On site report of the Niagara Arts and Cultural Center

Submitted by Kim Villanti
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Exterior and surrounding neighborhood

HIGH SCHOOL

WJJL
RADIO
1440 AM
SMOKE FREE
The Niagara Arts and Cultural Center
Red Door Entrance
Visitor Hours
Closed
www.CityA1DrivingSchool.com
5 Hours Pre Licensing Class
Held Here
Tel: 570-7230
Saturday 3:30 PM

FAMILY
DOLLAR
FAMILY DOLLAR
ONE WAY
STOP

Walgreens
EXIT
THE FAM'S
ATTRACTIONS

Interior hallways

EXIT

Studio spaces

Design Furnished

Galleries

Gymnasium

Sound stage

7,000 square feet

20 feet high with no columns

To be a certified sound stage, there must be 3 walls

Can receive tax credits

Theaters

Grand theater seats 999

Wood box theater seats 75

Staff and board

Kathie
Executve Director

Lou
Director of Finance and IT

Board of Directors

Challenges of The NACC:

- Urban environment
- Low income - 90% of children are below poverty line
- Mostly immigrant population
- Public perception that the area is not safe at night
- City government has a history of corruption and union strong arming, which is why they broke away from the city
- Building not in the best of shape
- Theater needs major upgrades
- Administrative staff is mostly volunteer
- No on site parking, only street parking
- Currently rentals only cover 50% of operating costs
- Cannot get fire insurance
- Responsible for all inside and outside maintenance

Their advice to us:

- Do not utilize the pool, it is a money pit
- Do have a visitors center
- Do not offer social services, keep the emphasis on businesses and the arts
- Partner with the city and work on a phased plan of easing the financial burden on the tax payers, but have the city retain ownership
- If we get an anchor theater rental, make sure there are clear, contractual boundaries concerning shared use of the theater with community groups
- Create displays highlighting our different museums
- Invest heavily in sweat equity
- Go after major gifts and grants
- Create an alumni room