

# 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

- Affordable classroom space (55%)
- Community performance space (49%)
- Creative materials exchange (46%)
- 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.

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

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.

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.

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**

# Timeline

## November 2015

Dr. McKellar offers the Hattiesburg American Building for the purpose of opening a community arts center. The HAC begins to look at blueprints and plan a course of action.

## February 2016

Mayor Johnny Dupree and a handful of his advisers meet to discuss a municipally supported venue.

## March 2016

Members of the Hattiesburg Arts Council pitch their proposal to the city and urge them to take ownership of the building while allowing the HAC to manage programming.

## April 2016

The Hattiesburg American Building serves as a site for an intercollegiate design charrette.

## June 2016

Mayor Johnny Dupree looks into securing New Markets Tax Credits to help finance a number of projects around the city.

## July 2016

We distributed our Community Arts Center Interest and Resources Survey and received over 71 enthusiastic responses!

## August 2016

We guided over 40 of our survey respondents and stakeholders on a tour of the Hattiesburg American Building.

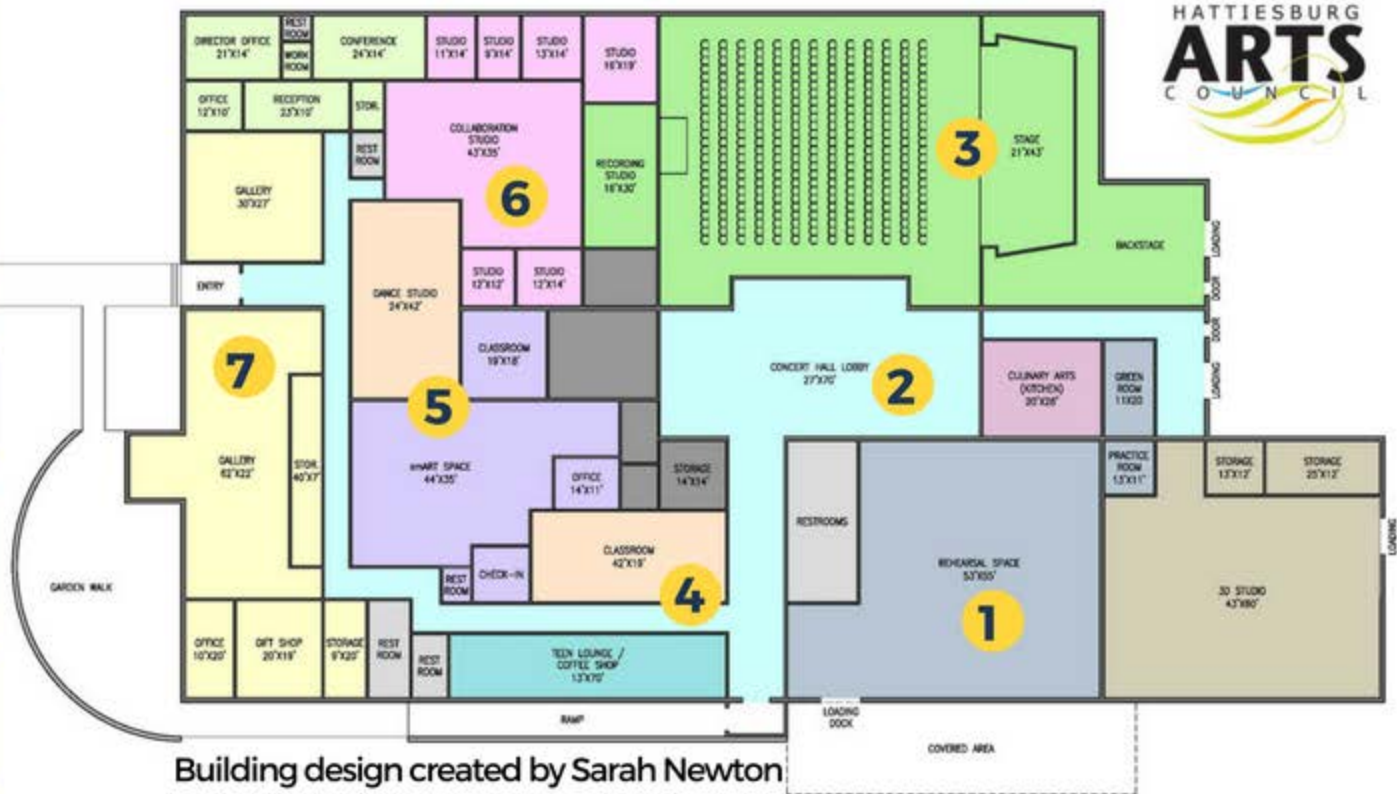
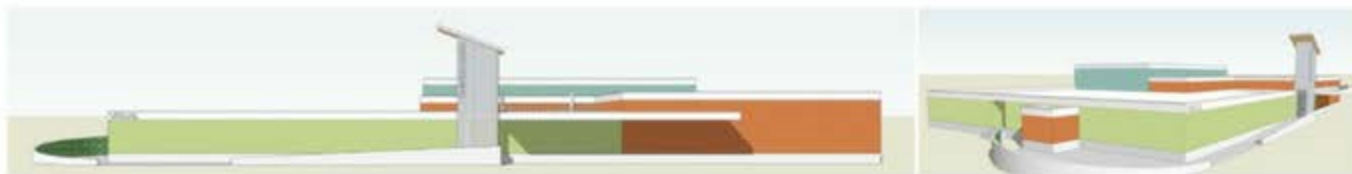
## What's next?

Follow updates on our CAC website and the Hattiesburg Arts Council Facebook page!

[hattiesburgcac.wordpress.com](http://hattiesburgcac.wordpress.com)



# Hattiesburg Community Arts Center



Building design created by Sarah Newton

Floor Plan  
SCALE: 1/8" = 1'-0"

BUILDING AREA = 35,270 SF

- 1. Music/Visual Art
- 2. Lobby and Culinary
- 3. Auditorium
- 4. Workshop/Lounge
- 5. smART Space and Dance Studio
- 6. Collaboration Studio and Administrative
- 7. Galleries