

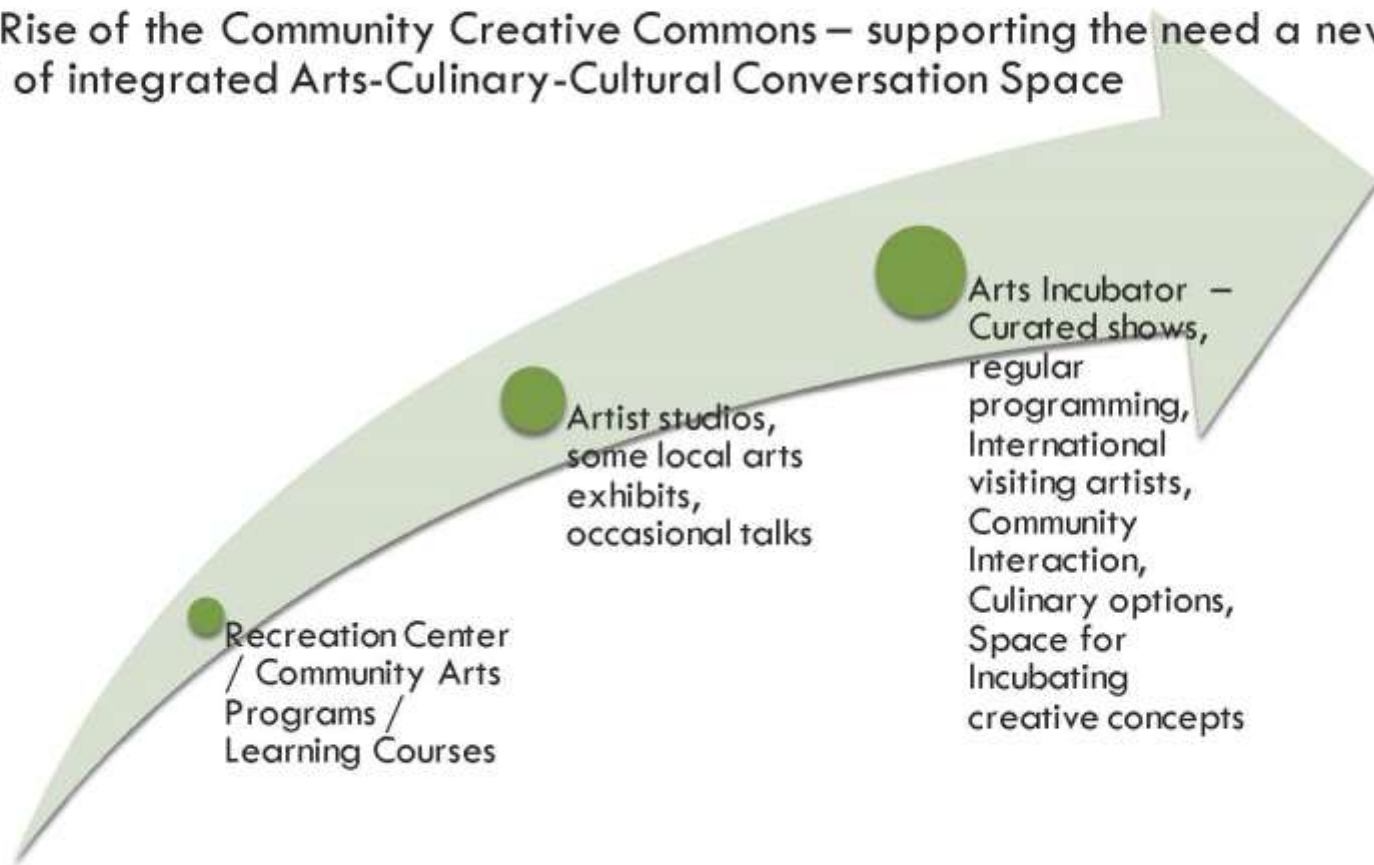
Artport: Transport Your Imagination

Weston's Creative Commons



Artport: A New Kind of Community Creative Commons

- The World Has Turned:
- The Rise of the Community Creative Commons – supporting the need a new kind of integrated Arts-Culinary-Cultural Conversation Space



Leveraging the New Art Center

Community-based arts organization in Newton, MA

Explores non-traditional engagement models including in-gallery dining and discussion, reading groups and programs combining art-making, looking and thinking about art.

Moving toward a strategy that embraces incubation work spaces, community “salons”, culinary and wellness options



Artport Weston



- Sustainable Economic Model that does not rely on continuing Town Subsidies
 - Multiple revenue sources (classes, flex work-spaces, pop-ups, workshops, café, and more)
 - Restaurant and Culinary Options (including cooking courses, catered events)
 - Professionally Curated Arts and Culture Programming (talks, music, film)
 - Alliances with other leading arts centers and museums (in Newton, Lincoln, Waltham, Wellesley) from neighboring towns and possible joint funding through Mass Cultural Council and other similar cultural grants organizations
 - Private contributions by leveraging funding campaign with the New Art Center

- High Experience, Lean Operations model delivers unparalleled benefits
 - Admin / Exec team / Board has 100+ years operating experience driving successful community arts organizations that have stood the test of time
 - New Art Center, Museum of Fine Arts, Peabody Essex Museum
 - International Public Arts Organizations and Museums, Incubators, Restaurant partnerships
 - Operations team benefits from synergies with New Art Center

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Phase 0

Current Planning Phase of Pre-Launch Beta):

- Build business plans in conjunction with NAC strategic planning
- Enhance in light of Weston TDC report findings about town interests and comparable models
- Garner support from residents and reach across the “aisle” to collaborate with competing proposals
- Time frame now to Q4, 2016

Phase I

Build and Launch: Invest Upfront Capital and Initiate Operations

- Build out infrastructure
- Turn on Classes, Workshops, and Workspace Components
- Launch Cafe and Initiate Synergistic options such as creative salons and culinary workshops
- Drive key alliances with area museums, digital media, maker-spaces and curatorial programs.
- Initial team of 2 PT exec staff and 2 FT operations and exhibition staff. scalability of the business.
- Time frame Q3, 2017.

Phase II

Scale Operations and Expand Network :

- Leverage synergies with NAC and other area arts and culture programming
- Business incubation / salon support
- Grow to profitable revenues of \$0.5MM+
- Time frame Q4, 2018

ArtPort Weston: Financial Summary

Estimated Upfront Costs:

- \$2MM to \$2.5MM
- (Update of Tortora line items plus customization costs of less than \$0.5MM)

Financing of Upfront Costs:

- CPA Funding for renovation except FFE of \$50-\$100K

Annual Operating Income:

- Revenue starting with \$250K in Year 1 and ramping to \$500K by Year 2. Profitable by Year 2. Deficits funded by contributions from proven funding campaign.

Upfront Costs to Town:

- Exterior renovation and customization of Upfront Costs except for FFE

Annual Income / Cost To Town:

- Open to discussing a profit share model; where town benefits from Center profits

Key Considerations:

- Leverage New Art Center as a registered 501c3 for 40 years
- Options to Joint Venture with NAC to benefit from that standing
- Open to Lease / Purchase
- Launch by mid 2017

ArtPort: Putting Weston First

