

PORCHES INN AT MASS MoCA



PORCHES INN AT MASS MoCA

FEATURES

- 47 guest rooms
- Studio 9: Recording/Performance/Gathering space that opened in 2019
- Breakfast inclusive
- Creative meeting spaces
- Partnership with MoCA pool/hot tub
- Retail shop
- Lobby art gallery
- Hotel cat
- Modified breakfast room service

SQUARE FEET

+/-50,000

PROJECT VALUE

\$10 Million

- Development and design
- Historic tax credits
- Interior design
- FFE selection and purchasing
- Hotel programming

PROJECT TEAM

\$10 Million

- Architect: Ann McCallum
- Construction: BIGS Construction
- Design and Program: Main Street Hospitality

Main Street Hospitality was engaged in November 2017 as the operating partner for the Hammetts Hotel, which opened in downtown Newport in late June. For two and a half years we worked in partnership with the larger project team to program the hotel spaces effectively, advise on interiors, art and FFE, develop preopening and operational budgets, hotel branding and PR, and robust community outreach well in advance of groundbreaking and opening. The hotel's mission was to become a dynamic heartbeat for downtown Newport, and present a fresh and accessible hospitality experience in a legendary coastal destination.

PRE-OPENING AND OPENING ACTIVITIES

- Attended all early phase planning meetings with development/design/architecture
- Reviewed and vetted schematics, room layouts, public spaces, back of house, security systems, functionality and guest experience through entire process
- Senior team (CEO, VP of OPS, VP of Performance, Project management) were in attendance at every meeting with few exceptions
- Rigorous internal critical path meetings weekly
- Developed pre-opening budgets, reported monthly with detailed reconciliations
- Delivered on time and under budget

BUILT TRUST

- Early cultivation of community constituents
- Chamber of Commerce and destination marketing groups/legislators
- Personal outreach to important local institutions: Hospitals, Museums
- Leveraged personal networks to better understand the culture and fabric of Newport
- Regular and high-quality communication with College partner

PORCHES INN AT MASS MoCA

PRESS

"Earnestly homey and at home with irony"
- TRAVEL+LEISURE

5 Best Places to Go in October
- TOWN AND COUNTRY

"A gorgeous boutique hotel that does boutique right—that is, by mixing it with creature comforts"
- HUFFINGTON POST

It's no exaggeration. I can't imagine MASS MoCA absent Porches.

Porches is more than a conveniently adjacent hotel. The Inn, and its excellent staff and management, are truly partners in hospitality. Whether it means hosting bands and their entourage over a 3-day music festival or providing meeting facilities and catering for a strategic planning retreat for our board of trustees, or by becoming a hip, go-to venue for a rollicking post-theater swimming party, Porches is the perfect place. The Porches has welcomed important artists, critics, writers...but also of course our patrons and guests, with graciousness, and a friendly style that has become something of an institutional hallmark. The fact that we have co-conspired to build a robust and steadily growing wedding and special events business -- drawing on the resources, contacts and marketing channels of both the hotel and the museum -- has not been lost upon our financial team!

The beneficial effect goes beyond our institution. Porches was in the advance guard of a new wave of investment and entrepreneurial activity in downtown North Adams. Porches ownership and staff, planted a flag. They planted it early, and they sustained and then expanded their investment over time. Now nearly two decades into the relationship, I am still learning the ways in which art, culture, hospitality, and "socioeconomic development interact. It is far deeper and more important than I ever imagined it would be."

- JOSEPH THOMPSON
Founding Director MASS MoCA