

CEDS Project Proposal – INITIAL PROJECT BRIEF -- 2004

Project Sponsors: Complete and return this form by Friday, May 21, 2004 by MAIL, FAX, or E-MAIL:
To: Berkshire Regional Planning Commission, 1 Fenn St., Suite 201, Pittsfield, MA 01201
Fax: 413-442-1523 **Attn.: Peter Falcier; E-MAIL:** pfalcier@berkshireplanning.org

This INITIAL PROJECT BRIEF is intended to provide an introduction to the project or project idea, and will be followed up by other requests for more detailed information, as necessary. Fill in or check off, as indicated.

PROJECT NAME: Art Storage Facility Development @ MASS MoCA Community: North Adams, MA

Project Sponsors: MASS MoCA

Project Sponsor(s) Contact Person: Blair Benjamin

Phone: (413) 664-4481x8104 E-Mail: blairb@massmoca.org

Municipality Sponsor (Contact): Mayor John Barrett

Phone: (413) 662-3000 E-Mail: JBarrett@bcn.net

Location of Project (Street Address): 87 Marshall Street

TYPE OF PROJECT: (Check boxes to specify type in rows below)			
<input checked="" type="checkbox"/> Physical:	Building <input checked="" type="checkbox"/>	Site <input type="checkbox"/>	Infrastructure <input type="checkbox"/>
<input type="checkbox"/> Public & Private Institutions & Programs:	Workforce <input type="checkbox"/>	Business Assistance <input type="checkbox"/>	Other <input type="checkbox"/>
<input type="checkbox"/> Public Sector Policy			

PROVIDE A BRIEF PROJECT DESCRIPTION OR STATEMENT OF THE PROPOSED CONCEPT:
MASS MoCA INTENDS TO PARTNER WITH A PRIVATE ENTERPRISE TO REDEVELOP AN EXISTING VACANT STRUCTURE ON THE MUSEUM'S CAMPUS INTO AN ART STORAGE FACILITY. THE NEW VENTURE, TO BE CALLED MASSACHUSETTS ART STORAGE SERVICES, WILL PROVIDE FEE-BASED ART STORAGE, HANDLING AND TRANSPORT SERVICES TO THE NEW ENGLAND, NEW YORK STATE AND METROPOLITAN NEW YORK CITY MARKETS IN A STATE-OF-THE-ART FACILITY. RENOVATING A 10,000 SQUARE FOOT CONCRETE WATER STORAGE TANK TO BE A SECURE ART STORAGE VAULT (WHICH SHALL BE INCREASED IN SIZE TO SOME 16,000 SQUARE FEET THROUGH THE ADDITION OF A PARTIAL SECOND STORY AND MEZZANINE), THE FACILITY WILL LEVERAGE THE MUSEUM'S MARKET PROFILE IN THE ART WORLD, ITS REAL ESTATE MANAGEMENT AND DEVELOPMENT EXPERIENCE, ITS ON-SITE 24-HOUR HUMAN AND ELECTRONIC SECURITY SYSTEMS, ITS ART STORAGE AND LARGE-OBJECT HANDLING EQUIPMENT, AND THE MUSEUM'S PROFESSIONAL ART HANDLING STAFF. KEYING OFF MASS MoCA'S OWN MISSION-BASED SPECIALTY, THE STORAGE FACILITY WILL SPECIALIZE IN LARGE-SCALE PAINTINGS, SCULPTURE, MIXED-MEDIA INSTALLATIONS, AND OTHER OBJECTS WHICH PRESENT COMPLEX HANDLING AND STORAGE CHALLENGES, AND WHICH ARE SIMPLY UNECONOMIC IN CONVENTIONAL URBAN CONTEXTS. THIS VENTURE WILL CREATE JOBS IN AN ECONOMICALLY CHALLENGED COMMUNITY, WHILE ALSO GENERATING EARNED REVENUES FOR THE CONTINUATION OF MASS MoCA'S PROGRAMS SERVING THE REGIONAL COMMUNITY.

CURRENT PROJECT STATUS: READINESS TO PROCEED (check as appropriate)

<input checked="" type="checkbox"/> Ready for Construction	Site Control: check:	<input checked="" type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Non-Profit
<input type="checkbox"/> Planning Stages	<u>Completed</u>	<u>Underway</u>	<u>Needed</u>	
Feasibility or Planning Studies:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Preliminary engineering plans:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Financial & Cost estimates:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marketing study:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Permitting:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Organizational/Management Plan:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Partners and project sponsors:	<input type="checkbox"/> Identified	<input checked="" type="checkbox"/> Committed		
<input type="checkbox"/> Concept or Early planning stages				

COMMENT ABOUT PROJECT STATUS:

Briefly summarize what's been done (actions taken; studies completed) and what the next steps are: MASS MoCA has already commissioned architectural drawings and cost estimates, undertaken a market study, and identified a private sector partner to contribute working capital and management expertise once the facility has been renovated. The necessary environmental remediation has already been completed utilizing State funds. Additional state funds are also authorized for use by MASS MoCA on this project, leaving a gap of approximately \$750,000

TOTAL ESTIMATED PROJECT COST:

Required local/regional funding match identified: YES NO

Funding partners: Commonwealth of Massachusetts Amount: ~ \$500,000

Private individual Amount: \$250,000

EMPLOYMENT & WAGE EFFECTS:

Number of full-time (FTE) (non-construction) Jobs created: 12 Jobs retained:

Skills or education level required for new jobs created: high school diploma to Bachelor's degree

Labor Force expected to be drawn primarily from: (list below)

Communities: Pittsfield Number: 2

Sub-Regions (North, Central, South) North Berkshire Number: 10

Wage levels (range): \$20,000 - \$50,000

PROJECT BENEFITS:

Explain how this project will create or retain jobs, improve the economic conditions of the region, or meet a goal of the regional economic strategy.

Fine art storage and related services require intensive handling, administrative and marketing capabilities, thus generating good jobs for this community while making economical, creative re-use of a readily available asset: the large amounts of former industrial space still vacant at MASS MoCA. The major markets we will tap are the greater New York and greater Boston regions, thus bringing economic activity into the Berkshires that would not otherwise come here, fueling regional economic growth through new spending from outside the region.

Please briefly describe factors which make this project of regional significance (a regional priority?), and other project benefits not previously discussed.

The North Adams economy (along with much of the rest of Berkshire County) is striving to replace lost manufacturing jobs with new culture- and tourism-related jobs, and to do so in ways that support the formation of a thriving creative cluster, which requires increasing scale in order to bring increasing opportunities for innovation and higher wages. Fine art storage and related services are a perfect fit with this regional priority, and we anticipate that this venture will spawn other related opportunities to broaden the reach of Berkshire County's creative sector to become a hub not merely for cultural tourism but for culture-related services of all kinds; that remains a relatively untapped opportunity for the region. An additional important benefit of the project is that the net profits generated by the venture will be re-invested in MASS MoCA's cultural programming, creating a "virtuous cycle" of investments in the growth of the creative sector in Berkshire County.

Will this project meet Massachusetts Sustainable Development Principles?

(See enclosed/attached sheet from the Office for Commonwealth Development).

Name/Signature of Applicant: Joseph Thompson, Director, MASS MoCA

Date: 5/21/04