

## Thinking about regional assets ?

### Think about Upper West Arts Center!



The name (which may be only temporary awaiting the pleasure of some major benefactor) was selected as an easy way to remind everyone of it's location which is in the beautiful Richmond Avenue neighborhood on Buffalo's upper west side. Look, however, past the name and don't miss the fact that this facility will be the regions only multi-use, community based arts center, offering individual artists, small to medium sized arts organizations and community groups performance, rehearsal, meeting, office and educational spaces that are beautiful, high quality, well managed and affordable. **Upper West Arts Center will be a combination of programs and facilities which may, as they evolve, have more impact on more arts organizations and disciplines of the arts than any other facility in the region.**

Regional assets are not only large cultural and sports organizations. Western New York's small to medium sized arts organizations are important regional assets and there is no more regionally efficient and cost effective way to strengthen that resource than to support a regional arts center such as Upper West Arts Center.

The creation of Upper West Arts Center will realize a long standing dream. It will be one centrally located and highly visible facility which will provide arts and community organizations with the tools to be their best, and most effective. It will, by its very nature, raise the quality of the services provided and ultimately do so at a cost savings, particularly over the alternative of developing and maintaining multiple spaces in multiple locations. One flexible and multi-purpose facility such as this has been the right solution for hundreds of other communities small and large all around North America. Hardly any community can boast of having more excellent arts organizations per capita than ours. Buffalo and Erie County has long needed a facility such as Upper West Arts Center, and now it is nearly a reality.

In these challenging times there is no better way to budget dollars than to invest them where they will have the greatest impact; doing the most good for the largest number.

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