



Natick Center Cultural District

STRATEGIC PLAN SUMMARY

NCCD Strategic Planning Committee

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General Manager

Natick Center Associates
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MutualOne Bank
Dolphin Restaurant

Steve Levinsky
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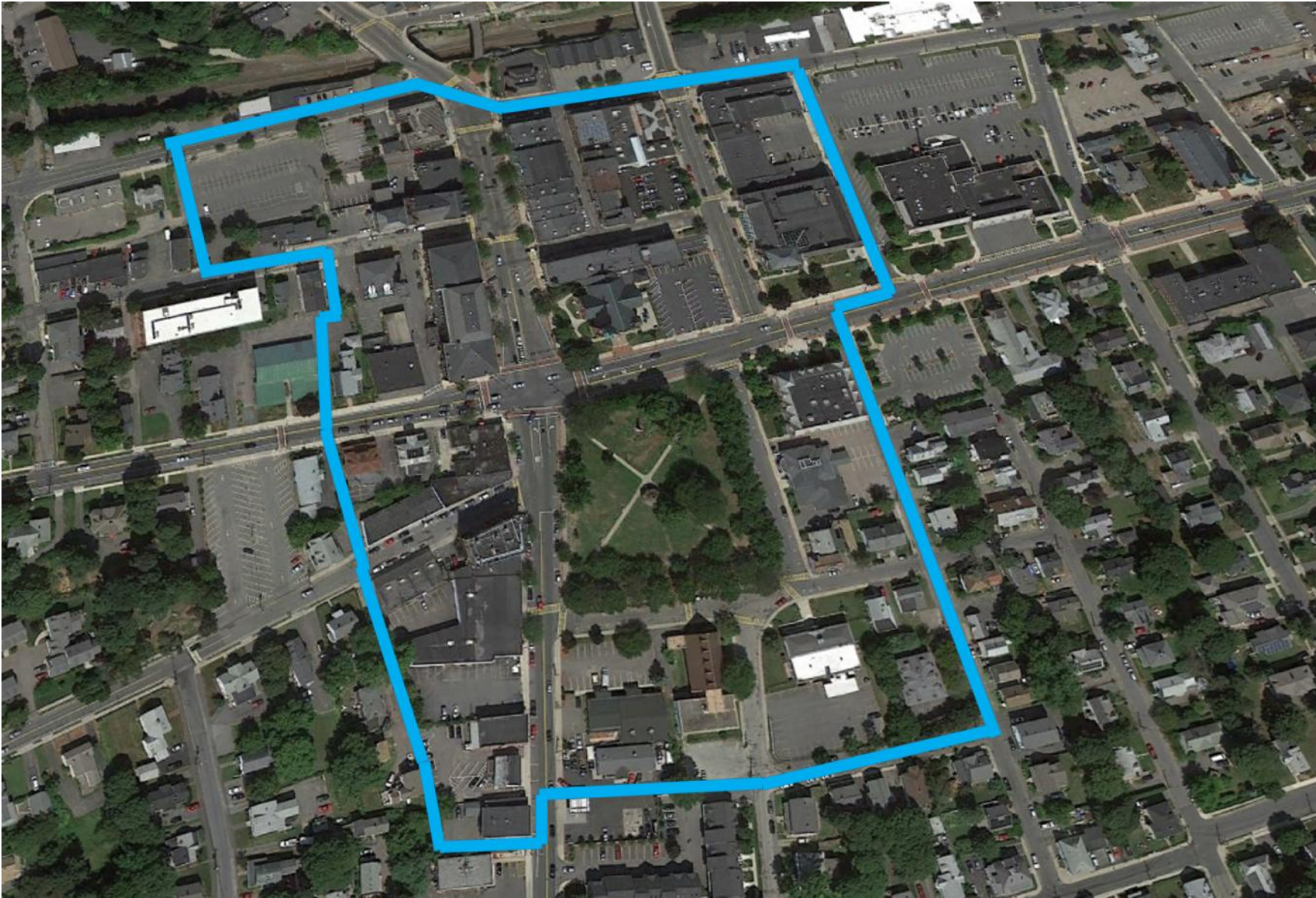
Principal
Head of School
Executive Director

Palettes of Natick
Walnut Hill School for the Arts
The Center for Arts in Natick

Rick Jennett
Martha White
Michael Gallerani

Selectman
Town Administrator
Director, Economic Development

Town of Natick
Town of Natick
Town of Natick



Values Statement

We believe arts and culture are pivotal to the renaissance of Natick Center, and that 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.



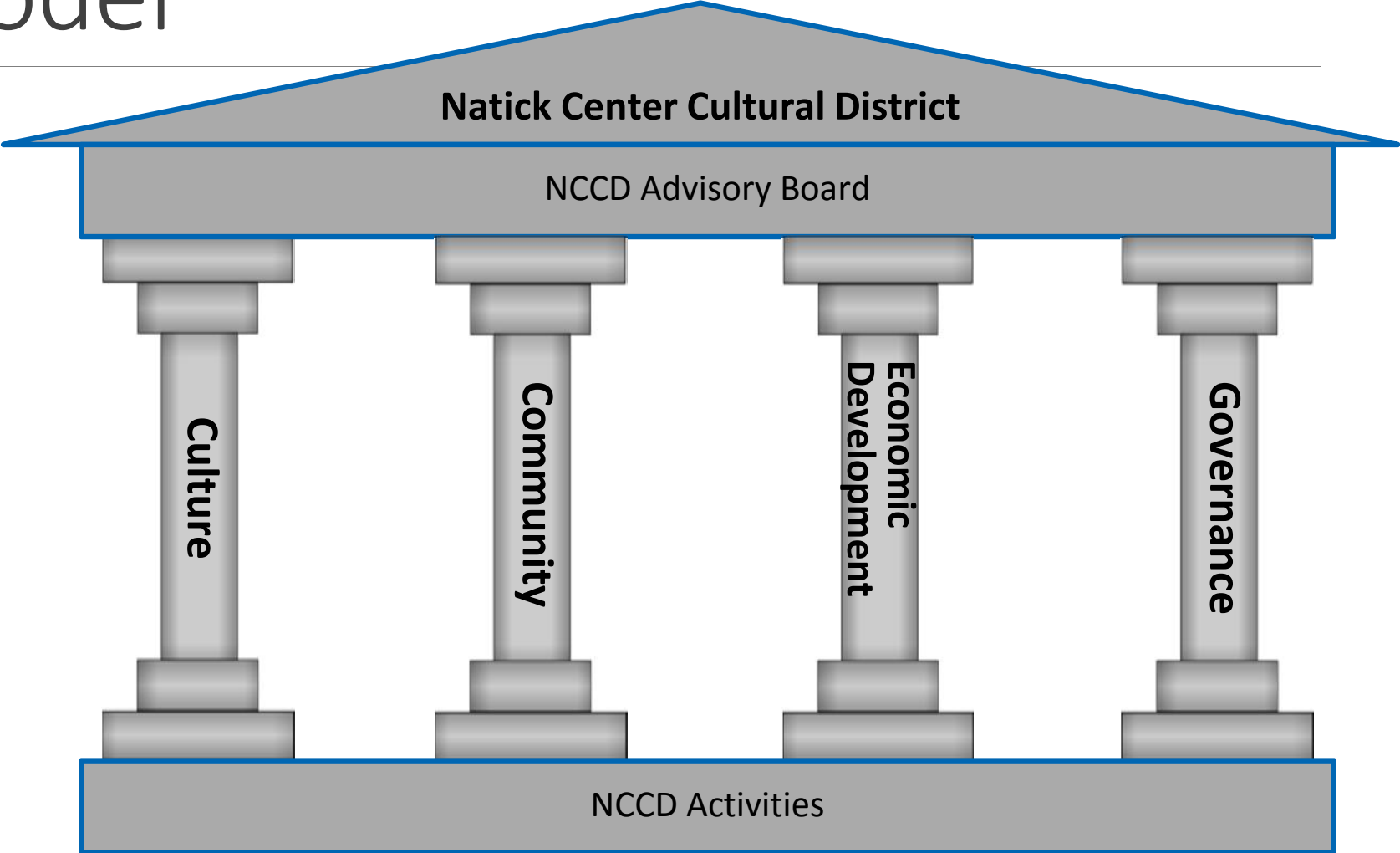
Mission

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.



Planning Model



Pillar One: Culture

GOAL

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

OBJECTIVES

- Create a sense of place in Natick Center that is attractive to artists, desirable end-use tenants, performers, internal and external consumers and investors
- Take better advantage of existing cultural resources by improving coordination and communication

Pillar One: Culture

STRATEGIES

- Strengthen the image and brand identity of Natick Center as a first-class destination for individuals and families seeking performing arts, entertainment, dining, art, concerts, community events and downtown shopping
- Produce cultural events and activities that become regional as well as local attractions
- Utilize partnerships to better integrate cultural and artistic activities and broaden their reach

Pillar Two: Social and Community

GOAL

Establish 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

Pillar Two: Social and Community

STRATEGIES

- Improve pedestrian access to the downtown area
- Improve parking in the downtown area
- Encourage utilization of open public space by the community
- Give people reasons to think about Natick Center and act on that thought

Pillar Three: Economic Development

GOAL

Establish Natick Center Cultural District as a catalyst for economic development and increased visitation to downtown businesses

OBJECTIVES

- Make the activities of the Cultural District an added value for property owners, investors and the community
- Make the downtown area a more attractive place to live, work and visit
- Natick Center Associates will work closely with the Natick Office of Economic Development to help businesses thrive in Natick Center

Pillar Three: Economic Development

STRATEGIES

- Target and recruit specific businesses that will enhance the Cultural District
- Identify and resolve impediments to investment
- Better utilize existing buildings, facilities and resources by examining their ability to support the NCCD and downtown area
- Improve the experience for shoppers
- Create a 24/7 neighborhood in Natick Center
- NCA will help advocate for the planned Natick Center Business Opportunity District
- NCA/NCCD representatives will have the opportunity to advise the Town of Natick on the perspective of local businesses

Pillar Four: Governance / Sustainability

GOAL

Establish NCCD as the keystone to maintaining an alliance of landlords, merchants, artists and the Town of Natick

OBJECTIVES

- Establish an agreed upon system of governance and management for the Cultural District to ensure sustainability and coordination
- Identify a consistent revenue stream to fund the activities of the Cultural District over the long term

Pillar Four: Governance / Sustainability

STRATEGIES

- Natick Center Associates will serve as the home of the Natick Center Cultural District
- NCCD will seek a variety of revenue-generating activities with the goal of funding a part-time coordinator
- The Town of Natick will explore ways to support the NCCD financially over time

Natick Center Cultural District

NCCD Advisory Board

Culture

GOAL
Build capacity to develop programs, events and creative spaces that will sustain NCCD

Foster creative partnerships that will expand and support NCCD's cultural growth

Community

GOAL
Establish NCCD as a popular destination where residents and visitors gather to experience arts and culture, and connect as a community

Economic Development

GOAL
Establish NCCD as a catalyst for economic development and increased visitation to Natick Center

Governance

GOAL
Establish NCCD as the keystone to maintaining an alliance of landlords, merchants, artists and the Town of Natick

NCCD Activities