



THE
204

CULTURAL ARTS
MUNICIPAL BUILDING

204SISSON.COM

508-301-1913

About us

The 204 Cultural Arts Municipal Building is a 77,000 square foot mixed use municipal facility which serves as a rental space for groups and individuals to engage in recreational, social, educational, cultural, community service, civic, and governmental activities. The center has become a cooperative effort between the Town and our greatest resource - the creative economy. The facility provides artist studio space where individuals can actualize their creative gifts and contribute to our local economy. In addition to rental space, we offer opportunities for community members, visitors, and alike to use for events, programs, workshops, and conferences.

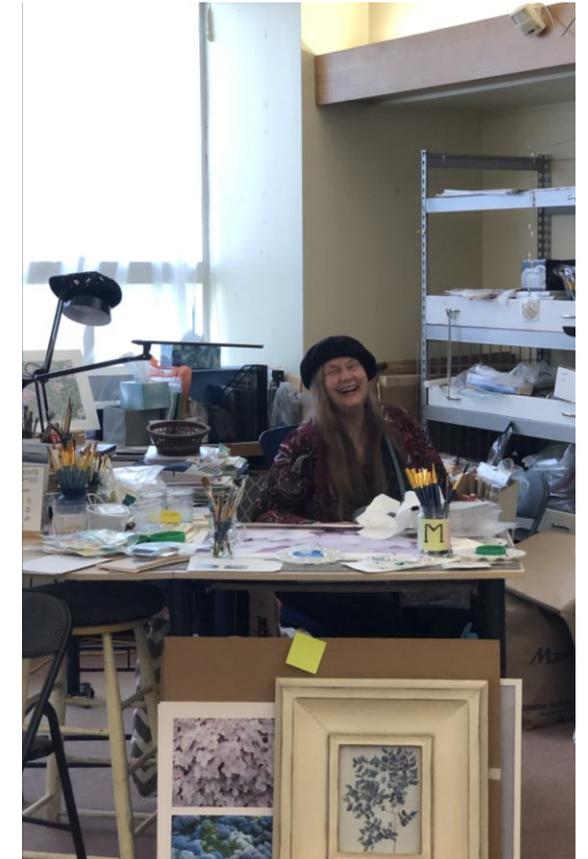
Interdepartmentally the 204 serves as a place for Recreation Programs, Public Meetings, and other related municipal event and programs.



204 Sisson Road, Harwich MA

Facility Details

- 77,000 square foot facility with two multipurpose rooms; Library & Cafeteria, Kitchen space for culinary arts program, 239 seat auditorium for performing arts, 36 Artist Studios, small meeting room and gymnasium



Operations Overview

- 2017, through the direction of the Town Administration Office the Community Center Director was given oversight control to staff and implement the artist studio program.
 - All rooms were rented as is condition with a 1 year lease agreement with an opportunity for renewal
 - The Town Facility Use policy was adopted and implemented to align with use of artist studio spaces
 - A revolving account was voted on at an annual town meeting which allowed the Department of Public Works Facility Manager funds to provide financial support for mechanical costs, utilities cost, and other related building matters
- 2022, Annual Town Meeting vote for a full time Director of Cultural Affairs developing a new department to resume control of facility in addition to the seasonal artisan shacks and potential for two state designated Cultural Districts-July start
- 2023, RFP process implemented for artist studio space as long term rentals
 - 3 Year license agreements
 - Open application process
 - Highly Advantageous Applicants:
 - Harwich/Cape Cod Resident- year round
 - Actively participating in and creating within visual arts, performance arts, literary arts
 - Must be able to provide open studios or volunteer hours and use space year round

Program Overview

- **Marketing:** creation and implementation of a brand for long term growth and stability
- **Financials:** Salary and Wages for Department are supported through annual town meeting operations budget. Facility related expenses are supported through the Revolving Fund which is a direct source of rental payments
- **Capital Planning:** Based on a five-year capital plan, 2023 began first round of funding to support renovation and repair projects
- **Insurance:** Town owned building, holds insurance through MIAA and must maintain a percentage of municipal use activity to avoid being considered “abandoned” resulting in higher insurance costs
- **Certifications:** Crowd Manager Certified, ServSafe with Manager and Allergy, TIPS and others as needed for events and related programs
- **Programs:** Implementation of new programs, workshops and events. With an emphasis on regional efforts
- **Community:** Engage the community through programs and special events meant to provide residents and visitors and opportunity to partake in various activities
- **Interdepartmental:** Providing support to Town Departments and government related matters for programs, workshops and other related matters.

Cultural Affairs:

- Artist Studios
- Classes/Workshops
- Art Exhibits
- The 204 Market/Farmers Market
- Holiday Market
- Open Studios
- Art Week
- Summer Art Project
- Public Art Projects
- An Evening at the 204-Music Series
- Cut Your Own Flower Farm
- CranFest in the Courtyard-Summer Concert Series
- Comedy Shows
- **Recreation:** Use of gymnasium for youth and adult recreation programs
- **Youth & Family Services:** Use of rooms for programs, meetings, and workshops
- **Housing:** Annual Housing Fair and other related programs and meetings
- **Human Resources:** Annual benefits fair for Town Employees active and retired
- **Healthy:** People's Garden, Healthy Cooking, Annual Environmental and Wellness Fair

Action items along the way

- Brand Creation and Management
- Social Media Marketing Plan
- Operational guide
- Facility Operations guide
- Facility related booking procedures
- Emergency guide
- Tenant Use procedures and guide
- Reports and Updates for the Select Board
- Annual Program Goals and Evaluations



Requirements

- Insurance
 - All renters regardless if they are a license holder or one time use group they are required to provide a \$1M General Liability insurance Policy showing the Town of Harwich as additional Insured. Additional requirements may be required depending on what they class or program is offering such as food, alcohol or other items that require additional coverage
- Involvement
- Community
 - All license holders are required to partake in open studio events and/or volunteer for programs and other events
 - All license holders are required to allow the community and others into their studio when they are on site as it is a Public Building
 - Programs and Events are designed to be community oriented and allow for community participation either through free or ticketed means

Thank you

Kara Mewhinney

Director of Cultural Affairs

Town of Harwich

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