2020 Yearly Report

**Highlights**
- LOVE 01760 Project
- Natick Nights
- MDI Wayfinding Grant
- Multicultural Day Online
- PorchFest At Home
- Sidewalk Sale Events
- The UnconVENTional Garden and We The People
- Small Business Saturday
- Natick.business

**Sponsored Programs**
- Year-round Farmers’ Markets
- LOVE 01760 Project
- Natick Nights
- ArtWalk
- Muticultural Day Online
- Public Art Projects
- Sidewalk Sales
- Small Business Saturday

**Revenue**
- Grants $11,000
- Private/NCA $52,323
- Town, $80,000

**Expenses**
- Staff/Office $78,026
- Marketing $5,812
- Programs & Events $19,370

**Partnered Programs**
- Innovation Nights
- Natick Artists Open Studios
- Natick Days
- Concerts on the Common
- 4th of July Celebration
- Spooktacular
- Natick Artist Open Studios
- Holiday Lighting
We believe that supporting arts and culture is pivotal to creating a sustainable economic engine in Natick Center, and that the success of the Natick Center Cultural District will improve the downtown area for everyone’s benefit.

Natick Center will be a cultural hub of MetroWest, serving as a regional destination for arts, culture, dining, shopping, business, special events and community gatherings for residents and visitors alike.

To cultivate a lively and diverse downtown neighborhood by enhancing the cultural, economic and social life of our community.

We are led by an innovative partnership of public, private, non-profit and cultural voices.

**Values**
- We believe that supporting arts and culture is pivotal to creating a sustainable economic engine in Natick Center, and that the success of the Natick Center Cultural District will improve the downtown area for everyone’s benefit.

**Vision**
- Natick Center will be a cultural hub of MetroWest, serving as a regional destination for arts, culture, dining, shopping, business, special events and community gatherings for residents and visitors alike.

**Mission**
- To cultivate a lively and diverse downtown neighborhood by enhancing the cultural, economic and social life of our community.
- We are led by an innovative partnership of public, private, non-profit and cultural voices.

**Strategic Goals**

**Culture**
- Develop programs & events...foster creative partnerships

**Community**
- A popular destination... connect as a community

**Economic Development**
- Catalyst for attracting new businesses

**Governance**
- Alliance of landlords, merchants, artists & government

**2020 Priorities**
- Supported Members and Merchants throughout the pandemic.
- Expand wayfinding opportunities with the Creative Placemaking Call to Artists & MDI Wayfinding Grant.
- Updated NCCD Website.
- Actively partner with economic development initiatives & EDC dept. Natick.business opened.
- Secure additional grant funding through MCC & local sponsorships. Deepen collaborative relationships.