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Virtual Workshop and Open House Invitation for Waco Arts Feasibility Study Concerning a Performing Arts Facility in Downtown Waco

WACO, TX (January 9, 2020) – The City of Waco, with input from Creative Waco, has engaged Keen Independent Research to examine the feasibility of creating a center for performing arts in Downtown Waco. This study requires a thorough exploration of the market for arts in the region, needs of local organizations, operating/capital costs and revenue potential, operating models, potential synergies and collaboration between organizations, components of a potential multipurpose facility, and a plan for implementation.

To best serve the Waco community, the feasibility study welcomes rigorous public participation. Keen Independent requests that residents from Waco and its surrounding communities complete a virtual workshop. The virtual workshop takes 5 to 10 minutes to complete and a [direct link](#) is [available here](#) until January 31st, 2020.

You can also find the study at waco-texas.com and creativewaco.org.

Keen Independent also invites you to participate in an open house where you can meet with study team consultants, learn more about the project and share your insights. This open house will be hosted at The Cooper House, 1801 Austin Ave., and will go from 6:15pm to 7:15pm.

If you are unable to participate in the virtual workshop or open house, Keen Independent encourages interested participants to reach out to the study hotline at 254-307-2669 or email WacoArtsStudy@keenindependent.com. For more information about this feasibility study, visit the [Keen Independent website](#).

Keen Independent is a national research firm with expertise in arts and culture. Alex Keen, Keen Independent COO and Senior Consultant is leading the study. Keen Independent is joined by Victor Gotesman Performing Arts Facilities Planning, Theatre Consultants Collaborative and Venue.

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