



## INCUBATOR GALLERY WORK SPACE PROGRAM

Some steps may overlap – all steps are recommended

### I. Identify Program Parameters, Goals and Budget

- Develop program goals – include compatibility with existing plans and programs and program metrics,
- Write the business plan. Include all program expenses (staff, insurance, infrastructure buildout, maintenance and replacement, site improvements, marketing, security deposits, utilities), necessary to initiate, manage, promote and sustain the program.
- Identify all funding sources
- Identify any in kind service contributions
- Secure funding and in kind services

### II. Identify Community Partners/Stakeholders/Collaborators/Supporters

- Identify community partners/stakeholders such as municipal entities, chambers of commerce, other economic development/business organizations, citizen groups, arts and/or cultural organizations
- Community outreach to achieve support:
  - Present program – attractively packaged for marketing - to the community
  - Use as many platforms as your are able to access – small and large group meetings, local radio and television media, print media, all electronic media, one on one conversations.
- Continue outreach messaging until a critical mass of buy-in is achieved.

### III. Identify Location

- Identify suitable locations based on program criteria and goals
- Assess strengths and obstacles for each location to choose a final location: Research and evaluate:
  - Program impacts to neighboring businesses, residences and other adjacent uses
  - Pedestrian access, parking, transit
  - How the project enhances the site and neighborhood
  - Regulations applicable to program
  - Site suitability - assess stormwater management, utility access, any changes needed to existing and/or need to install new landscaping, security, parking, restrooms, storage

**IF NECESSARY, ADJUST BUSINESS PLAN TO ACCOMMODATE UNANTICIPATED EXPENSES OR STRATEGIES DISCOVERED THROUGH STAKEHOLDER PARTICIPATION OR LOCATION SELECTION PROCESS**

### IV. Prepare Location

Once preferred location is chosen

- Secure location through property owner permission, lease or agreement
- Complete permitting necessary for program use
- Prepare site for program: construction, landscaping, utilities and any other program improvements

### V. Call to Artists

- Establish qualified artist jury and artist selection process. Include all program parameters in the section process such as length of stay, hours of operation, shared space requirements, required business plan or other program criteria – for example artists living on Cape Cod
- Host program information sessions and, if possible, site visits for the artists to ensure their full knowledge of the program before submission to jury. Program staff and/or the jury use this in-person opportunity to become acquainted with applicants, their work, and business model viability and also gauge the potential number of applications expected.
- Develop and distribute, using all available media, call to artists
- Conclude the selection process with formal acknowledgement of the applications and the jury's determination.

### VII. Project Support

- Develop program materials including application, lease agreements, rules and regulations, financial tracking documents, marketing materials, metric questionnaires, tracking documents and surveys
- Be prepared to provide assistance by connecting artists to small business assistance; technical assistance, marketing support, lending institutions and commercial space opportunities.
- Sponsor and promote partner led workshops and mentoring
- To accomplish program metric goals ensure that participating artists provide: program evaluations, sales figures and visitor numbers

### VIII Ongoing Tasks – Sustaining the Program

- Marketing - Photographs and video! Use all social media and traditional media marketing, program dedicated website.
- Big events-grand opening with ribbon cutting, local officials, business community, arts community
- Subsequent grand re-openings each season with updated activities/entertainment
- Engage local school group, social group field trips to meet the artists
- Cross promotions with the business community and local business organizations
- Annual review and update of program business plan to ensure sustained management and funding, including staffing and site maintenance.