



Art courtesy of Katherine Kleekamp

Glass Town Cultural District: Vision & Goals

Vision Statement:

To create a sustainable economic base while preserving the rich historic heritage of this quintessential seaside village through organization and promotion of its unique cultural and creative assets in order to encourage year round visitors.

Goal Focus Area 1 – Increase revenue from tourism

- To be the premiere destination in New England for historical and cultural tourism and for every visitor to New England to include Sandwich on their itinerary
- Foster economic growth by increasing the value of rooms tax revenue to town and tourism revenue to businesses and cultural organizations
 - Increase number of multiple night stays for visitors
 - Expand year-round cultural/heritage tourism
 - Create partnerships with restaurants on cultural/entertainment events

Goal Focus Area 2 – Job Creation & Retention

- Create new jobs in creative economy fields and auxiliary services
- Increase working artist studio and performance space

Goal Focus Area 3 – Sandwich Village Enhancement

- Revitalization, restoration and creation of additional artist and/or retail space by future possible conversion of storefront buildings and empty buildings within the District
- Increase traffic to shops, restaurants and inns through expanded performing arts offerings

Strategies:

- Accessible parking and transportation for visitors
- Clear and visible recognition of the district (signage, walking maps; public awareness through media coverage and advertising.)

- Welcoming atmosphere offering performance art, music, attractive landscaping, lighting, outdoor furnishings, event banners, clean and well-kept restroom facilities
- Unify and centralize promotional information
- Identify events appropriate for common promotion.
- A unique social environment encouraging visitors to meet with artists, gallery owners.
- An educational component via town schools, Sandwich Community School and programs given by town museums and Sandwich Public Library
- Increase use of performance spaces, explore adding a theater festival and partnership with the Cotuit Center for the Arts for performing arts events
- Present the story of Sandwich as the story of our nation's founding in New England
- Enhance facilities and infrastructure of green space to be used as parks (McLaughlin Park, Brady's Island, Town Hall Square restroom lot, Shawme Dam Trail.
- Enhance pedestrian and bike linkages and access (Brady's Island, Shawme Dam Trail, Sandwich Welcome Center and Heritage Museums & Gardens) including sidewalks.

Measuring the districts impact against goals (with methodology)

The impact of the Sandwich **Glass Town** Cultural District is tangible and measurable. The District will track, quantify and report by goal area as follows:

Goal Focus Area 1 – Increase revenue from tourism

- Increase sales tax in the district – track and report annually
- Increase traffic to the Sandwich Welcome Center – track and report annually. Goal of 20% increase over five years.
- Increase museum memberships – track and report annually. Goal of 10% increase over five years.
- Increase museum visitors – track and report annually. Goal of 10 % over five years.
- Increase shoulder and off-season stays – track and report annually from rooms tax reports and self-reporting on occupancy by accommodations. Goal of 10% increase over five years.

Goal Focus Area 2 – Job Creation & Retention

- Perform annual inventory of art-related businesses in the district. Increase by 2% over 5 years.
- Increase working artist studio space with small grants program and/or subsidized space.
- Increase museum, cultural and educational staff – track and report annually. Goal of 5% increase over 5 years.

Goal Focus Area 3 – Sandwich Village Enhancement

- Partner with the Sandwich Economic Initiative Corporation on revitalizing existing, underutilized commercial space with uncaptured potential where public-private capital investment is necessary
- Improve zoning to allow for appropriate Village scale growth around issues of parking, usage tables and mixed use
- Create a Master Plan for the Cultural District with timelines for addressing pedestrian, parking, signage and green space needs.
- Improve residential home value