

Haley House Bakery Café
Bing Broderick, Business & Marketing Manager
The Café As Cultural Center

HHBC Programming Timeline:

Aug 2005 – Café opens with blank walls

Fall 2005 – Lolita Parker Jr. hangs first art exhibit (5-6 per year)

Spring 2006 – Officer Bill Baxter introduces his gang resistance curriculum

Fall 2006 – Nina LaNegra proposes weekly Art is Life itself performance series and open mic

Summer 2007 – The Color of Film Collaborative propose a Dinner & A Movie event as part of Roxbury Film Festival – now quarterly event

Fall 2009 – Discover Roxbury proposes a monthly series of History Nights, spotlighting local history

Cultural Partnerships: Opportunity for Cross Promotion and Collaboration

Roxbury Cultural Network
Common Thread Coalition

What Assets Exist at the Venue?

- Community Support
- Demand
- Talent
- A Sense of Possibility
- A Unique Business Model
- Organization/Calendar

What Assets Do You Bring as an Artist/Presenter?

- Content: Artistic, Historical, Artistic
- Enthusiasm
- Organization/Marketing
- Engaged Audience
- A Good Vibe

What to look for in a Venue?

- Welcoming destination/Community Space
- Strong Partner
- Creative Partner
- Access to Transportation and Parking
- A Natural Space for Networking

What assets do you bring as an artist, arts presenter/producer or venue?