

2020 Yearly Report

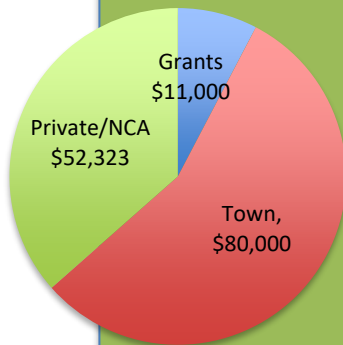
Highlights

- 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

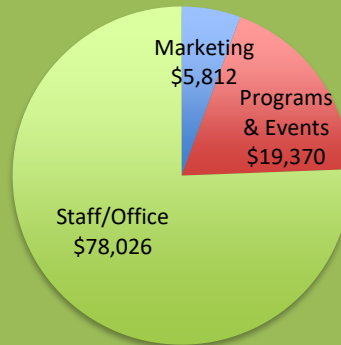
Sponsored Programs

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

Revenue



Expenses



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



Natick Center Cultural District Guiding Principles and Goals

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

