



New Bedford

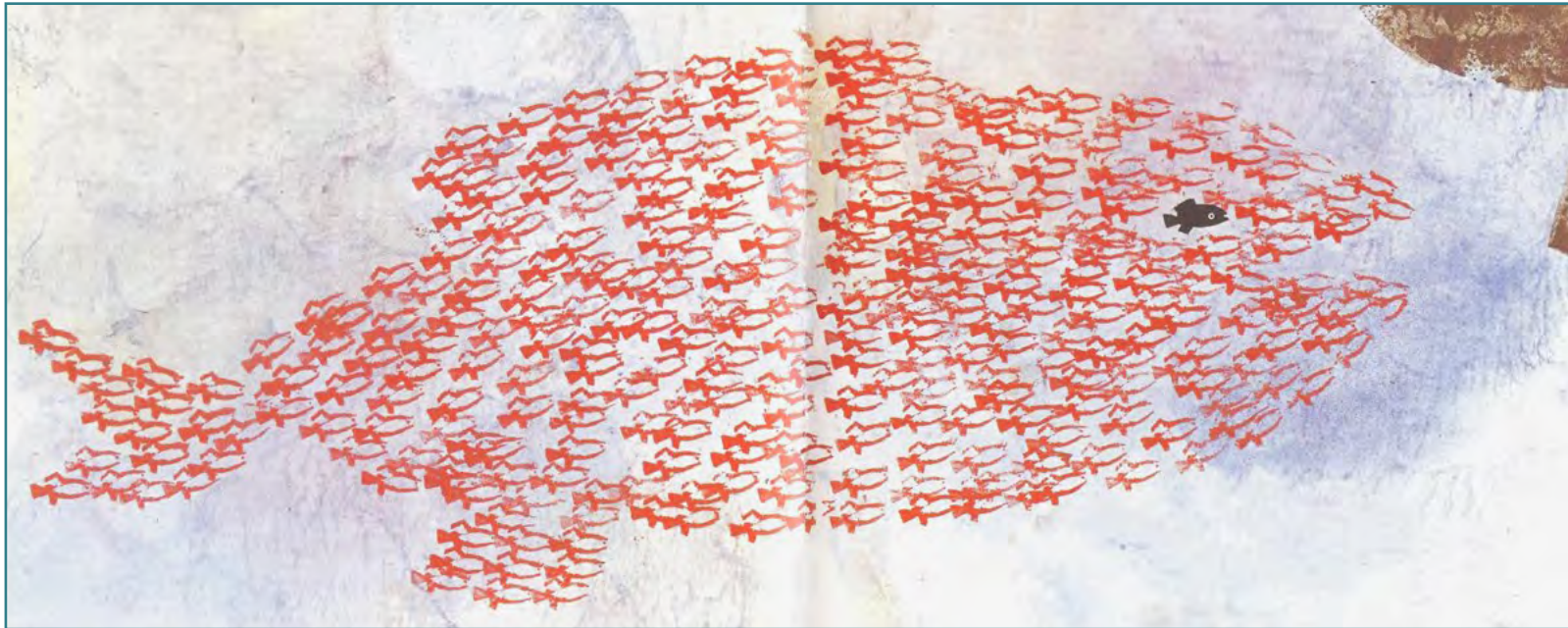
Business of Art Center:  
Ph. I Feasibility Study  
Update

**MAY 18, 2022**



# PHASE I: PURPOSE

**Why?** As part of our Art + Culture Plan implementation, work to stabilize and enhance New Bedford's "creative infrastructure" - building on successes of community development over last few years while also anticipating future challenges to **creatives + creative organizations** amidst changing market conditions.



Based on the premise that **creatives play invaluable roles in both community and economic development**. Working in collaboration, our impacts can be formidable.

(Swimmy, by Leo Lionni)

# PHASE I: GOALS



(1) Understand priority needs through direct experience, interviews, & inventories. See how similar needs are being addressed in other communities.



(2) Evaluate how existing resources can serve these needs (matchmaking), or when in fact new creative solutions are needed.



(3) Drive forward a vision where *Art is Everywhere* and New Bedford's creative infrastructure is welcoming to all.

# PHASE I: POSSIBLE SCENARIOS

**Our big question:** What is needed? A dedicated physical space, an umbrella organization (that could be largely virtual), or both?

A: Status Quo - everything stays as is, and we come out with an inventory of current programs, projects and resources

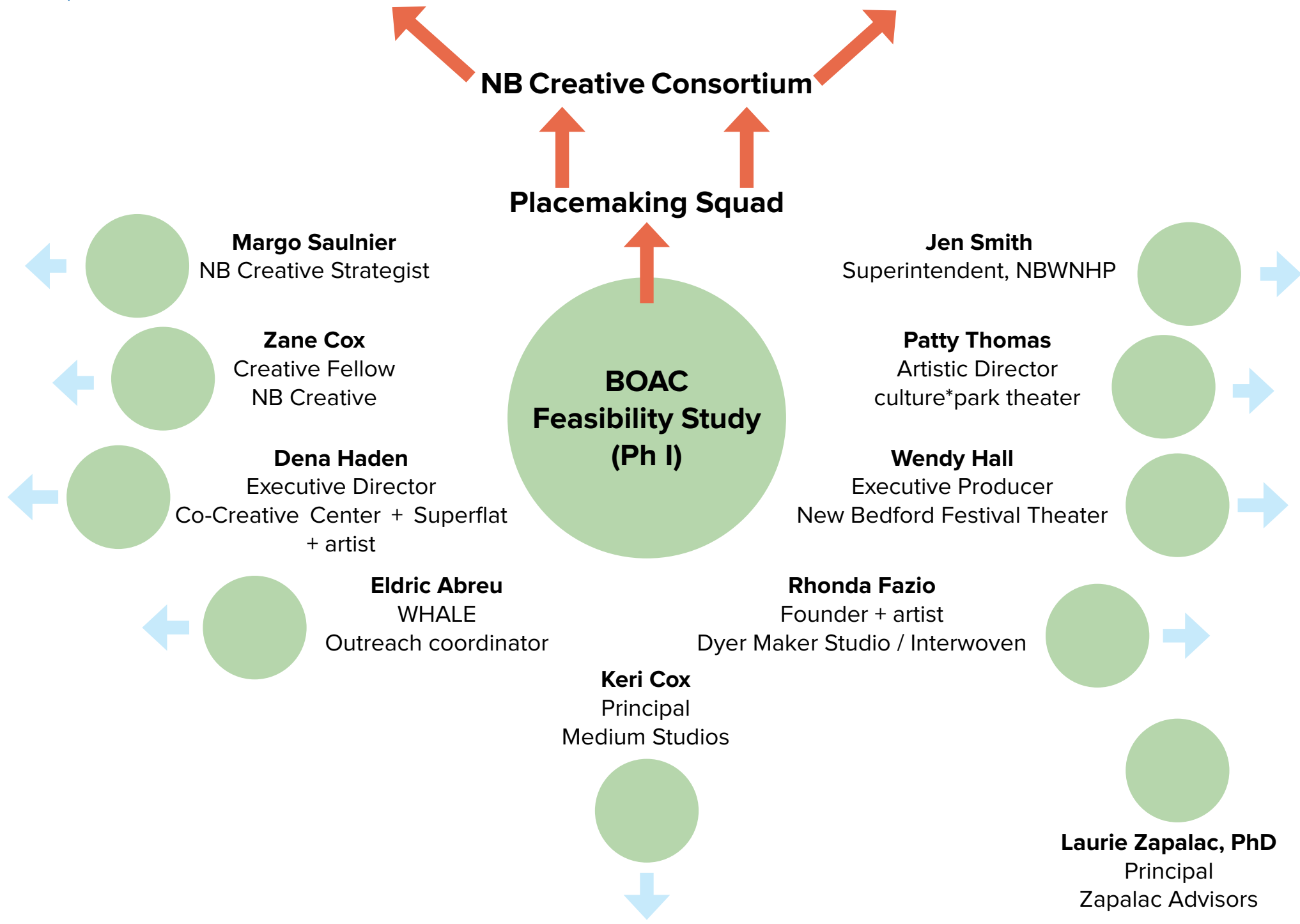
B: BOAC - an umbrella organization that is virtual, doesn't have a physical space

C: BOAC - an umbrella organization that has a physical space (is it on the waterfront, in a historic building, part of a larger development?)

D: BOAC - a hybrid of the above, or something new we will discover

# 1) BOAC COMMITTEE

CONNECTING TO THE BROADER NB COMMUNITY:





# GUIDING QUESTION:

What does it mean to create a Business of Art Center that represents (in programming, services, physical form, operation, and administration/leadership) the diversity of New Bedford and that aims to be welcoming to all?

***Diversity:*** includes New Bedford's rich ethnic diversity, as well as all groups that are usually excluded due to race, gender identity, sexual orientation, age, physical ability, language.

## 2) CASE STUDIES



**Creative Hub Worcester** - Worcester, MA



**Artists for Humanity** - Boston, MA



**AS220** - Providence, RI



**Grub Street** - Boston, MA



**Pakhuis de Zwijger** - Amsterdam, NL



**Cultural Center of Cape Cod** - South Yarmouth, MA



# Artists for Humanity - Boston, MA



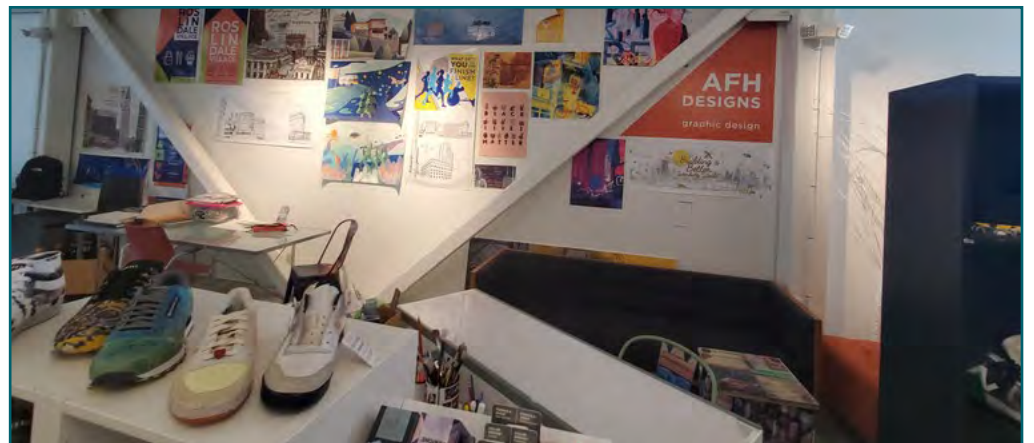
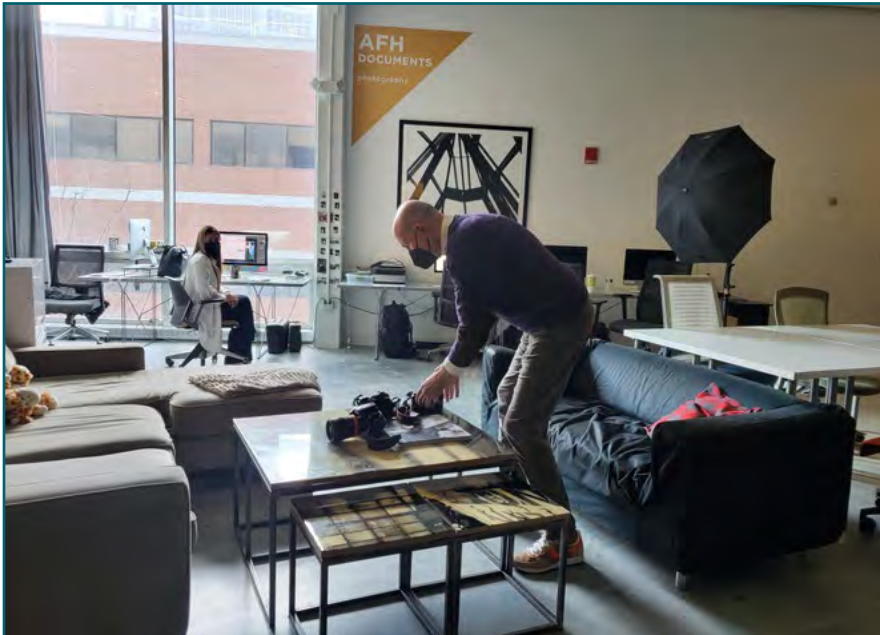


# Artists for Humanity - Boston, MA





# Artists for Humanity - Boston, MA





# AS220 - Providence, RI



## AS220

is a non-profit community forum and home for the arts providing all Rhode Island artists affordable access to galleries, performance venues, educational opportunities, residential spaces, and work studios.

Exhibitions and performances of original work are unjuried, uncensored, and all ages.

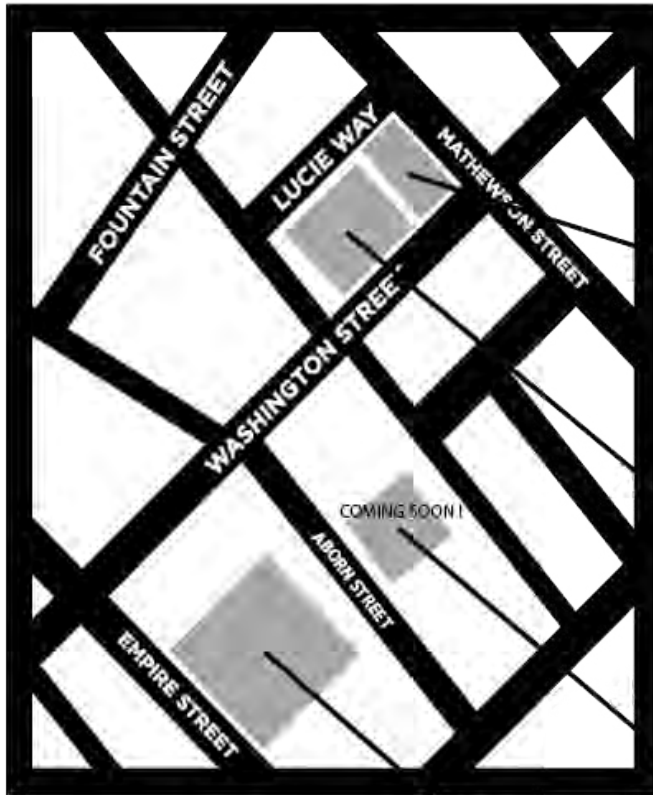
AS220 envisions a just world where all people can realize their full creative potential.





# AS220 - Providence, RI

## AS220 CAMPUS



AS220 Main Offices  
95 Mathewson  
Suite 204  
Providence, RI 02903

as220.org  
401.831.9327

UNJURIED. UNCENSORED. ALWAYS ALL AGES.



DREYFUS BUILDING  
95 MATHEWSON ST



MERCANTILE BLOCK  
131 WASHINGTON ST



AS220 MAIN STAGE  
35 ABORN ST



EMPIRE STREET COMPLEX  
95-115 EMPIRE ST

### DREYFUS 95 Mathewson Street

- GROUND FLOOR
  - + Project Space Gallery (93 Mathewson St)
- 2ND FLOOR
  - + AS220 Main Offices
  - + 4 Individual Work Studios
- 3RD & 4TH FLOORS
  - + 14 Artist Live/Work Studios

### MERCANTILE BLOCK 131 Washington Street

- BASEMENT LEVEL
  - + 2 Rehearsal Spaces
  - + Audio Production Studio
- GROUND FLOOR
  - + Mercantile Resident Gallery
  - + AS220 Industries
    - Printshop
    - Fabrication Labs
- 2ND FLOOR
  - + AS220 Industries
    - Media Arts
  - + Industries Main Office
  - + 3 Individual Work Studios
- 3RD & 4TH FLOORS
  - + 22 Artist Live/Work Studios

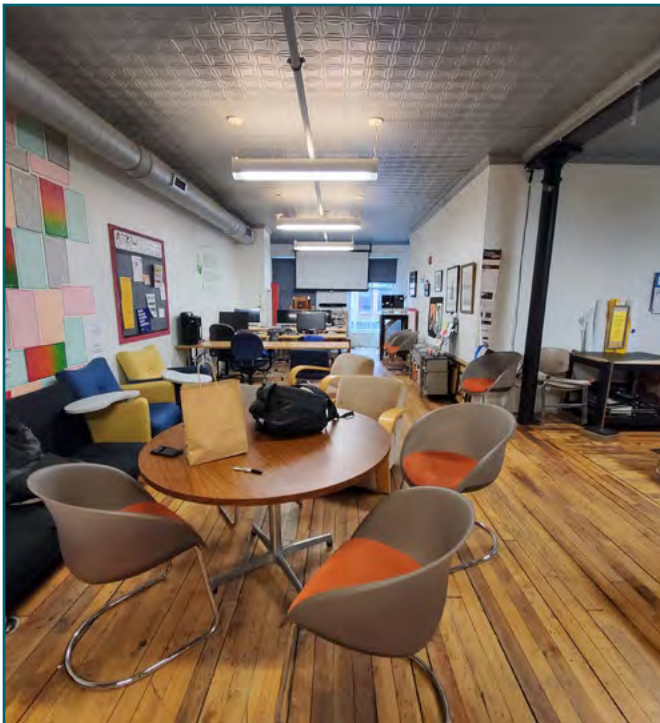
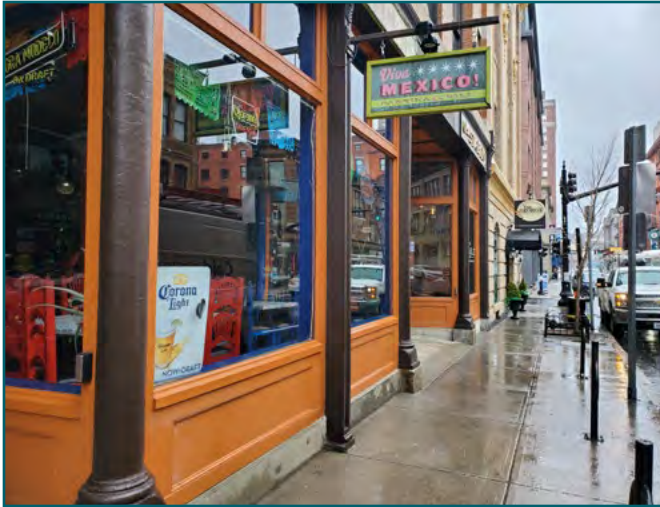
### EMPIRE STREET 95 - 115 Empire Street

- GROUND FLOOR
  - + Black Box Theater
  - + Bar at AS220
  - + AS220 FOO(D)
  - + Main Stage
  - + Main Gallery
  - + Open Window Gallery
- 2ND FLOOR
  - + AS220 Youth
  - + Paul Krot Community Darkroom
  - + Psychic Readings Performance Space
  - + Aborn Room
- 3RD FLOOR
  - + 11 Communal Artist Live/Work Studios
  - + Dance Studios

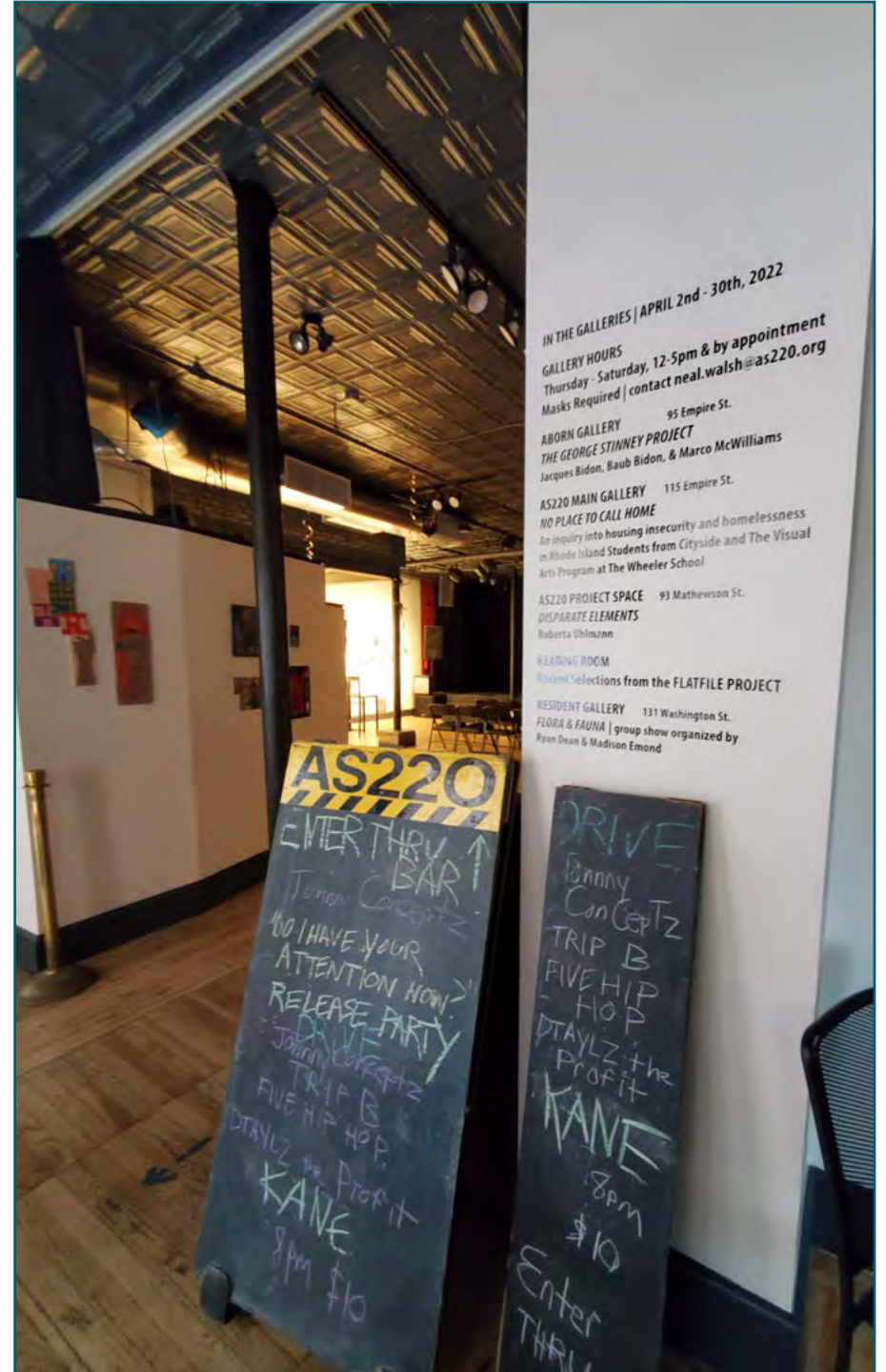
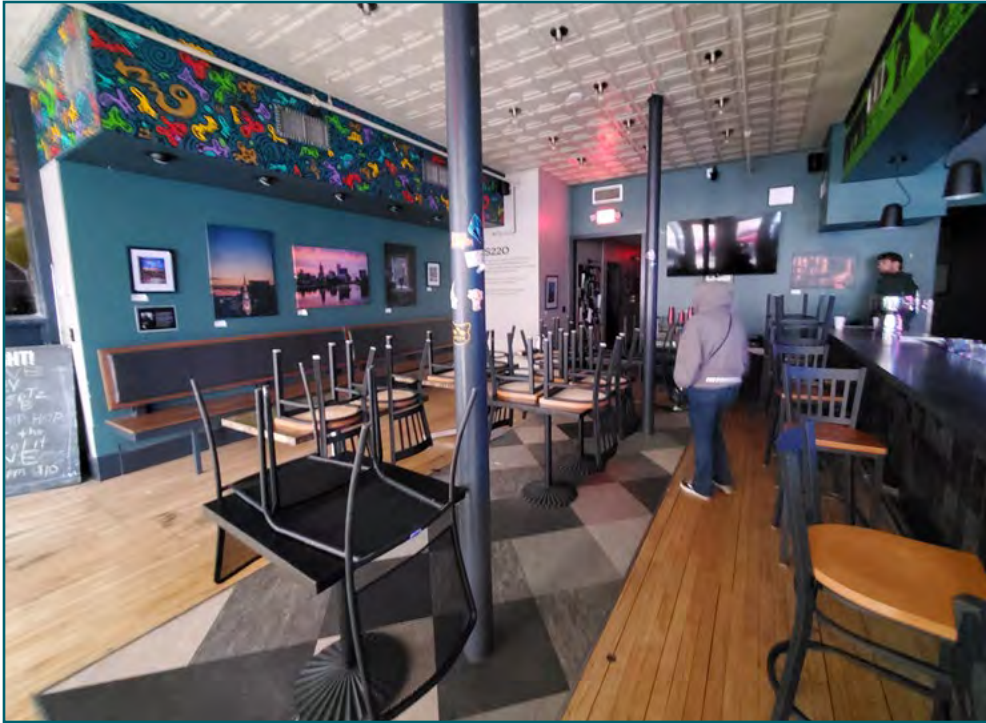




# AS220 - Providence, RI







IN THE GALLERIES | APRIL 2nd - 30th, 2022

GALLERY HOURS  
Thursday - Saturday, 12-5pm & by appointment  
Masks Required | contact [neal.walsh@as220.org](mailto:neal.walsh@as220.org)

ABORN GALLERY 95 Empire St.  
THE GEORGE STINNEY PROJECT  
Jacques Bidon, Baub Bidon, & Marco McWilliams

AS220 MAIN GALLERY 115 Empire St.  
NO PLACE TO CALL HOME  
An inquiry into housing insecurity and homelessness  
in Rhode Island Students from Cityside and The Visual  
Arts Program at The Wheeler School

AS220 PROJECT SPACE 93 Mathewson St.  
DISPARATE ELEMENTS  
Roberta Uhlmann

READING ROOM  
Recent Selections from the FLATFILE PROJECT

RESIDENT GALLERY 131 Washington St.  
FLORA & FAUNA | group show organized by  
Ryan Dean & Madison Emond

**AS220**  
EVER THRU BAR ↑  
Tenor Conceptz  
"DO I HAVE YOUR  
ATTENTION NOW?"  
RELEASE PARTY  
DRIVE  
Tenor Conceptz  
TRIP B  
FIVE HIP HOP  
DTAYLZ the Profit  
KANE  
8pm \$10

DRIVE  
Tenor Conceptz  
TRIP B  
FIVE HIP HOP  
DTAYLZ the Profit  
KANE  
8pm  
\$10  
Enter THRU







# Worcester Creative Hub - Worcester, MA

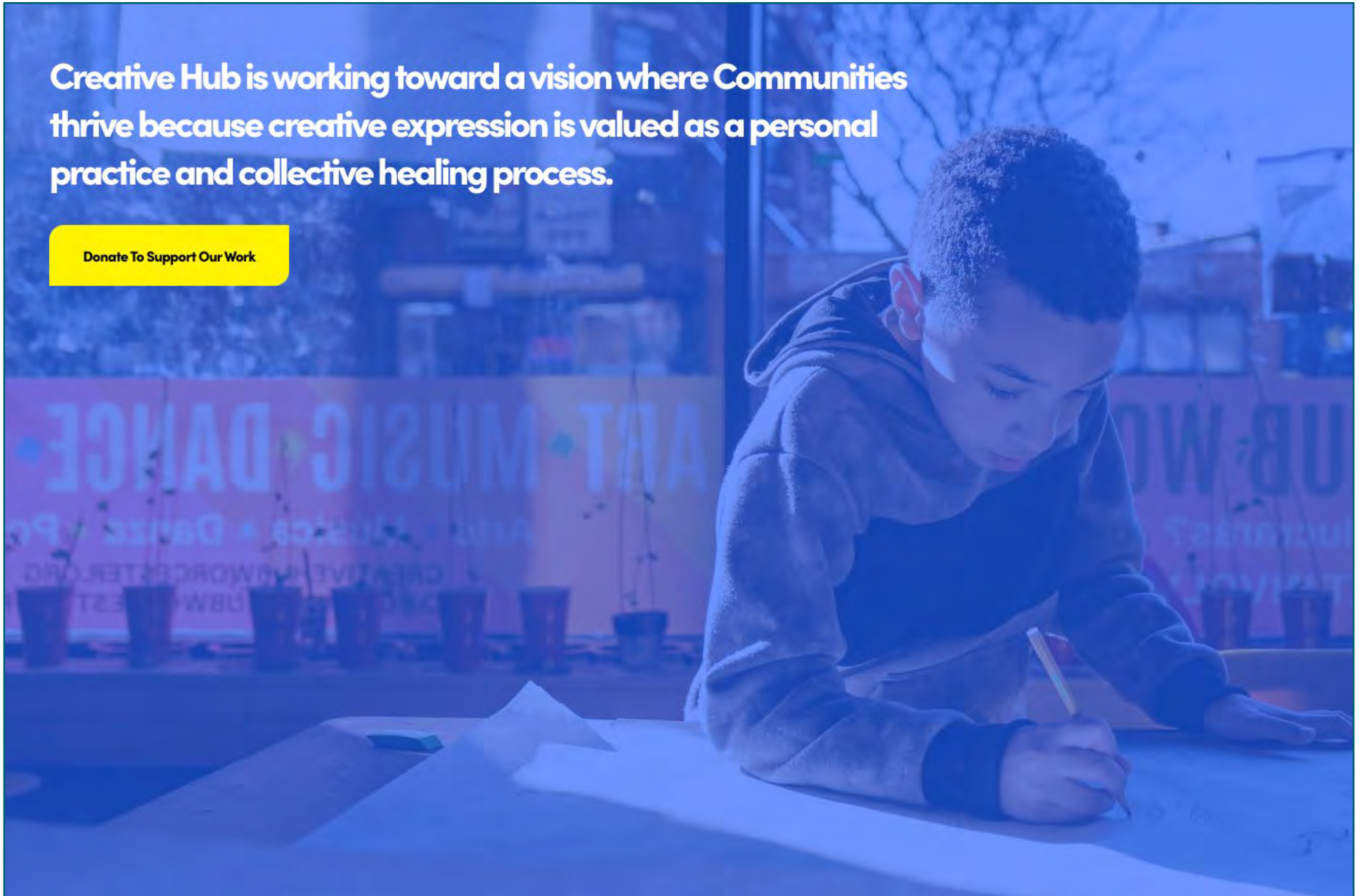




# Worcester Creative Hub - Worcester, MA

**Creative Hub is working toward a vision where Communities thrive because creative expression is valued as a personal practice and collective healing process.**

**Donate To Support Our Work**





# Worcester Creative Hub - Worcester, MA

## Community Spaces



### Youth Arts Space

Arts + Creative Workshops, Classes, and Events

[Learn More](#)



### The Aurora Gallery

Exhibitions focus on new artistic voices of Worcester and powerful, timely, and relevant themes

[Learn More](#)



### 2 Ionic Ave.

The future *Creative Hub Community Arts Center*

[Learn More](#)



# Worcester Creative Hub - Worcester, MA



## After School Program

The Hub's After School Program offers students homework and academics, snacks, and creative and art workshop time.

[Learn more](#)



## Public Art + Creative Consulting

Creative Hub Worcester provides consultations for individuals and groups looking to start creative endeavors of all kinds—from festivals to full-blown art-related businesses.

[Learn more](#)



## stART on the Street

stART on the Street is central Massachusetts' largest art, music, and performance festival.

[Learn more](#)



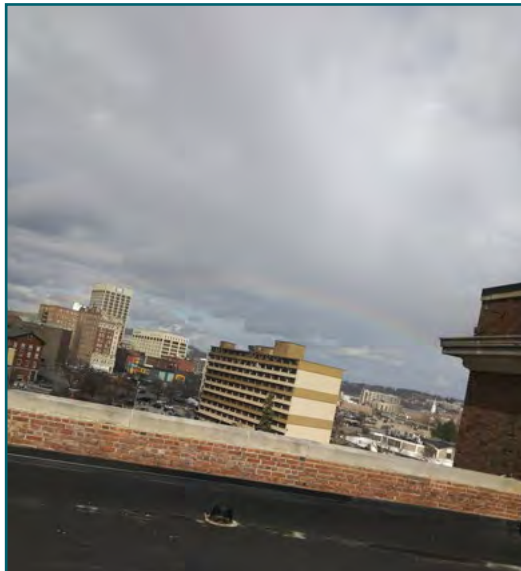
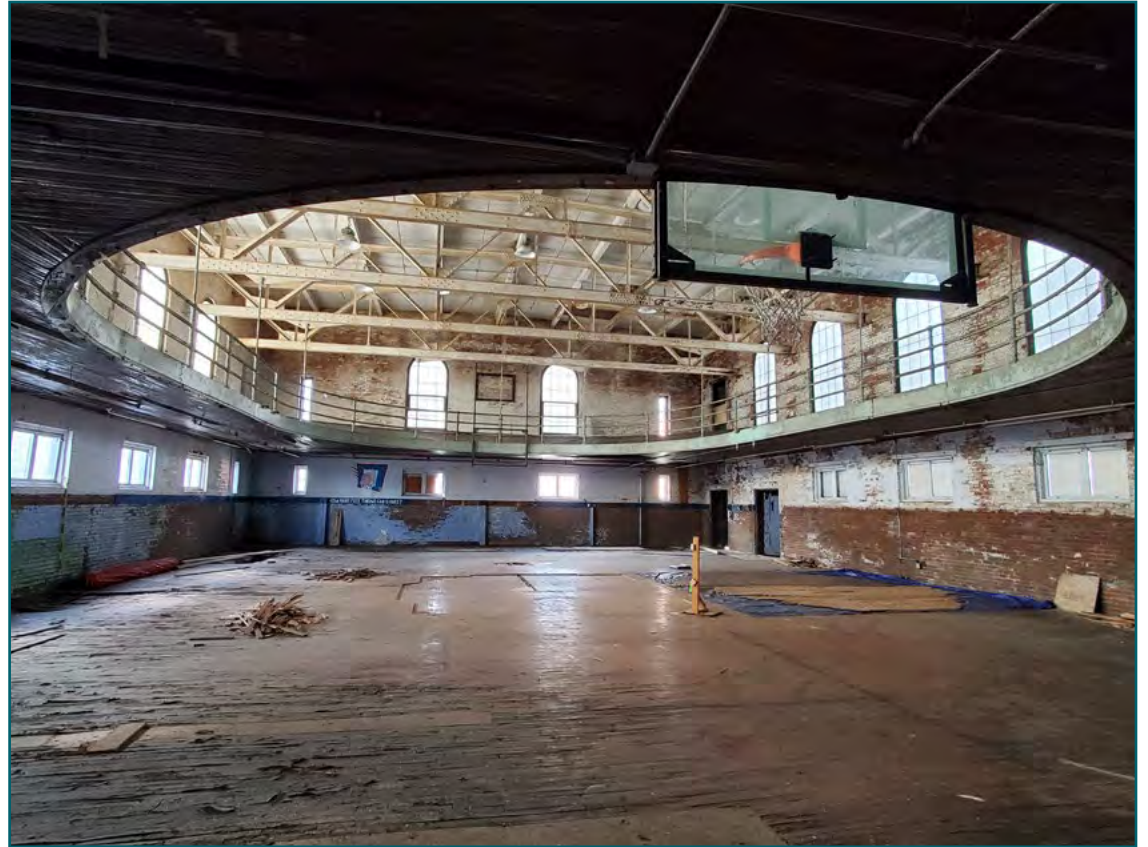
## Mobile Art Van

The Creative Hub Mobile Art Van provides on-site, customized art workshops and projects for a variety of communities in Worcester.

[Learn more](#)



# Worcester Creative Hub - Worcester, MA





# Worcester Creative Hub - Worcester, MA





## 2) CASE STUDIES: KEY FINDINGS

1. We haven't yet found a comparable model that is entirely virtual.
2. The physical places we experienced in our case studies do more than provide functional space, they are locations for discourse and encounter with different people; they stand as symbols of the values and intentions of their founders.
3. Start small (but not too small - be aspirational), get feedback, and plan to grow over time.
4. Owning (vs. leasing) real estate provides some level of security for long range planning.
5. Creating and managing a physical space also means a bigger financial commitment (and bigger financial risk). Each case has been involved in at least one major capital campaign. Each has also found ways to generate secondary revenue by using their space creatively - and in turn, bringing a more diverse set of people to the space.



### 3) NEW BEDFORD SUPPLY & DEMAND

- Gathering data on costs of space by category in 2022.

#### STUDIO SPACE:

#### Excerpt:

		
	<b>Hatch Street Studios</b>	<b>Kilburn Mill</b>
	88-90 Hatch St.	127 W. Rodney French Blvd.
Established	2005 (building built 1909)	2017 (building built 1905)
Key People	Jeff Glassman, owner; Corinn Jussell, artist & volunteer rep for Hatch St Artist Association	Jim Murray, Manager, Peter Andrade, Building Manager
Total # Studios	60	30+ artist studios currently (no band practice but composers welcome - no long term leases - 6 months - 30 day notice)
Studio size ranges	200 - 2400 sqft.	250 (artist pods) + larger customizable 400, 600, 800, 1,000+
Available Space	2 Available Studios	1,000s of square feet ready to be developed
Cost range	\$400 - \$700/month per studio	average \$8 per square foot annually
Amenities included	Parking, Wifi, 24/7 facility/open gallery and conference room access	Parking, 24/7 access, common 3-bay sink in Artisan Center
Additional Costs		Electric, Wifi, fiber connection
Ward	Two	Six
Neighborhood Income	\$30,000 - \$42,000	< \$30,000

### 3) NEW BEDFORD SUPPLY & DEMAND

- Reviewing + updating resource inventories by category (started in the A+C plan).

What exists in New Bedford currently or will soon? This wants to be an ongoing process and open resource - so that creatives can efficiently find resources, especially non-traditional spaces for rehearsals, etc.

<i>Excerpt:</i>					
	<b>The Communal Space</b>	<b>NB Whaling Museum Cook Memorial Theater</b>	<b>Gallery X</b>	<b>NB Fishing Heritage Center</b>	<b>Rotch-Jones-Duff House &amp; Garden Museum</b>
	246 Union St.	18 Johnny Cake Hill	169 William St.	38 Bethel St.	396 County St.
Established	2020		1990		
Key People	Peter Lonelle Walker	Jocelyn Nunes?	Zachary White, Executive Director; Chuck Hauck, Founder	Laura Orleans, Executive Director	Dawn Salerno, Executive Director
Rehearsal space?					
If yes, list rates					
Performance space?					
If yes, list rates					
Seating capacity		237			
What does rental include?					
Additional costs					
Ward	Four	Four	Four	Four	Four
Neighborhood Income	< \$30,000	< \$30,000	< \$30,000	< \$30,000	\$42,000 - \$53,000



# 3) NEW BEDFORD SUPPLY & DEMAND

- Asked a sample of creatives about their needs.

## Mirko Lopes:

*Having community based, low-cost studios and rehearsal spaces would be a great addition to the New Bedford art scene. It would function not only as a space for artists to go and create their own art but also as a gateway for collaboration and networking that could lead to more local artists. Such a space could double as an exhibition space where local and regional artists could showcase their work, whether that be through performance or gala styled events.*

*Expanding the local art scene would likely have to include the introduction of more training programs, business styled seminars or sources, and safe spaces for artists to learn, grow, and innovate. Having spaces where new upcoming artists can go to seek advice, training, and real practical experience would in my opinion be the most beneficial. Writing seminars, open mics, foundational courses in performing arts and music engineering/recording programs are greatly needed in our community and local artist are often outsourcing these types of training - which creates limitations to those who do not have the resources to say, drive three times a week to larger cities in the region to obtain the training ground and specialized education needed for their specific art form.*

*Sadly, the whole country is suffering from an affordability crisis when it comes to necessary services needed to help support upcoming artists, especially those in the form of health insurance, legal advocacy, mental health therapies and housing. This issue is especially exacerbated by our largely first and second-generation American immigrant community in New Bedford, MA. The local artists in our area lack the resources necessary to ensure they have the money, time, space, and health to create their art and establish a reliable income source from their art works. We must remedy this situation by offering a greater social safety net in the form of these needed services and/or subsidize the cost of these services for artists and other working people.*

*The most beneficial resource right now for me personally would be just*

*having somewhere to go, meet other artists, collaborate, and showcase my art. It's very disenfranchising as an artist to create work that you feel proud of but have no place to affordably and properly showcase it. Also having resources in the form of mentorship or group seminars where I could go to and obtain more information on how to get my work out into the community and world at large, would be great. There are a lot of artists and creatives in the area, however due to a lack of resources and information many of us see our works live and die in our bedrooms, closets, and basements - never knowing how or where to share and showcase our works. Remedying this gap in resources and information would lead to a greater thriving and very much needed art scene in our area.*

## Korey Pimental, formally of Glass Horse Project (Local case study, at DePaul currently):

*It was always challenging to find space - especially dedicated space. All of my endeavors involved bringing tech into spaces and working in preexisting constraints or dealing with entities/vendors that didn't understand the time affiliated with creating live theatre (rehearsal, tech, run dates, etc).*

*So many of our projects didn't get to a realization of full potential because we had constraints. I wish we had a manual to hand out to say, "this is what this all means and here's how YOU can help." Or I wish there was just more access (and affordability) to the dedicated spaces we do have in the city.*

*I don't know if I needed the training, but I wish others had the training (refer above). I have the benefit and privilege of getting a communications degree so a lot of the nitty, gritty stuff I learned in school (grant writing, press releases, editing, etc.).*

*I wish there was more collaboration and mentorship for younger artists just getting started. Maybe an artists mentoring program could help?*

## 4) GAP ANALYSIS

Indoor exhibit space  
for gigantic art

Business training course  
for  
creatives

Access to group health insurance

**OUTDOOR SPACE:**

**We worked individually  
and collectively to identify  
priorities for spaces,  
programs and services.**









## atch Shell



# 5) DEVELOPMENT PRIORITIES

SPACES:	PROGRAM/EVENTS:	SERVICES:
<ul style="list-style-type: none"> <li>• Affordable studio space</li> <li>• Affordable live/work space</li> <li>• Visiting artist /A-I-R program with housing</li> <li>• Specialized studios (with tools available to members or through programs)</li> <li>• Dedicated rehearsal space for musicians; access to Sound/lighting systems</li> <li>• Practice cubicals with pianos!</li> <li>• Black box space</li> <li>• An accessible multi-functional gallery/ event/rehearsals space</li> <li>• Classroom space for workshops</li> <li>• Set design shop</li> <li>• Costume closet shop</li> <li>• Space for staging / creation of large public art</li> <li>• Storage lockers for creatives</li> <li>• Space for conference/convening</li> <li>• Outdoor performance/gallery</li> <li>• Rejuvenation space / mental health creative space</li> <li>• Roof garden</li> <li>• Murals on building</li> <li>• Natural light / light control</li> <li>• LEED certified</li> </ul>	<ul style="list-style-type: none"> <li>• "Make NB a great place to sell art" - organize curated shows, including in non-traditional high traffic spaces (ex: Seastreak Ferry Lobby)</li> <li>• Mentorships</li> <li>• Artist in residence program</li> <li>• Education programs: grant writing, etc.</li> <li>• Networking across genres</li> <li>• Connect with other countries</li> <li>• Maker fair / artisan vendor fairs</li> <li>• Auctions</li> <li>• Open studio nights - hang out for creatives</li> <li>• Artist only meet and greets</li> </ul>	<ul style="list-style-type: none"> <li>• Career Center (not just for youth) / creative professional development / one-on-ones</li> <li>• Fundraising/grantwriting assistance</li> <li>• Group tax/accounting services</li> <li>• Group/ individual retirement packages</li> <li>• Group health care</li> <li>• Studio finder</li> <li>• Tech services for entrepreneurs - an offshoot of EforAll</li> <li>• Affordable photography / videography services</li> <li>• Online shop</li> <li>• Provide creative services for new real estate development in NB</li> <li>• Administration/operation - including reservations and management of physical space</li> <li>• Collective marketing / catalogs of New Bedford creatives</li> <li>• Tiered pricing for services / access to resources: professionals vs amateurs (no cookie cutter)</li> <li>• Infographics and wayfinding that "markets" the creatives</li> </ul>

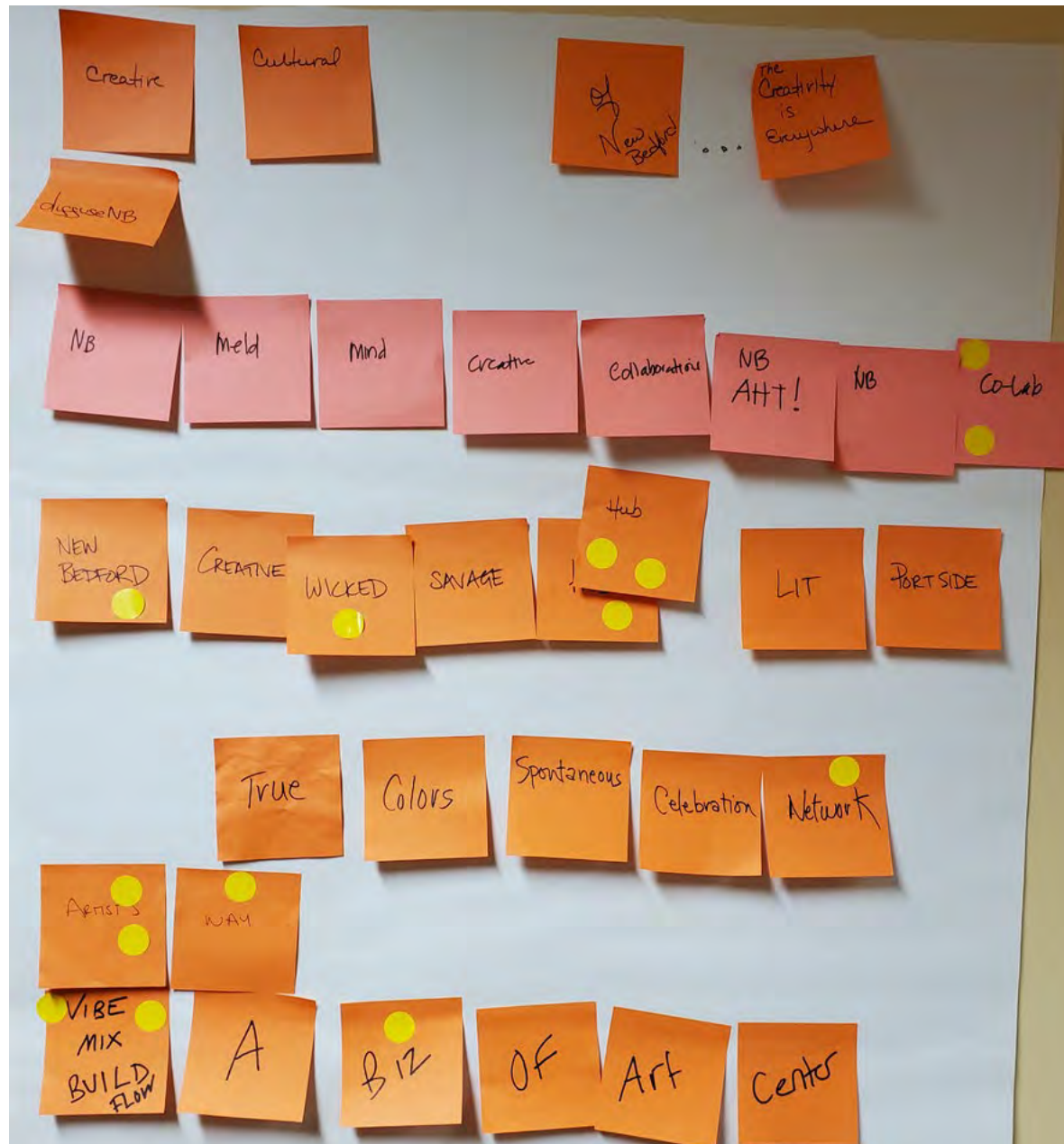
## 6) LOCATION SCENARIOS

Started evaluation of 3 potential location scenarios, including pros and cons for each, including costs and phasing. These are not necessarily mutually exclusive:

Location Scenario	Pros	Cons
Campus concept	<ul style="list-style-type: none"><li>• Ability to bring a lot of different program components together for synergy</li><li>• Ability to share costs/resources</li><li>• Phasing: allow for evolution and growth</li><li>• Potential to reinvigorate a dormant historic site / mill</li></ul>	<ul style="list-style-type: none"><li>• A lot to manage - would require more personnel to operate</li><li>• Cost and phasing: would depend greatly on the specific site chosen.</li></ul>
Multi-site (or hub & spoke) concept	<ul style="list-style-type: none"><li>• Ability to be in every neighborhood</li><li>• Cost: Potential to start small</li><li>• Phasing: Potential to start soon and bring online other sites as they are identified.</li></ul>	<ul style="list-style-type: none"><li>• Challenge of managing multiple sites</li><li>• Cost: possibly less opportunity for revenue generation/cost sharing</li></ul>
Waterfront location	<ul style="list-style-type: none"><li>• Potential to create a landmark / international destination</li><li>• A way to show that creative industries are in relationship with New Bedford's other industries</li></ul>	<ul style="list-style-type: none"><li>• Cost: might need to compete with other land uses</li><li>• Phasing: might be dependent upon / impacted greatly by timing of other waterfront development</li></ul>



# 7) NAME BRAINSTORMING



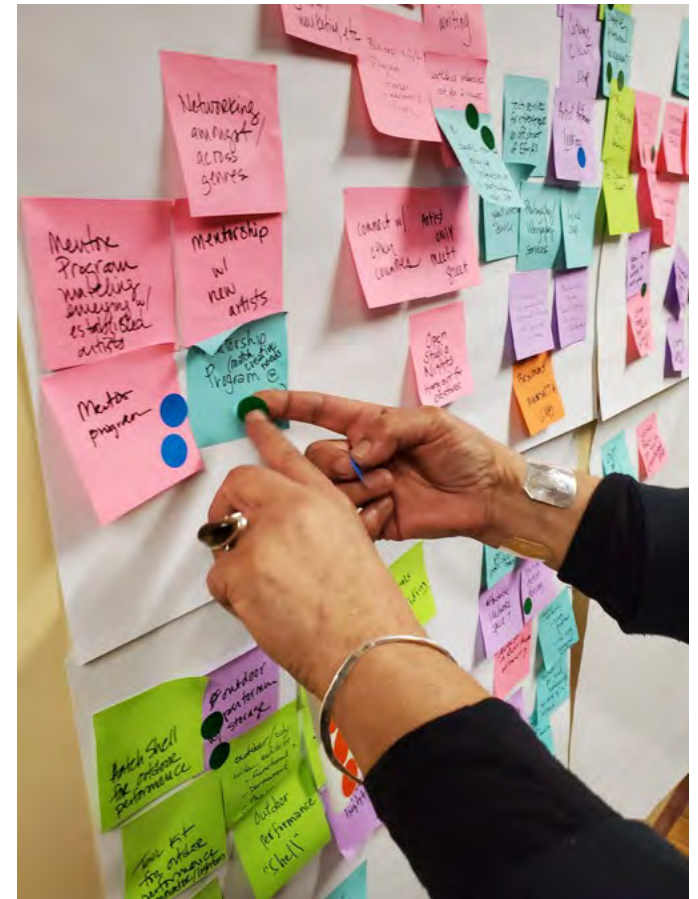
## 8) NEXT STEPS

### Proposed: Feasibility Study, Phase II:

- Phase start/scope dependent upon funding.
- Hold community workshops to test/refine priorities, build collective vision and develop the "niche/identity" of the Center.
- Hone in on location alternatives. Could include specific sites (such as a city-owned property, etc.)
- Identify order of magnitude costs, potential funding sources + phasing. Be mindful of other capital campaigns.

### Immediate next steps:

- **By May 31:** Provide feedback on draft (link in chat) or by email: [artsnewbedford@gmail.com](mailto:artsnewbedford@gmail.com)
- **Report Completed:** June 17, 2022





# WHAT WE'VE DONE SO FAR

1. Assembled ad hoc committee (from Placemaking Squad members) to conduct Phase I
2. Identified three regional programs, visited them, met with their staff and develop case studies based on them to identify key takeaways for New Bedford.
3. S&D: Answered: what exists in New Bedford currently or will soon? Reviewed + updated resource inventories (started in the A+C plan) and sourced data from a sample of creatives. We also specifically looked at costs of studio space in 2022 market.
4. Started "gap analysis" (compare what we know about supply and demand) to confirm what needs are still unmet.
  - Our big question was: is a dedicated physical space needed, an umbrella organization (that could be largely virtual), or both?
5. Identified *key BOAC development priorities*, based on the data + inspiration from the case study research. These address: Programs, Services, Community Spaces, Personnel and Funding/Revenue).
6. Started evaluation of 3 potential location scenarios, including pros and cons for each (costs, phasing) (Campus concept, a multi-site concept, a waterfront concept)
7. Brainstormed possible names to reflect the values/spirit behind the ideas.
8. Are proposing a set of next steps:
  - Feedback from you on this draft deck - pdf is found here - (by email or comment by May 31)
  - Specific next steps for Phase II, which will address at the end of this update