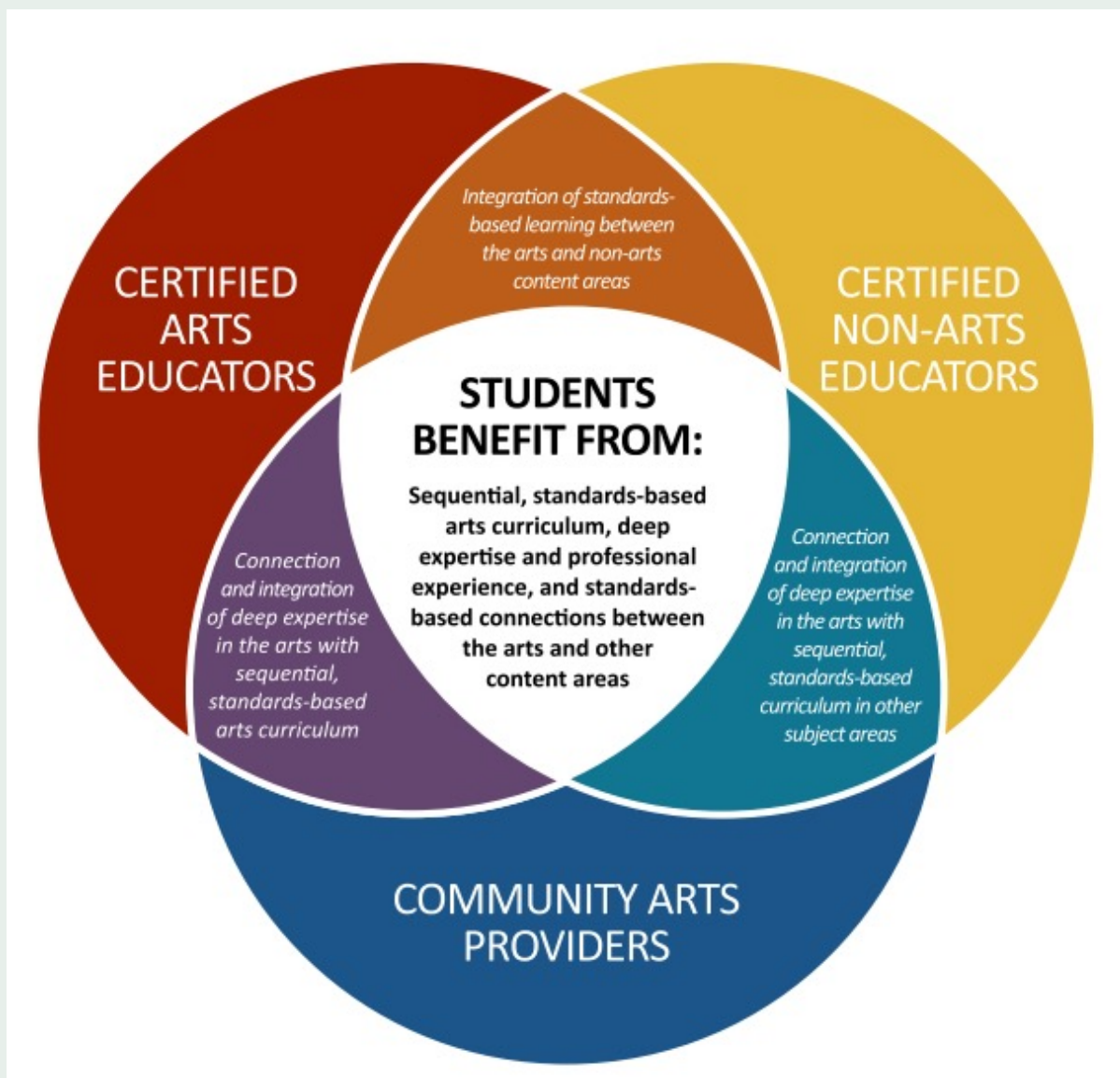
Good News – Arts Education

Over the past 20 years, arts education in schools has been under pressure, and often reduced.

The nonprofit arts sector has recognized this trend as an opportunity to expand their offerings by delivering educational and outreach programs in their communities, often partnering with schools and other community-based organizations.

This is an excellent way to build bridges and generate goodwill within the community.

Additionally, arts education programs can activate facilities during the day when many facilities are usually dark.



Credit: Americans for the Arts, 2013

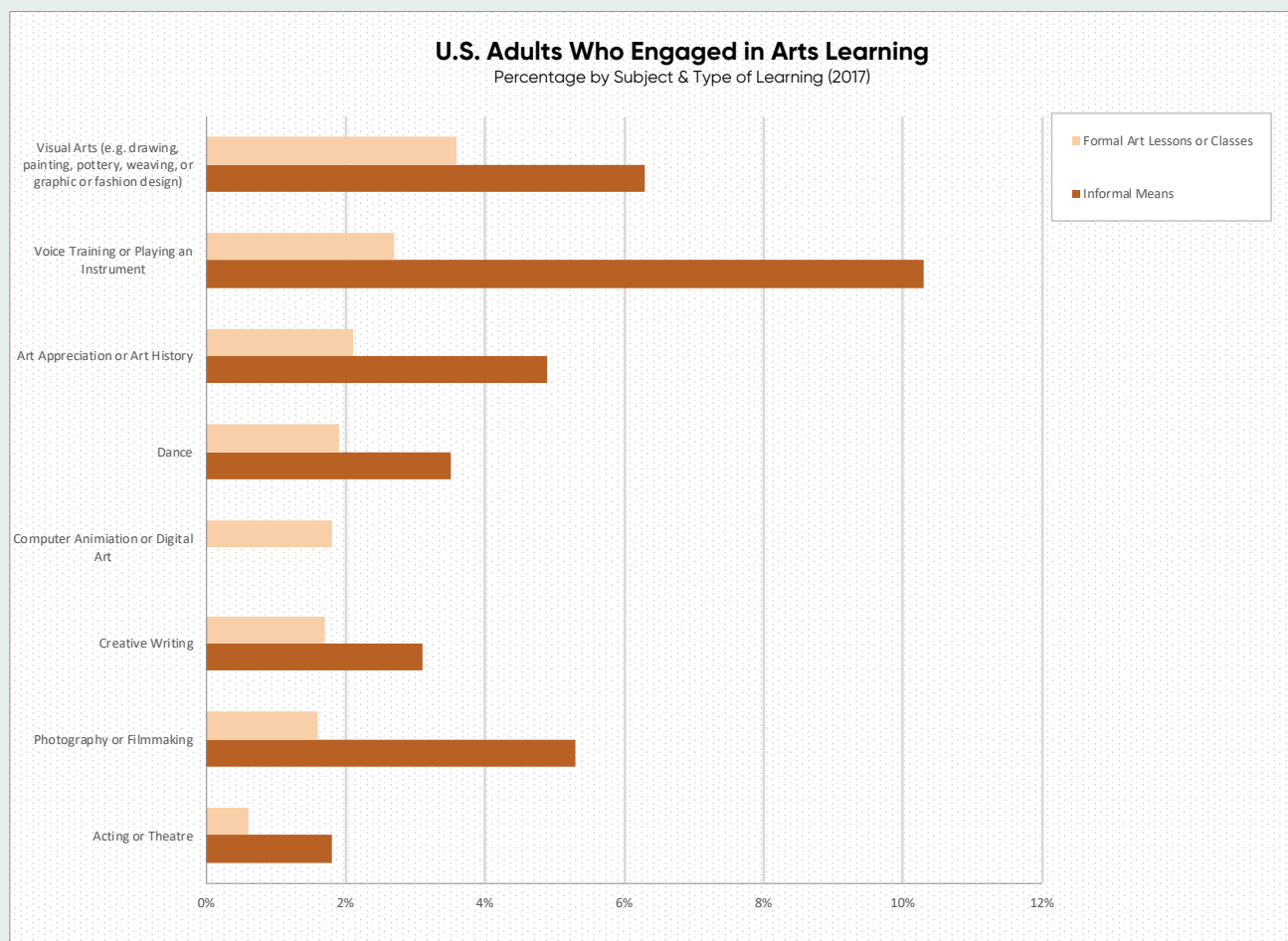
Good News – Active Arts Participation

While passive arts participation has been declining, active arts participation is growing.

Modern day arts consumers want to engage with the arts through active learning and practice in a broad range of disciplines.

Individuals are seeking out opportunities where they can learn, play, dance and act in formal and informal ways.

Participatory activities are being incorporated in events that were previously passive experiences for the user.



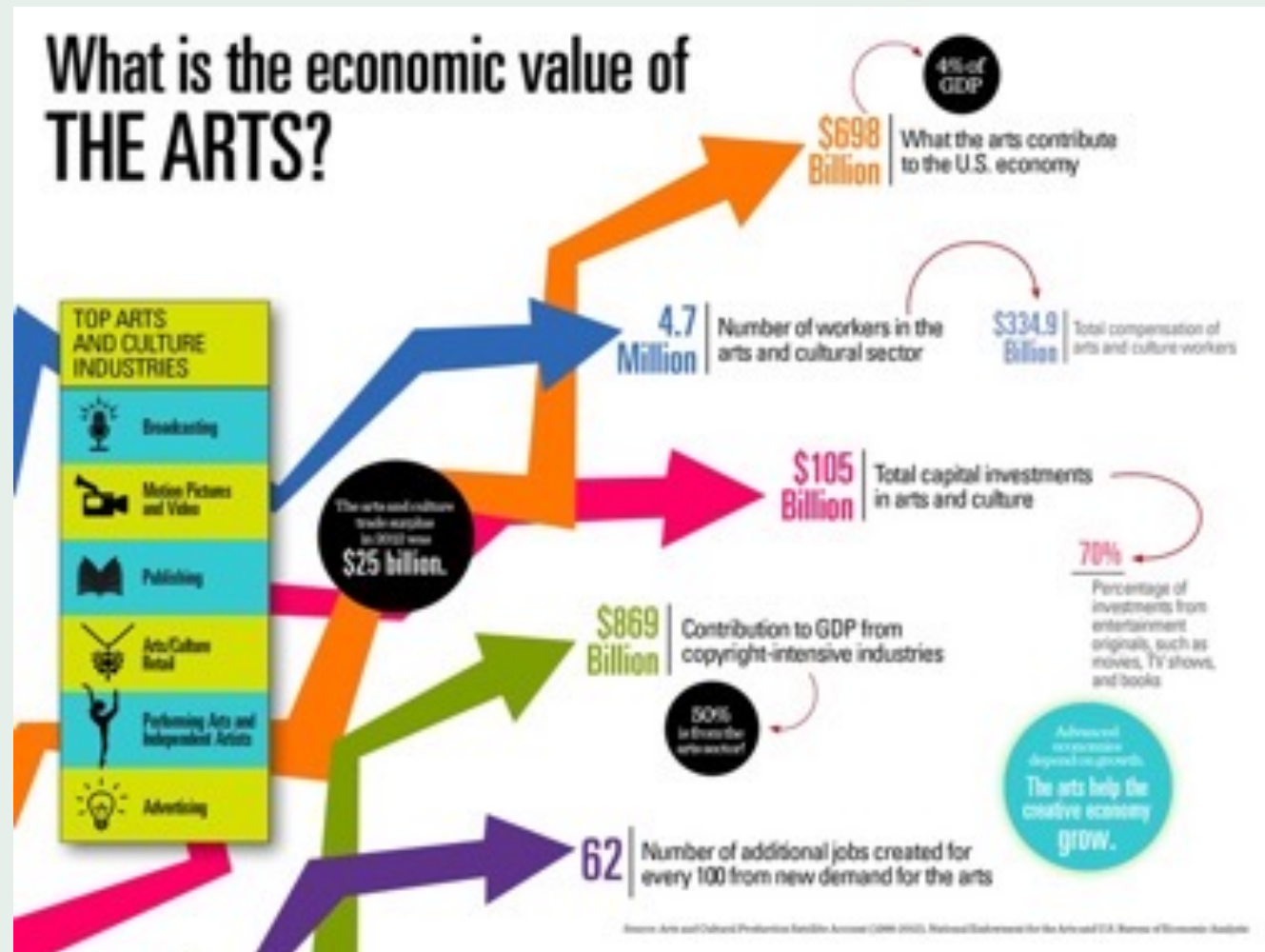
Credit: National Endowment for the Arts, 2017

Good News – The Value of the Arts

There is now, finally, a broad understanding and acceptance of the value proposition for the arts, starting with the economic benefits of arts and culture on American communities and society.

In 2016, real value added by arts and culture exceeded that of the construction, transportation and agriculture sectors.

Movies, television and video games top the list of arts and culture exports, however, opportunities for economic stimulation are varied.



Credit: National Endowment for the Arts, 2017

Good News – New Benefits

The value proposition of the arts has now been extended in many directions, including the role of the arts in changing downtowns, improving test scores, and increasing multicultural understanding.

One rapidly growing area is the relationship and role of the arts in healing, including the delivery of neurological, emotional and physical benefits.

The healthcare sector is now embracing these possibilities, creating many new opportunities for artists and arts organizations.



Credit: National Endowment for the Arts, 2017

Arts Facilities Are Responding to These Changes by:

By embracing a broader definition of cultural activity

By aspiring to become the “Community Living Room,” a building that is always open, always active, and welcoming to all

By partnering with educators on programs and their delivery

Evolving from palaces of the arts to the creation of arts districts, which are more authentic, more inclusive and have greater long-term impacts on the community

By supporting active as well as passive participation

By enhancing the social experience around a performance or program

By maintaining low cost of access for artists and arts organizations

By facing outward into the community and responding to relevant economic and community development issues



Credit: Dallas Arts District

COVID-19 Impacts

Streaming is here to stay.

Technologies are advancing rapidly to make it simple to participate, improve the quality of the experience and deliver an appropriate financial return to the producers.

We will soon see “blended” events, with a combination of live audiences and streaming participants.

Venues can and should be equipped with the technology to stream any event in harmony with the live performance, program or exhibition.



Credit: Sweetwater Technologies

4: Market Analysis

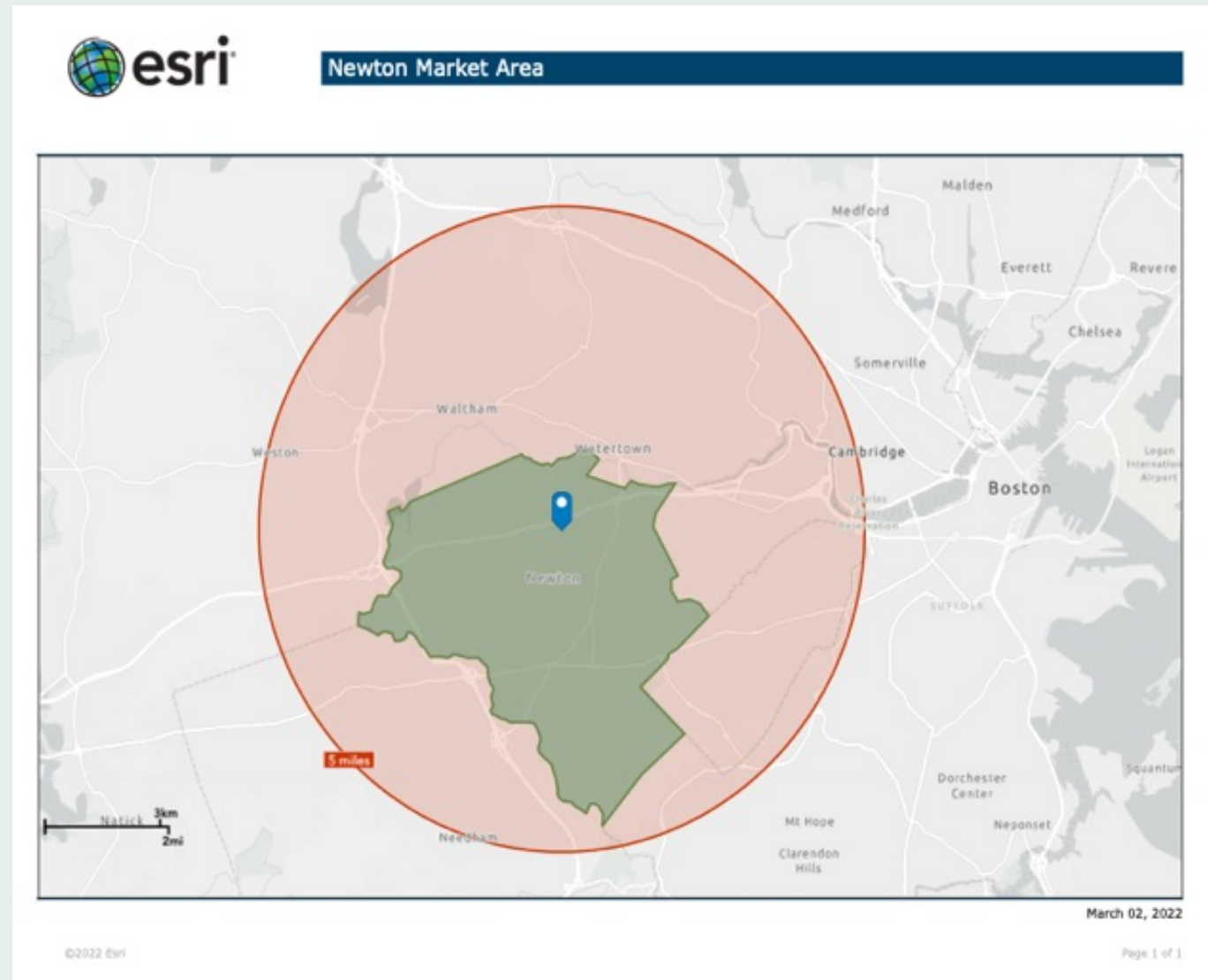
Market Definition

To define the market for additional arts facilities in Newton, we mapped the geographic distribution of NAC program attendees from July 2019–January 2022.

Attendees were separated into three age groups: Adult, Teen and Child.

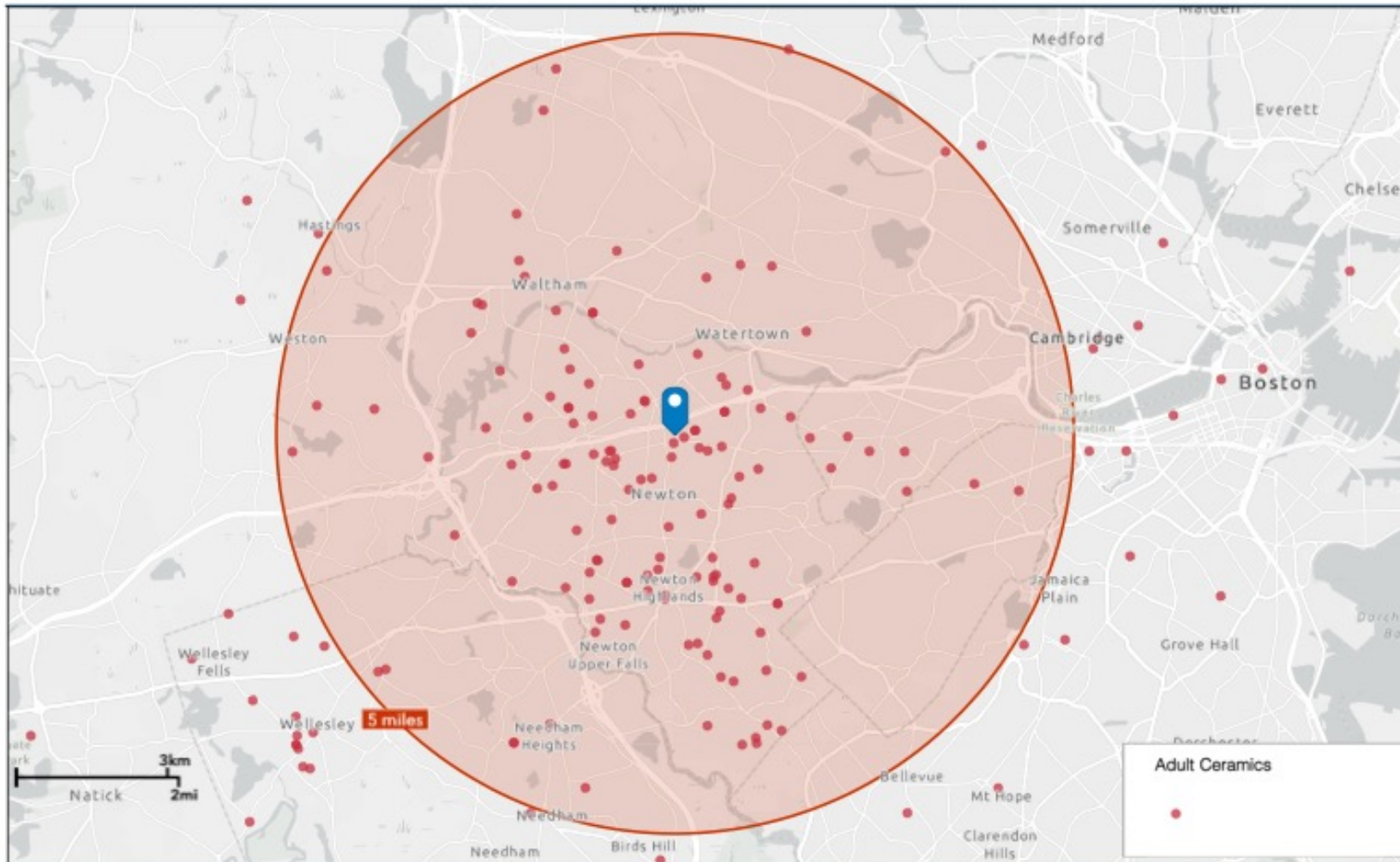
This 5-mile radius is indicated by the red circle, with the NAC at its center marked by a blue tag. The city of Newton limits are indicated by the green shading within the 5-mile radius.

Some of the NAC attendees were virtual within this time frame, which may have contributed to the geographic spread as shown on the next few slides.





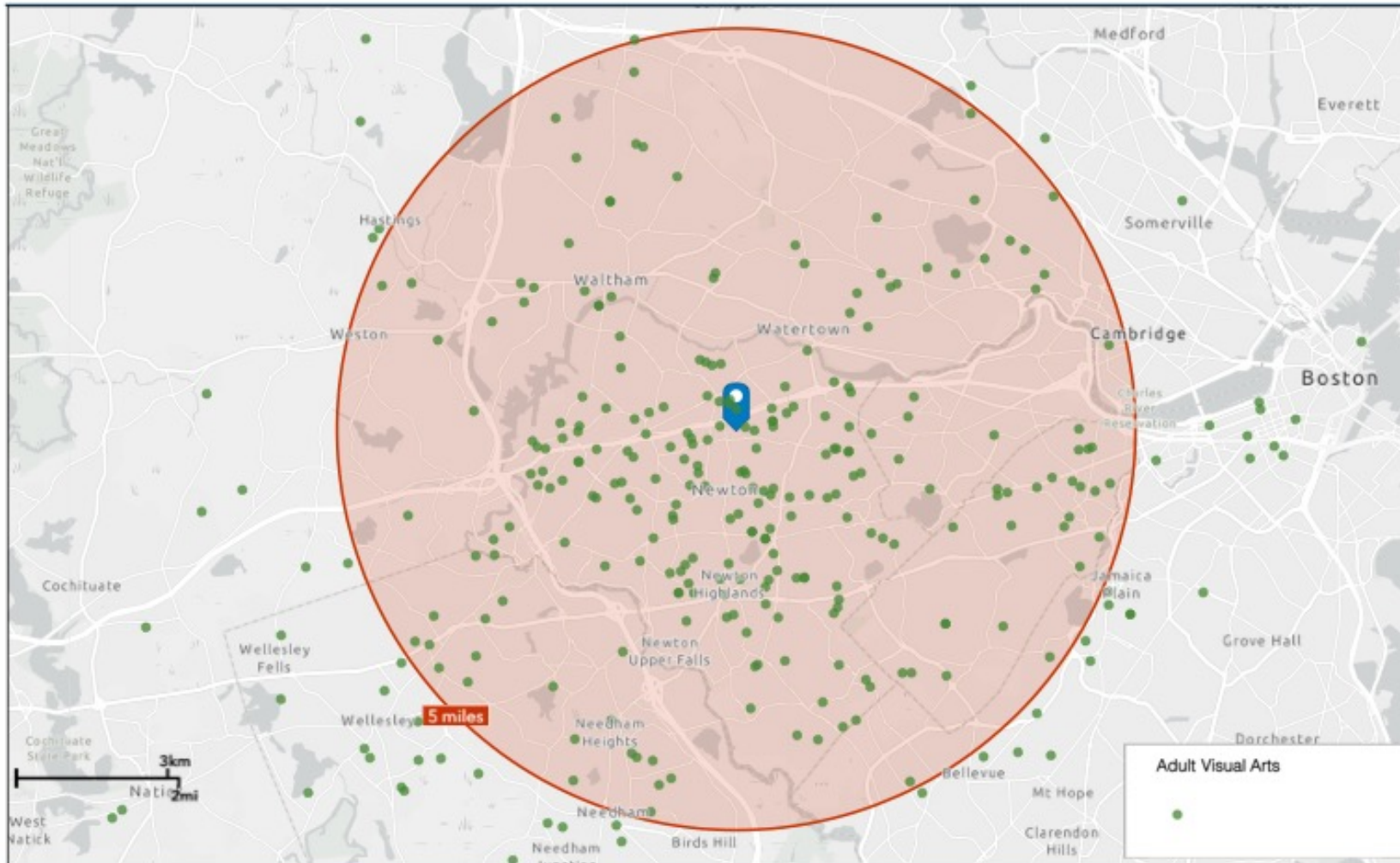
Adult Ceramics



March 02, 2022



Adult Visual Arts



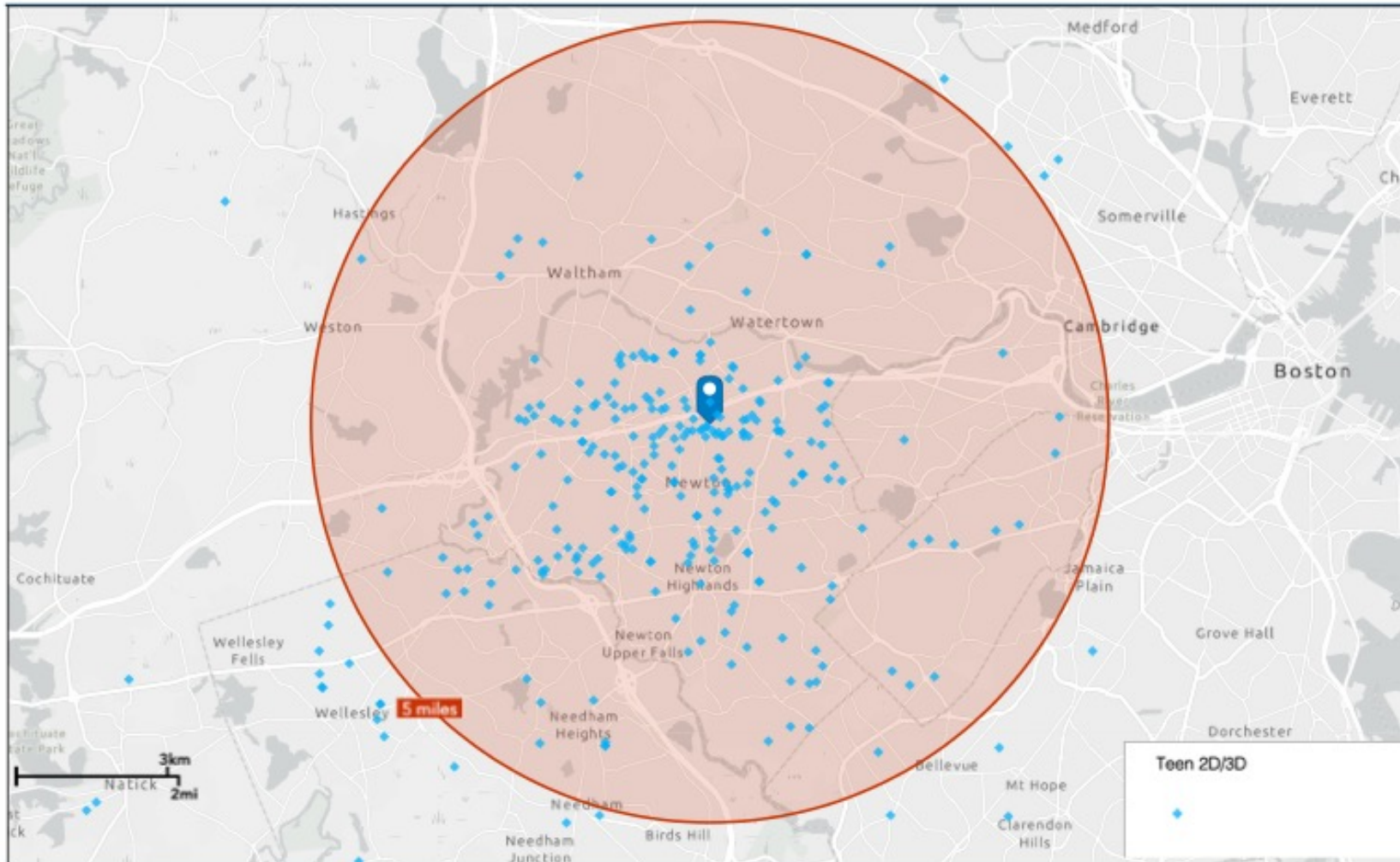
March 02, 2022

Teen 2D & 3D Art

83% of teens who took 2D and/or 3D classes were within the 5-mile radius



Teen 2D & 3D Art



March 02, 2022

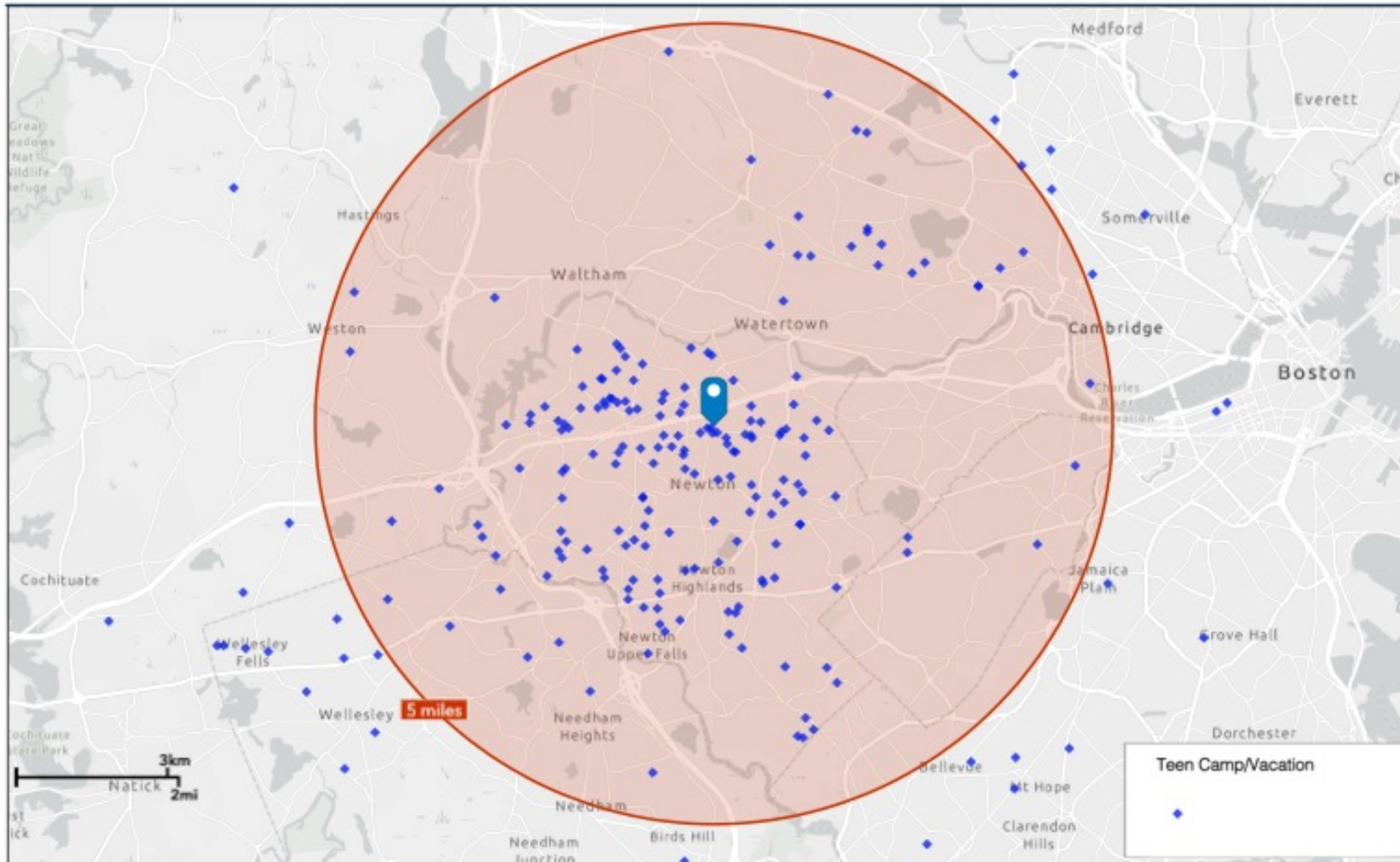


Teen Camp and Vacation Programs

69% of teens who attended camps, or vacation programs were within the 5-mile radius



Teen Camp & Vacation Programs



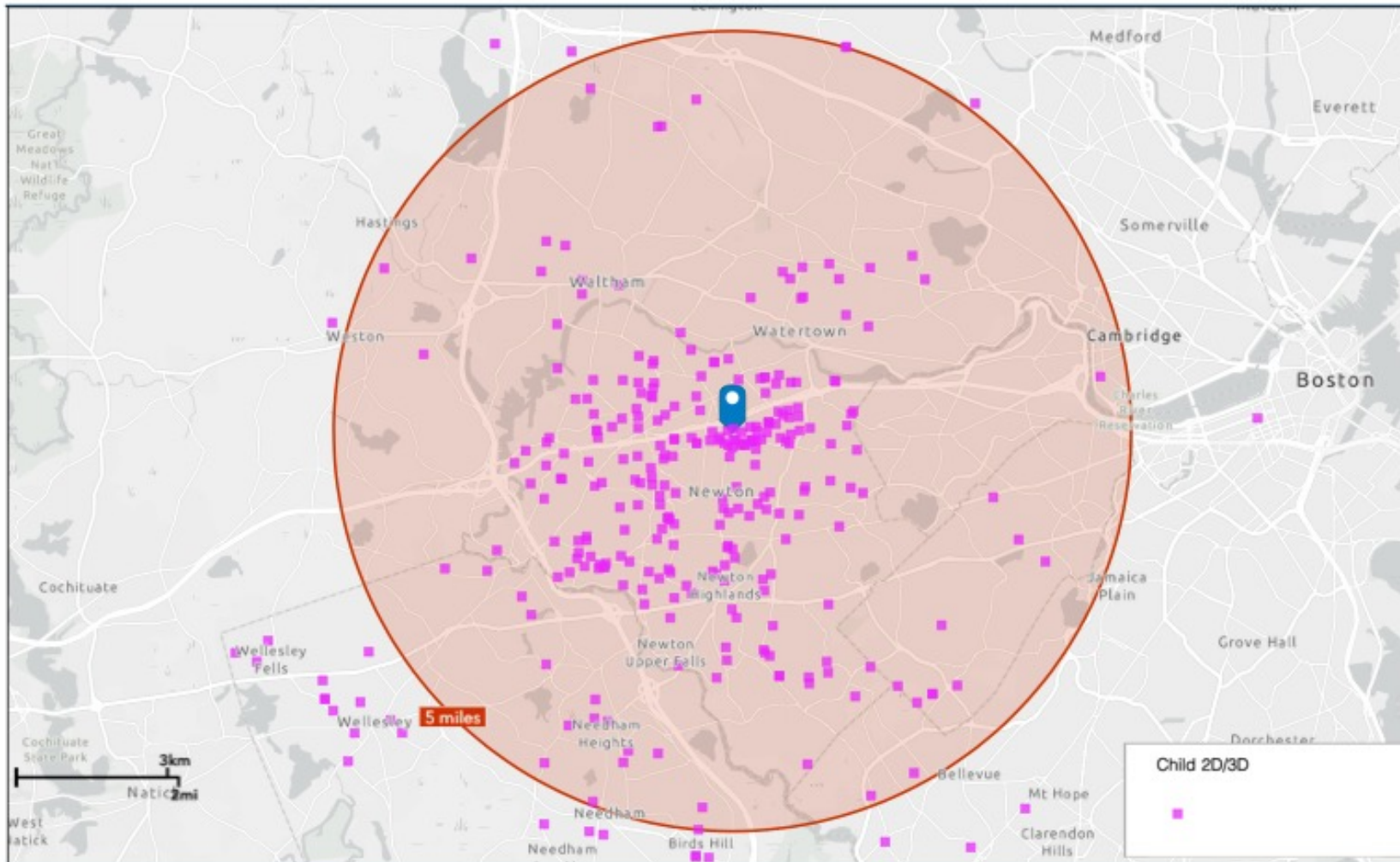
March 02, 2022



81% of children who took 2D and/or 3D classes were within the 5-mile radius



Child 2D & 3D Art



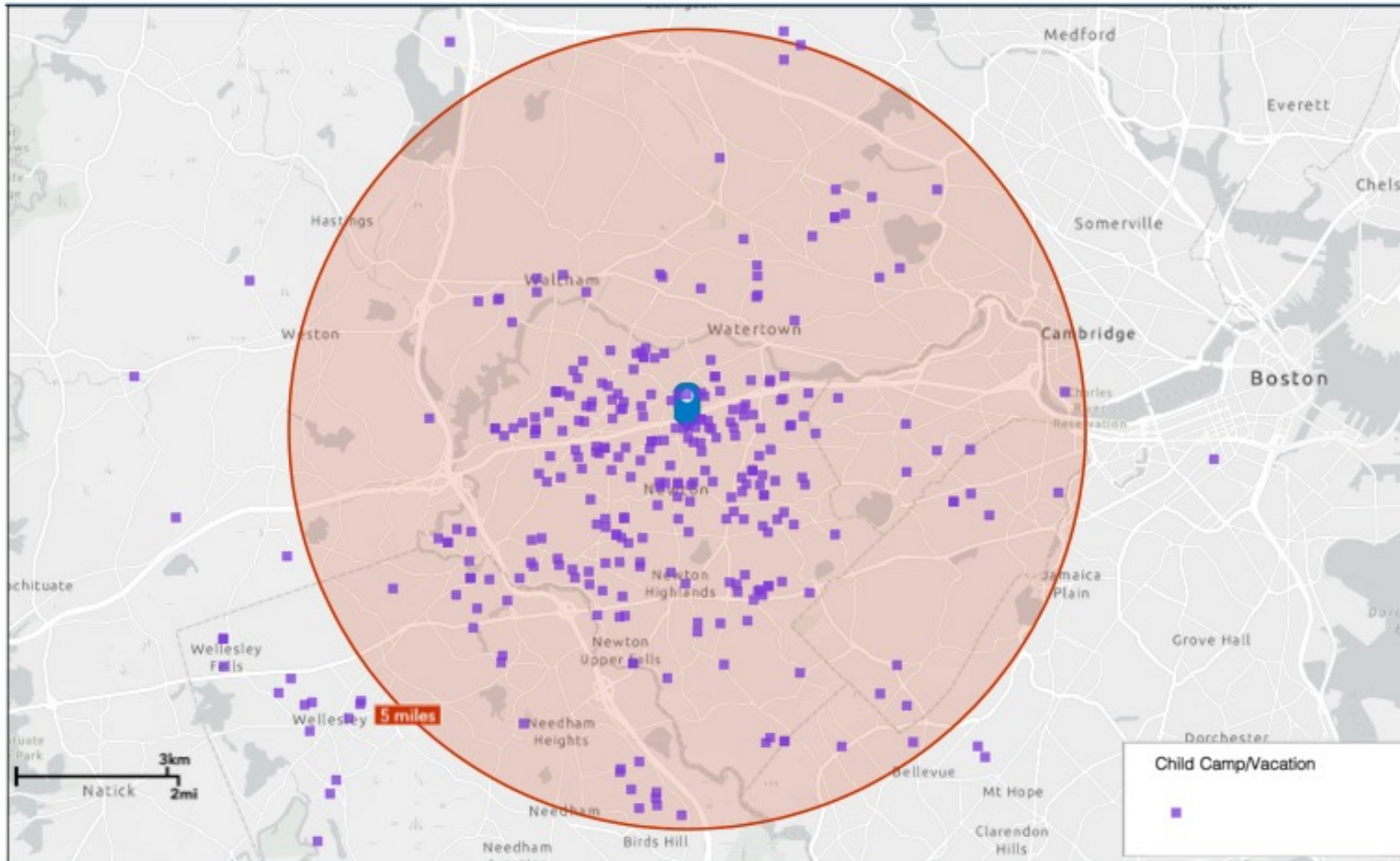
March 02, 2022

Child Camp and Vacation Programs

80% of children who attended camps or vacation programs were within the 5-mile radius



Child Camp & Vacation Programs



March 02, 2022



Market Distribution

After de-duplication of the data provided, here is the summary of ticket buyers within the 5-mile radius from the New Art Center:

This data set includes program users who attended classes virtually during COVID, which may account for the wider distribution of adult classes outside the 5-mile radius, compared to the percentage of children and teen programs.

The data suggests that although some users may come from beyond a 5-mile radius, many registered users are within 5-miles of the New Art Center, notably with over 80% of all children within 5-miles.

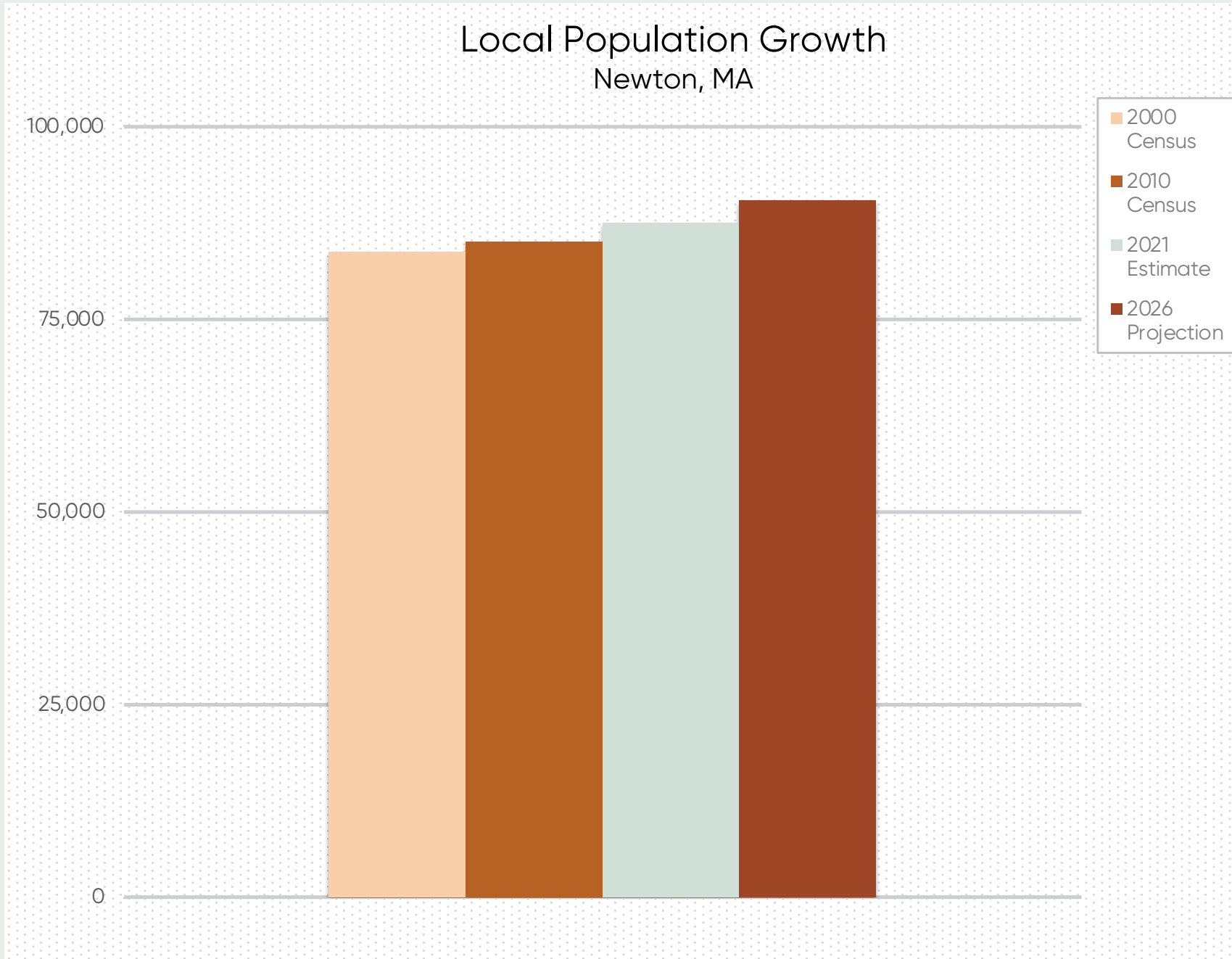
New Art Center Program Users			
	Total # within radius		Percentage
Within: 5-mile radius	2019-2022	2019-2022	2019-2022
Adult Ceramics	134	202	66%
Adult Visual Arts	232	381	61%
Teen Camp/Vaca	177	257	69%
Teen 2D/3D Arts	248	298	83%
Child Camp/Vaca	263	327	80%
Child 2D/3D Arts	259	318	81%
Total Combined Users	1313	1783	74%

Market Characteristics

Now let's consider the demographic characteristics of the city of Newton and the area within a 5-mile radius of the New Art Center compared to the US. To understand the market area, we have purchased data from ESRI Analytics, one of North America's premier data and analytics companies. Following are highlights and comparisons of the City of Newton, the surrounding 5-mile radius, and the US averages.

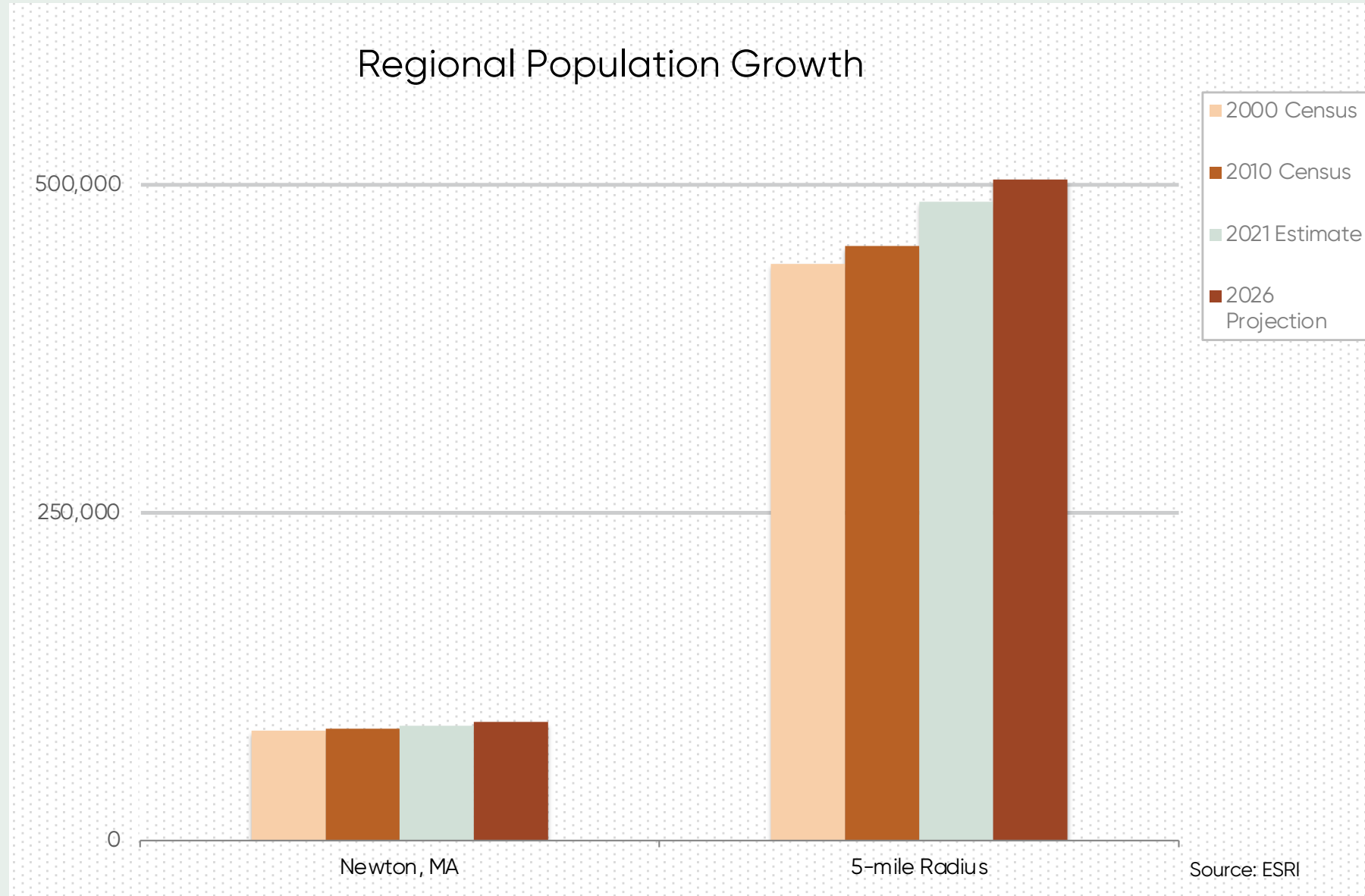
Local Population

The local population of Newton has grown slowly but steadily since 2000, with an average of 2.56% growth to 2026. The 2021 population estimate was 87,559.



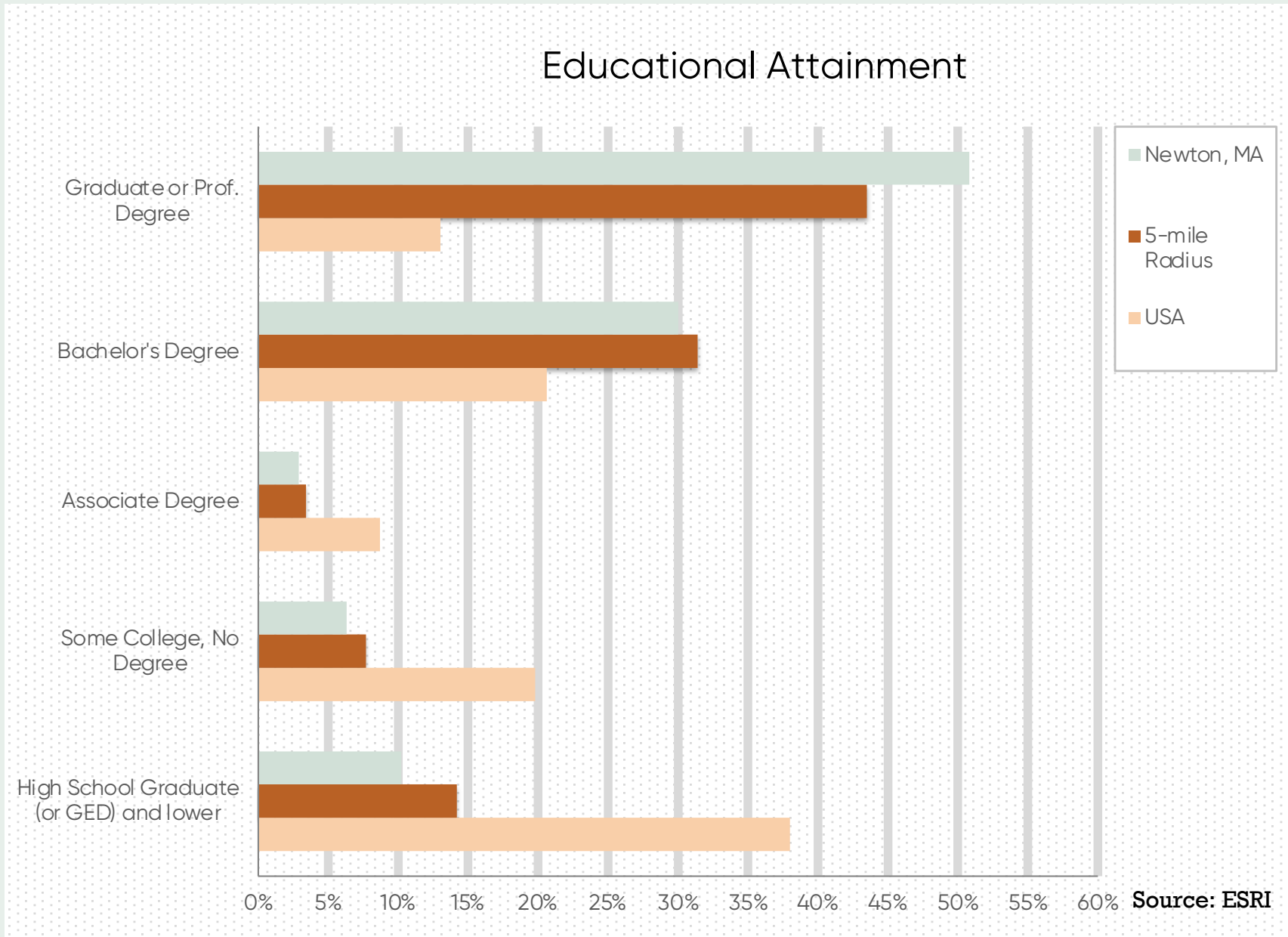
Regional Growth

Regionally, the population is much higher, with a 2021 estimate of 487,026. The average population growth is similar to the city of Newton, with a slightly higher projected average of 4.68%.



Educational Attainment

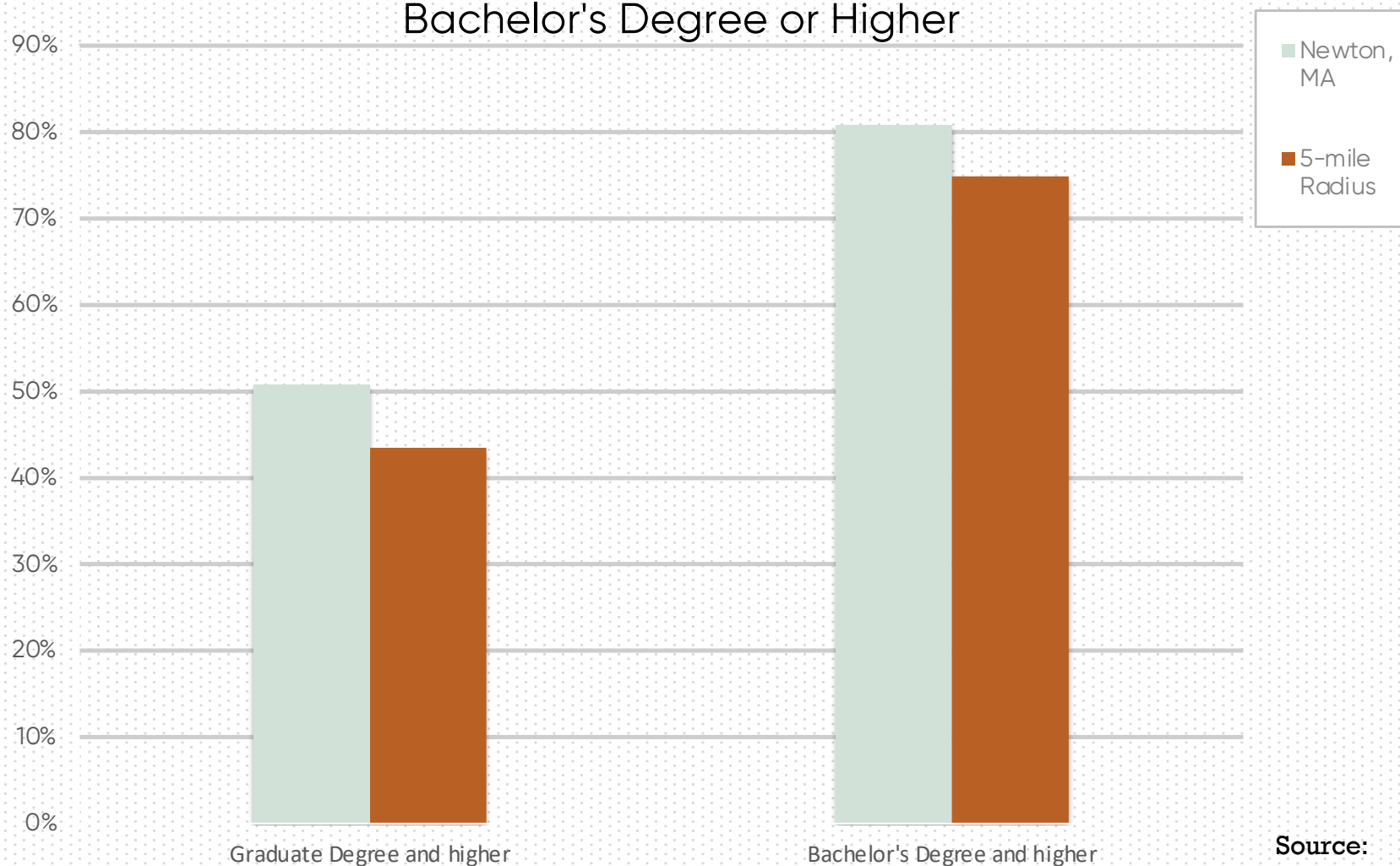
There are high levels of educational attainment in the Newton and the surrounding 5-mile radius. On average, 51% of Newton residents have a graduate degree or higher, which is 38% higher than the national average.



Educational Attainment

Residents of Newton and the surrounding region have higher rates of educational attainment than the national average. Newton residents surpass the surrounding region with 51% holding a graduate degree or higher, and 81% with a Bachelors degree or higher, when compared to the region (44% and 75% respectively).

Educational Attainment: Bachelor's Degree or Higher

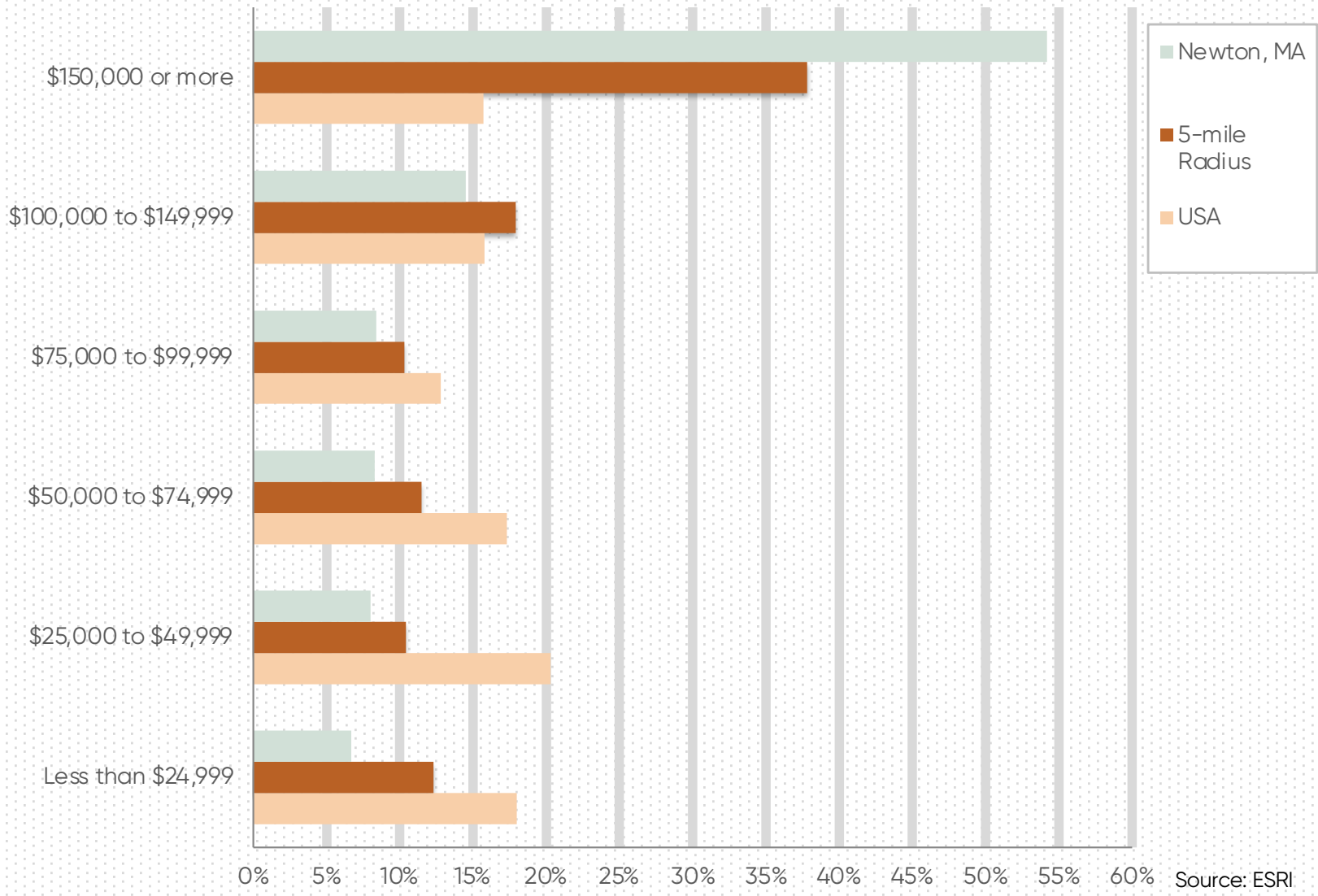


Source:

Household Income

Newton residents surpass the national and regional average of household income, with 54% of residents making more than \$150,000 per year.

Household Income Distribution

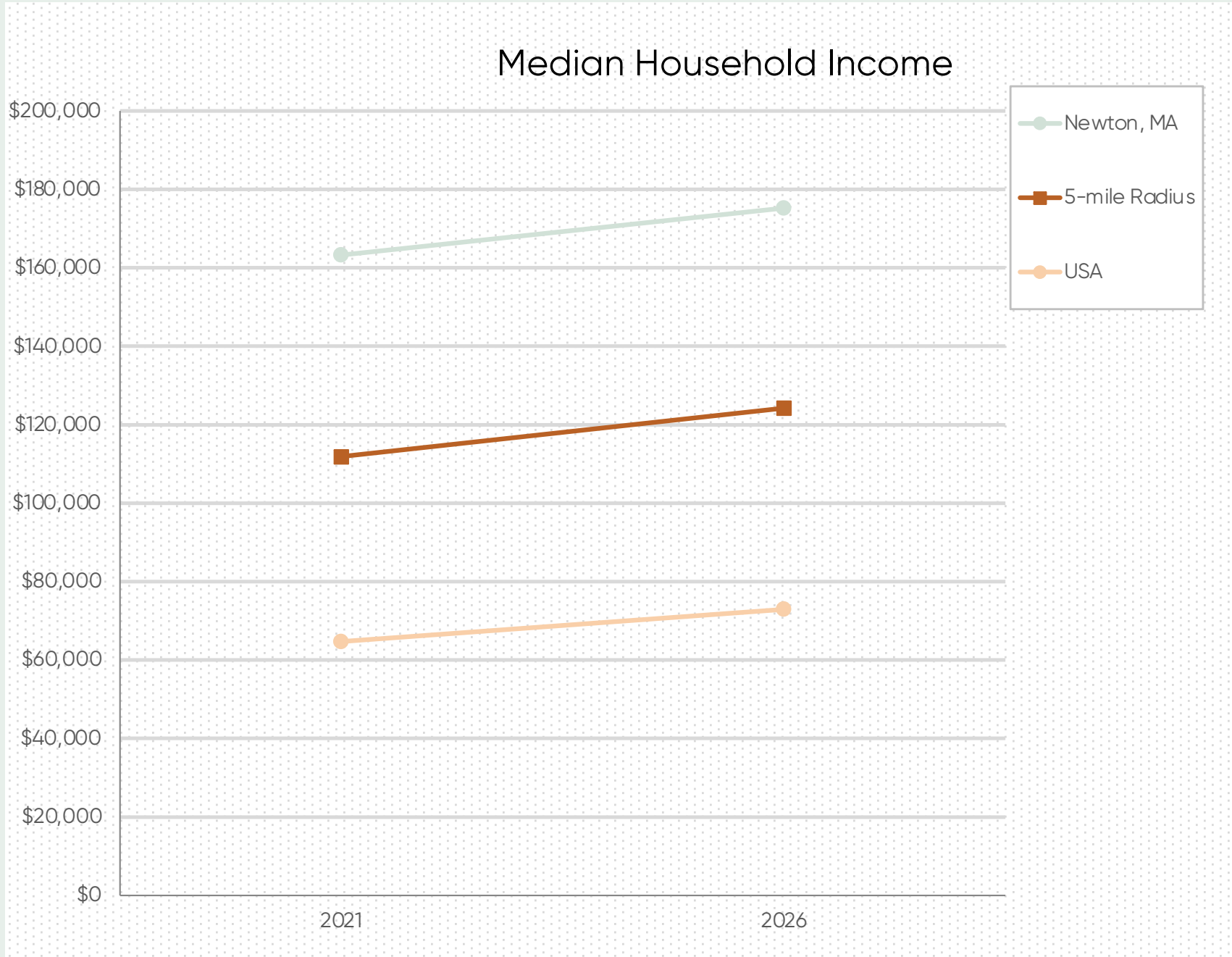


Source: ESRI



Household Income

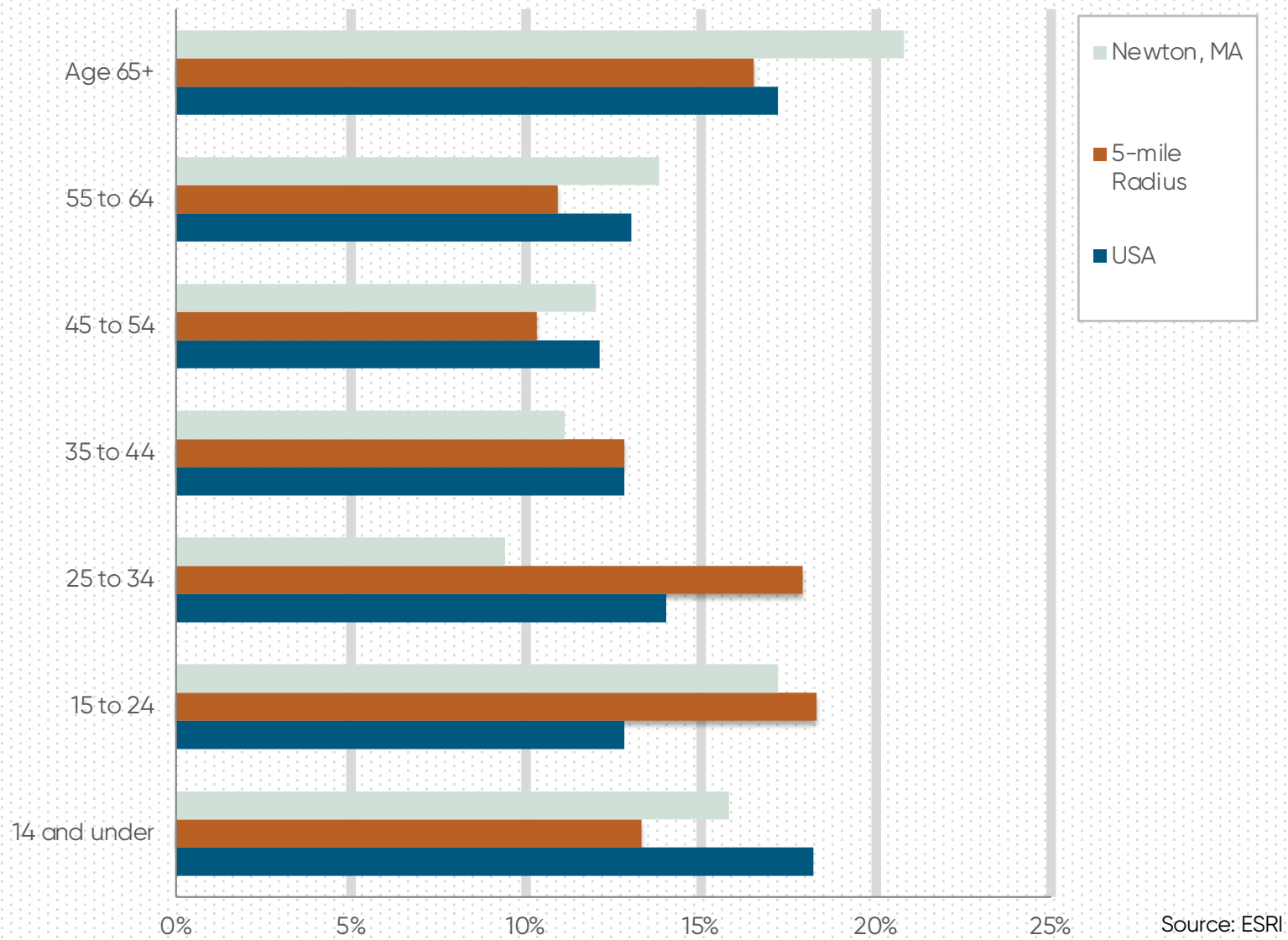
In 2021, the median household income in Newton was \$163,263, more than double the national median of \$64,730.



Age Distribution

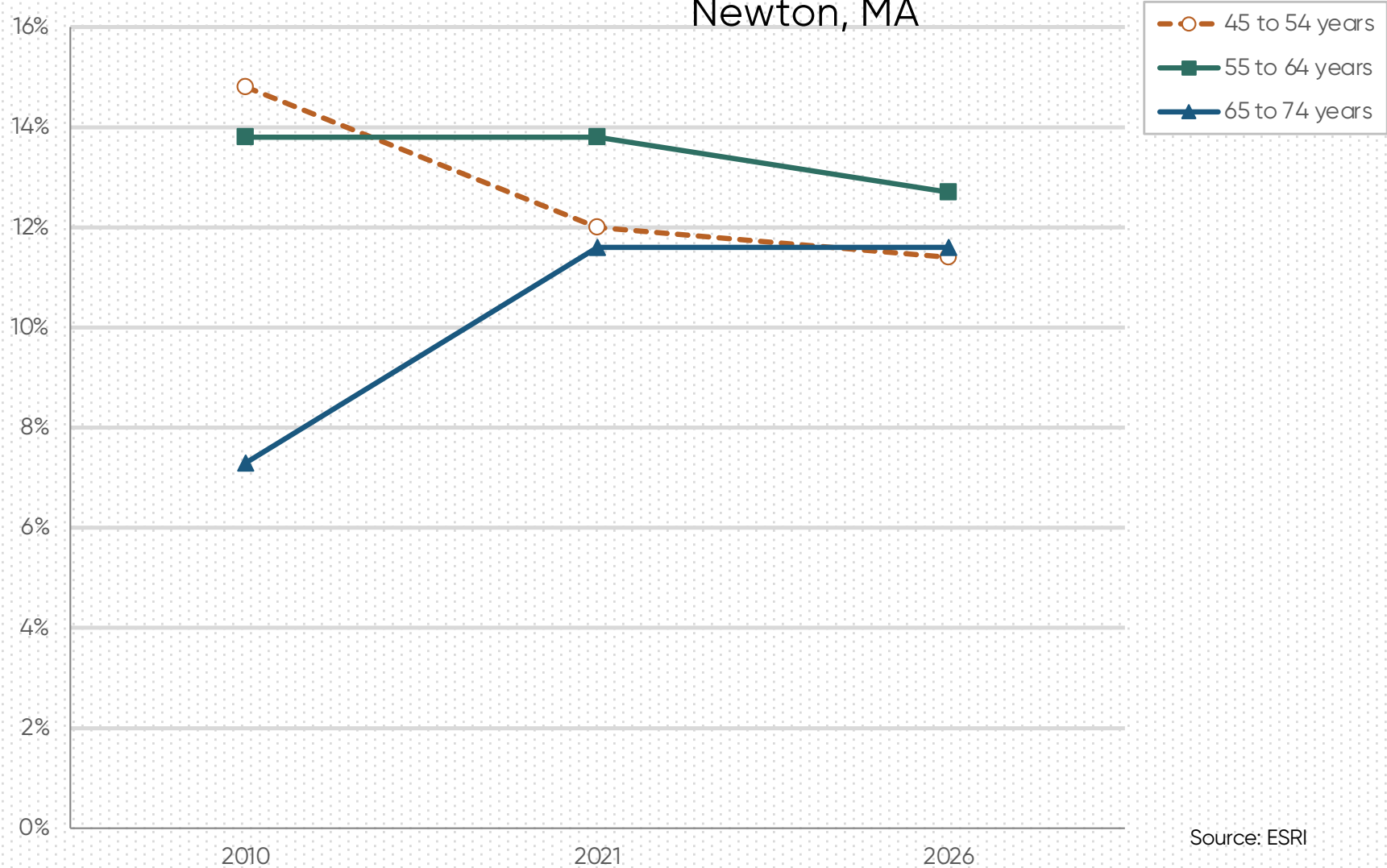
The dominant age groups in Newton are 65+ (21%), 15-24 (17%) and 55-64 (14%).

Age Distribution



There will be a maintenance of the 65-74 age group from now until 2026, with a slight decline in the 45-54, and 55-64 age groups.

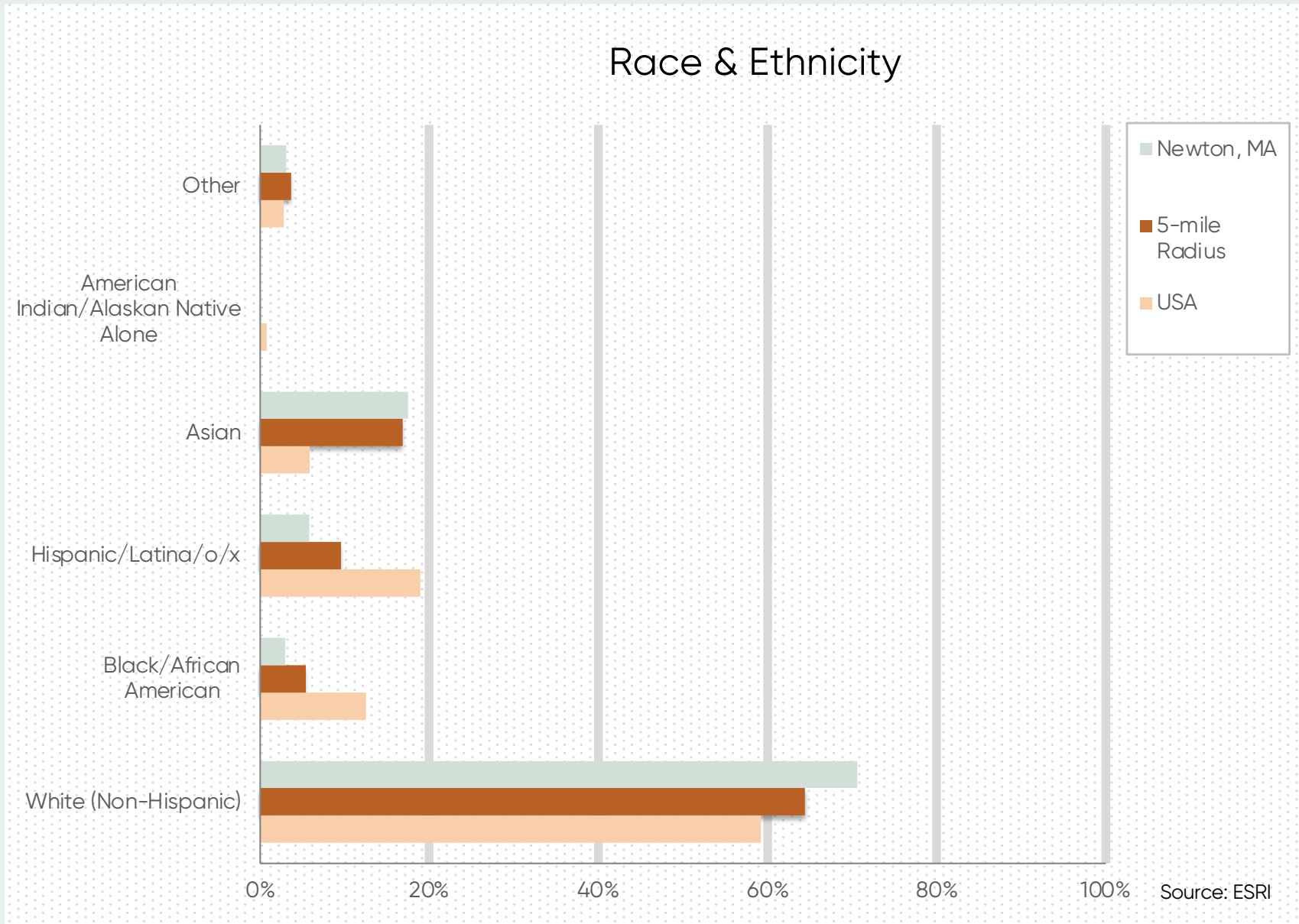
'Empty Nester' & 'Retiree' Local Population Trend: Newton, MA



Source: ESRI

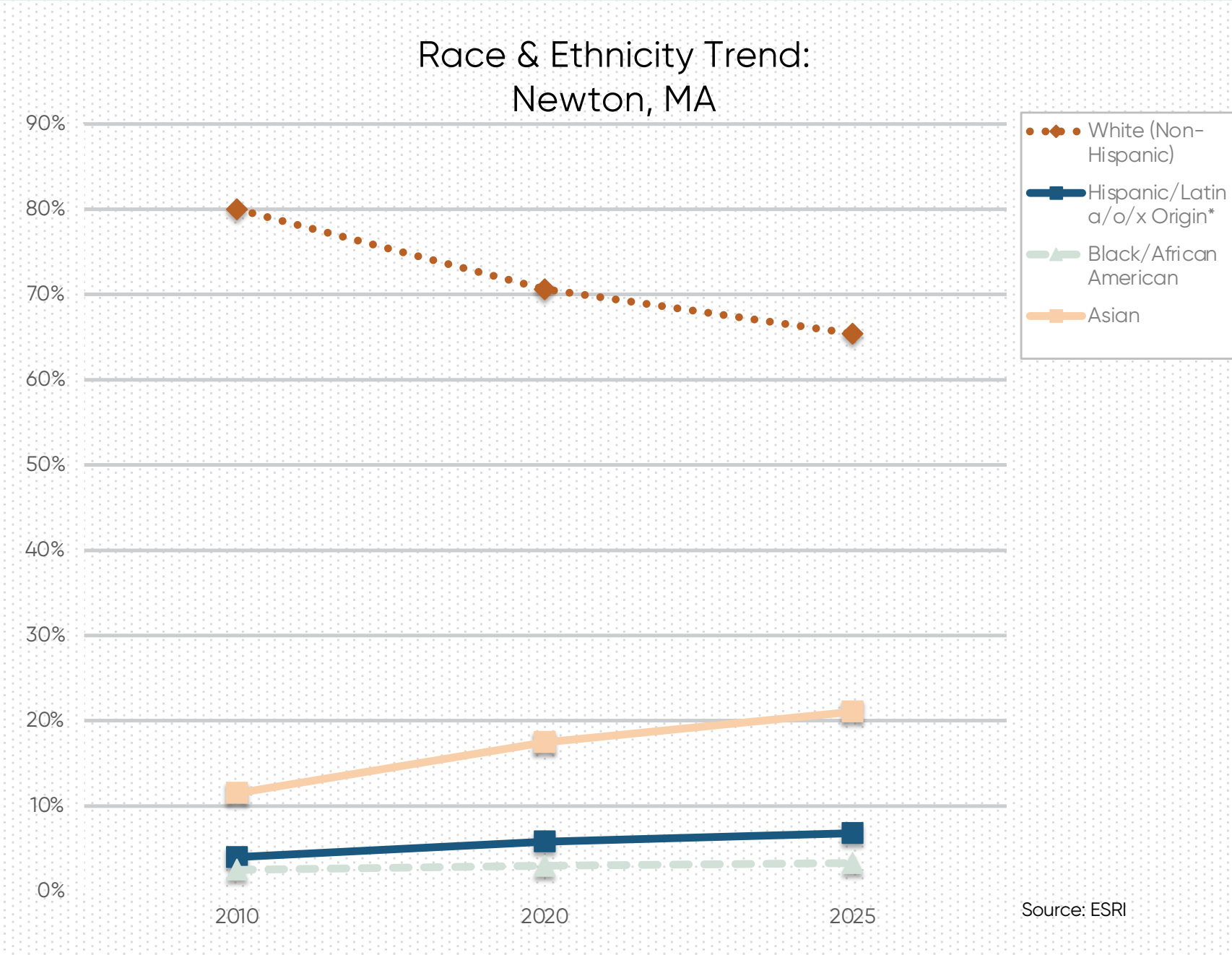
Race & Ethnicity

Newton is a majority white (non-Hispanic) population (71%), with the second highest group identifying as Asian (6%).



Race & Ethnicity Trend

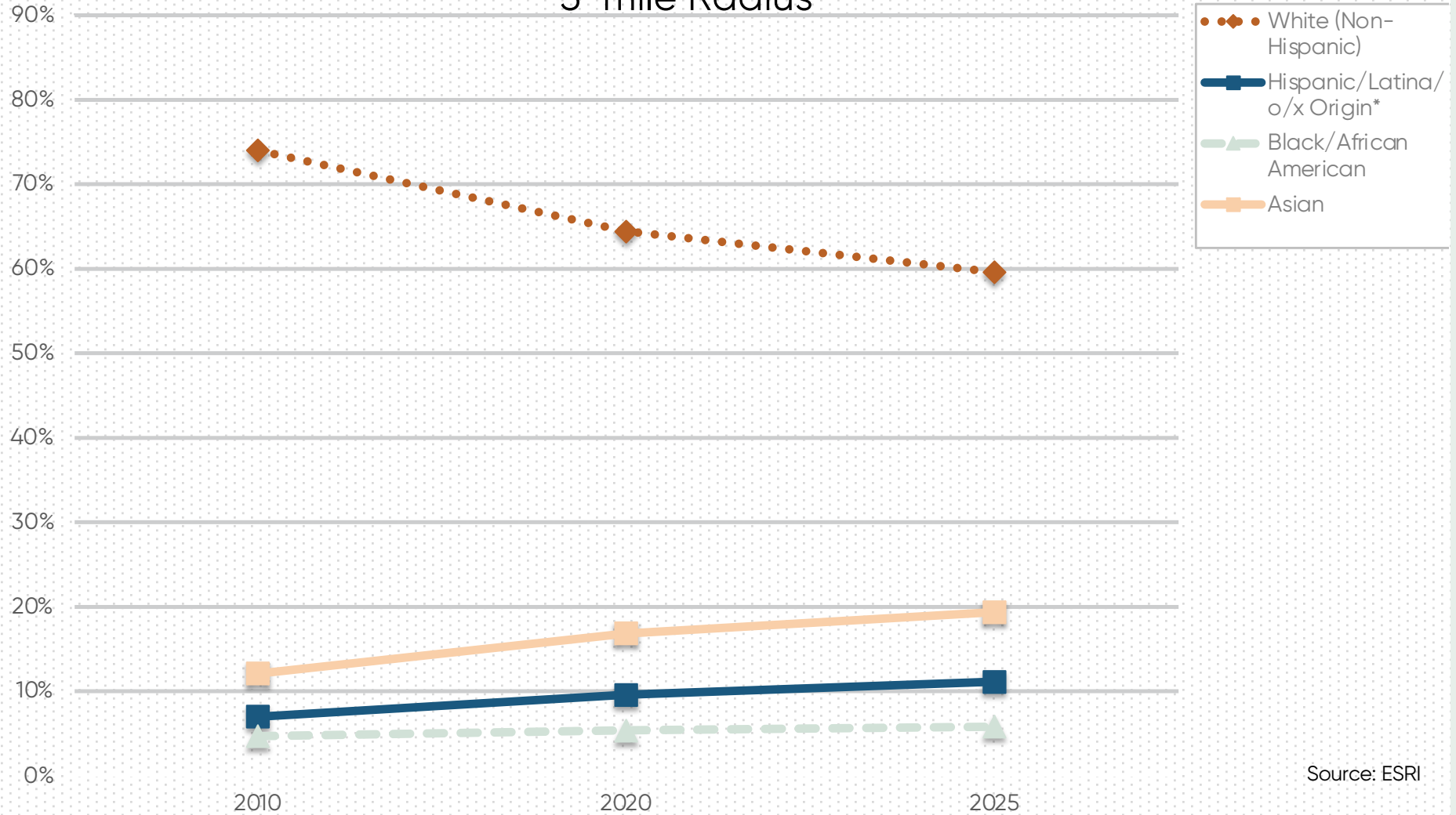
Locally, Newton is projected to decrease in the percentage of White (Non-Hispanic) residents and increase in racial and ethnic diversity over time.



Race & Ethnicity Trend

Regionally the population follows a similar trend, with a slightly higher projected increase of Hispanic/Latina/o/x Origin residents.

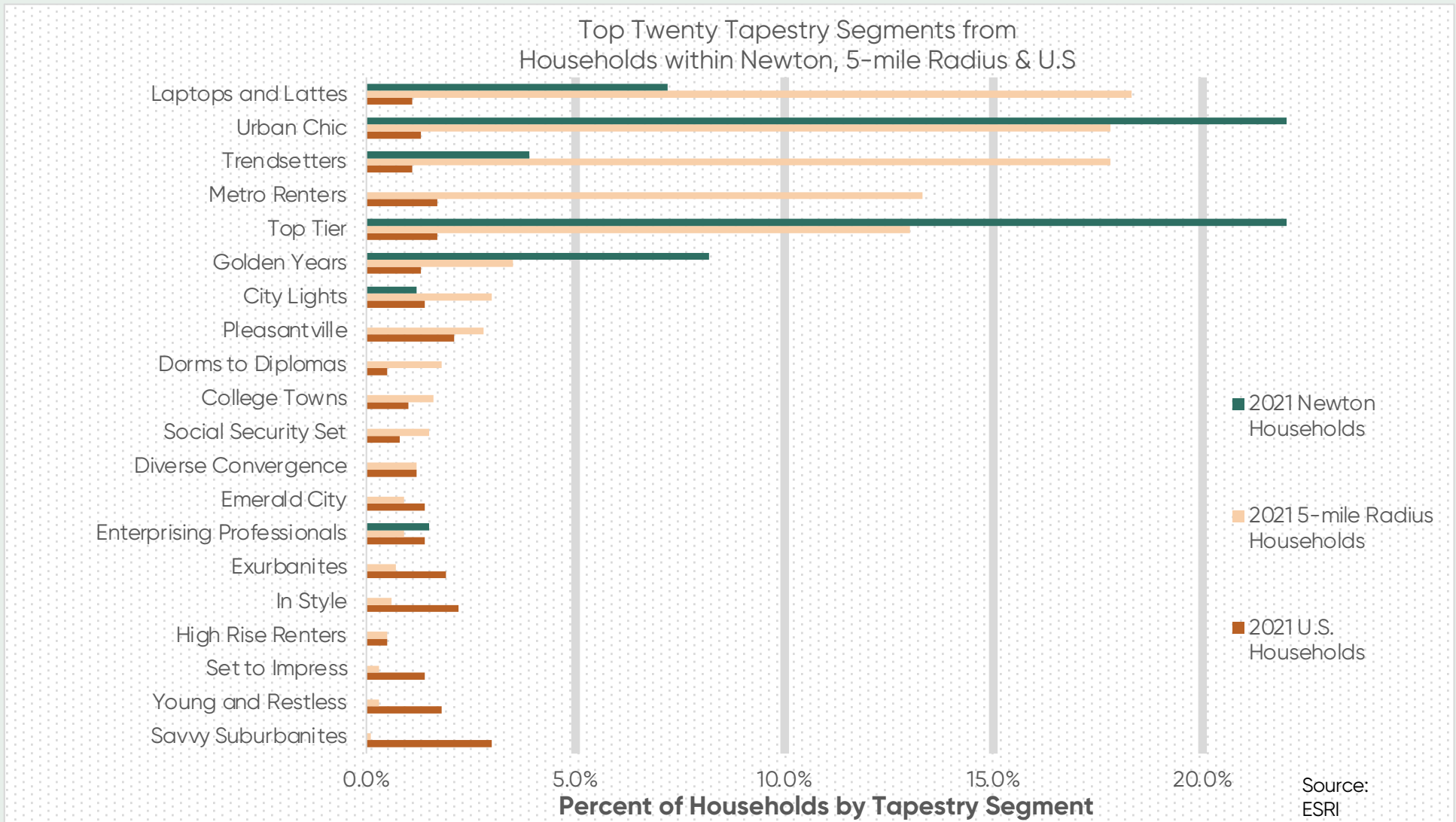
Race & Ethnicity Trend: 5-mile Radius



Source: ESRI



Tapestry Segmentation



ESRI's Tapestry Segmentation provides a detailed description of America's neighborhoods by dividing residential areas into 67 distinctive segments based on their socioeconomic and demographic composition. The graph shows the 20 most prevalent tapestry segments in Newton, the 5-mile radius, and the U.S.

Within the 5-mile radius, these 20 segments capture 100% percent of the market, and the top 5 segments capture 80% of the market.

Market Assessment

Top 5 Tapestry Segments within a 5-mile radius of the New Art Center

1). **Laptops & Lattes:** Residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They support environmental groups, recycle faithfully, and contribute to arts/cultural organizations. Laptops and Lattes participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts. Residents listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music.

2). **Urban Chic:** Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly but steadily. Urban Chic residents embrace city life by visiting museums, art galleries, and movie theaters for a night out. They are avid book readers of both digital and audio formats. In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

3). **Trendsetters:** Armed with the motto “you’re only young once,” Trendsetters residents live life to its full potential. These educated young singles aren’t ready to settle down; they tend to not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages. Trendsetters residents explore local arts and culture, take on new hobbies such as drawing or painting; often make last-minute travel plans. These avid readers embrace e-books and e-newspapers but do prefer hard-copy versions of women’s fashion and epicurean magazines. Trendsetters residents jog, run, or walk for exercise and occasionally attend a yoga class.

Market Assessment

Top Tapestry Segments Continued

4). **Metro Renters:** Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city. They are very interested in the fine arts and strive to be sophisticated, value education and creativity.

5). **Top Tier:** The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses. These busy consumers seek variety in life. Top Tier residents take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources. They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS. When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.

Market Potential

ESRI Market Index Analysis

ESRI Business Analyst provides us with data on consumer behavior, which we use to describe a market area's potential to engage in arts and culture events and programs.

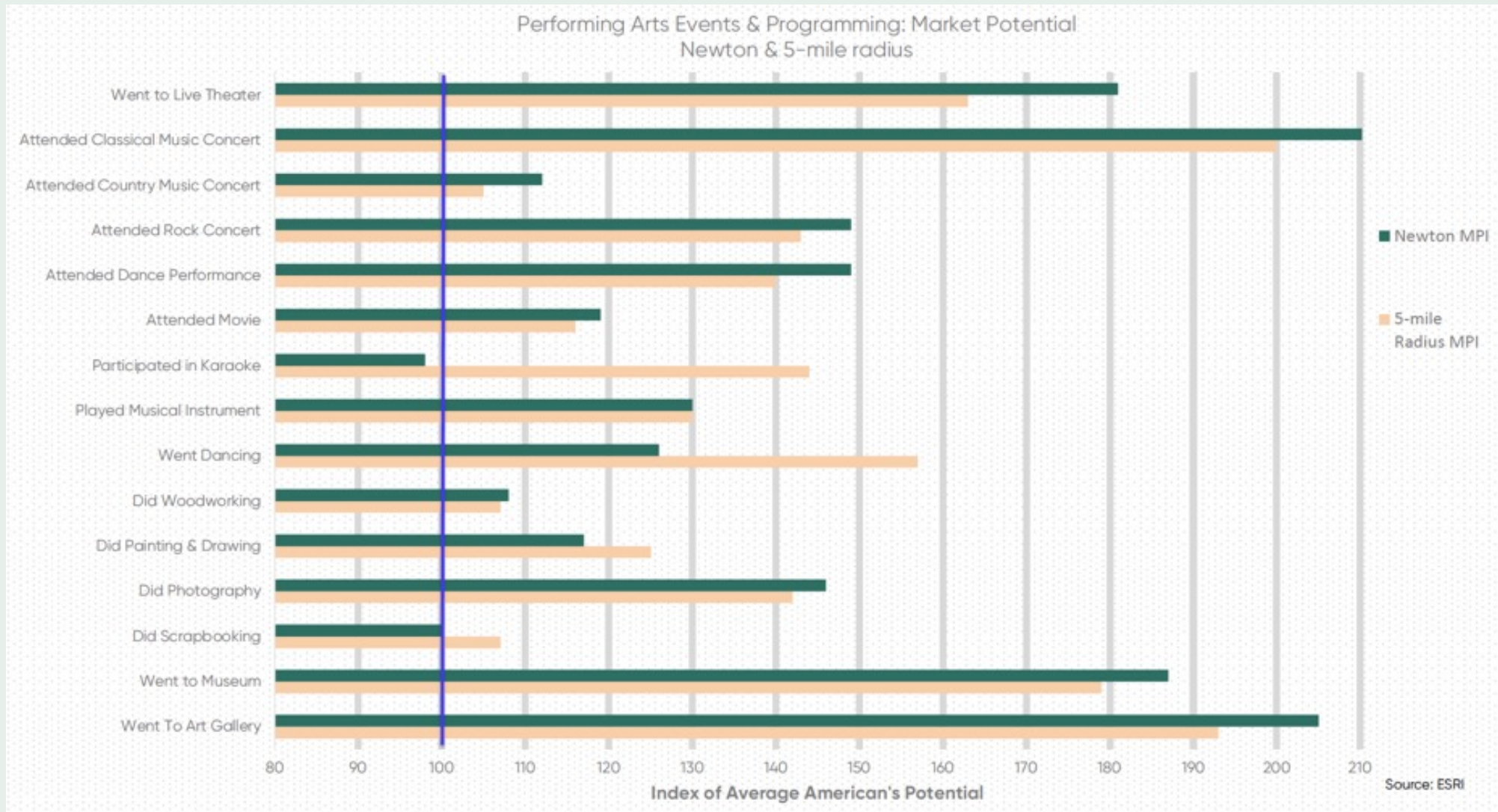
The following slide includes a chart of the potential to participate in specific arts-related events and programs in and around Newton.

On the x-axis is an index number related to the primary market's participation in events and activities that are listed along the y-axis, as compared to a national average.

The average American's potential to participate in each event is 100, marked by a blue line on the x-axis. Thus, a score of 150 for attending a classical music concert suggests that someone living in and/or around Newton is 50% more likely to attend than the average American.

Market Potential

This chart shows the market potential of those within Newton as well as within the 5-mile radius from the New Art Center. Residents within and around Newton are much more likely to support and attend all arts disciplines.



Market Analysis Takeaways



Young and growing

The second highest age group in Newton is 15-24, indicating Newton is a young and growing population, with a market for youth and young adult-targeted cultural activities.

This is the highest age group within the 5-mile radius, indicating a strong market for continued support of existing programs in the area, and a need for additional youth and young adult arts programming.



Above-average propensity to attend arts

Residents in Newton are much more likely than average to:

- Attend live theater (81% more likely than average)
- Attend Classical music (111% more likely than average)
- Attend art galleries (105% more likely than average)

This above average propensity to support the arts- notably to attend art galleries- indicates a strong market for additional art exhibition spaces in Newton.



Well-educated, culturally conscious consumers

The top 5 Tapestry segments suggest that many residents in and around Newton are well-educated, financially stable, and culturally hungry consumers.

The connecting thread between these top 5 segments is economic readiness to support the arts.

This market assessment suggests residents are able and willing to financially support the arts philanthropically, consume cultural content, and participate in arts programming.

5: Competitive Analysis

Competitive Facilities & Programs

Overview

In order to assess the competitive situation for the New Art Center we developed:

- **Performance Facilities:** indoor facilities used four or more times a year for live performance within a 5-mile radius of the New Art Center, with a seating capacity of up to 1,000 seats.
- **Rehearsal Facilities:** designated performing, visual arts, and multipurpose rehearsal spaces within Newton.
- **Program & Exhibition Facilities:** visual and performing arts programming facilities, exhibition spaces & galleries.
- **Meeting & Event Facilities:** meeting and event facilities within the 5-mile radius that can accommodate up to 500 people for a reception.

This exercise allows us to analyze the current landscape of arts facility competition in the community (including their programming, features, amenities and availability) and identify any gaps.

Indoor Performance Facilities

Methodology

The Indoor Performance Facilities inventory considers the physical features and types of activities that take place within venues that host 4 or more events per year with a seating capacity of 500 seats or less.

Each facility has been rated for quality using eight variables. Variables are rated on a scale of 1 to 4, with the higher score being better.

Ratings are assigned based on site visits in February 2022 along with City staff as well as information reported by facility managers and anecdotal information and input garnered through community interviews.

The exercise is somewhat subjective but provides a reasonable basis to evaluate and compare existing spaces.

Additional matrices show the different types of performance facilities in the market and their availability for outside rentals.

Indoor Performance Facilities

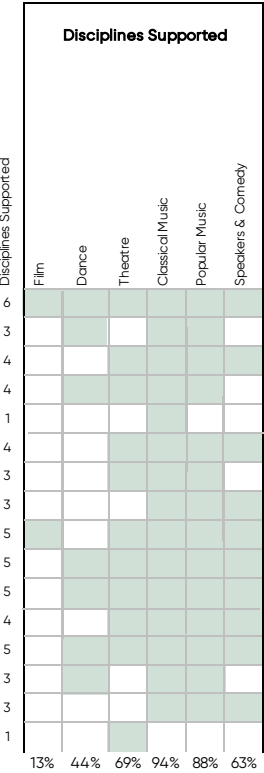
This chart shows indoor performance facilities within Newton with seating up to 1,000, with their rating, and the types of disciplines supported.

Indoor Performance Facilities up to 1000

Building	Wheelock Family Theater	Capacity
Former Aquinas College	Auditorium	850
First Baptist Church	Sanctuary	615
Newton North High School	Auditorium	600
Newton City Hall	War Mem Auditorium	375
Eliot Church	Sanctuary	350
Grace Episcopal Church	Sanctuary	300
Newton Centre Bowl	Great Room	300
United Parish of Auberdale	Sanctuary	300
Newton North High School	Black Box	250
Former Aquinas College	Cafetorium	225
Elevation Church	Chapel	184
Newton Free Library	Druker Auditorium	140
Nathaniel Allen Center for Arts & Culture	The Great Hall	125
First Baptist Church	Chapel	100
United Parish of Auberdale	Parish Hall	100
St. Johns Episcopal Church	Parish Hall	60

Newton Facilities

Facility Rating								
Facility Condition	Staff and Support	Theatrical Functionality	Acoustics	Customer Amenities	User Amenities	Atmosphere & Character	Suitability for Users	Rating
3	3	3	3	3	3	3	3	3.0
2	2	1	3	1	1	4	2	2.0
3	2	3	3	1	2	2	2	2.3
2	1	2	1	1	1	3	2	1.6
3	1	1	3	1	1	3	2	1.9
2	2	1	2	1	1	2	1	1.6
3	3	3	3	3	3	3	3	3.0
2	2	1	3	1	1	2	2	1.8
3	2	3	3	1	2	2	2	2.3
3	3	3	3	3	3	3	3	3.0
2	2	2	2	2	2	2	2	2.0
2	2	2	2	2	2	2	1	1.9
3	3	2	3	3	2	4	3	2.9
2	1	1	2	1	1	2	1	1.4
2	2	1	3	1	1	2	2	1.8
2	2	2	2	1	1	3	2	1.9



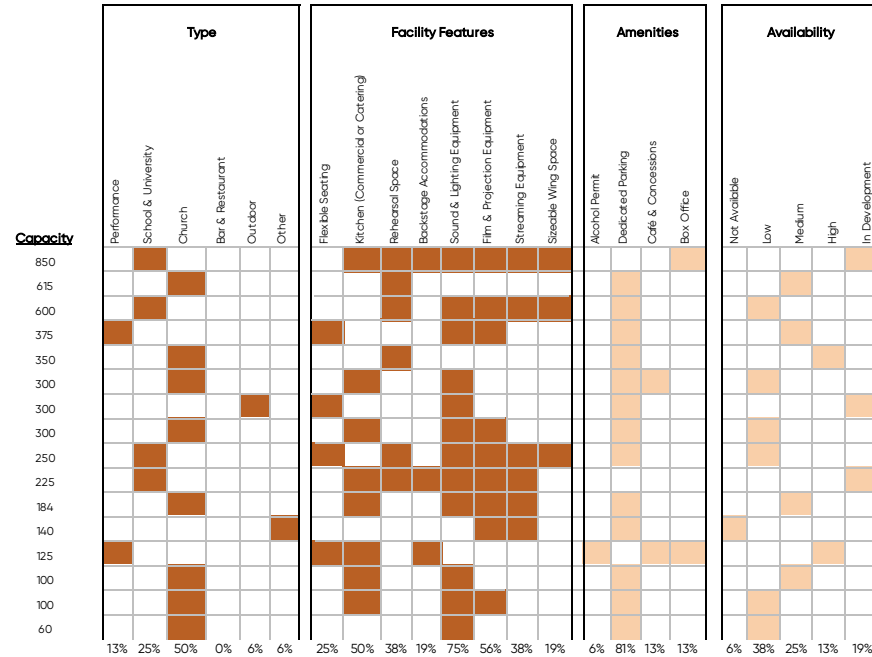
Indoor Performance Facilities

Here are the same facilities, organized by type, facility features, amenities, and availability.

Indoor Performance Facilities up to 1000

Building

Newton Facilities	Former Aquinas College	Auditorium	850
	First Baptist Church	Sanctuary	615
	Newton North High School	Auditorium	600
	Newton City Hall	War Mem Auditorium	375
	Eliot Church	Sanctuary	350
	Grace Episcopal Church	Sanctuary	300
	Newton Centre Bowl	Great Room	300
	United Parish of Auberdale	Sanctuary	300
	Newton North High School	Black Box	250
	Former Aquinas College	Cafetorium	225
	Elevation Church	Chapel	184
	Newton Free Library	Druker Auditorium	140
	Nathaniel Allen Center for Arts & Culture	The Great Hall	125
	First Baptist Church	Chapel	100
	United Parish of Auberdale	Parish Hall	100
	St. Johns Episcopal Church	Parish Hall	60



Regional Indoor Performance Facilities

Here we see the regional facilities within a 5-mile radius with a capacity up to 1,000 seats, their rating and types of disciplines supported.

Indoor Performance Facilities up to 1000

Building

Building	Capacity
Memorial Hall	1,000
Spingold Theater (Brandeis University)	768
Belmont High School	700
Boston University Fenway Campus	600
Robesham Theater (Boston College)	567
American Repertory Theater	550
Reagle Music Theater of Greater Boston	500
Ellsworth Theater	476
Sorenson Center for the Arts (Babson College)	441
New Repertory Theater	340
The Dorothy and Charles Mosesian Center for the Arts	339
Spingold Theater (Brandeis University)	161
Robesham Theater (Boston College)	120
The Dorothy and Charles Mosesian Center for the Arts	100
New Repertory Theater	90
Hovey Players Workshop	52
Arlekin Players Theater	50
Spingold Theater (Brandeis University)	50

Regional

Building	Capacity
Sanders Theater	1,000
Mainstage Theater	768
PAC	700
Wheelock Family Theater	600
Main Stage	567
Loeb Drama Center	550
Carling-Sorenson Theater	441
Main Stage	340
Mainstage Theater	339
Laurie Theater	161
Bonn Studio Theater	120
Blackbox Theater	100
Blackbox Theater	90
Abbott Memorial Theater	52
Merrick Theater	50

Facility Rating								
Facility Condition	Staff and Support	Theatrical Functionality	Acoustics	Customer Amenities	User Amenities	Atmosphere & Character	Suitability for Users	Rating
3	3	4	3	3	3	3	3	3.1
2	2	2	2	2	2	2	2	2.0
3	2	3	3	2	2	3	3	2.6
3	3	4	3	3	3	3	3	3.1
3	2	3	3	2	2	3	3	2.6
3	3	4	3	3	3	3	3	3.1
2	2	2	2	2	2	2	2	2.0
2	2	2	2	2	2	2	2	2.0
2	2	2	2	1	2	2	2	1.9
2	2	2	2	2	2	2	2	2.0
3	3	3	3	3	3	3	3	3.0
2	2	2	2	2	2	2	2	2.0
3	2	3	3	2	2	3	3	2.6
3	3	3	3	3	3	3	3	3.0
2	2	2	2	2	2	2	2	2.0
2	1	2	1	1	1	2	1	1.4
2	1	3	2	2	2	2	2	1.9
2	2	2	2	2	2	2	2	2.0

Disciplines Supported						
Disciplines Supported	Film	Dance	Theatre	Classical Music	Popular Music	Speakers & Comedy
6						
5						
5						
5						
5						
6						
4						
5						
5						
5						
6						
5						
3						
6						
4						
2						
2						
5						

39% 83% ### 72% 78% 94%



Regional Indoor Performance Facilities

Here are the same facilities, organized by type, facility features, amenities, and availability.

Indoor Performance Facilities up to 1000

Building	Capacity
Memorial Hall	1,000
Spingold Theater (Brandeis University)	768
Belmont High School	700
Boston University Fenway Campus	600
Robesham Theater (Boston College)	567
American Repertory Theater	550
Reagle Music Theater of Greater Boston	500
Ellsworth Theater	476
Sorenson Center for the Arts (Babson College)	441
New Repertory Theater	340
The Dorothy and Charles Mosesian Center for the Arts	339
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The Dorothy and Charles Mosesian Center for the Arts	100
New Repertory Theater	90
Hovey Players Workshop	52
Arlekin Players Theater	50
Spingold Theater (Brandeis University)	50

Capacity	Type						Facility Features								Amenities				Availability					
	Performance	School & University	Church	Bar & Restaurant	Outdoor	Other	Flexible Seating	Kitchen (Commercial or Catering)	Rehearsal Space	Backstage Accommodations	Sound & Lighting Equipment	Film & Projection Equipment	Streaming Equipment	Stageable Wing Space	Alcohol Permit	Dedicated Parking	Cafe & Concessions	Box Office	Not Available	Low	Medium	High	In Development	
1,000	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
768	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
700	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
600	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
567	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
550	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
500	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
476	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
441	■	■					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
340	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
339	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
161	■	■					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
120	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
100	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
90	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
52	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
50	■						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
50	■	■					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

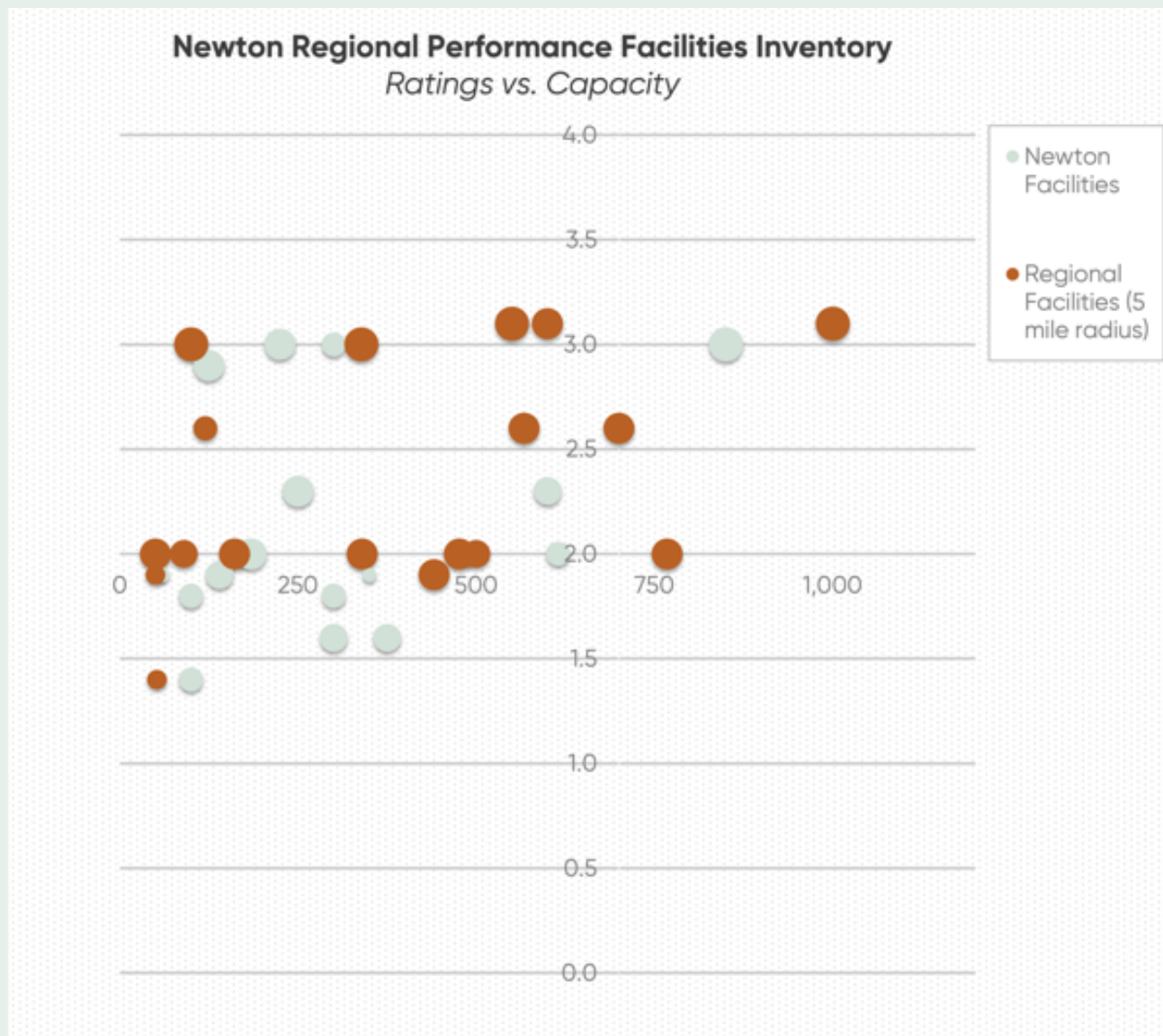
44% 56% 0% 0% 0% 0% 39% 72% 72% 72% 94% ### ## 44% 78% 94% 50% 56% 28% 56% 17% 0% 0%

Indoor Performance Facilities

The matrices in the following slides compare the quality (y-axis) and capacity (x-axis) of each inventoried performance facility.

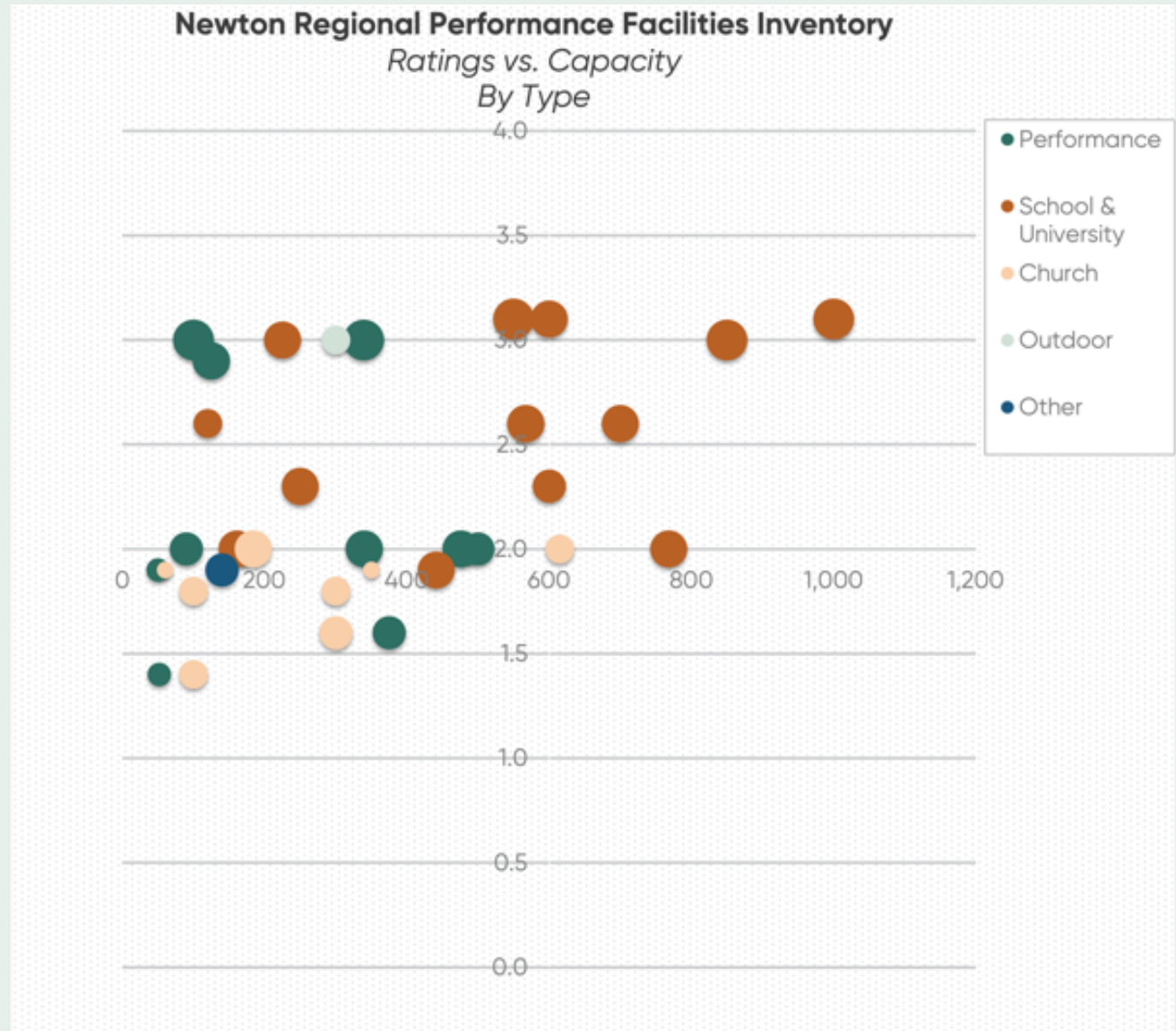
The size of each circle represents the number of activities supported by the venue—the larger the circle, the more activity types are supported. A space that only supports theatre, music or dance is smaller than a venue that supports all three.

Overall, this matrix suggests that there are quite a few smaller performance spaces, but there is a lack of high-quality spaces in and around Newton. There are also limited facilities that are truly multidisciplinary in nature.



Indoor Performance Facilities

When the performance facilities are organized by type, we see that many of the facilities are affiliated with Schools & Universities or belong to Churches.

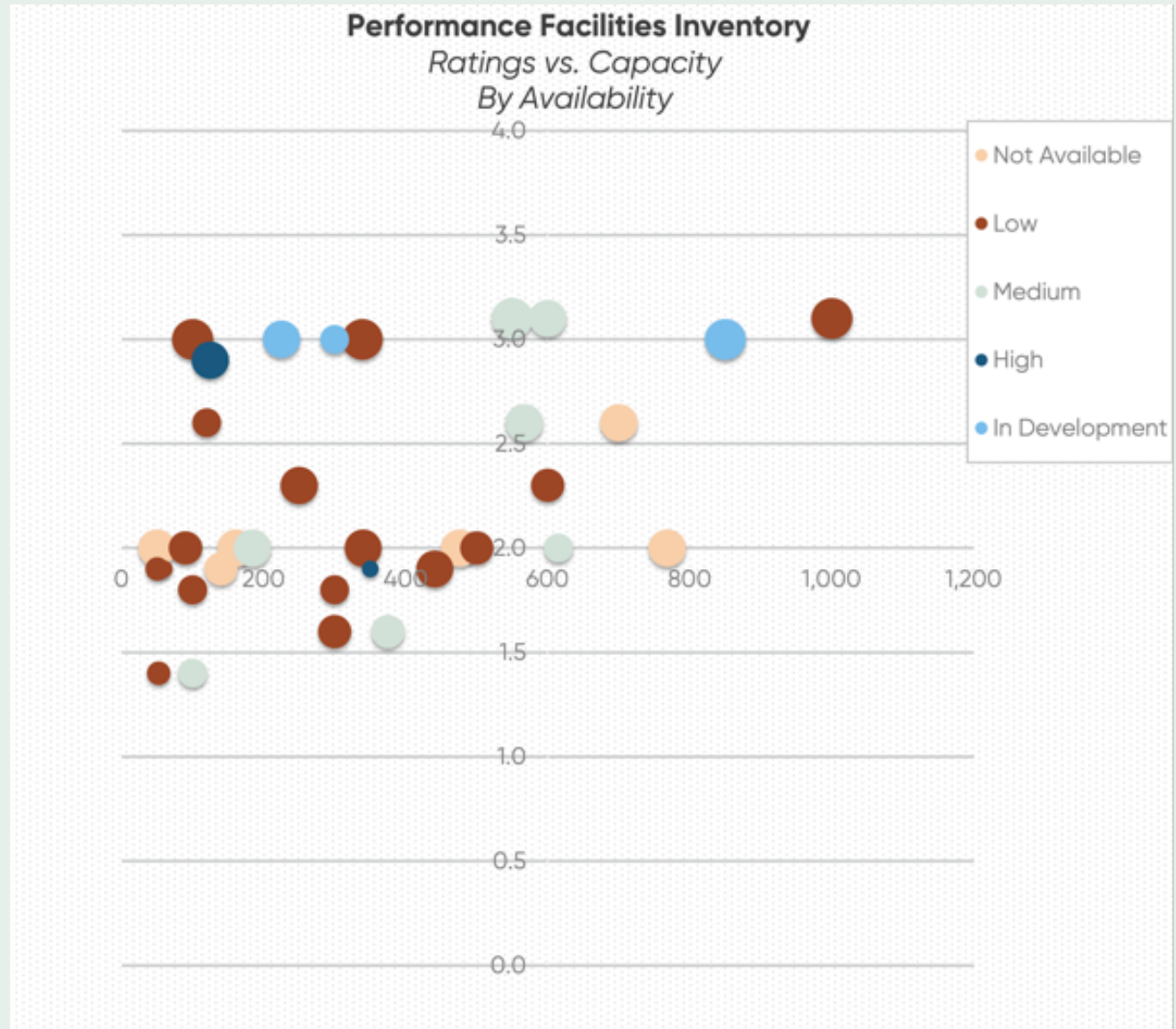


Indoor Performance Facilities

Finally, we consider how these facilities are accessed by outside organizations. A facility's availability is determined based on an outside user's ability to book it on a prime night of the week (Thursday-Sunday). High availability is a facility that is available every weekend, medium is a facility that is available 2-3 weekends per month, low is 1 weekend.

While COVID-19 has made most, if not all, of these facilities unavailable to rent, we strived to represent the market when facilities reopen.

As we see in this matrix, there are a lack of highly available spaces in the region.



Rehearsal, Exhibition & Program Facilities

Methodology

The Rehearsal, Program and Exhibition Facility inventories consider the facilities within Newton that are available for performing and visual arts groups to practice, rehearse and create in. For the purpose of this inventory, only spaces that offer classes or programs to the public, and advertise rentals were included.

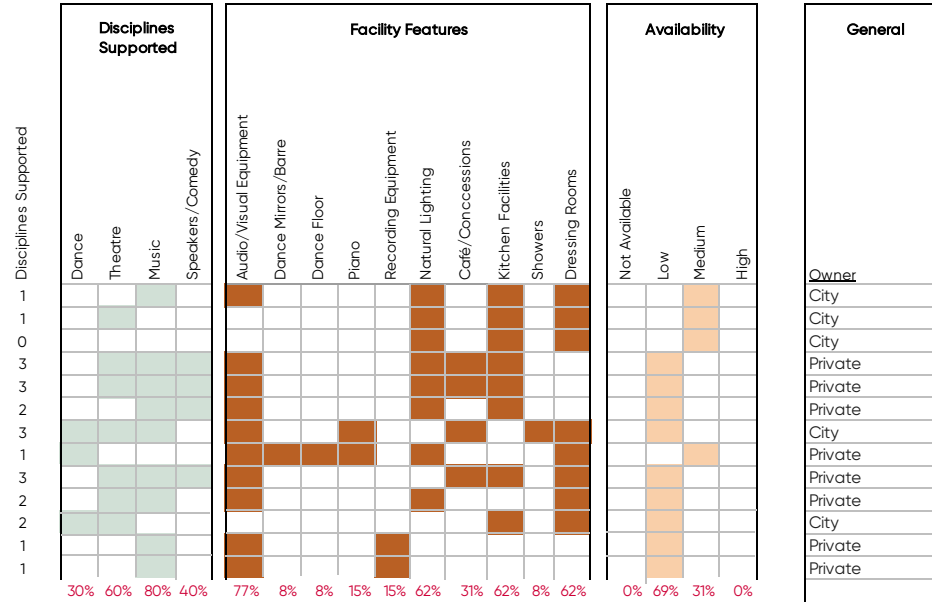
Rehearsal, Exhibition & Program Facilities

Here are the rehearsal facilities, organized by disciplines supported, facility features, and availability.

Rehearsal Facilities Facilities within Newton

- Local Facilities (Newton)**
- Building**
 - The Centre @ 1294
 - The Centre @ 1294
 - The Centre @ 1294
 - Nathaniel Allen Center for Arts & Culture
 - Nathaniel Allen Center for Arts & Culture
 - Second Church UCC
 - Newton North High School
 - Brookline Academy of Dance
 - Eliot Church
 - First Baptist Church
 - Hyde Community Center
 - GM Recordings Inc
 - Peerless Masterings

- Space**
 - Great Room
 - Classroom
 - Parlor
 - Historic Classroom
 - Rehearsal Hall
 - Chapel
 - Black Box
 - Dance Studios (2 spaces)
 - Fellowship Hall
 - Chapel
 - Hyde Gym
 - Recording Studio
 - Recording Studio



Rehearsal, Exhibition & Program Facilities

Here are the program and exhibition facilities, organized by disciplines supported, facility features, amenities, rental frequency and type.

Program & Exhibition Facilities

Building	Space	Disciplines Supported	Facility Features	Amenities	Available for Rent	Facility Type	General																							
								Dance	Theatre	Music	2-D Visual Art	3-D Visual Art	Other	Audio/Visual Equipment	Dance Mirrors/Bare	Dance Floor	Exhibition Space	Piano	Drafting Tables	Kiln	Pottery Wheels	Industrial Sinks	Kitchen Facilities	Showers	Dressing Rooms	Dedicated Parking	Cafe & Concessions	Not Rented	Low	Medium
Local Facilities (Newton)																														
New Art Center	ELVAS	3																												
New Art Center	Gallery	2																												
Newton Free Library	Gallery (2)	2																												
Nearby Gallery		2																												
Jackson Homestead	Gallery (2)	2																												
First Baptist Church Gallery		2																												
United Parish of Auburndale	Betty Meyer Gallery	2																												
Nathaniel Allen Center for Arts & Culture	Gallery	2																												
Turtle studios		2																												
Shepherd Maudsleigh Studios		2																												
Lasell University	Wedemen Gallery	2																												
The Centre @ 1294	Great Room	1																												
The Centre @ 1294	Classroom	2																												
The Centre @ 1294	Parlor	2																												
K2 Enrichment	Storefront	2																												
Adam Street Guild	Co-Working Space	1																												
Writers Block	Rental Space	1																												
JCC Greater Boston	Multipurpose	5																												
West Suburban YMCA	Multipurpose	1																												
Joanne Langione Dance Center	Dance Studio	1																												
All Newton Music School	Music School	2																												
The Conservatory at Highlands	Music School	1																												
Music and Movement of Newton	Music & Dance	2																												
The Dance Academy of Sigel Productions	Dance & Theater	3																												
All That Jazz Dance Studio	Dance & Theater	3																												
Creative Steps Dance Studio	Dance Studio	1																												
Boston Ballet School	Dance Studio	1																												
Newton Theater Kids (St. Joseph's)	Theater Space	2																												
Theater Ink	Theater Space	1																												
Suzuki School of Newton Inc	Music School	1																												
Hyde Community Center	Multipurpose	1																												
Newton Free Library	Makerspace	2																												
		22%	16%	41%	50%	41%	16%	59%	19%	16%	34%	31%	9%	6%	6%	9%	19%	6%	50%	68%	6%	41%	38%	9%	13%	45%	16%	16%	23%	



Meeting & Event Facilities

Methodology

The Meeting & Event Facility inventory considers the permanent indoor facilities within Newton and a 5-mile radius, that can host up to 500 people for a standing reception.

Hotels within Newton were included in the local inventory but excluded within the 5-mile radius as to highlight unique and performing arts venues in the region.

Meeting & Event Facilities

This map shows local meeting and event spaces within Newton up to 500 seats.

Meeting & Event Facilities Inventory

Newton Facilities

Building	Space
Nathaniel Allen Center for Arts & Culture	Historic Classroom
Nathaniel Allen Center for Arts & Culture	Recital Hall
Nathaniel Allen Center for Arts & Culture	Great Hall
Durant-Kenrick House	Education Center
Brae Burn Country Club	Sunroom Ballroom Curtis
Brae Burn Country Club	Room & West Deck
Brae Burn Country Club	Skylight Room
Brae Burn Country Club	Jones Suite & East Deck
Four Points by Sheraton Boston	Charles Ballroom
Four Points by Sheraton Boston	University A
Four Points by Sheraton Boston	University B
Four Points by Sheraton Boston	University C
Boston Marriot Newton	Salons (7)
Boston Marriot Newton	Charles River Rooms (2)
Boston Marriot Newton	Lexington
Boston Marriot Newton	Smaller Meeting Rooms (5)
Lasell University	Yamawaki Art & Cultural Center- Auditorium
Lasell University	Yamawaki Art & Cultural Center- Classrooms
Lasell University	Winslow Academic Center- de Witt Hall
Lasell University	Brennan Library- Lecture Hall
Lasell University	Brennan Library- Stoller Room

Capacities		
Theater	Reception	Banquet
-	50	-
-	40	-
120	-	-
65	100	36
-	500	220
-	100	60
-	80	60
-	-	40
300	350	240
40	40	30
35	40	30
50	50	40
450	460	300
210	175	150
125	50	60
70	30	40
-	150	-
-	25	-
-	350	-
-	96	-
-	40	-

Attributes							Total
Unique Venue	On-site Accommodations	A/V Equipment	Alcohol Permitted	On-Site Catering Offered	Outside Catering Allowed	Catering Kitchen	
█							3
█							3
█							3
█							4
							4
							4
							4
							4
							4
							5
							5
							5
							5
							5
							5
							5
							5
							5
							5
							5
							5

Type			
Hotel, Lodging & Resorts	Private Event Space	School & University	Community
			█
			█
			█
	█		
	█		
	█		
	█		
	█		
	█		
	█		
	█		
	█		
	█		
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		█	



Meeting & Event Facilities

This map shows regional meeting and event spaces within a 5-mile radius of the New Art Center up to 500. Only unique venues, and designated arts facilities were included in this inventory.

Meeting & Event Facilities Inventory

Regional Facilities (5-mile radius)	Building	Space	Capacities			Attributes							Type			
			Theater	Reception	Banquet	Unique Venue	On-site Accommodations	A/V Equipment	Alcohol Permitted	On-Site Catering Offered	Outside Catering Allowed	Catering Kitchen	Total	Hotel, Lodging & Resorts	Private Event Space	School & University
	Boston College- 2101 Commonwealth	Hill Family Room & Gallery	-	180	80							5				
	Boston College- 2101 Commonwealth	Hill Family Conference Room	60	60	56							5				
	Boston College- 2101 Commonwealth	Smaller Conference Rooms	28	35	24							5				
	Boston College- 300 Hammond Pond Parkway	Multipurpose Room	479	-	320							4				
	Gore Place	Carriage House	-	-	125							5				
	Rhino Restaurant & Lounge		-	250	-							4				
	Conference Center at Bentley University	Executive Dining Room	300	400	336							4				
	Conference Center at Bentley University	Koumartzelis Auditorium	480	-	-							4				
	Conference Center at Bentley University	Wilder Pavilion Amphitheater	250	-	-							4				
	Conference Center at Bentley University	Student Center Rooms (3)	240	-	192							4				
	Conference Center at Bentley University	LaCava Center Danielson	140	150	88							4				
	Conference Center at Bentley University	LaCava Center Smaller Rooms	150	151	88							4				
	Lyman Estate		-	175	150							5				
	The Dane Estate	Founders Hall	120	120	90							5				
	The Dane Estate	Moncrief Library	60	80	52							5				
	Watertown Sons of Italy	Ballroom	-	-	275							4				
	Watertown Sons of Italy	Function Hall	-	-	85							4				
	Commander's Mansion	Full Indoor Venue	-	-	175							4				
	The Dorothy and Charles Mosesian Center for the Arts	Rehearsal Hall	-	-	75							1				
	Charles River Museum of Industry & Innovation	Jackson Room	-	-	150							6				
	Charles River Museum of Industry & Innovation	Lowell Room	-	-	35							6				
	Garage B Events at the Speedway		-	240	160							5				
	Brighton Music Hall		100	450	175							5				
	Alden Castle	Vintage Ballroom	300	350	250							5				
	Alden Castle	Modern Club	230	200	150							5				
	Alden Castle	Balcony	75	75	25							5				
	Alden Castle	Mezzanine & Library	100	200	36							5				

Notes on Facilities

Aquinas College

An important project in that the City is bringing back this former College in a residential neighborhood to be an elementary school with an 850-seat auditorium as well as a smaller cafetorium.

Both spaces are to be rentable by community groups.

Theatrical functionality will be somewhat limited, but both spaces will be used and usable.



Notes on Facilities

Eliot Church

Another example of a community church seeking community uses and users.

The congregation is still active , and there is a pre-school in the building, but they are very interested in turning the venue into a community arts center.

The sanctuary has a capacity of 350, while the Fellowship Hall probably holds 100.



Notes on Facilities

First Baptist Church

Another Newton church searching for new uses and users.

The sanctuary is a beautiful space, though quite large for current users such as the Newton Symphony.

The church recently spent \$125K on ventilation but does not yet have full air conditioning.

There is a full set of additional spaces, including a chapel, gym and a newer wing now inhabited by a school.

The church is within the Village of Newton Center, and there are apparent parking challenges.

The Newton Cultural Alliance is already engaged in discussions with Church leadership on how to bring additional cultural uses and users to the campus.



Notes on Facilities

Newton City Hall

City Hall includes the War Memorial Auditorium, which is rented out to local groups.

There is limited functionality to the space, and the cost to rent is high, but the space does work for music and smaller dance performances. The posted seating capacity is 375. Practically it should accommodate 200-300 depending on event type.

There is an AV system, a piano and some lighting to support various performance types.



Notes on Facilities

St. John Episcopal

Still an active church, but their second space (capacity is 60) is now the home of Newton Theatre Kids, an active children's theatre.

This space is also rented out to other community groups.



Notes on Facilities

Nathaniel Allen Center for Arts & Culture

This historic home has been transformed into a community arts center by the Newton Cultural Alliance.

The Great Hall has a capacity of 125 and is more appropriate for music and speakers.

There are smaller rooms for rehearsal and teaching, as well as office and support spaces.

The Center will be an attractive venue for meetings and events.

The project's goal is to become the home of a diverse set of community-based arts organizations.



Notes on Facilities

Nearby Gallery

This is a new commercial gallery in Newton Center.

They are about to re-start classes in a basement classroom.

They are also trying to become a more active social space in and for Newton Center, though they are finding the pursuit of permits for the sale of alcohol very challenging.



Notes on Facilities

The Centre at 1294

The City of Newton operates this former church as a community arts center.

The City's Office for Cultural Development is currently housed here.

The Center includes three rentable and programmable spaces - a Great Room with a capacity of 50, a parlor for up to 25 people and a reading room for up to 25 people.

None of these spaces are ideal for performance, but they can be used for rehearsal, teaching and other programs.



Notes on Facilities

The Newton Center for Active Learning (NewCAL)

The City of Newton is advancing plans for this project, located close by the Church of the Open Word.

Auditorium will hold 250-300 people with a stage and will be rented out

The Center will duplicate some NAC classes.

The project components are now settled and will proceed regardless of the Church of the Open Word project.

This will be more of a community center than a senior-center.

There is concern about parking requirements for this project even before the possible presence of the NAC next door.



Option 1 With Gable End



Notes on Facilities

The Newton Centre Bowl Performance Pavilion

The City of Newton is also working with consultants on a feasibility study for new outdoor performance facilities at the Newton Centre Bowl.

The plan is to create a more formal outdoor venue with a capacity of 300 for a range of events and community gatherings.

The site already hosts events and has a natural bowl shape.



Notes on Facilities

Other Spaces

There are numerous additional spaces in various Newton villages that are active as arts and cultural venues, including a series of additional churches. Here are notes on several more spaces:

- K2 Enrichment is a modest storefront arts ed program based in a Newton village that competes for walk-in business.
- The Guild and Writers Block are two additional storefronts in that same village that support artists and offer small classes.
- The Newton Main Library exhibits art in rooms and hallways used for other purposes. The Library curates these spaces with open calls to local artists.
- The Library also has an auditorium with seating for 130 and a Steinway grand piano that is programed (with free admission for all events) and rented out.
- The YMCA has a series of classrooms in which various camps and classes are held mostly for art and theater. A gym in the building is sometimes used for performances.



Competitive Visual Arts Programs & Facilities

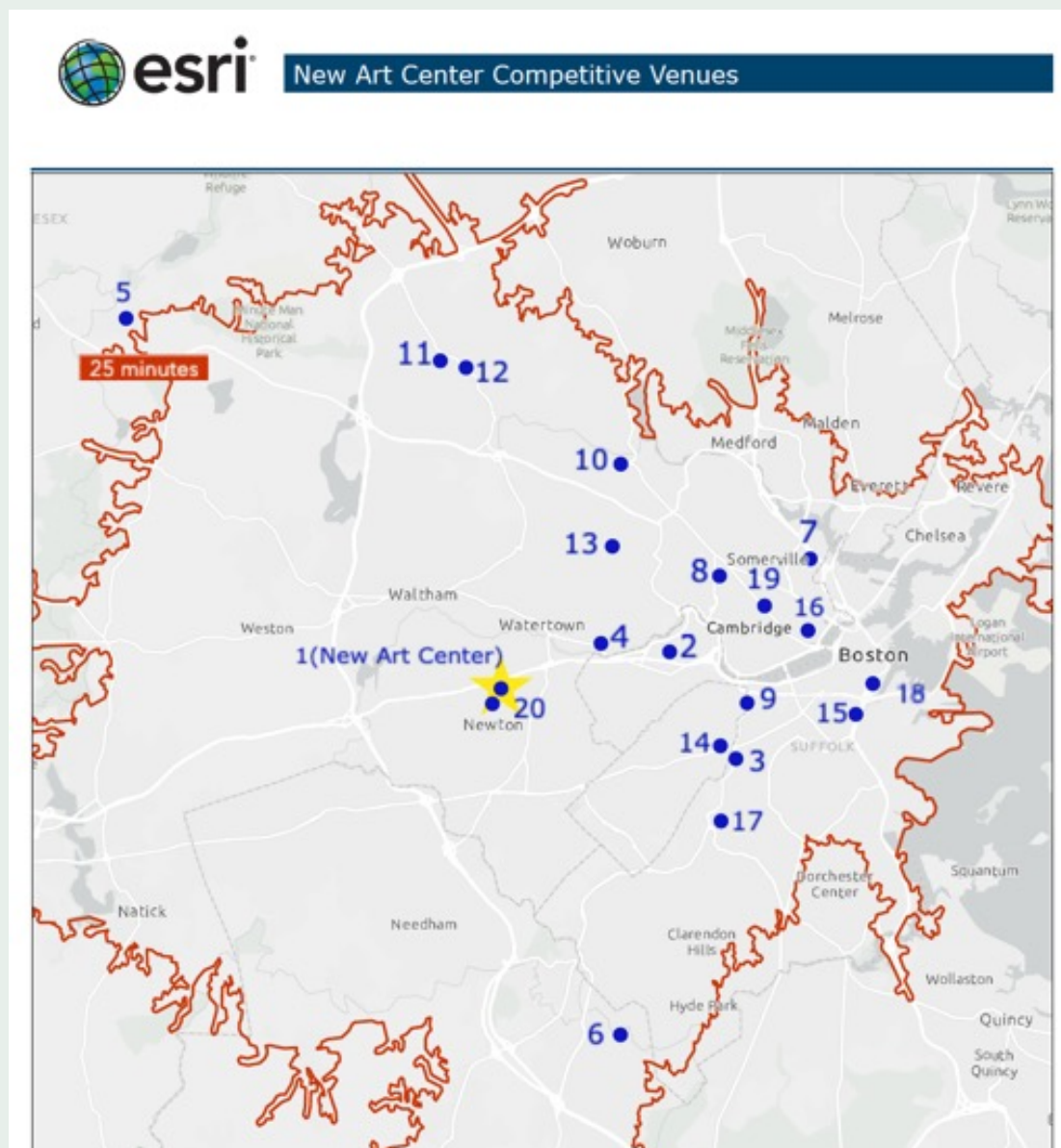
Overview

The New Art Center's sought-after ceramics and visual art education programs are crucial to visual art communities in and around Newton, with a current loyal following including children, teens and adults.

To better understand the competitive market, we identified 19 competitive visual art education venues in conjunction with New Art Center staff. When mapped in relation to the New Art Center, all the venues fell within, or very close to a 25-minute drive time radius. These venues and details about their operations are shown on the following slides.

Competitive Visual Arts Programs & Facilities

- 1). New Art Center (yellow star), Newtonville, MA
- 2). Artisan's Asylum, Brighton, MA
- 3). Boston Makers, Jamaica Plain, MA
- 4). Mosesian Center for the Arts, Watertown, MA
- 5). Umbrella Arts Center, Concord, MA
- 6). Mother Brook Arts & Community Center, Dedham, MA
- 7). Mudflat Studios, Somerville, MA
- 8). Maud Morgan Arts, Cambridge, MA
- 9). Brookline Arts Center, Brookline, MA
- 10). Arlington Center for the Arts, Arlington, MA
- 11). LexArt (Lexington Arts & Crafts Society), Lexington, MA
- 12). Munroe Center for the Arts, Lexington, MA
- 13). Indigo Fire, Belmont, MA
- 14). Feet of Clay Pottery, Brookline, MA
- 15). Minni, Boston, MA
- 16). The Foundry, Cambridge, MA
- 17). Eliot School of Applied Art, Jamaica Plain, MA
- 18). Academy of Realist Art, Boston, MA
- 19). GatherHere, Cambridge, MA
- 20). Newton Community Education, Newton, MA



Competitive Visual Arts Programs & Facilities

This is the first of four slides comparing the New Art Center to other programs and facilities in the region. This slide shows basic characteristics for New Art compared to five other facilities:

- Artisan's Asylum
- Boston Makers
- Moseian Center for the Arts
- Umbrella Arts Academy
- Mother Brooks Arts & Community Center

Artisan's Asylum is temporarily closed, and Boston Makers recently reopened after renovations.

COMPETITIVE VISUAL ARTS EDUCATORS

	New Art Center	Artisan's Asylum	Boston Makers	Moseian Center for the Arts	Umbrella Arts Center	Mother Brooks Arts & Community Center
City	Newtonville	Brighton	Jamaica Plain	Watertown	Concord	Dedham
Type of Facility	Visual Arts	Industrial Arts	Industrial Arts	Community Arts	Community Arts	Visual Arts
Type of Organization	Non Profit	Non Profit	Non Profit	Non Profit	Non Profit	Non Profit
Budget Year	2022	2020	-	2019	2020	2018
Total Operating Expenses	\$1.3M	\$1.61M	-	\$1.7M	\$2.7M	\$397K
Total Contributed Income	\$392K	\$798K	-	\$365K	\$2.7M	\$199K
Total Enrollment	2,600+	-	-	-	-	-
Scholarships Offered	☒	☒	☒	☒	-	☒
Annual Scholarship Funding	\$19K	-	-	-	-	-
Disciplines						
Drawing	☒	☒	-	☒	☒	-
Watercolor	☒	☒	-	-	-	☒
Mixed Media	☒	☒	-	☒	☒	-
Printmaking	☒	☒	-	☒	☒	-
Spoken Word/Performance Art	-	-	-	☒	☒	-
Painting	☒	☒	-	☒	☒	-
Ceramics	☒	-	-	-	☒	☒
Digital Media	-	-	-	-	☒	-
Fiber Arts	-	☒	-	☒	☒	-
Woodworking	-	☒	☒	-	☒	-
Glass	☒	☒	-	-	☒	-
Metalwork	-	☒	☒	-	-	☒
Sculpture	-	☒	-	☒	☒	-
Open Studio						
Ceramics	☒	-	-	-	☒	☒
Painting/Drawing	☒	-	-	-	-	-
Other	-	☒	☒	☒	-	-
Age Groups						
Early Childhood (0 - 4yrs)	-	-	-	-	☒	☒
Child (4yrs - 12 yrs)	☒	-	-	☒	☒	☒
Teen (13yrs - 18yrs)	☒	☒	-	☒	☒	☒
Adult (19yrs+)	☒	☒	☒	☒	☒	☒
Family	☒	-	-	☒	☒	☒
Seniors	☒	-	-	-	-	-
Program Frequency						
Weekday(s)	☒	☒	☒	☒	☒	☒
Weekend(s)	☒	☒	☒	☒	☒	☒
After-School	☒	-	-	☒	☒	-
Summer Camps	☒	-	-	☒	☒	-
Other Features/Options						
Sensory Friendly	☒	-	-	-	-	-
Free Community Outreach	☒	☒	☒	☒	-	-
Expressive Arts Therapy	-	-	-	-	-	-

Competitive Visual Arts Programs & Facilities

This second slide compares the New Art Center to another five programs and facilities in the region. This slide shows basic characteristics for New Art compared to:

- Mudflat Studios
- Maud Morgan Arts
- Brookline Art Center
- Arlington Center for the Arts
- LexArt (Lexington Arts and Crafts Society)

Maud Morgan Arts scaled back many disciplines due to COVID-19.

COMPETITIVE VISUAL ARTS EDUCATORS

	New Art Center	Mudflat Studios	Maud Morgan Arts	Brookline Arts Center	Arlington Center for the Arts	LexArt (Lexington Arts and Crafts Society)
City	Newtonville	Somerville	Cambridge	Brookline	Arlington	Lexington
Type of Facility	Visual Arts	Ceramics	Visual Arts	Industrial Arts	Visual Arts	Industrial Arts
Type of Organization	Non Profit	Non Profit	Non Profit	Non Profit	Non Profit	Non Profit
Budget Year	2022	2019	2019	2019	2019	2019
Total Operating Expenses	\$1.3M	\$1.1M	\$1.7M	\$535K	\$687K	\$315K
Total Contributed Income	\$392K	\$72K	\$154K	\$93K	\$95K	\$447K
Total Enrollment	2,600+	-	-	5,000	-	-
Scholarships Offered	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Annual Scholarship Funding	\$19K	-	-	\$14K	-	-
Disciplines						
Drawing	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Watercolor	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mixed Media	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printmaking	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
Spoken Word/Performance Art	-	-	-	-	-	-
Painting	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ceramics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Media	-	-	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fiber Arts	-	-	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Woodworking	-	-	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>
Glass	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>	-	-
Metalwork	-	-	-	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
Sculpture	-	-	<input checked="" type="checkbox"/>	-	-	-
Open Studio						
Ceramics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Painting/Drawing	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-	-	-
Other	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
Age Groups						
Early Childhood (0 - 4yrs)	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
Child (4yrs - 12 yrs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Teen (13yrs - 18yrs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Adult (19yrs+)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Family	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Seniors	<input checked="" type="checkbox"/>	-	-	-	-	-
Program Frequency						
Weekday(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weekend(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>
After-School	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Summer Camps	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Other Features/Options						
Sensory Friendly	<input checked="" type="checkbox"/>	-	-	-	-	-
Free Community Outreach	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Expressive Arts Therapy	-	-	-	-	-	-

Competitive Visual Arts Programs & Facilities

This third slide compares the New Art Center to another five programs and facilities in the region. This slide shows basic characteristics for New Art compared to:

- Munroe Center for the Arts
- Indigo Fire
- Feet of Clay Pottery
- Minni
- The Foundry, Cambridge

COMPETITIVE VISUAL ARTS EDUCATORS

	New Art Center	Munroe Center for the Arts	Indigo Fire	Feet of Clay Pottery	Minni	The Foundry, Cambridge
City	Newtonville	Lexington	Belmont	Brookline	Boston	Cambridge
Type of Facility	Visual Arts	Community Arts	Ceramics Center	Ceramics Center	Visual Arts Center	Industrial Arts Center
Type of Organization	Non Profit	Non Profit	Profit	Profit	Profit	Government
Budget Year	2022	2020	N/A	N/A	N/A	-
Total Operating Expenses	\$1.3M	\$794K	N/A	N/A	N/A	-
Total Contributed Income	\$392K	\$286K	N/A	N/A	N/A	-
Total Enrollment	2,600+	-	-	-	-	N/A
Scholarships Offered	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	N/A
Annual Scholarship Funding	\$19K	-	N/A	N/A	N/A	N/A
Disciplines						
Drawing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>	-
Watercolor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>	-
Mixed Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>	-
Printmaking	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>	-
Spoken Word/Performance Art	-	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>
Painting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>	-
Ceramics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
Digital Media	-	-	-	-	-	-
Fiber Arts	-	-	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Woodworking	-	-	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Glass	<input checked="" type="checkbox"/>	-	-	-	-	-
Metalwork	-	-	-	-	-	<input checked="" type="checkbox"/>
Sculpture	-	-	-	-	<input checked="" type="checkbox"/>	-
Open Studio						
Ceramics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
Painting/Drawing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	-
Other	-	-	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Age Groups						
Early Childhood (0 - 4yrs)	-	-	-	-	<input checked="" type="checkbox"/>	-
Child (4yrs - 12 yrs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-
Teen (13yrs - 18yrs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-
Adult (19yrs+)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
Family	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-	-	-
Seniors	<input checked="" type="checkbox"/>	-	-	-	-	-
Program Frequency						
Weekday(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Weekend(s)	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-
After-School	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-
Summer Camps	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-
Other Features/Options						
Sensory Friendly	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>	-
Free Community Outreach	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	-
Expressive Arts Therapy	-	-	-	-	-	-

Competitive Visual Arts Programs & Facilities

This final slide compares the New Art Center to the remaining four identified competitive programs and facilities in the region. This slide shows basic characteristics for New Art compared to:

- Eliot School of Applied Art
- Academy of Realist Art, Boston
- GatherHere
- Newton Community Education

COMPETITIVE VISUAL ARTS EDUCATORS

	New Art Center	Eliot School of Applied Art	Academy of Realist Art, Boston	GatherHere	Newton Community Education
City	Newtonville	Jamaica Plain	Boston	Cambridge	Newton
Type of Facility	Visual Arts	Visual Arts	Painting and Drawing Center	Fiber Arts Center	Community Arts Center
Type of Organization	Non Profit	Non Profit	Profit	Profit	Non Profit
Budget Year	2022	2019	N/A	N/A	2020
Total Operating Expenses	\$13M	\$16M	N/A	N/A	277
Total Contributed Income	\$392K	\$183K	N/A	N/A	0
Total Enrollment	2,600+	1,600+	-	-	-
Scholarships Offered	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Annual Scholarship Funding	\$19K	\$14K	\$9.3K	-	-
Disciplines					
Drawing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
Watercolor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>
Mixed Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-
Printmaking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>
Spoken Word/Performance Art	-	-	-	-	<input checked="" type="checkbox"/>
Painting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
Ceramics	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>
Digital Media	-	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>
Fiber Arts	-	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Woodworking	-	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>
Glass	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>
Metalwork	-	-	-	-	-
Sculpture	-	-	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
Open Studio					
Ceramics	<input checked="" type="checkbox"/>	-	-	-	-
Painting/Drawing	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-	-
Other	-	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-
Age Groups					
Early Childhood (0 - 4yrs)	-	-	-	-	<input checked="" type="checkbox"/>
Child (4yrs - 12 yrs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Teen (13yrs - 18yrs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Adult (19yrs+)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Family	<input checked="" type="checkbox"/>	-	-	-	<input checked="" type="checkbox"/>
Seniors	<input checked="" type="checkbox"/>	-	-	-	-
Program Frequency					
Weekday(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weekend(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	-
After-School	<input checked="" type="checkbox"/>	-	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Summer Camps	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other Features/Options					
Sensory Friendly	<input checked="" type="checkbox"/>	-	-	-	-
Free Community Outreach	<input checked="" type="checkbox"/>	-	-	-	-
Expressive Arts Therapy	-	-	-	-	-

Competitive Analysis Takeaways



Multiple venues with a limited range of programming

There are several 100–400 seat performing arts venues within Newton, and even more in the surrounding area. As Newton is so close in proximity to Boston, the market is saturated with performing arts spaces.

There are also many under-used churches in the market area looking for cultural users, with several of these able to serve local performance needs.



Rehearsal, Exhibition, and Program Facilities

There are minimal exhibition spaces in Newton, with many of the current spaces residing in Churches or community centers. Additionally, there are even less high-quality spaces, with café and concessions, natural lighting, and other key amenities that would add a competitive edge.

Additionally, although there are many arts programming within Newton, there are little-to-no 3D arts focused facilities, and even fewer digital media facilities.



Abundance of Meeting & Event Spaces

With a wide number of colleges and universities based in and around Newton, there are a high concentration of meeting and event spaces.

Although these spaces are high quality and have decent availability, many of these spaces are geared towards weddings and conferences. There is a limited amount of unique, cutting-edge arts facilities with affordable rates for private rentals, performances and exhibitions.



New Art Center's Competitive advantage

The New Art Center has a strong competitive position as a Newton-based organization with a broad range of programs.

Some other regional facilities have better facilities, particularly when specializing in areas like industrial arts.

Few other centers offer digital media training and equipment.

6: User Demand

Potential Use of New Facilities

Overview

Over the course of this study, local artists and arts organizations were interviewed as to their needs and interests in having access to various kinds of new community-oriented arts facilities.

This effort has helped us determine the types of spaces needed and how they might be used.

Potential Uses and Users

Observations

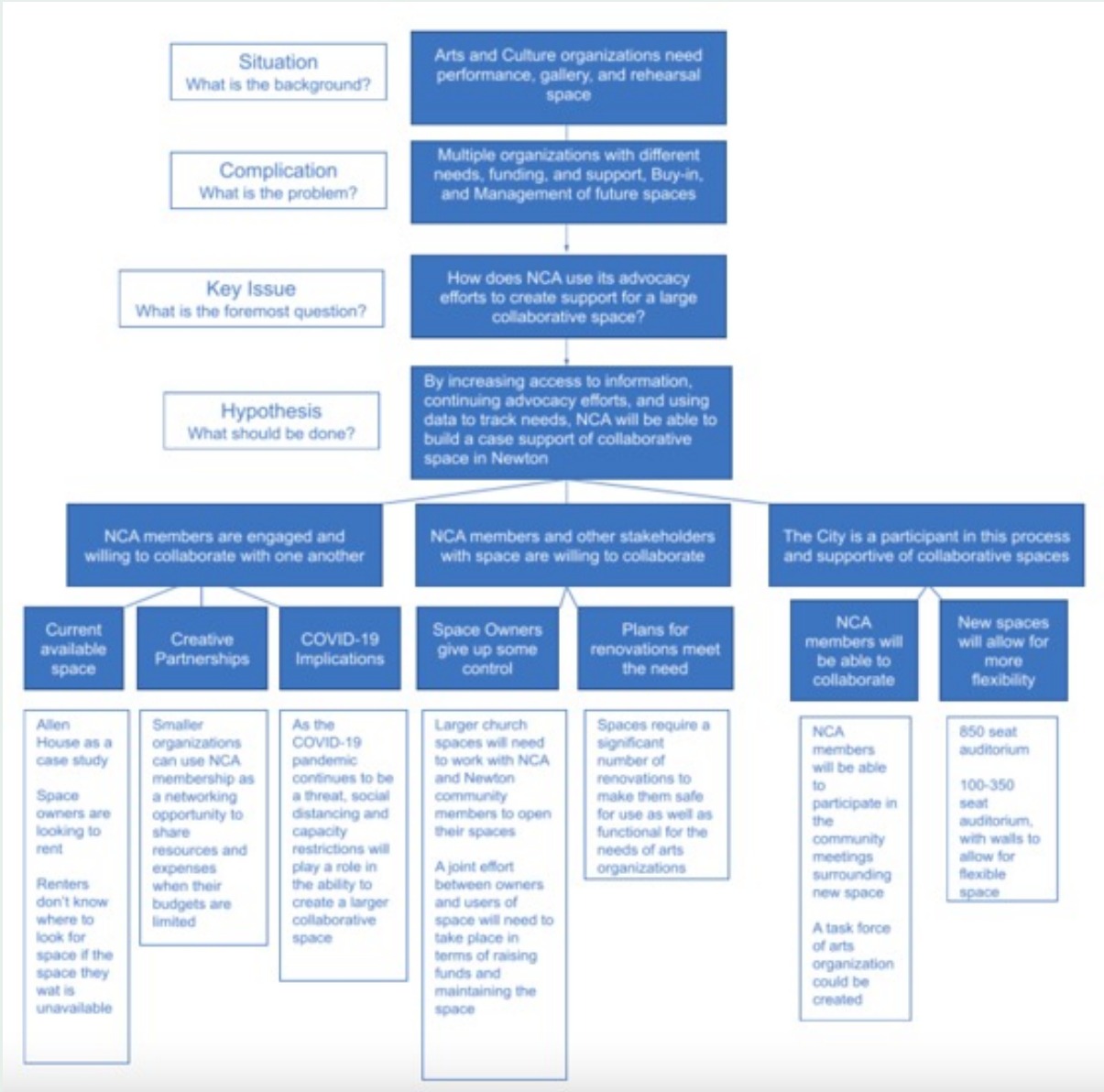
- Newton Theatre Company is an 8-year-old producing organization with stories and plays by and for women. They hold outdoor and online performances but are seeking an indoor venue between 40 and 100 seats for 60+ days a year.
- Local artists, both amateur and professional, are seeking space for classes and studio workspace. This will also attract more artists to come and live in Newton, keeping artists in the community despite the increasing costs of local housing.
- Space for exhibition was cited as a real need by and for artists, as the community has only 1 ½ galleries now.
- Numerous interviewees spoke of the need to focus on opportunities for youth.

Potential Uses and Users

The NCA Survey and Report

Heller School students conducted a survey and study in 2021 (?) on the need for additional spaces on behalf of the Newton Cultural Alliance. Their study concluded:

“While we do believe that a large collaborative arts space in Newton is feasible, with the addition of the proposed city-owned spaces at 150 Jackson Road and NewCAL, a project of this scale would need to transpire several years in the future. Presently, the First Baptist Church would be the obvious choice for this location. It’s centrally located, has ample seating, and additional spaces for rehearsals, galleries, classes and workspaces. Most importantly, there is buy-in from the congregation who wants their beloved building used as a gathering space for the Newton community.”



7: Benefits & Impacts

Community Benefits & Impacts

Local Arts Impacts

Students from The Heller School of Public Policy affirmed the economic impacts of the arts on Newton in their August 2021 report.

Results of the report were delivered to the City and affirmed by local leaders.

The Economic Impact of Arts & Culture in Newton, MA

Total Economic Activity - FY 2019

Total Expenditures

\$19,305,690

<u>Organizations</u> \$18,335,815	<u>Audience</u> \$969,875
--------------------------------------	------------------------------



Full-Time Equivalent Jobs Supported
651

Household Income Paid to Residents
\$13,638,822

Revenue Generated to City of Newton
\$681,533

Revenue Generated to State Government
\$988,370

Social Impact 2021

63%

of attendees reported the arts positively impacts their connection to the community

65%

of attendees reported the arts positively impacts their individual well-being

98%

of attendees reported the arts brings them joy and makes them happy

\$389,232

of donated volunteer time of 14,310 hours in FY2019

Impact of \$1,000 Donation within Newton

Total Economic Impact

\$741

City of Newton Revenue
\$35

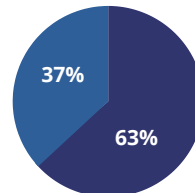
Resident Household Income
\$706

Social Impact on Newton Attendees

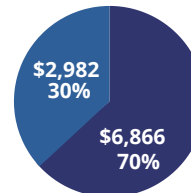
- > Reduces the feeling of isolation
- > Strengthens community connection
- > Increases cultural understanding
- > Promotes happiness and well-being

Event-Related Spending by Arts and Cultural Audiences (Summer 2021)

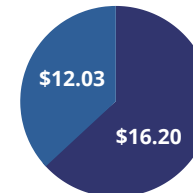
Total Attendance
672



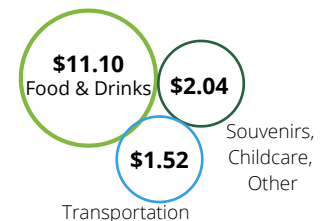
Total Event-Related Expenditures
\$9,849.15



Average Event-Related Spending Per Person
\$14.66



Event-Related Spending Per Person by Category



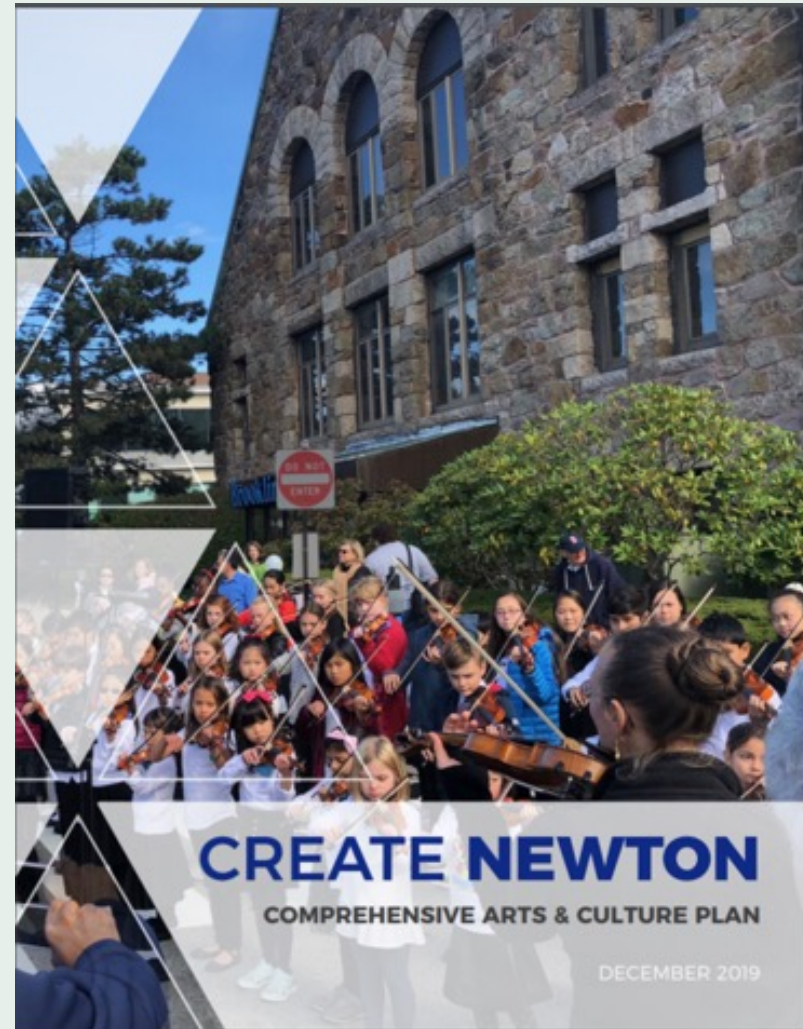
Community Benefits & Impacts

The Create Newton Cultural Master Plan (2019)

The City of Newton commissioned this master plan, which delivered four key recommendations:

1. Grow arts/civic collaboration and advocacy
2. Build dynamic and varied cultural spaces
3. Promote art and activity in the Villages
4. Enhance creative culture in City Hall

Additionally, facility recommendations on multiple facilities, improvements to existing facilities, and the need for collaborative space was emphasized. The NewCAL project, Allen House and Aquinas College redevelopment are all appropriate responses on the performing arts side.



Community Benefits & Impacts

Newton Comprehensive Plan (2007)

The City's last comprehensive plan was published in 2007, with an update in 2011.

The plan dovetails with the following "Smart Growth" principles coming out of the Commonwealth:

- Repair existing infrastructure before building anew: "Fix it First;"
- Put communities first in road-building: incorporate context-sensitive design, accommodate all modes, and calm traffic;
- Support transit-oriented development;
- Support development-oriented transit;
- Support smart growth zoning that reflects infrastructure and walkability;
- Support environmental smart growth policies, including smart land conservation; and o Support historic building preservation and development.

Within this planning framework, additional cultural facilities might best be distributed throughout Newton and based on the adaptive re-use of existing buildings.



Community Benefits & Impacts

Observations from interviews about community goals and priorities

- Though the City takes pride in its investments in the arts, many artists, advocates and arts organizations feel that the City is not sufficiently committed to the arts as an important service to the community.
- Newtown has 13 villages, nine having commercial centers. We want to maintain all of them and recognize their differences. These active and dense centers are important to maintain residential areas. The Village structure is something that makes Newton unique, and it is important to respond to that.
- We know about the value of art in health and human services and thus its importance to the future of our community.
- The pitch to live in Newton is about the quality of schools, access to Boston and the diversity within our community.
- Some say that Newton does not support soft side of life.
- More can and should be done to make space for BIPOC artists in Newton.

8: Conclusions & Recommendations

Conclusions

Current NAC Facilities: Current NAC facilities are constraining the growth of the organization and are, for programs like ceramics, not meeting basic standards of safety and accessibility.

Forces and Trends: NAC is well-positioned to benefit from trends that favor active arts participation, the importance of arts education and arts in education, and the merits of investing in arts organizations and facilities that address fundamental community and societal goals around economic development, health and social justice.

The Market: Newton is growing, diverse and has the characteristics that suggest active arts participation.

Existing Facilities: While there are many new and coming projects that address the need for performing arts spaces, there remains a dearth of visual arts exhibition and program spaces to serve the Villages of Newton.

User Demand: Surveys and interviews reinforce the need for more and better exhibition and program space, as well as other types of programs that will drive youth participation.

Alignment with Community Goals: The concept of additional arts spaces aligns with a community vision of delivering a high-quality of life in a diverse and inclusive community.

Recommendations

The New Art Center can and should improve, move and/or add facilities to meet the growing and evolving needs of the community for visual arts creation, teaching and exhibition facilities.

We would not recommend the addition of spaces for performing arts performance, rehearsal and teaching given the emergence of other local groups pursuing these spaces, the new skills required to animate these programs and spaces, limited demand on the part of local groups and the economic challenges of sustaining performance spaces.

The specific spaces needed to expand current programs are more and better classrooms, studios for creating, and exhibition spaces. The most pressing need here is for the expansion and improvement of spaces to serve ceramics programs.

The most logical extension of programs and media would be to consider the development of digital media programs and spaces that are targeted to youth but available to all.

Another possibility would be to develop a more comprehensive set of industrial arts spaces, adding programs like metalwork, glassmaking and fiber arts to the already successful ceramics program.



9: Options & Opportunities

Opportunities

Development Options and The Church of the Open Word

There are three development options for the New Art Center as it considers the need and opportunity for new programs and facilities.

The first option is to add additional spaces in the Villages of Newton that support existing and new programs.

The second option is to develop a larger integrated visual arts center that solves current problems and has the room to add new programs and spaces all in one location.

The third option would be to have one major facility and a series of satellites, or of a hub and spokes approach.

The Church of the Open Word property and building might support any of these options.

Opportunities

The Church of the Open Word

The current site includes two buildings connected by a covered walkway.

The Parish House is a two-story building in reasonable condition that includes one large room on the ground floor plus two smaller spaces on the second floor.

There is some additional storage and support space.



Opportunities

The Church of the Open Word

The sanctuary is a beautiful space with current capacity in the range of 300.

The gathering area at the back of the hall is very small, and there is no separate back-of-house or support spaces.

While the space might be appropriate for performance, there are severe limitations given the lack of space for ticketing, a lobby, concessions, dressing rooms and other support spaces.



Opportunities

Observations from interviews on The Church of the Open Word

Proximity to the Senior Center is both good and bad. There are potential synergies and partnership opportunities, but also concerns about parking.

There are also concerns about condition of building, but not many have been inside.

This new space needs to be more welcoming.



Opportunities

The Church of the Open Word in Scenario #1

One low-cost option that responds to community needs would be to convert the church and Parish House into a digital media center.

The work in the sanctuary would be to remove the pews and then add power and tech to operate the space as a production studio and perhaps also as a small flexible special event, exhibit and performance space.

The Parish House could then be renovated to include a classroom, editing suites, equipment storage and maintenance, and offices.



Opportunities

The Church of the Open Word – Scenario #1

This option is attractive for several reasons:

- It continues the NAC strategy of operating a series of spaces throughout Newton, responding to community needs at the neighborhood level with relatively low-cost projects.
- Digital media facilities are not present in the market at this point, and there should be very strong demand for programs, classes and equipment rental.
- The location for digital media facilities is good given proximity to the high school and the reduced need for parking for such a concept (as compared to a theater, for example).

Following are several examples of comparable projects to illustrate the concept.



Opportunities

Scenario #1 Comparable Projects: DCTV

DCTV is a nationally recognized media creation and educational center located in a landmarked Firehouse in lower Manhattan. This documentary film-focused organization is run by an independent nonprofit connected to a commercial film production company.

DCTV offers over 150 affordable master classes, youth education programs, production resources, online and in-person community screenings, workshops, panels, and networking events to 15,000+ people every year. DCTV's Firehouse building houses a small screening room, a few classrooms, editing suites, equipment maintenance and storage areas, office space, and other support areas. The organization has an annual budget of \$2.5 million.



Opportunities

Scenario #1 Comparable Projects: Squeaky Wheel Buffalo

Squeaky Wheel Buffalo is an award-winning, artist-run non-profit film and media center in Buffalo, New York.

The organization offers workspace residencies for artists and researchers, media arts and professional development workshops, internships and volunteer opportunities, equipment rental, and exhibition programming. Squeaky Wheel's year-round, seasonal out-of-school, and summer programs educational programs for youth and adults include video production, animation, music and podcast production, graphic design, and web design courses. The organization's Film and Media Art Center hosts virtual and in-person gallery exhibitions, film screenings, workshops, events with visiting artists, and more.

The organization's space contains a micro cinema, a performance space, a digital media lab, professional grade equipment, and an array of affordable video transfer and digitization services available to the public. Their annual operating expenses are \$392,000.



Opportunities

Scenario #1 Comparable Projects: Grand Rapids Community Media Center

GRCMC is a non-profit media and technology assistance organization on the second floor of a renovated church based in Grand Rapids, MI.

The center is home to several departments: Grand Rapids TV (GRTV), a radio station (WYCE), a comedy theater (Wealthy Theater), journalism platform (The Rapidian), education, and web development services. GRCMC Education trains students of all ages in the art of media literacy and video production. The center offers affordable workshops and classes in film, editing, production, and podcasting to GRCMC members and the public. All classes include equipment access and GRTV certification, which allows students to broadcast their final works to a large community audience.

The center occupies 6,800 sq ft with facilities that include studios and offices for GRTV and WYCE, editing rooms, master control and production rooms, a conference room and library. GRCMC has annual operating expenses of \$1.2M.



Opportunities

Scenario #1 Comparable Projects: REC Philly

Resources for Every Creator (REC) Philly is a for-profit creative incubator that provides space, education and community to its multi-media artist members looking to build sustainable and scalable businesses around their talent.

Based in Philadelphia, PA, the REC Room is the organization's versatile 10,000 sq ft space that allows multi-media artists to create freely, take courses, connect to one another, and with businesses through REC Philly's creative agency. REC Philly membership is application-based, with pricing determined by how much access a member wants from the REC Room.

REC Philly hosts open houses once a month, where members have free access to all private studios to foster artist collaboration. The organization also holds office hours for members to learn from industry experts and has trainings where members can obtain studio certification. Additionally, REC Philly hosts Live at REC – an annual celebration held at the REC Room to celebrate emerging talent in Philadelphia.

The REC Room building includes four recording studios, the WXPN podcast studio, a design studio, photo, and video studio with an editing suite, coworking space, rehearsal spaces, a dance studio, visual lab, meditation rooms, and a 250-person live performance space.



Opportunities

Scenario #1 Comparable Projects: Spy Hop

Spy Hop is a non-profit youth digital media arts center in Salt Lake City, Utah that offers free classes in film, music, audio, and design for students ages 9-19 of all skill levels.

Spy Hop offers a variety of free and affordable in-school, after-school programs, and summer camp. The organization has free open studio recording sessions to teens Friday afternoons. Their Media Labs offer training in filmmaking, beat making, game design, and other visual and auditory art areas. Spy Hop also has the program REEL stories, where students are taught how to create a 5-minute autobiographical documentary film from start to finish.

The center is housed in a three-story 22,000 sq ft building. Facilities include a lobby, five learning labs, student lounge, sound stage, recording studio, equipment lab, offices, production labs, a mentor's studio, and cafe. Spy Hop's rooftop 3,000 sq ft event space accommodates student showcases, performances, screenings, and more. The center has annual operating expenses of \$1.7M.



Opportunities

Scenario #1 Comparable Projects: BFA Fine Arts Digital Lab

The BFA Fine Arts Digital Lab is part of the School of Visual Arts (SVA) NYC located in lower Manhattan. The Lab offers visual arts courses in drawing, painting, sculpture, visual computing, digital sculpture, and video mapping. Students and the surrounding community also have access to in-person and online open studios, visiting artist lectures, art conversations, and workshops.

BFA Fine Arts Digital Lab is complete with equipment and facilities that allow students to accomplish a wide range of digital projects. The Digital Lab has the latest creative software and equipment including DSLR photo and video cameras, image projectors, screens, microphones, and speakers. There are Mac and Windows computer stations, a digital photography and video studio, printmaking, digital and 3D printing labs which contain top-of-the-line laser cutters, 3D printers, and scanners.



Opportunities

Scenario #1 Comparable Projects: Zumix

ZUMIX is a non-profit music and creative technology center based in an old firehouse in East Boston, Massachusetts.

ZUMIX offers free and low-cost after school individual lessons year-round and group lessons in the Spring, Fall and Winter. Youth and adult students can choose to learn guitar, piano, voice, ukulele, or bass guitar and take lessons in Spanish and English. ZUMIX also has its own radio station, 94.9 FM ZUMIX Radio, where students can showcase their music to the community. Students also get involved as hosts or by producing shows behind the scenes.

The ZUMIX facility houses practice and performance rooms on the main level. Offices and a student lounge are on the second level. The basement contains practice rooms, a recording studio, and radio station. The organization has annual operating expenses of \$1.5 million.



Opportunities

Scenario #1 Comparable Projects: RAW Art Works

RAW Art Works is a non-profit youth arts organization rooted in art therapy and based in Lynn, Massachusetts.

RAW offers a variety of free programming for kids in grades 4-12 designed to ignite students' desire to create and envision new possibilities for their future. Students learn key principles of art therapy, painting, sculpture, drawing, printmaking, and collage.

RAW also has teen leadership and workplace development programs that help students create public art to create positive change in their communities. The organization's film school, Real to Reel, offers courses in pre- and post-production, preparation, shoot, finish, and exhibit a film. Students in the program have gone onto film school at NYU, Emerson College, and Syracuse University. Other program graduates have gone on to careers in engineering, photography, and art therapy.

RAW's storefront building and neighboring gallery space occupy 15,000 sq ft. The storefront has three floors and includes a film production studio, a print studio, and a lobby with a stage for student film screenings and events. The gallery space hosts a large gallery, lounge, offices, and other support spaces. The organization has annual operating expenses of \$2.3M.



Opportunities

Other Properties for Scenario #1

Current NAC facilities and the Church of the Open Word are concentrated in and around Newtonville.

Additional opportunities could be pursued in other Villages, most likely in other churches that are seeking arts tenants or the sale of the property for a community use.

Industrial arts spaces could be consolidated in a new location zoned for commercial/industrial use, ideally finding an older industrial space with good volume, access and ventilation.

Opportunities

The Church of the Open Word in Scenario #2

NAC leadership have considered the option of tearing down the current Parish House and building a new 30,000 sf building that provides necessary support spaces for the sanctuary as a performance space, plus up to nine classrooms, offices, storage and support space for NAC as their new home.

If construction costs are \$400/sf and soft costs add another 30%, the project budget would be in the range of \$16,000,000 plus likely several million for renovations to the church. This is potentially a \$20M project.

The renovation is unlikely to provide spaces needs for expansion of industrial arts programs.

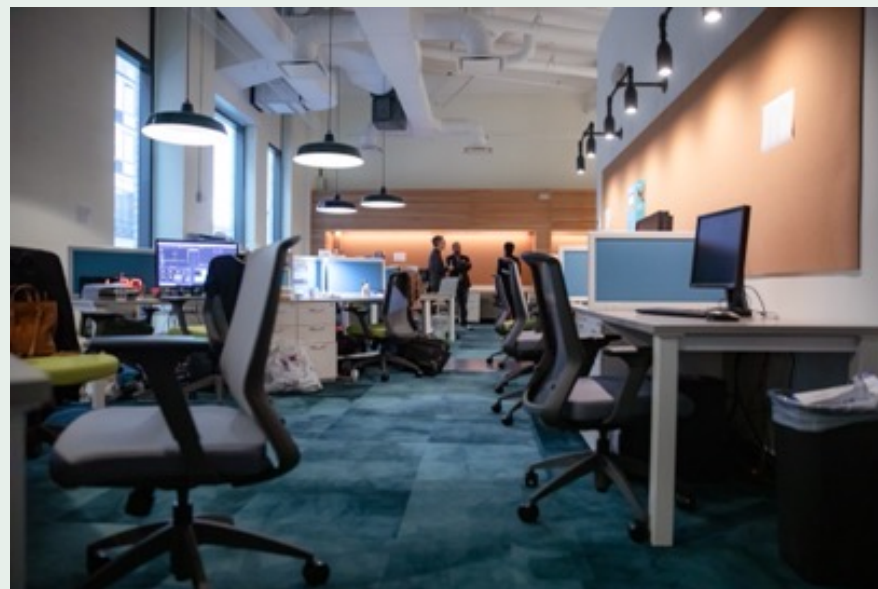


Opportunities

Scenario #2 Comparable Projects: BRIC

BRIC is a leading non-profit arts and media institution located in Downtown Brooklyn. BRIC offers affordable in-school and after school programs including production, pre-and post-production, graphic design, photography, motion graphics, podcasting, marketing courses, equipment, and space rentals. BRIC's contemporary art program presents curated visual art exhibitions and programs focused on emerging and mid-career artists whose work captures the mixing of ideas, voices, and artistic media. Notably, BRIC operates its own cable TV/digital network (BRIC TV), radio station (BRIC Radio) and podcasting network (Brooklyn Free Speech), allowing it to livestream client multi-media events to over 55,000 Brooklyn households.

Their space, BRIC House, contains a public media center, exhibition space, two performance spaces, a TV studio, and artist workspaces. The BRIC Community Media Incubator is housed within the same building and occupies 3,500 sq ft. The space features a co-working area, a screening room, editing suites for audio and video, and a professional podcasting studio. The organization has annual operating expenses of \$16M.



Opportunities

Scenario #2 Comparable Projects: Appalshop

Appalshop is a non-profit film and visual arts education center based in Whitesburg, KY. Self-established as a hub of filmmaking in rural Appalachia, Appalshop has produced more than 100 films covering subjects such as coal mining, the environment, traditional culture, and the economy.

Appalshop offers year-round and summer training programs for youth, teachers, and community groups, including classes in film, video, music, theater, photography, radio, and print. During the summer, students can learn new media technologies for documentary filmmaking. Other offerings include outreach programs and artist residencies at local schools.

The center is housed in a 13,000 sq ft renovated warehouse with facilities that include a media center with audio and radio equipment, a darkroom, and editing suites; a 150-seat theater; an exhibition gallery; a screening room darkroom; classroom; kitchen; and meeting spaces across the street. Appalshop has an operating budget of \$2.3M.



Opportunities

Scenario #2 Comparable Projects: Arvada Center

The Arvada Center is a non-profit multi-use educational arts and cultural facility based in Arvada, CO.

The center offers classes, workshops, and camps in acting and performing arts, ceramics, dance, music, theater, fashion, drawing, painting, sculpting, mixed media, and more. The Arvada Center also houses the Digital Creative Arts Lab (DCAL) with programming that includes courses and camps in filmmaking and editing, 3D printing, green screen art, digital drawing, animation, design, photography, and collage.

The Arvada Center 19,000 sq ft facility houses the Arvada History Museum, three theaters, 10,000 sq ft of art galleries, music, dance, and theater rehearsal rooms, classrooms, a conference center, and an amphitheater. The DCAL facility is 1,000 sq ft and includes a renovated darkroom and photography studio, technology-centered classrooms, and an equipment storage room. The center has annual operating expenses of \$11.4M.



Comparable Projects

Scenario #2 Comparable Projects: Cary Arts Center

The downtown hub for arts activity in Cary, the renovated elementary school includes the following types of spaces:

- 431-seat theatre
- Conference room
- Visual, performing and ceramic art classroom space
- Galleries

The 48,000-square-foot facility offers everything from theatrical and musical performances to classes, camps, gallery exhibitions, open studios and meeting space for community groups.

Nearly 30 groups actively teach, perform and gather in the Center for the weekly activities.



Opportunities

Scenario #2 Comparable Projects: Burlington City Arts

BCA is a non-profit arts education and cultural planning center based in Burlington, VT. BCA offers affordable adult, youth, and family classes; summer camps; studio memberships; and gallery-based educational programs. Classes include drawing, painting, ceramics, screen printing, darkroom photography, digital illustration, and jewelry making. BCA also holds artist exhibitions, festivals, concerts, virtual artist talks and architecture and design film series for the community.

The BCA building, originally built as a firehouse, is a 7,500 sq ft space with three stories. Facilities include galleries on the first two floors, a community darkroom and photography studio, artist-in-residence studio, multimedia conference room, resource room, outdoor back patio, nearby park for outdoor events, and library with public meeting space and internet access. BCA allows individuals, corporate, and non-profit groups to rent select spaces for events. The organization's annual operating expenses are \$504,000.



Opportunities

Scenario #2 at First Baptist Church

Another option would be to look at First Baptist church as a potential location for a new integrated arts center.

The campus is large and there are a range of spaces that might be converted for various uses.

This also represents an opportunity to work with the NCA on another collaborative project.

In this scenario it is inevitable that the Sanctuary would be preserved as a larger performance space. It could continue to be an adequate space with only small incremental investments but would likely require a substantial investment to become a high-quality, functional, competitive space in and for the region.



Opportunities

Scenario #3 Digital Media Facilities at Trio

A third opportunity and option arose over the course of our study – to place an initial set of digital media facilities in the currently leased Trio facilities.

To evaluate this option, we conducted additional research on competitive digital media facilities and programs in the region, confirming that there is an opportunity to enter this area in a careful, incremental fashion.

Working with a team of New Art Center staff and board members, the following spaces were recommended:

- A computer lab with 12-20 work stations that could be flexibly configured.
- A photo/video lab

It was recognized that expenditures on hardware and software should be carefully considered given the rapid evolution of these technologies, and that funds must also be set aside for proper technical support and appropriate security measures.

It is also recognized that these new programs represent an important step in broadening and diversifying the New Art Center customer base.



10: Next Steps

Next Steps

Phase Two - The Business Plan

- What options to advance
- Operating goals & practices
- Group sessions with local artists, arts organizations and multicultural stakeholders
- Programming plan & activity profile
- Governance & operating plan
- Facility management plan
- Staffing & leadership
- Continue research on comparable Projects
- Pro-forma operating budget
- Project economic impacts
- Critical path plan

