

The Woodlands Township  
**Cultural Facility Needs Assessment**

Needs Assessment Project Recommendations  
June 01, 2017

# Review – Needs Assessment Recommendations:

On March 22 we presented the draft needs assessment to The Woodlands Township Board of directors.

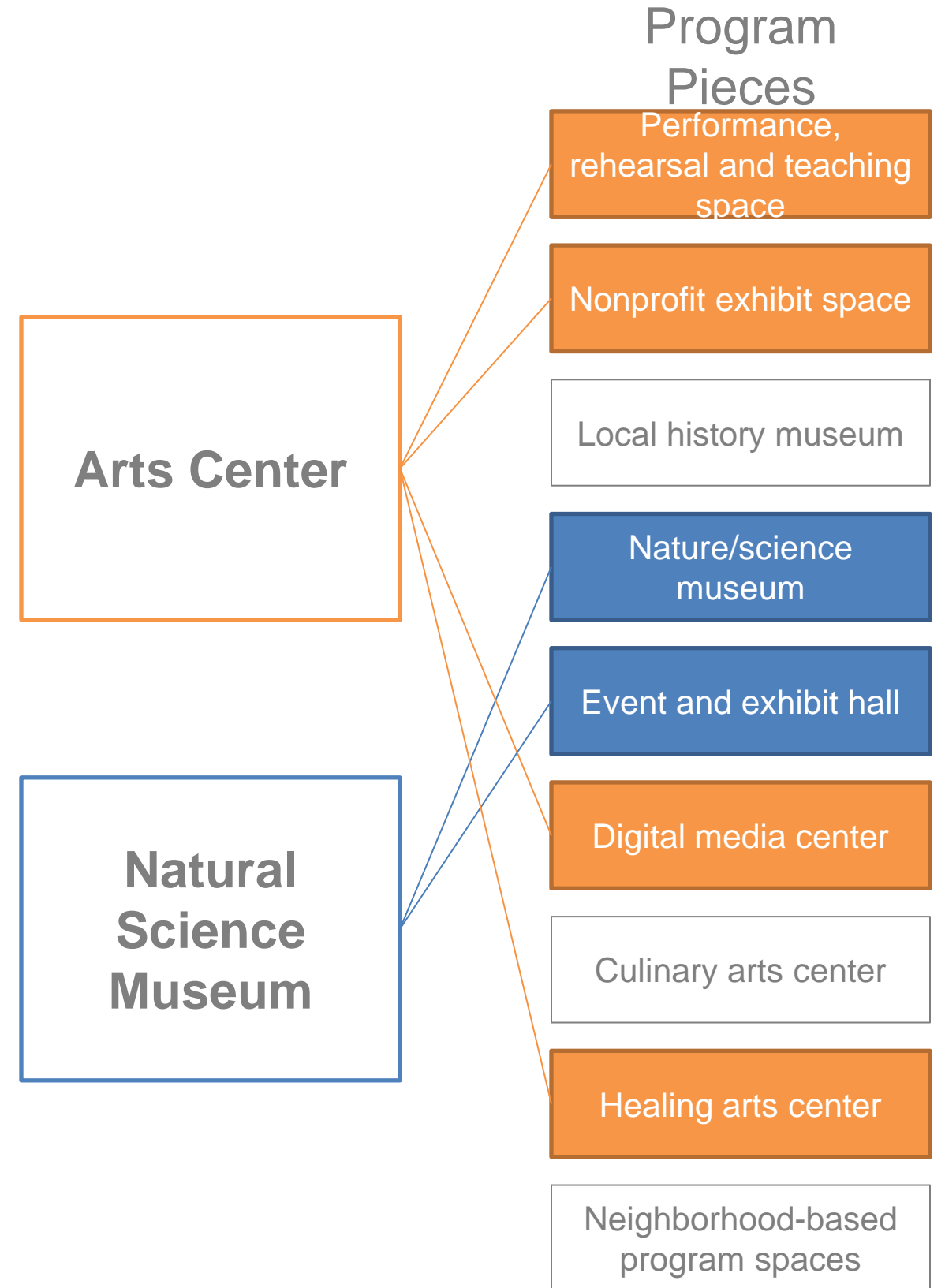
The presentation outlined that there is a strong need for cultural entities in The Woodlands

The Phase One Needs Assessment identified the following program “pieces” for development in The Woodlands:

- Nonprofit performance, rehearsal and teaching spaces
- Nonprofit exhibition space
- Local museum
- Nature/science museum
- Event and exhibit hall
- Digital media center
- Culinary institute
- Center for arts and healing
- Neighborhood-based program spaces

# Recommended Projects:

- We recommend moving forward with the following projects for Phase Two:  
 Project A: Arts Center  
 Project B: Natural Science Museum
- There is a strong case for each of the projects as cultural anchors for the community – an arts center and a natural science museum.
- Both of these projects has the ability to be combined with other cultural elements as we are recommending here.



# Project A: Arts Center

## Project Components

- **Primary program:** Mid-size and small performance and rehearsal spaces
- **Other recommended components:**
  - Non-profit gallery, exhibition, and teaching spaces
  - Digital media arts spaces and programs
  - Healing arts spaces and programs

## Potential Users:

- Schools & universities
- Local community groups
- Touring groups



# Project A: Arts Center

## Responsiveness to Assessment – Key Points

- Large and well-educated market area suggesting propensity to attend arts and entertainment events
- Significant demand for spaces on the part of local and regional artists and arts organizations
- Lack of high quality existing facilities for performance, rehearsal and nonprofit exhibition
- Interest of potential partners like Lone Star College
- Additional components attract a broad diversity of the community to the project

# Project B: Natural Science Museum

## Project Components

- **Primary program:** Exhibit, public, admin, and storage space as a satellite location for the Houston Museum of Nature and Science or a similar partner.
- **Other recommended components:** Flexible event space for public and private events



# Project B: Natural Science Museum

## Responsiveness to Assessment – Key Points

- Large, growing family population now traveling to other communities for cultural programming.
- Lack of museum facilities and programs.
- Lack of high-quality event space, with availability, not attached to hotels or churches.
- Presence of willing partners to advance the concept.

## Phase Two Schedule

22 June 2017	<b>Township Board of Directors to consider &amp; approve Phase Two</b>
11-12 July 2017	Webb Management Trip #3 <ul style="list-style-type: none"><li>• Scheduling Charrette</li></ul> <b>Meeting with Township Economic Development Committee to discuss Phase Two Progress &amp; site / physical planning</b>
31 July 2017	Webb Management Trip #4 <ul style="list-style-type: none"><li>• Deliver and review draft pro-forma</li></ul> <b>Meeting with Township Economic Development Committee to review business and site / physical planning</b>
17 July 2017	Delivery of final Feasibility Study
23 August 2017	<b>Presentation of final Feasibility Study (Webb trip #5)</b>



# Phase Two Scope

- **Facility and Site Assessment**
  - Identify technical and industry requirements
  - Develop site selection criteria to be used in future site selection, with specific emphasis on phased-in facility growth
  - Consider potential site locations within the Township, or on adjacent to Township boundaries
- **Operational Analysis**
  - Consider potential organizational structures
  - Develop a business pro forma
  - Propose recommendations on ownership and management structure
  - Provide impact analysis on existing organizations.
  - Minimum of three case studies
- **Financial Analysis**
  - Develop endowment and long-term sustainable funding plan.
  - Consider the projected economic benefit to the community
  - Identify existing and new revenue streams to support the project.
  - Propose Marketing Strategy