

## Meriden Arts Center Study Meriden, Connecticut

A proposed two-venue arts development project in downtown Meriden totaling approximately \$30 million was the subject of a feasibility study prepared by Strategy 5 principals. The proposed project had emerged from a previous planning / feasibility initiative geared toward creating an arts district as part of a downtown economic development strategy.

The analysis performed by Ernest Bleinberger and Taylor Yewell included a user-group survey, audience demand projections, building and site analysis, capital cost estimates and cash flow pro forma. The study *clearly demonstrated that there was insufficient market support* for arts facilities of the type proposed at the time. Nonetheless, a feasible project was recommended – the Phase 1 Meriden Arts Center – an adaptive reuse development scenario that would create a sustainable venue where the community’s arts programs and organizations could be fostered.

The project will be housed in the former Curtis Cultural Center building, shown below, located in the heart of the proposed arts district

