

Why does Hattiesburg need a Community Arts Center?

1992 HAC's Cultural assessment suggested that the city...

RESTORE HISTORIC DOWNTOWN LANDMARKS

HOST MORE OUTDOOR FESTIVALS

ESTABLISH A COMMUNITY VENUE TO HOST ARTS FROM ALL DISCIPLINES

2014 Hub City Access reports that our youth need more quality after-school opportunities in the Hattiesburg Area Youth Master Plan

2016 71 respondents to our CAC Survey reiterate our desire to create, innovate, and educate together- and our capacity to make 25 years of suggestions a reality!

43 respondents have some teaching experience

21 are interested in teaching children or adults

80% say that a CAC should be the HIGHEST priority for the city

Highest Priority Programs

1. Affordable classroom space (55%)
2. Community performance space (49%)
3. Creative materials exchange (46%)
4. Affordable studio space (45%)

Average drop-out rate for students from low socioeconomic backgrounds: **22%**

4% when arts involvement is incorporated into their curriculum

HPSD's drop-out rate is **12.2%**

Proposed Budget 2016-2017

band	strings	drama + debate
-25%	-55%	-78%

The Mississippi Arts Commission says that arts education is able to

ELIMINATE the economic achievement gap

Forrest County has more certified art instructors than the state average

HOWEVER

The district's financial crisis is forcing cuts to art departments

MARKET FEASIBILITY

Could Hattiesburg sustain a community arts center?



Trade (Sales) Potential

287%

Hattiesburg is able to capture a market three times greater than its size and potential.

Pull Factor for Arts, Entertainment, and Recreation

1.508

A pull factor greater than one indicates that there is no retail leakage but rather a pull of business from surrounding areas.

College Program Growth Rates in Hattiesburg

-12.4% EDUCATION +5.8% Art -19.5% BUSINESS

255 local students graduated a college art program in 2014. Hattiesburg does not have enough opportunities for artists to thrive in the region, so new graduates are moving to larger cities.

A community arts center would create jobs by offering a place for artists to create, display, sell, and teach.

Market Demographics

25%

of Hattiesburg residents are between 40 and 64 years old and have more expendable income for recreational and leisurely expenses.

-25k

net migrants from Mississippi since 2010

36.6%

HATTIESBURG RESIDENTS LIVE BELOW THE POVERTY LINE

31.2%

HATTIESBURG RESIDENTS HAVE A BACHELOR'S DEGREE

I am a knitter, so I don't require much space, but I love the idea of a community for artists and craftsmen.

People are talking...

It would form a beautiful community of artists working "together."

Let's have comedic improv or poetry nights, unknown artist exhibits, cocktails to canvas events, brunch and brushes events, and appetizers with a twist of art, etc.

I think access to special kinds of materials like clay, fiber arts, book making, paper making, encaustic, jewelry making would be a hit with the community.

This is a rich arts community; lets make it available to everyone!

I would love to have a studio to work in away from home because I currently paint in my bedroom.... there are quite a few artists around town that need a space.

I think it could be a bridge between an individual's awareness of a gift of expression and the courage to develop and use it.

I can contribute some money!

We already have some people who do this in our area who could get the ball rolling!

Hattiesburg Arts Council
Community Arts Center

