



### **Project Data**

#### **Key Scope Items:**

- Business Plan and Financial Projections
- Comparable Facilities Analysis
- Development of Cultural Arts Venue

**Development Budget:** \$1,500,000

**HSP Professionals Involved in Project:** Rob Hunden, Rob Smitherman

**Time of Service:** 2010 – 2011

## **Community Arts Center Feasibility & Arts Strategy**

*Valparaiso, Indiana*

HSP was retained by the City of Valparaiso to study the feasibility of converting a landmark building downtown into a community arts center. In addition, HSP made recommendations that would support a larger arts strategy. The proposed facility would serve as an instruction, education, performance and practice venue for the entire community. The City had identified the former Police Station on the County Square as a potential location for the venue. The desired facility would provide a flexible space and options that were not currently available to the citizens of Valparaiso.

In determining the feasibility and business plan for a new arts center, HSP:

- Met with two dozen locals arts stakeholders and interviewed them about the needs of the community, including for events, performances and instruction.
- Investigated comparable facilities to determine recommended operations, ownership, management, marketing and financial strategies.
- Created a physical programming recommendation, a content-based business plan and demand and financial projections for the facility.
- Made recommendations for a variety of other arts-enhancing steps the community could take, including the development of an arts council, quarterly arts meetings, marketing collaborations amongst stakeholders (including downtown restaurants) and better wayfinding and signage.