

# KENTLANDS CULTURAL ARTS CENTER

Presented to the KCA Board of Trustees

April 26, 2017

Submitted by: The Kentlands Community Foundation Board of Directors

## **SUMMARY OF IDEA**

Joseph Alfandre had a vision for Kentlands which involved participation in the arts, including civic arts. The formation of KCF grew out of that vision, but our various grassroots cultural programs fall short of fully delivering a significant cultural arts experience in the Kentlands. The City of Gaithersburg embraces the arts and supports the arts community, but is limited by existing space in the Kentlands and funds to devote exclusively to our community. Our proposal brings together the original vision for Kentlands and KCF with today's reality and our desire to continue to be a model community to the world.

## **MISSION OR VISION STATEMENT**

**Vision:** Kentlands becomes a cultural arts destination with expanded offerings of artistic programs and support for local artists combined with a social gathering place. This completes the original vision of Joseph Alfandre for a cultural arts center.

**Mission:** 1) Builds community by supporting local arts and cultural programs; 2) provides community outreach and potential for additional grassroots programs; 3) Furthers Kentlands as a model of New Urbanism.

## **THE PLAN:**

KCF would develop a sustainable long term partnership with the City of Gaithersburg to create a cultural arts center. The development would tie together the Mansion, Arts Barn and Carriage House into a cohesive center. The City is very excited to move ahead with such a development, but funding and other support is an issue. The Center could include:

- A new outdoor covered theater to be built on the Green to host upscale programming in the warm weather months including concerts, theatre, dance and films, along with being an enhanced space for summer arts camps and festivals. Joint programming held here would be a source of shared revenue between the City and KCF and include concessions vendors.
- A cultural "bricked commons" area on the pad between the existing buildings to include mini "cottages" for artists' studios and small retail space along with community gathering space, space for small instrumental groups, etc.
- An artists' gallery in the Carriage House, open to the public during certain hours, but still available for meeting space, creating three art galleries, one in each building.
- Additional art studio space or meeting space in the current KCF office. KCF to move to Main Street as part of that initiative but eventually back to the Cultural Arts Center, possibly in the Mansion third floor or another appropriate space within the Center.

**THE PARTNERSHIP:**

We propose a public/private partnership with the City. The architectural design would be led by the City with approval of the KCF board. The City would manage the building process. An arrangement would be negotiated for a revenue sharing from the new outdoor theater (ticket revenue and refreshments) which would then supplement the KCF annual operating budget and reduce future reliance on the TIC fund. Negotiations regarding usage of the Carriage House for the Arts Center purposes can be part of the conversation with the City to the potential financial benefit of KCA. Additional funding for the project could be raised through campaigns and grants, with both KCF and the City's Gaithersburg Arts and Monuments Funding Corporation (GAMFC) being utilized as the nonprofit entities for fundraising.

**CAPITALIZATION:**

Prior to completing the design plans and receiving bids for the construction of the space, it is difficult to estimate total cost. A complete analysis to include return on KCF/TIC capital invested, projected cash flow from the outdoor theater space, etc. would need to be completed to finalize this proposal.

**We propose an allocation of \$250,000 from the TIC fund for this project.**

**We request authorization to proceed with negotiation with the City in good faith under the outline as presented.**