

2021 Yearly Report

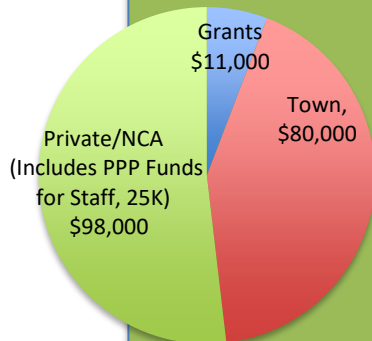
Highlights

- PorchFest
- Art In Bloom
- Multicultural Day
- Sidewalk Sale – 5 Weekends
- The History of Natick Mosaic
- Holiday Stroll
- Natick Nights – 9 Weeks
- Holiday Lighting
- Artist in Residence 2021

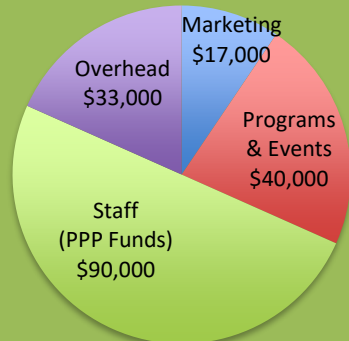
Sponsored Programs

- Meet the Makers Event
- W.E. Love Natick (Women's Entrepreneur Event)
- Virtual Holi
- 3rd Call for Artists with Traffic Calming Public Art
- Year-Round Farmers' Markets
- Small Business Saturday
- Art in Bloom
- PorchFest

Revenue



Expenses



Partnered Programs

- Natick Days
- Concerts on the Common
- Spooktacular
- Holiday Lighting
- Art in Bloom



Natick Center Cultural District Guiding Principles and Goals

Values

We believe that supporting arts and culture is pivotal to creating a **sustainable economic engine** in Natick Center, and that the success of the Natick Center Cultural District will improve the downtown area for **everyone's benefit**.

Vision

Natick Center will be a **cultural hub** of MetroWest, serving as a regional destination for arts, culture, dining, shopping, business, special events and community gatherings **for residents and visitors** alike.

Mission

To cultivate a **lively and diverse downtown neighborhood** by enhancing the cultural, economic and social life of our community.

We are led by an **innovative partnership** of public, private, non-profit and cultural voices.

STRATEGIC GOALS

Culture

Develop programs & events...foster creative partnerships

Community

A popular destination... connect as a community

Economic Development

Catalyst for attracting new businesses

Governance

Alliance of landlords, merchants, artists & government

2021 ACHIEVEMENTS

- Focused support on the small business community through grant opportunities and programming.
- Implemented wayfinding strategies with the completion of Traffic Calming Public Art project at intersection of 27/135.
- Secured PPP loans and additional grant funding through Mass Cultural Council & local sponsorships.
- Deepened collaborative relationships with community partners.

