

Arts Facility Assessment and Feasibility Study—BRIEFING

Greater Lafayette, IN

Summer 2009

IMPETUS AND CHARGE

As a direct outgrowth of the Cultural Plan (CP) that was co-commissioned by the Tippecanoe Arts Federation (TAF) and the Lafayette/West Lafayette Development Corporation in January 2008 and completed in January 2009, TAF appointed a standing committee, the Arts Facility Needs Assessment Committee (AFNA), to conduct a facility and feasibility study to directly respond to these strategies of Goal 1 in the CP:

GOAL 1: Integrate arts and culture more fully into Lafayette's and West Lafayette's approaches to community economic development.

Strategy 1.2 Develop a cultural facilities master plan.

Strategy 1.3 Assess the market for and operational viability of a new, multi-purpose exhibition and performance venue.

FUNDING

At the time of its completion, the CP provided order of magnitude estimates for strategies 1.2 and 1.3., at \$25-50k and \$40-75k, respectively. In January 2009, North Central Health Services (NCHS) offered provisional approval of a grant application for \$31,500 to conduct a facility study authored by Ken Bootsma/Lafayette Symphony Orchestra, provided that be conducted in congruence with the direction of the CP. Additionally, the Barnabas Foundation, contributed an additional \$20,000 to the facility study process. Under the initial leadership of the Transition Team of the CP and subsequently AFNA, and with the cooperation of several cultural organizations, a plan to combine the objectives of strategies 1.2 and 1.3 was developed to capitalize upon the availability of funding.

PROCESS and PROPOSAL

The AFNA developed a process outline to guide the needs assessment work as well as to shape the nature of a request for proposals for consulting services. At the present time, there are **two key components** to be undertaken:

1. **Facility needs assessment:** per the recently completed CP, assess the cultural organizations facility-related needs so we can have a comprehensive sense of facility related issues for planning, prioritization and fundraising. We know, however, that the scope of the needs assessment called for in the CP likely reaches beyond the scope of work that is desirable (or frankly, financially feasible) within this project. We propose that a 2-part assessment could be developed. The first part is assessment of the principal theatrical/performance/exhibition spaces where consultant expertise would play a critical role. The second part is that, using a process designed by the consultant and with a shared vocabulary and data definitions, a small volunteer team could assess those spaces in which performance and exhibition activity take place, but that do not require the expertise such as the formal venues. For estimation purposes, the order of magnitude would resemble this (though the final list is yet to be negotiated):
 - a. Theatre: 8 (Civic Theatre, Lafayette Theatre, Long Center, Duncan Hall, Loeb Playhouse, Elliott Hall of Music, Fowler Hall, Tippecanoe Amphitheatre)
 - b. Visual art museum/gallery: 2 (Art Museum of Greater Lafayette, Wells Center/Tippecanoe Federations for the Arts)

It is further expected that our committee would devise the list of ancillary spaces in the near future such that the appropriate data points could be specified. Obvious candidates for this list include selected bars/nightclubs, selected churches, selected ballroom/auditoriums, etc.

2. **Facility feasibility assessment:** per the process outline, we anticipate that a selected group of organizations will participate in a step to examine the feasibility of how a facility would have an impact (positive or negative) upon important aspects of their enterprises. To that end, we anticipate various forms of analysis would/should be conducted to provide solid managerial data to support and guide subsequent decisions.

AFNA is in full recognition that this work represents only the beginning of a larger process, and it is anticipated that the remaining steps of the proposed outline would be informed and updated by the earlier work; we consider those steps to be future biddable possibilities.

AFNA Committee

Ken Bootsma, Executive Director, Lafayette Symphony Orchestra
Chris Brown, Owner, Chris Brown Construction
Tim Clark, President, INTAC Management Group
Julie Ginn, Associate Broker, CBC/The Shook Agency
Tetia Lee, Executive Director, Tippecanoe Arts Federation, *ex-officio*
Barry Rubin, Principal Broker, Commercial Brokers, Inc
Charlie Shook, President, The Shook Agency
Kendall Smith II, Executive Director, Art Museum of Greater Lafayette
Todd Wetzel, Director, Purdue Convocations

SUPPORTING RESOURCES

Cultural Plan: <http://www.tippecanoearts.org/img/Executive%20SummaryCulturalPlan.pdf>
AFNA minutes: http://www.tippecanoearts.org/cultural_planning.html

Respectfully submitted,
Todd Wetzel, co-chair
C. Barry Rubin, co-chair

July 8, 2009