

Claremont
Creative
Center



THE HOMECOMING CAMPAIGN

Weaving the arts
into the fabric of
our community

ClaremontCreativeCenter.org





WEST CLAREMONT CENTER FOR MUSIC AND THE ARTS

Founded in 2008, the West Claremont Center for Music and the Arts (WCCMA) is a major contributor to the on-going revitalization of Claremont and plays an active role in enhancing the quality of life in our region. In its first year, WCCMA presented 5 events serving approximately 300 people; in our tenth anniversary season (2018) more than 50 events reached 3,000 people. Our patrons desire and appreciate high quality arts and music experiences. Our educational programs fill the void created by budget cuts to arts education in our schools. Our concerts draw customers to the businesses of the Claremont region and bring tax dollars to the state of New Hampshire. We envision a community where all engage actively in the social, emotional, and intellectual benefits of creativity. **OUR ROLE IS TO BRING GREAT ART TO OUR COMMUNITY AND GREAT COMMUNITY TO OUR ART.**





THE HOMECOMING CAMPAIGN: WEAVING THE ARTS INTO THE FABRIC OF OUR COMMUNITY

WCCMA is at a pivotal moment. Over the last decade, the increased demand for private and group teaching space, growing caliber of high-profile international artists, and need for additional resources has caused the organization to outgrow currently available venues. Yet, our current home, the historic Union Church in West Claremont, limits our potential impact and output. Therefore, in partnership with the Claremont Development Authority and the City of Claremont, we have embarked upon HOMECOMING: The Campaign for West Claremont Center for Music and the Arts.

This master plan is designed to accomplish three main goals:

- ▶ **TRANSFORM** a long-empty historic bank building in downtown Claremont into the Claremont Creative Center.
- ▶ **CAPITALIZE** WCCMA for vitality during this period of evolution growth and into the first three years of operations in our new home.
- ▶ **ENHANCE** WCCMA's indispensability as an economic, social, cultural, and educational engine in Claremont and the surrounding Upper Valley region

Through the HOMECOMING CAMPAIGN, we will build upon our celebrated past, create a permanent home for our promising future, and ensure the financial stability necessary for our evolution and durability. Most importantly, the Homecoming Campaign will weave the arts more fully into the fabric of our community and spur WCCMA's evolution into an economic, social, cultural, and educational driver in Claremont and the Upper Valley region.

ACCESS TO THE ARTS

GROW PARTICIPATION IN THE ARTS: WCCMA provides low-cost and free opportunities for all to enjoy the arts, nurture their talents, and experience the benefits associated with creativity. However, 80% of WCCMA programs are currently offered in venues outside of the City Center. With the creation of the Claremont Creative Center, we will bring our operations under one convenient roof. The downtown location is walkable for more than 51% of Claremont residents and from Stevens High School and Claremont's Middle School. With a highly visible, walkable downtown location, patron amenities, ADA compliance, a flexible performance and gathering space, box office/administrative offices, The Claremont Creative Center will provide greater accessibility to WCCMA's performances and educational programs.

NURTURE EXTRAORDINARY ARTISTS: Our PROFESSIONAL CONCERT SERIES provides vital connections between world-class guest artists, WCCMA, and our rural community. In our new home, we will use our unique and intimate performance venue to curate concerts by diverse musicians who perform classical, world, jazz, and new music. While in residence, guest artists will weave themselves into the fabric of our community—performing, teaching, leading school residencies—and Claremont will become an artistic home wherein collaborations can flourish and commissioned music will celebrate our region.

EDUCATE

EDUCATE GENERATIONS OF ARTISTS & ARTS LOVERS: Neuroscience demonstrates the arts and creative practices strengthen and support cognitive function and build life-skills (planning, problem-solving, listening, collaboration, responsibility). Participation in the arts cultivates self-respect, confidence, and civic engagement. The Homecoming Campaign and the Claremont Creative Center will allow WCCMA to bridge the widening gap in arts education for the students of our region and provide a beautiful home for our free and low-cost programming to thrive. The Claremont Creative Center will be a safe and welcoming environment for students of all ages to learn and grow, for teachers to offer their mentorship, and for professional artists to share their skills.

ILLUMINATE DIVERSITY: As a female-led organization, we feel an urgency to introduce students and audiences to a range of cultures and ideas on-stage, in classrooms, in culinary and art experiences, and in our leadership. We are committed to highlighting black composers, composers who identify as female, indigenous performers, and other world cultures. We reflect this commitment in the materials we use with our students: our Art Box program utilizes picture books that feature racial justice, historical figures, and characters from marginalized groups and our World Dinners bring Korean, Norwegian, Italian and other cuisines into the homes of Claremont citizens. Our Artistic Advisory Board is composed of creative thinkers from all over the world.



COMMUNITY

ECONOMIC DEVELOPMENT / DOWNTOWN REVITALIZATION: WCCMA's new home will be an engine for our region's creative economy. Spending surrounding performances and education programs will impact local businesses: Americans for the Arts reports that for every \$1 spent on an arts event, \$18 in related spending occurs at local restaurants, stores, and for services such as child care. Regional employers report they are dependent on a thriving cultural scene for employee recruitment and retention. The revitalization of a long-empty downtown property has proven to be a stimulus for further development in other regional communities: in the years since Northern Stage's Barrette Center opened in White River Junction, 6 new restaurants opened and more than \$65 Million of building projects were completed or are underway.

CREATIVE PLACEMAKING: An ever-growing slate of world-class artists view Claremont as a creative home and contribute to our local educational systems, civic institutions, and economy. With a flexible, intimate performance venue, practice space, state-of-the-art lighting and sound equipment, this unique space will nurture the artists of today and tomorrow, stimulate community connection, attract a diverse pool of world-class talent, and be a source of pride for our community.

ORGANIZATIONAL CAPACITY

STRENGTHEN ORGANIZATIONAL VITALITY & LONGEVITY: WCCMA is ready for evolution and growth. The Homecoming Campaign will capitalize WCCMA's operations, expand income sources, broaden our patron base, and allow for new partnerships and collaborations. During the first 5 years in the new space, we anticipate a 25% increase in attendance for programs, a 15% increase in contributed income for operations, and new income based on rentals and program growth. This evolution will lead to a financially thriving organization able to recruit and retain talented staff, teaching artists, and performers to bring skills, energy, and passion to our community.

TIMELINE

The renovation of 56 Opera House Square is being phased to maximize dollars, allow for WCCMA's organizational growth to match the space, and to activate the public spaces on the first floor for use as soon as possible. PHASE 1 will see the first floor renovated and outfitted for public performances.

JANUARY 2019

Business plan creation, conceptual design, attain lead support (CDBG, CDFA Tax Credits), campaign strategy development.

JANUARY 2021 – SEPTEMBER 2022

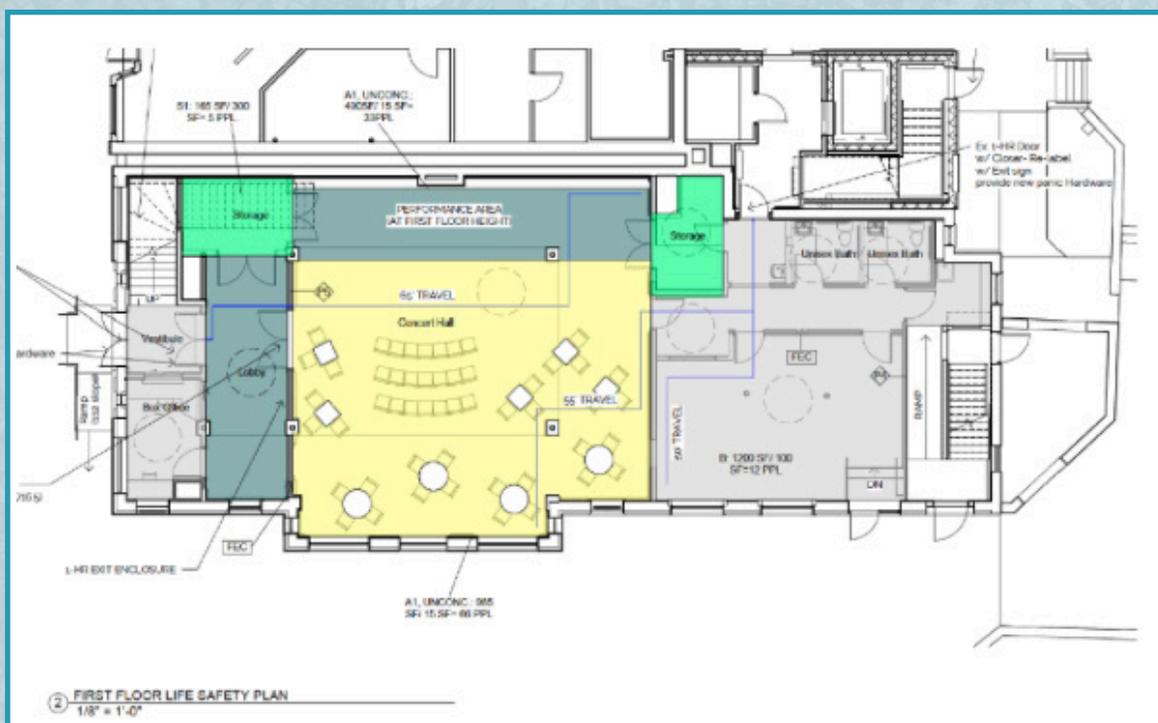
Quiet fundraising (foundations, businesses), develop construction drawings and schematics for full building and for Phase 1 (first floor), Phase 1 estimation and bidding process, demolition / pre-construction process.

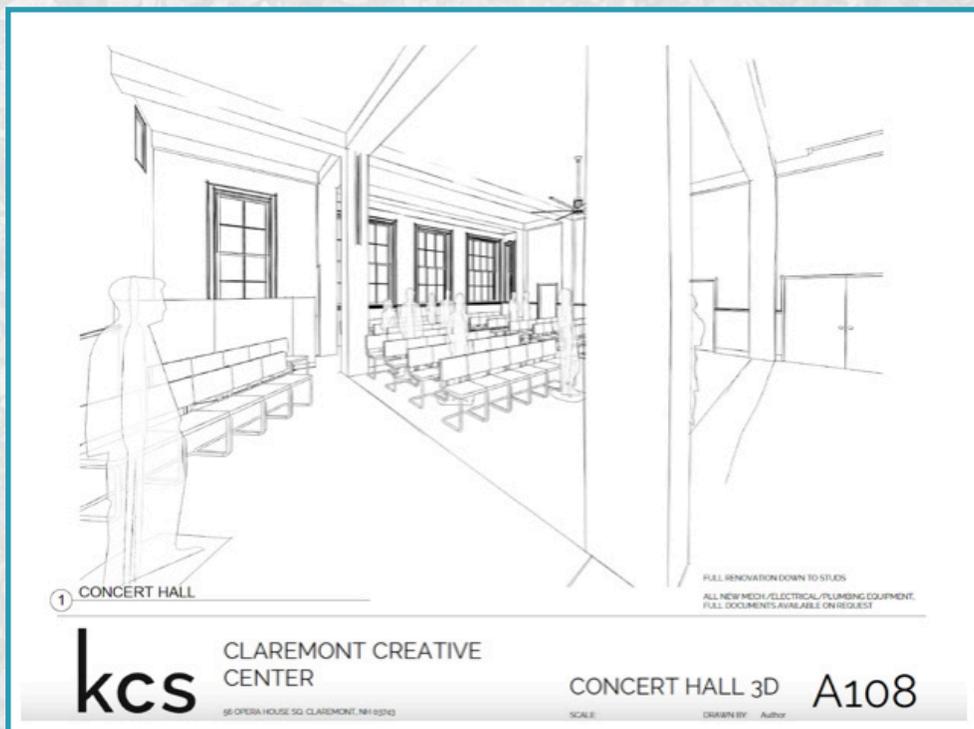
OCTOBER 2022 – JUNE 2023

Public fundraising for PHASE 1 (individual donors), construction, planning for first season of operation, opening of PHASE 1/First Floor of Claremont Creative Center (Summer 2023)

2023 –

First performance / education seasons in the Claremont Creative Center; continue to raise funds for the remainder of the building (PHASE 2) completing sections as dollars are raised. WCCMA operations grows within the new space.





PARTNERS



Claremont
Development
Authority



JACK & DOROTHY BYRNE
FOUNDATION



HOW TO HELP

CHAMPION You can donate, purchase tax credits, view plans, keep up to date on fundraising, and more at ClaremontCreativeCenter.org. Questions? Contact Melissa Richmond at melissa@wcc-ma.org

INVITE Do you know a music / arts lover from Claremont? Do you know arts patrons who value the creation of new work? Do you have connections with individuals, businesses or foundations interested in creative community and economy building, education, and access to the arts? Please let us know by contacting our Executive Director. Most important, reach out to your connections and be a champion of the HOMECOMING CAMPAIGN and WCCMA.

INVEST From financial support of every size to volunteer hours to in-kind donations, it will take a whole community of investors to make this vision a reality. Please help weave the arts into the fabric of our community.

DONATE TODAY!

PAYPAL.COM/PAYPALME/WCCMA

PHASE 1 FUNDRAISING GOAL: \$2,205,000

RAISED AS OF 12/8/22: \$1,373,026 (62% of Phase 1 goal)

REMAINING TO RAISE: \$826,974

GOAL: \$2,205,000

29%

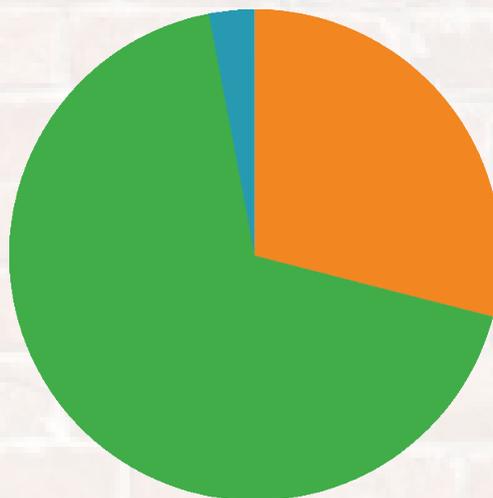
Tax Credit purchased by Regional Businesses

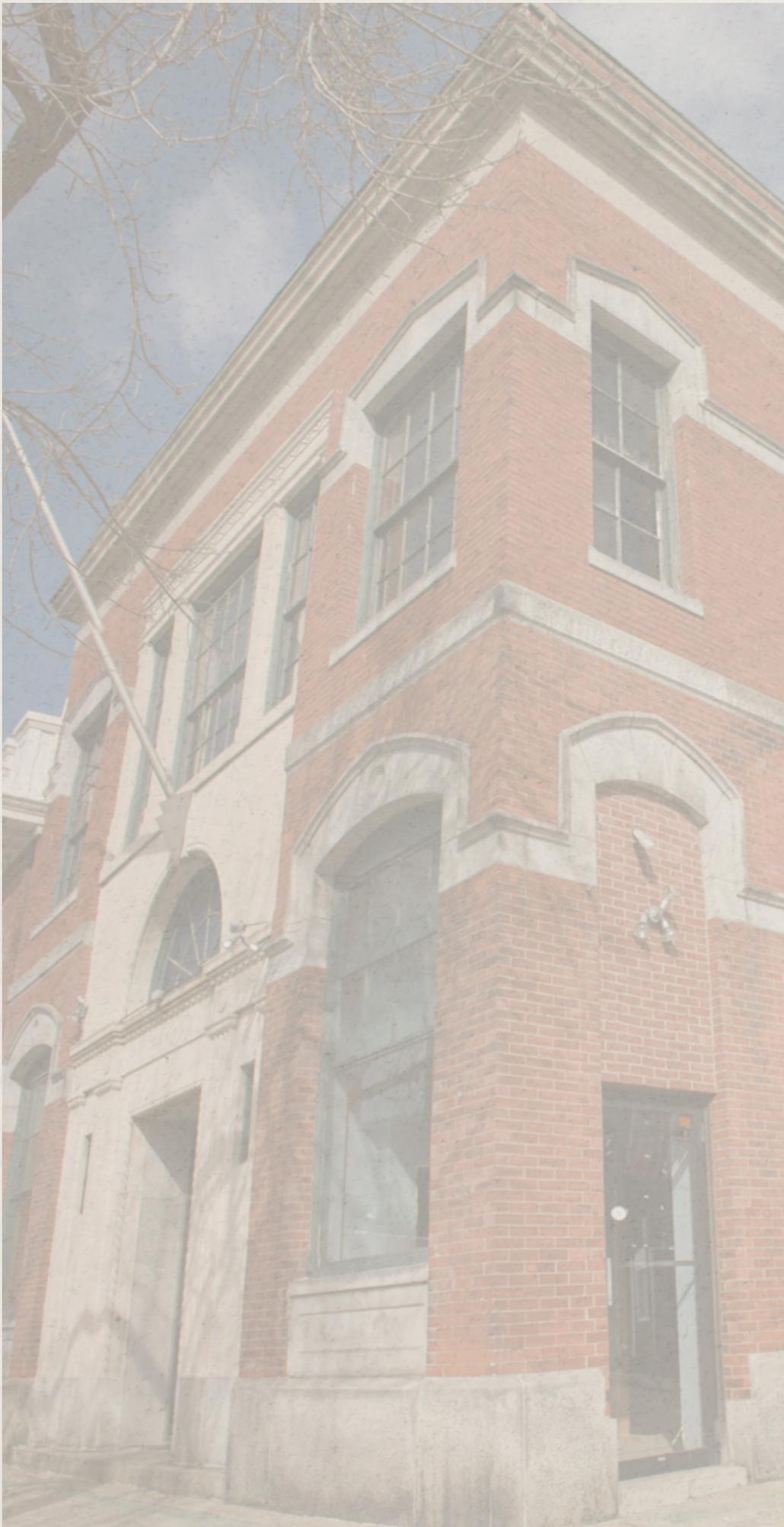
68%

Grants from Foundations & Institutions

3%

Donations from Individuals & Households





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