



Strategic Plan 2021 *Summary*

NATICK CENTER CULTURAL DISTRICT



PROJECT TIMELINE



Needs Assessment

Create a list of stakeholders.
Create survey document to solicit feedback from stakeholders.
Review previous Strategic Plan to determine which goals have been achieved, which are a work in progress.



Community Engagement

Distribution of survey.
Present summary of results to NCA Board and Executive Committee.
Collect, compile and summarize the survey results.
Facilitate discussion with NCA regarding new goals and objectives.



Drafting the new Strategic Plan - 2021+

Oct. – Nov. - Review and revise the Key Goals.
Define strategies for each goal and objective.
Identify outcomes benchmarks for key strategies.
Present summary of results to NCA Executive Committee.



Presenting the new Strategic Plan – 2022+

Jan. 2022 -Present to NCA Board and solicit feedback.
Feb. 2022 - Present to Natick Select Board.

Survey and Stakeholders

A survey questionnaire was developed to solicit feedback from a wide range of stakeholders



SURVEY QUESTIONS

In your opinion what role does the NCCD play in the community?

What impact do you think the promotion of arts and culture has had on your business?

How can we collaborate to create shared value for you, for NCCD and for the community?

Since 2012 how have you seen NCCD evolve and what are its accomplishments?

How do you envision NCCD could be empowered and grow in the coming years?

Values, Mission and Vision

2015 – 2020

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.

Culture, Community, Economic Development and Governance



Pillar 1: *Culture*

2015 – 2020

Goals: Build capacity to develop programs, events and creative spaces that will sustain the cultural district and foster creative partnerships that will expand and support the cultural growth of Natick Center.

Achievements: NCCD now plans and organizes a year-round calendar of more than 20 events benefitting a wide range of stakeholders. This has resulted in a variety of high-quality, targeted programs such as the expansion of legacy events such as Natick Days, Natick Nights and ArtWalk and the creation and execution of newer events.



Pillar 1: *Culture*

2021 and Beyond

Looking forward:

- Focus on improved and inclusive outreach.
- Unify the Cultural District and the Town of Natick visually through cohesive design and branding initiatives.
- Take better advantage of existing cultural resources by improving communication and coordination.
- Develop partnerships and promotions with local corporations and the Natick Mall to encourage downtown visitation.





Pillar 2: *Community*

2015 – 2020

Goal: Establish the Natick Center Cultural District as a popular destination where residents and visitors gather to experience arts and culture and connect as a community.

Objectives: Facilitate the patronage of retailers, restaurants and other amenities. Highlight the friendliness, safety and accessibility of Natick Center.

Achievements: Collaboration with the traffic advisory committee, and police department. Collaborated with NHS students for events and Public Art projects. Assisted in implementing Passport parking app, advocate for Downtown Business Parking pass rates each year, and hosted Best Practices for a Safe Workplace in conjunction with the NPD for the merchants.

Pillar 2: *Community*

2021 and beyond

Looking forward:

- Providing artists and the small business community with technical assistance for grant applications and certifications such as women-owned/minority-owned business.
- Coordinate calendar and planning with the NRP for outdoor events like Natick Nights, Multicultural Day.
- Collaborate with Natick Public Schools, and historically underrepresented groups such as LGBTQIA+, Natick 180, Community and Senior Center to improve our outreach to people from diverse cultures that call Natick home.



Pillar 3: *Economic Development*

2015 – 2020

Goal: Establish the Natick Center Cultural District as a catalyst for economic development and increase visitation to downtown businesses.

Objectives: Activities of the Cultural District will be an added value for property owners, investors and the community.

Achievements: NCCD has fostered an active partnership with the Department of Community and Economic Development through innovative projects and collaborations, aimed at enabling the downtown businesses to thrive.

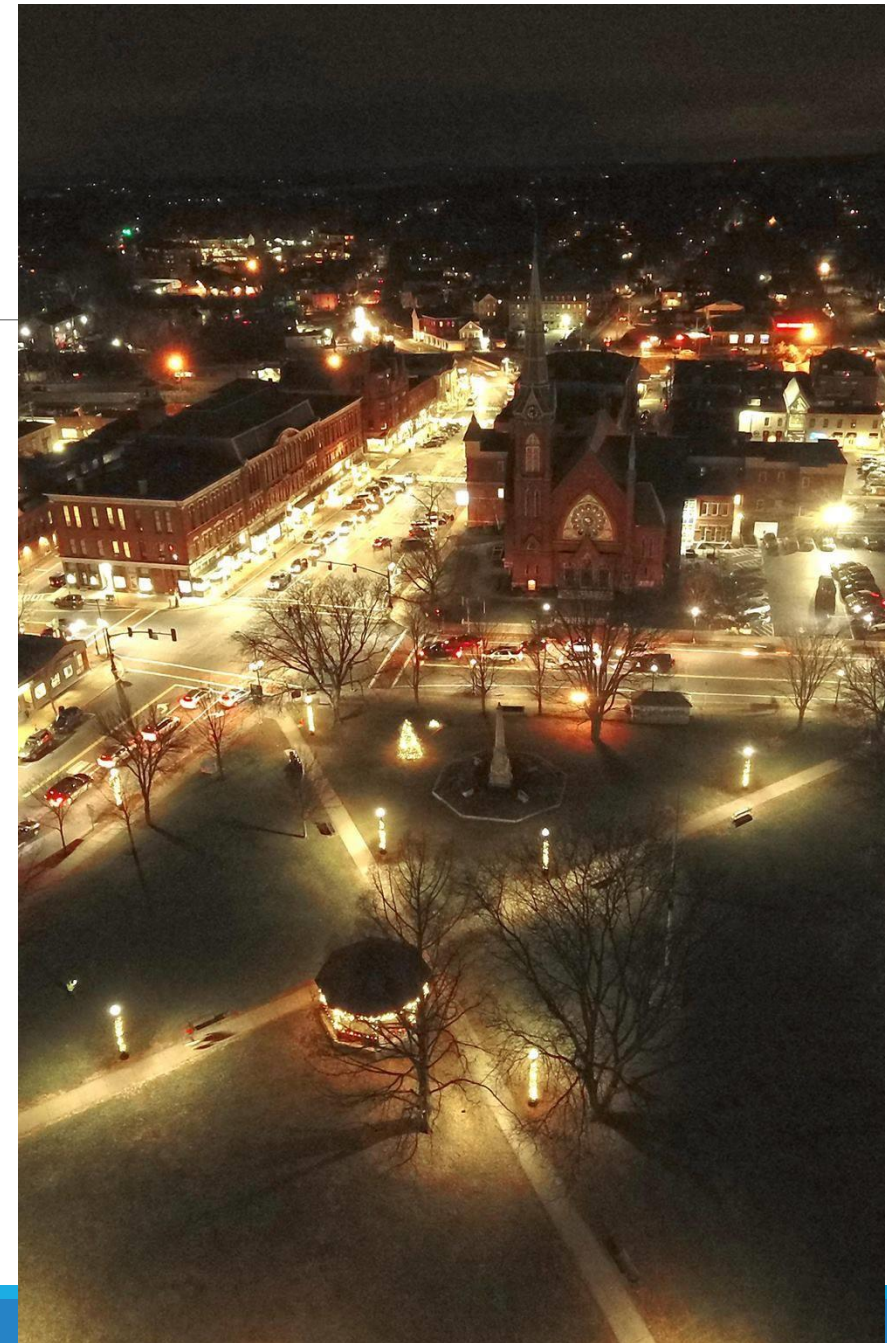


Pillar 3: *Economic Development*

2021 and beyond

Looking forward:

- Create bilingual marketing and procedural documents for potential business owners using the EDC information found on our website.
- Make current EDC website information available and actively direct new businesses to their site.
- Work with property owners, town or NCA to help an immigrant or minority owned business through a rent subsidy and/or marketing support.
- Continue to help the Town to identify, attract and support complimentary new businesses to Natick Center.



Pillar 4: Governance & Sustainability

2015 – 2020

Goal: NCCD will be staffed and governed by the Natick Center Associates. NCCD will seek a variety of revenue generating activities.

Objectives: Identify a consistent revenue stream to fund the Cultural District over the long term.

Achievements: NCA as the governing body has been pivotal in lending their voice to support small businesses, especially during challenging and negotiating commercial property developments like The Block, Natick and zoning amendments such as outdoor dining, thereby facilitating the robust growth and continued vitality of Natick Center.

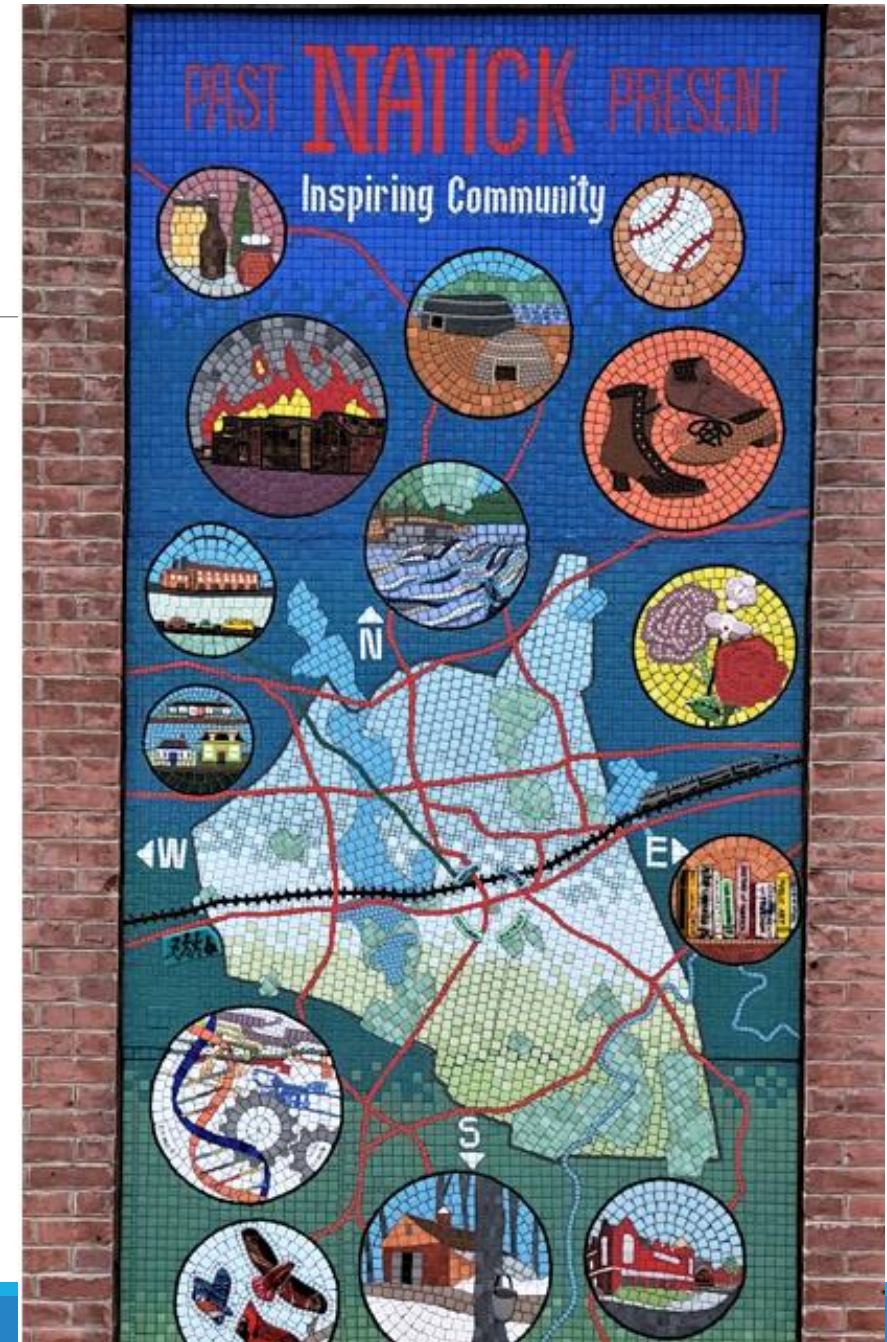


Pillar 4: Governance & Sustainability

2021 and beyond

Looking forward:

- The Town of Natick contract provides NCCD with 80% of its operating budget. This support is crucial and enables NCCD to thrive and perform the core functions without having to deal with the additional burden of fundraising to survive.
- Diversify NCCD's fundraising efforts into multiple, smaller, more targeted efforts that reach audiences directly benefiting from our programming, in addition to or in place of the annual fundraiser.
- Monies from the Tourism Destination Marketing District (TDMD) could be available in 2022 as per the Select Board decision and then used for events or public art projects.



Survey Feedback: *Our Achievements*



- Natick Center is no longer a place you just drive by to get to another part of Town. It is a destination unto itself.
- The events also foster recognition of and connectedness with small business owners. This encourages the community to take pride in the local economy and support them even through challenging times, like the COVID-19 pandemic and the changes in doing business it has brought to the market.
- It brings life to the community and a sense of culture and belonging.
- Leadership role in unifying multiple organizations, individuals, businesses, and community to encourage economic development of the town and cultivate synergies in the space of art and culture and keeping the community and small businesses connected during the pandemic.

Survey Feedback: *Looking to the Future*

- Improve outreach to underrepresented groups in the community.
- Contribute to a wider scale discussion of Town planning, community and economic development.
- Collaborate with related non-profits to promote equity and inclusivity in the community.
- Collaborate with Natick Public Schools to encourage the student community to be more involved at NCCD/community events.
- Facilitate discussions with landlords about the directions they would like to see or implement and making them aware of community needs.





Programs & Events Highlighting *Small Businesses in Natick Center*

- Natick Nights
- PPP & Micro. Grant Info.
- Educational and Inspirational Speakers
- Spooktacular
- Sidewalk Sales
- Marketing Grants
- Merchant Lockers
- Re-opening Committee
- Covid-19 Website for Businesses
- Meeting of the Makers Event, virtual
- Yearly Natick Farmers Market
- W.E. Love Natick Center – for Women Entrepreneurs
- NCCD Website
- Outdoor Dining Program
- Small Business Saturday
- Holiday Stroll
- Holiday Window Contest
- 2- Hr. Holiday Parking
- EDC Website linked to NCCD site
- Director on EDC Committee
- Downtown Street Banners

Programs & Events Highlighting *Local Artists & Businesses*

- Natick Days
- Natick Nights
- Farmers Market
- ArtWeek
- Holiday Lighting
- Holiday Stroll
- Public art banners for outdoor dining
- Multicultural Day
- ArtWalk





Programs & Events Highlighting *Cultural Engagement*

ONGOING

- Multicultural Day
- Holi Festival
- Traffic Calming Public Art projects
- Art in Bloom
- ArtWalk
- ArtWeek
- Artist in Residency Program
- Annual Creative Placemaking Call for Art
- PorchFest

PAST

- Natick International Film Festival
- Womanhood and Gender in Tagore's Songs
- Sublime Odissi
- Bollywood Festival
- Tunnel of Love
- LOVE 01760
- Patachitra Workshop: A Virtual Demonstration of Traditional Indian Scroll Painting