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		NATICK CENTER CULTURAL DISTRICT
natick center cultural district		STRATEGIC PLAN OVERVIEW 2015-2020
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.	
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.	
VALUES STATEMENT	We believe supporting arts and culture is pivotal to creating a sustainable economic engine in Natick Center, and that that the success of the Natick Center Cultural District will improve the downtown area for everyone's benefit. We value high quality and excellence in everything that we do, an honest and respectful exchange of ideas, teamwork and collaboration among differing stakeholders, and a respect for the diversity of perspectives that makes our town vibrant.	
Goals	Objectives	Strategies
ECONOMIC DEVELOPMENT PILLAR	Make the Cultural District an added value for property owners, investors and the	The newly hired Natick Community and Economic Development Director shall work closely with NCCD
NCCD will create a sustainable	community	Target and recruit specific businesses that will enhance the Cultural District
economic engine that increases foot	,	1 - 8 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -
traffic and dollars spent in downtown		Identify and resolve impediments to investment
businesses and the town as a whole		
		Better utilize existing buildings, facilities and resources by examining their ability to support the NCCD and
		downtown area
	Make the downtown area a more attractive	Improve the experience for shoppers
	place to live and visit	Cusate a husting unichbank and in Natial Cantau
		Create a bustling neighborhood in Natick Center
	NCA will work closely with the Community	NCA will help advocate for the approval of a Natick Center Business Opportunity District
	& Economic Development Department to	
	help businesses thrive in Natick Center	The Town shall consult NCA representatives on the local business perspective
Goals	Objectives	Strategies
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GOVERNANCE/ SUSTAINABILITY	Establish an agreed upon system of governance and management for the	Natick Center Associates will serve as the home of the Natick Center Cultural District
PILLAR	Cultural District to ensure sustainability	
NCCD should become the keystone to	and coordination	
maintain an alliance of landlords,	Identify a consistent revenue stream to	NCCD will seek out a sustainable revenue stream with the goal of funding a full-time coordinator
merchants, artists, and the Town with a focus on building a sustainable and	fund the Cultural District over the long	
vital Natick Center	term	Town of Natick will explore ways to support the NCCD financially over time



