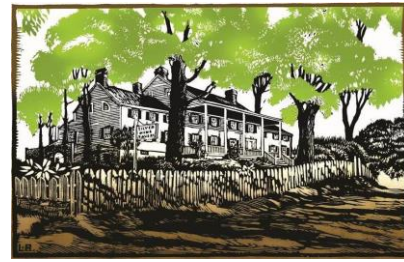


The Silvermine Tavern Studios

Creative Communities Exchange



I. Feasibility Check List

Vision: Create a non-profit, multi-disciplinary, international artist residency program with public farm-to-table restaurant, integrated with a small, organic, demonstration farm at the Silvermine Tavern, a 200-yr old historic complex in Norwalk, CT, which is an hour from Manhattan by car or train.

The Tavern is an inspirational and significant historic site that seems to have no conventional economic reuse.

1. Compelling concept

- Multiple ways to connect - meaningful & captures the imagination
Community values, public purpose
 - Support artists/the arts
 - National/international focus
 - Historic Preservation, community character/identity
 - Vibrant cultural scene
 - Education
 - Public access: restaurant, open studios, events
 - Economic Development

2. Synergy between building and concept

- Unusual history, architectural and natural beauty a draw for artists and for supporters
- An enclave that is close to NYC and noteworthy local arts a cultural institutions
- Proximity to mentors, partners & potential financial supporters
- Structure & layout a good fit with new uses
- Zoning in place

3. Appeal of the building

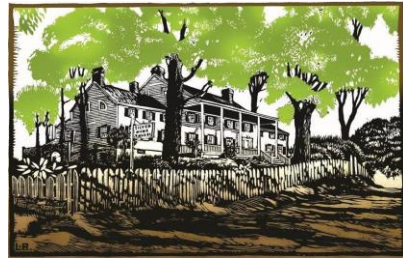
- Strong community attachment -100s of years of 'brand equity'
- Evocative architecture & natural setting, interesting spaces
- Intriguing history - forgotten layers of history
- Location

4. Sound financial plan

- Capital structure
- Ongoing sustainability

5. Stakeholders and resources

- Artists
- Individuals
- Foundations
- Elected officials
- Community groups
- Business community
- Non-profit entities
- Local and state arts and economic development entities



II. Implementation

1. Maximize functionality, enhance appeal, and reduce renovation costs by integrating needs, opportunities and constraints of concept, uses, financing, renovation, code, current configuration and historic character
2. Research and adapt existing financial and operational models for specific site – conventional real estate & non-profit
3. Assembling the right team
4. Fundraising plan & expertise
5. Lead donor, core group
6. Networking/Interpersonal
 - Polite & persistent
 - Who talks to whom/peers
 - Speak the same language
7. Architecture & design
 - Program, character, code, design compliance with tax credits etc – architect/client relationship
8. Grant writing
9. Financing: Loan structuring, funding programs, financing tools
10. Real estate & legal
11. Marketing: re-branding, name, image, presentations, events, press
12. Story telling

III. Thoughts and advice

1. People do things for their own reasons – understanding the other person's/entity's goals, motivations, values resources and constraints is important in assessing whether a concept is/could be compelling to them.
2. What obstacles need to be removed or circumstances in place to facilitate involvement?
3. Can various stakeholders take small, incremental steps or make preliminary commitments which can help others take incremental steps?