

WSLR + Fogartyville

Built for Belonging: Fully-Equipped, Flexible, Community-Driven Space for Creativity and Participation

WSLR+Fogartyville's mission is to be a center for creative expression and community engagement that amplifies the voices of its diverse community, and promotes peace, sustainability, democracy, and economic & social justice. The ***Built for Belonging: Fully-Equipped, Flexible, Community-Driven Space for Creativity and Participation*** initiative would convert the Fogartyville event space from a static listening venue into a fully equipped, welcoming venue for the community through targeted technology and infrastructure upgrades.

The current space is limited by fixed layouts, outdated equipment, and infrastructure that restricts what it can offer. Despite this, it has still experienced a surge in facility rentals, demonstrating unmet demand. This initiative would allow Fogartyville to quickly adapt to the needs of nonprofits, artists, educators, and local organizations seeking a fully-equipped, flexible, community-driven space. This flexibility would allow WSLR+Fogartyville to grow its mission-aligned rental program, and better support a wide range of community gatherings, from strategic meetings to creative celebrations.

The total initiative budget is \$271,287 with the additional \$163,287 pending. Our grant would fund \$15,000 for construction expenses including electrical upgrades and façade improvements, \$38,428 for modular seating and tables, \$24,149 for upgraded technology, \$8,500 for signage and a large marquee board, \$7,735 for a storage shed and \$14,188 for other supporting expenses. Specifically, upgrades include lighting, sound, and hybrid streaming equipment, mobile video displays and presentation technology, and integrated floor-based electrical infrastructure to maximize flexibility. The pending dollar amount would fund future phases of the initiative. The items funded in this initiative would proceed and are not dependent on additional funding.

With the proposed upgrades, WSLR+Fogartyville plans to serve 50% more nonprofits, 67% more artists and cultural groups, and triple the number of hybrid and educational events annually, anticipating 45-50 rentals per year. The technology upgrades would support in-person, virtual, and hybrid gatherings for educational workshops, nonprofit meetings, and cultural events. Exterior signage and murals would increase visibility and better welcome the community.

The nonprofit is currently developing a business plan which it expects will increase its earned income without significant additional operating costs. Sustainability is anticipated from its solid mix of recurring revenue from memberships, events, donations, and grants as well as the projected growth in earned revenue.

The initiative directly supports WSLR+Fogartyville's mission by making it a more visible, accessible, and culturally vital venue. The initiative ensures area artists, cultural groups and nonprofits have an affordable, flexible space for creative expression and community gatherings.