

EMERYVILLE CENTER FOR THE ARTS

Emeryville, California

Institutional Planning and Executive Search



MMC began working with the City of Emeryville's Redevelopment Agency in 2007 to develop a 30,000-square-foot center for the visual and performing arts. MMC's scope of work started with an assessment, including extensive stakeholder interviews. A Visioning Workshop was held to develop consensus around the concept and content to be produced at the Center. The result was a five-year Strategic Plan to serve as a roadmap for opening and operating the Center. Based on the concepts detailed in the Strategic Plan, MMC also developed a Business Plan which outlines capital, ramp-up, and operating costs, along with anticipated sources of revenue for the Center through the first three years of operations.

In 2009, MMC's contract was extended to assist in the formation of a non-profit Board and to conduct a search for the first Executive Director, who was hired in 2010. The Executive Director and Board are currently using the plans developed by MMC to launch the building of the Center, which has a planned opening in late 2012.

Contact MMC for your organization's individual solution:

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