

Community ≈ Art ≈ Business

Creating an Arts Experience

The historic Garver Feed Mill building on Madison's East Side is being transformed into an innovative and dynamic arts facility. This project will restore a 100,000 sq. ft. building, making it a showpiece for locally made art, a tourist destination, and a generator of economic development.

The Garver Arts Incubator will create unique opportunities for the public to learn directly from working artists through programs and events. Visitors will be able to watch artists at work in their studios, view exhibitions and enroll in art classes. Plans include 40 studios, a 3-story atrium, art gallery, 200-seat performance space, café, gift shop and rooftop garden.

Visitors may interact with artists and see the creative process at work. The vitality of the building will come from its mix of artists and art businesses, from visual to performance arts, painting to pottery, glass blowing to poetry.



Spurring Community Development

The \$16 million renovation will result in a public center for creativity and business incubation with the following goals:

- Support the success of start-up and expanding art related businesses.
- Spur economic development in Dane County
- Create a year-round tourist destination.

The facility will harness Madison's creative potential. The investment will take a formerly vacant and historic property and convert it into a showplace of art, economic development and historic preservation.



Sample Programs and Services

- Open art studios
- Art Classes
- Entrepreneurship workshops
- Gallery and performance spaces
- Artist in Residence programs
- Sculpture Garden
- Gallery talks
- Meeting and office spaces

Art Business Incubation

The facility will be an engine for best business practices, entrepreneurship training, creating fertile ground in which fledgling art businesses will thrive. The Garver Arts Incubator will support the success of artists by providing affordable studio space, ongoing business assistance, shared equipment, gallery space, conference and workshop rooms.

Similar arts incubators across the country attract hundreds of thousands of visitors each year. The Garver Arts Incubator will extend visitor stays and contribute to building Madison's reputation as a tourist destination and cultural center.

Economic Development

This signature cultural attraction will be a crucial factor in attracting and retaining an educated and creative workforce. Depending upon the final mix of arts businesses located at the Incubator, approximately 50 businesses will be assisted and up to 150 new FTE jobs created.

The first arts incubator in the region, Garver will offer 66,000 sf of leasable space and draw tourists to one of Madison's largest assets - the arts. The Madison area has a thriving arts community, with thousands of artists contributing millions of dollars in economic development to the county each year.

Common Wealth Development

Common Wealth Development is a non-profit community development corporation with a strong track record of successful and sustainable business incubation centers and capital campaigns. Projects include the Madison Enterprise Center, Yahara Apartments and Main Street Industries.

Capital Campaign

Common Wealth Development will lead a \$16 capital campaign, of which \$4 million will come from local, private funds and \$12 million from national and federal sources. Garver is located in an area eligible to receive both Historic and New Markets tax credits. The renovation will be a sustainable development project and the building LEED certified.

Timeline

- 2010 Phase I: Exterior renovation and repair
Program design
Silent phase of capital campaign
- 2011 Phase II: Interior renovation
Business recruiting and incubation
Public phase of capital campaign
- 2012 Arts Incubator opens to public



A public center for working artists

A destination for residents and tourists

An investment in the region's creative economy

"The arts are a large part of the rich, diverse, quality Madison lifestyle that attracts the best workers, as well as tourism and commerce."

Dave Cieslewicz,
Mayor of Madison

"Our business is thriving in Common Wealth's Madison Enterprise Center. Their support has been critical to our success."

Burke O'Neal, Owner
Full Spectrum Solar

"Musicians, poets, painters, dancers - all will commingle and collaborate in what we anticipate will be one of the County's most vibrant art spaces."

Marianne Morton, Director
Common Wealth Development

"This arts incubator will allow our local artists to come together, work together, be more productive, make their living as artists, and stay in Madison."

Anne Katz, Director
Arts Wisconsin

"I enthusiastically support the Garver Arts Incubator - it will be a wonderful addition to our neighborhood and the City of Madison."

Marsha Rummel
Alder, 6th District

"Members of the Creative Class can live anywhere in the world. Garver Arts Incubator is one more reason for Madison to be the place they call 'home.'"

Rebecca Ryan, President
Next Generation Consulting

"We believe that the Garver Arts Incubator will encourage arts growth and tourism not only in Madison but Wisconsin and beyond."

Reece Donihi, President
Center for Photography
at Madison

"Appropriate and affordable artist studio space has been a need for decades. The Garver Arts Incubator will be a tremendous boost to all Madison artists. I can't wait!"

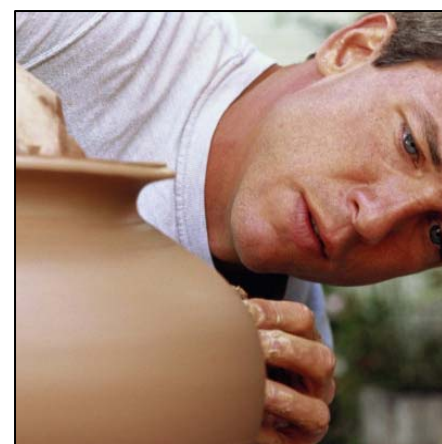
Helen Klebesadel
Artist

"Garver will draw thousands of visitors each year to see work being created by a wide gamut of local artists. The variety of offerings will be a real draw to the City."

Judi Werner, Co-Chair
Open Art Studios

Garver Arts Incubator

Where Art, Business and Community Thrive



To learn more about the project, contact staff at Common Wealth Development.

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