



OLD TOWN HALL RESTORATION & ACTIVATION

EASTHAMPTON, MA



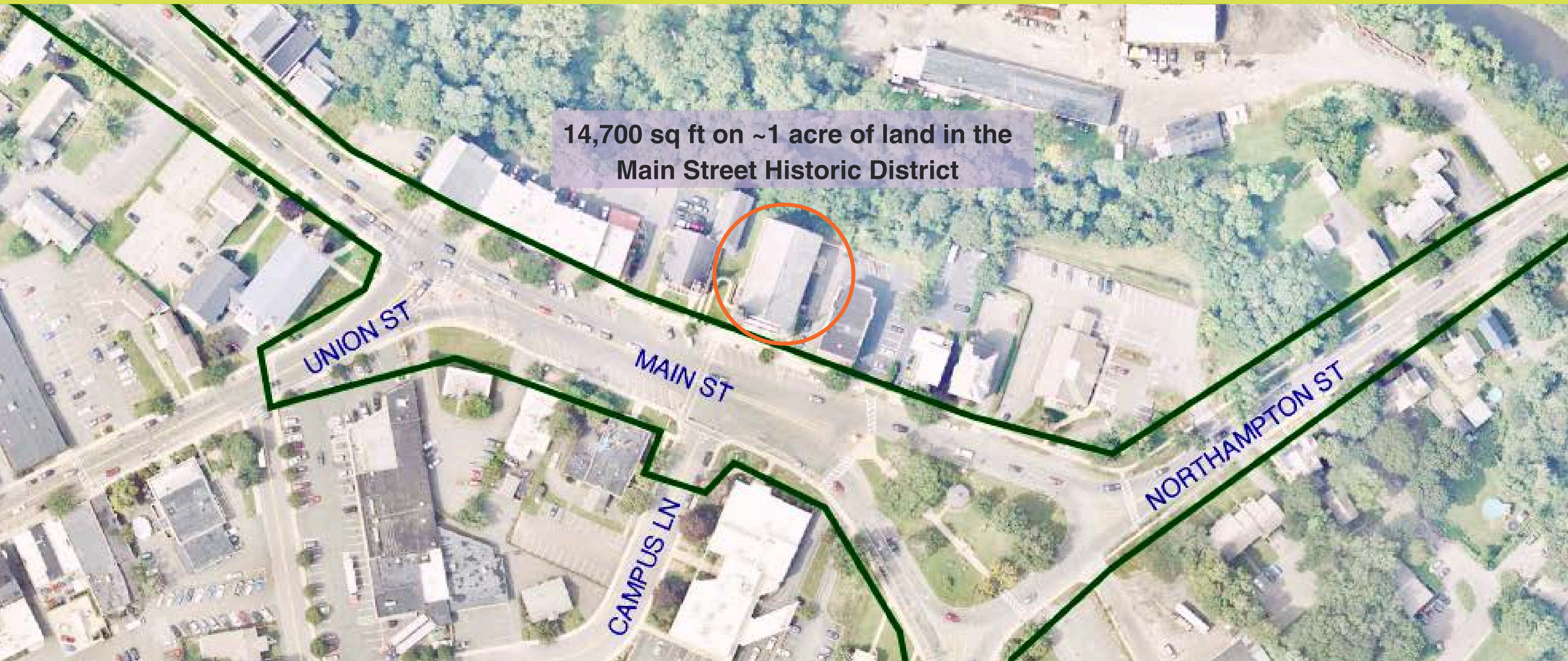
WHERE ART MEETS COMMUNITY IN OLD TOWN HALL

In 2006, CitySpace, a nonprofit, was formed to restore, manage and preserve Easthampton's Old Town Hall as a center for the arts for western Massachusetts.

The transformation of Old Town Hall has been a key element in the City's long-term Master Plan and Downtown Strategic Plan—advancing goals for cultural vitality, affordability, economic development, and historic preservation.



Our location

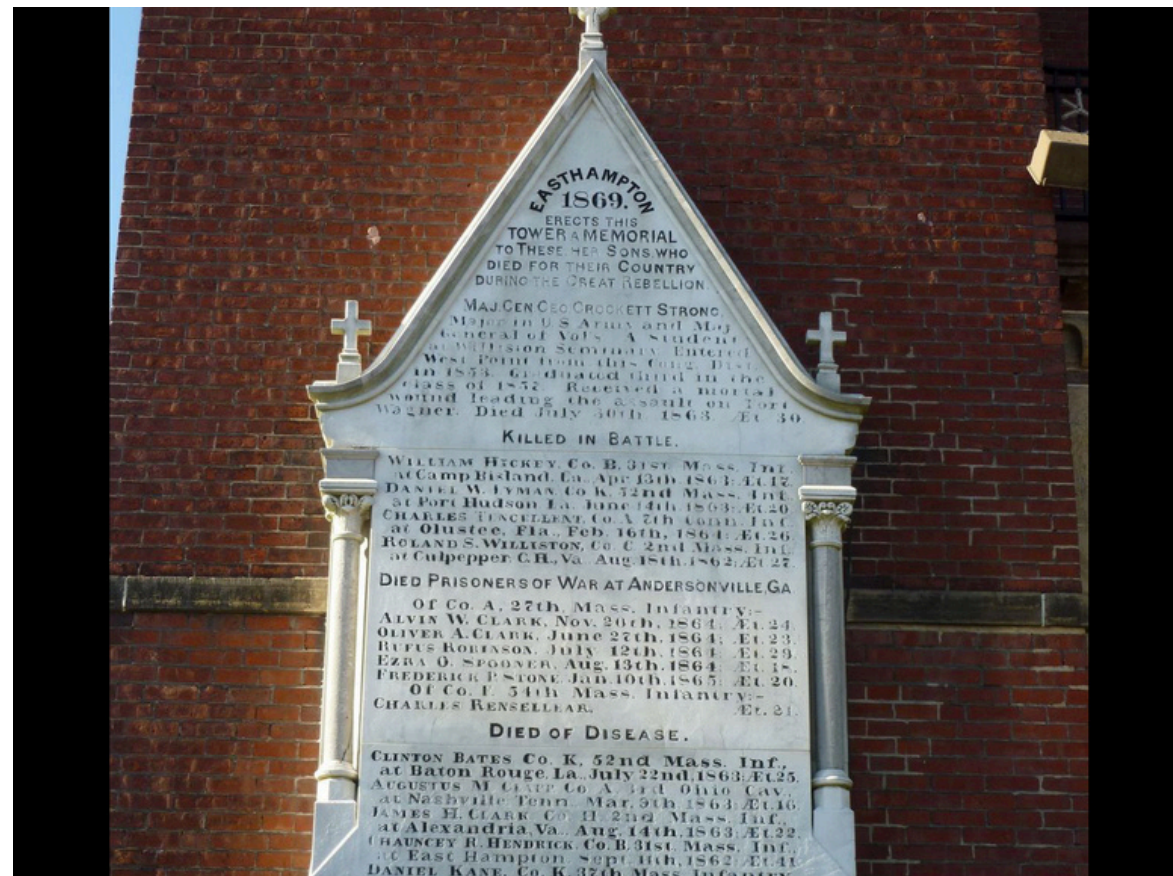


BETWEEN NORTHAMPTON AND HOLYOKE IN EASTHAMPTON, MA

Building history



- A memorial to the Easthampton soldiers that served in the Civil War.
- Victorian Italianate style built in 1869.
- From 1869 to 2003 Easthampton's Old Town Hall was used for municipal offices, town meetings, and community events.



Who we are



CitySpace is: community advocates, artists, business professionals, and leaders from across Hampshire, Hampden, and Franklin counties.



Long-standing tenants



Big Red Frame

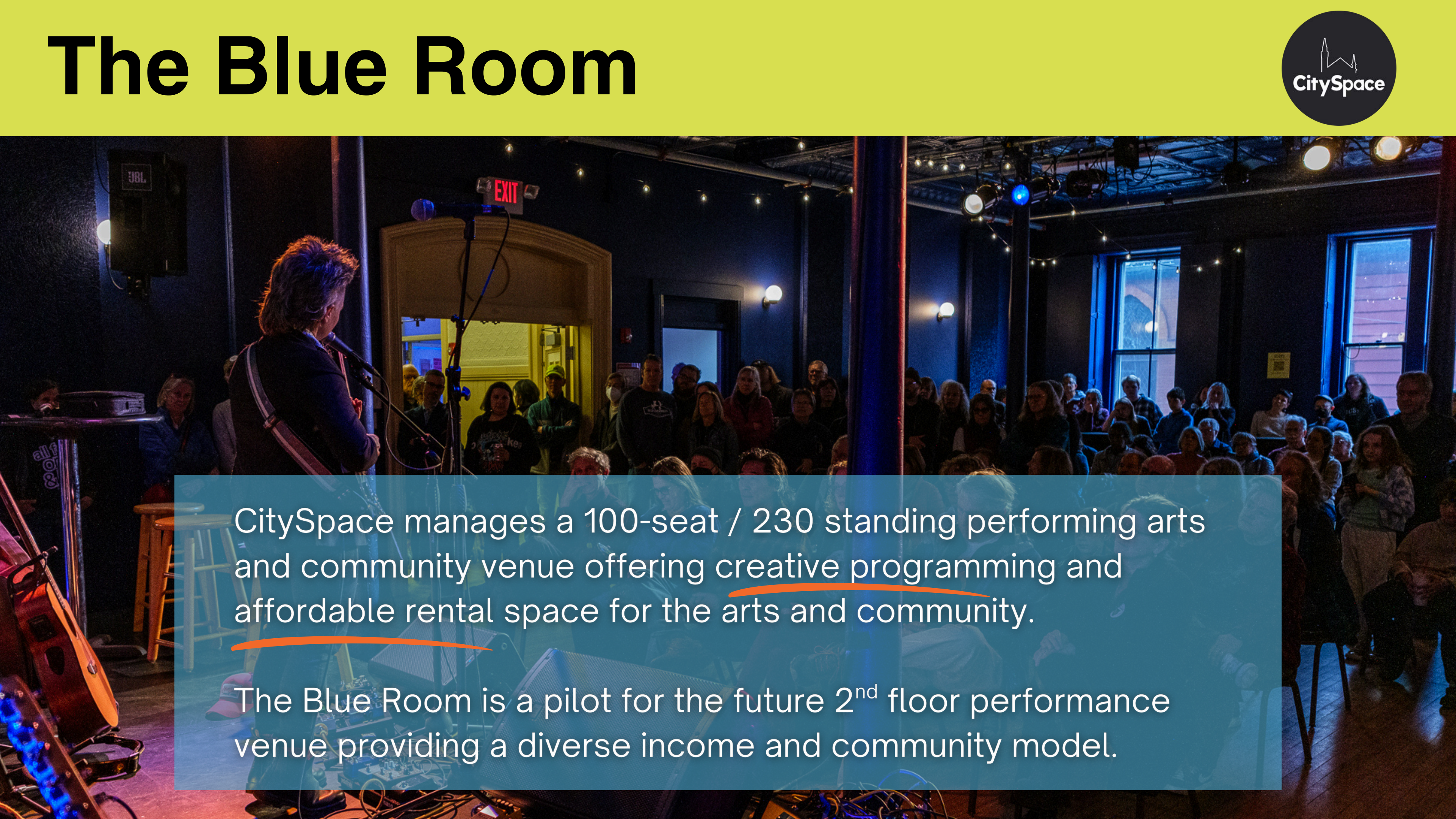
For-profit frame business and gallery



An initiative of the City of Easthampton promoting arts, culture, and community. ECA manages a gallery in Old Town Hall where they host exhibitions and events.

BOTH SERVE ON THE CITYSPACE BOARD AND PARTNER WITH CITYSPACE

The Blue Room

A photograph of a musician with long, curly hair, seen from the side, performing on a stage. The musician is wearing a dark jacket and has a guitar strap over their shoulder. They are positioned in front of a microphone stand. The stage is dimly lit with blue and purple lights. In the background, a large, diverse group of people is seated and standing, watching the performance. The room has dark walls, a high ceiling with exposed pipes and lights, and large windows on the right side. An "EXIT" sign is visible above a doorway in the background.

CitySpace manages a 100-seat / 230 standing performing arts and community venue offering creative programming and affordable rental space for the arts and community.

The Blue Room is a pilot for the future 2nd floor performance venue providing a diverse income and community model.

Programming at CitySpace



Community connection through arts and culture: concerts, pop-up markets, dance, workshops, rehearsals, plays, readings, gallery openings, film screenings, meetings, etc.

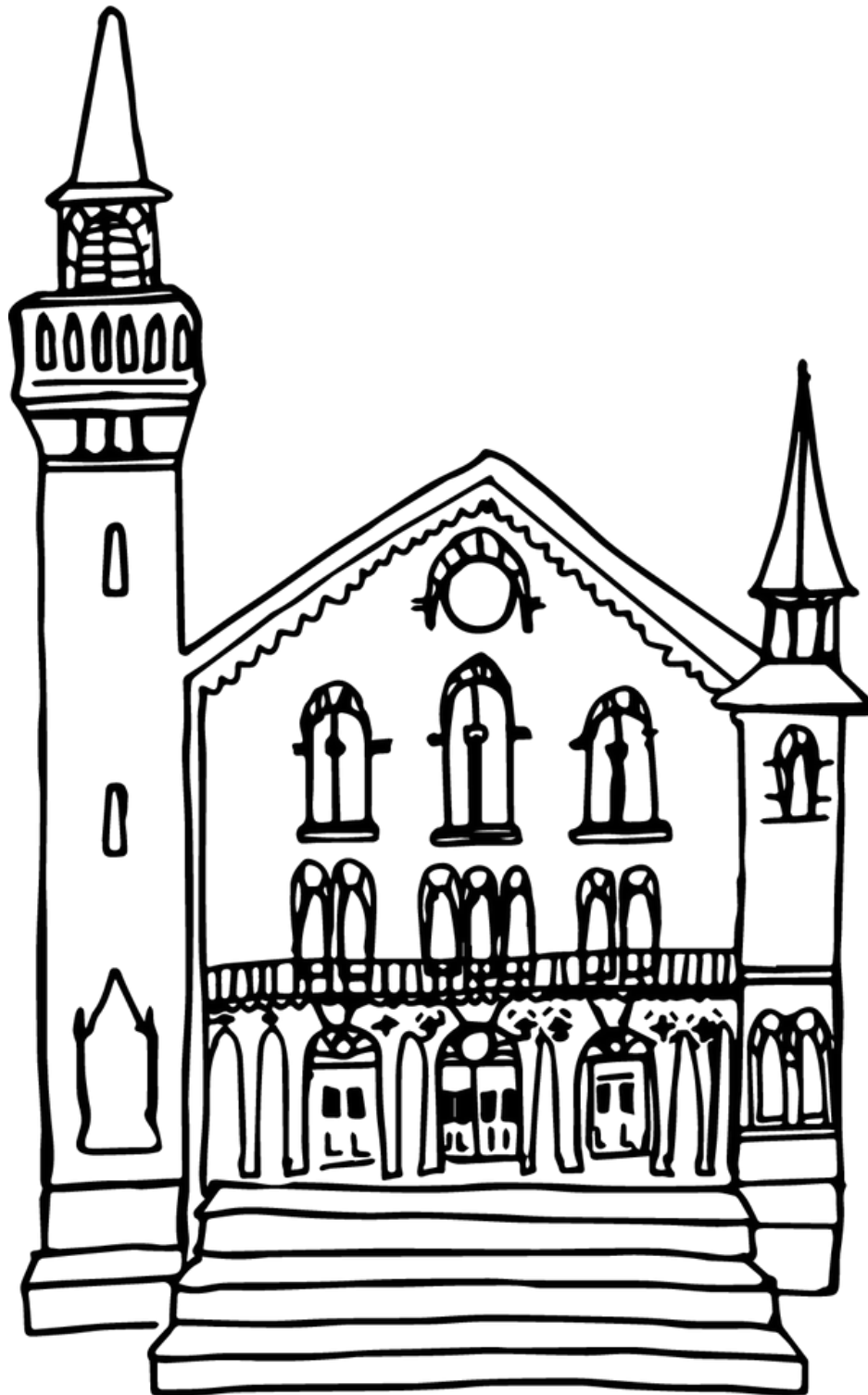
First floor impact



IN ONE YEAR
15,000 VISITORS

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Visitors to CitySpace
traveled from throughout the
Connecticut River Valley and
beyond including
Hartford, Brattleboro,
Worcester, Boston, and
Providence



90%

**OF VISITORS SPEND \$25-\$250
IN THE SURROUNDING
REGION AFTER
VISITING CITYSPACE**

Operation details



- CitySpace manages the day-to-day operations of the Blue Room, building maintenance, upkeep of public spaces, and restoration projects of Old Town Hall.
- Our primary partner is the City of Easthampton who owns the historic building and maintains building insurance on Old Town Hall. CitySpace has 44-year lease (2018). CitySpace maintains liability insurance.
- CitySpace employs a 30-hour a week arts programming and venue manager and a 10-hour a week marketing and administrative assistant. As we grow, the board and volunteer teams manage the budget, building maintenance, restoration, branding, fundraising, and planning.
- Revenue from first floor rentals, ticket sales, donations and grants goes back into maintaining the building and the organization's operations.

Pivotal steps



2006



- CS RFP selected to manage the first floor of Old Town Hall
- Nonprofit established
- First tenant, Big Red Frame, signs lease

2007-2013



- Tenant space improvements
- All first floor spaces leased
- Public provides feedback on the future of performing arts and plans
- MCC systems replacement plan received

2014



First floor capital restoration improvement project of public spaces completed

2017-2018

- CitySpace leases the 2nd floor of Old Town Hall annually
- Cost, design, and feasibility studies of 2nd floor
- MCCCCF funding received

2019



- 40+ year lease signed with the City of Easthampton
- \$3M commitment made by CPA
- Transformation Campaign launched
- MCCCCF capital funding received
- First historic tax credits approved

2022

- CitySpace renovates and opens Blue Room
- CitySpace launches inaugural programs

2023-2024



- Phase I Transformation Campaign HVAC and electrical upgrades completed
- First employee hired
- MCCCCF capital funding

2025-2026



- First floor / Blue Room improvements
- Phase II elevator and entryway construction to begin

Capital improvements



Over \$5M in investments made to Old Town Hall since 2006

2006 - 2013

Improvements made to the first floor tenant spaces to open to the public

2014 lobby restoration

Floor and Wall Restoration | Restroom additions and Accessibility Improvements | Historic Doors | New Lighting | Painting

2021 improvements

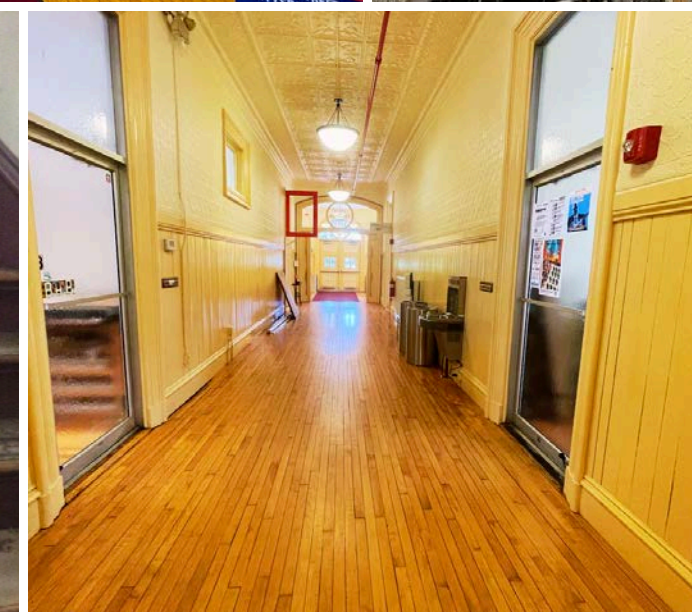
Tower Painting | Blue Room Rehabilitation: Accessible Stage | Painting | New Fire Exit

2023 electrical & HVAC

Over half a million invested in the building's systems in preparation for the 2nd floor restoration

2025 - 2026

New Stage Lighting, Acoustic Treatment, and HVAC in Blue Room
Beginning Elevator and Entryway Project, a \$3.9M project



Next steps



The Phase III Transformation Campaign Goal: Restore the second floor of Easthampton's Old Town Hall into a 350-seat, fully accessible performing arts venue—equipped with modern technology and designed to serve artists and audiences across western Massachusetts.





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