



*Buffalo's Italian Renaissance ... Be a **Part** of It!*

## Case for Support

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### 2019



CENTRO CULTURALE ITALIANO DI BUFFALO

**Chair: Hon. Anthony M. Masiello**

**Honorary Chair: Hon. Salvatore R. Martoche, JSC, *Retired***

**President: Francesco Giacobbe, MD**

**Executive Director: Toni Marie Di Leo**

**Authored by: VECCHIO & ASSOCIATES, LLC**



## Buffalo's Italian Renaissance ... Be a *Part* of It!

After years of analysis, public feedback and research, the Centro Culturale Italiano Di Buffalo's (CCI) Board of Directors has expressed a noble vision for the future by proudly announcing a \$2 million capital campaign to renovate the historic North Park Library for the community as a cultural and educational center. Located on the corner of Delaware and Hertel Avenues in the city of Buffalo, the Library served for many years as an anchor for the North Buffalo community. Its continued use as a vibrant cultural and educational center is of paramount importance to the CCI board, its members, and the city of Buffalo. The significance of this endeavor is evidenced by a major \$350,000 community development investment from the Hon. Byron W. Brown and the Buffalo Urban Development Corporation.

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***"It will be powerful to see a space transform again into the neighborhood's anchor,  
making cultural magic come to life all under one roof."***

**—Dr. Francesco Giacobbe, Board President**

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As CCI moves towards the future of expanded services and resources, they remain steadfast knowing that their beloved cultural center has an enormous opportunity to contribute to the ongoing renaissance within North Buffalo and the greater Western New York Community.

### **Background and Mission**

CCI was formed as a 501(c)3 non-profit organization (currently undergoing retroactive reinstatement) whose **mission is to promote value to our society by way of the Italian culture, heritage and particularly its language.** Founded in 2010 by Dr. Giacobbe and his late wife, Renata Scognamiglio Giacobbe, this dynamic couple envisioned a welcoming and inclusive environment with access for all.

Today, CCI provides a space where Italians, Italian-Americans, and all other individuals with an interest in Italian heritage and/or education, meet, interact, learn from one another and celebrate the richness of Italian culture. CCI has grown from humble beginnings to a strong organization of over 250 members, comprised of persons of all ages.

Notable cultural and educational accomplishments over the past year include: Vibrant educational programs; Cooking classes; Monthly 'story hour' for children; Italian language instruction at various levels; Classical Italian movies with English subtitles; Monthly lectures on Italian culture; Sponsored Concerts and an inspiring ten-day excursion to Italy attended by 40+ members of CCI and the greater community. Additionally, CCI is a resource for exchange students to and from Italy and for individuals who travel to Italy for business or pleasure.



Recognizing that countless organizations and individuals are dependent on CCI to provide programs and services that no one else can or will, the Board of Directors aggressively explored alternatives to CCI's co-location with the Hertel Business Association at 1510 Hertel Avenue. Their research and desire to stay in North Buffalo led them to the historic North Park Library as the new home of their comprehensive Cultural Center that will memorialize and celebrate the rich Italian heritage in our community. This will be exemplified by an **"Wall of Gratitude"** where family and friends will be welcome to submit a family photo, words of honor, tell their story, or show appreciation and gratitude for the Italian Americans who taught us how to celebrate family and live the way we do in this country.

## Moving Forward

In 2017, CCI commissioned a local firm to develop a business plan, with strategic goals, metrics, and key performance indicators to ensure CCI's organizational, fiscal and facility growth over the next five years. Additionally, CCI engaged SUNY Buffalo State Professor of Museum Studies, Cynthia Conides, Ph. D, to design an **Adaptive Reuse Plan for the North Park Library Building**, along with Museum Studies Graduate Student, Michaela Worosz. This comprehensive research model incorporates the business plan along with Architect Tommaso Briatico's vision.

## Next Steps

**In order to become the distinctive foundation of Italian culture and education, CCI is launching a capital campaign of \$2 million.** Projected costs will support the restoration, exhibits and adaptive reuse to transform the North Park Library into an exciting new Italian Cultural Center. **It is equally important** for CCI to have the capacity to provide professional level resources, education, facilities and wrap-around amenities at the new Center (e.g. kitchen, auditorium for lectures/ speakers, classrooms, space for artifacts/historical items etc.). To that end, the Board of Directors is committed to also fund a \$500,000 endowment to ensure CCI's sustainability and continued growth.

**Leading this initiative for CCI, in addition to Dr. Giacobbe, is the Honorable Anthony M. Masiello and local developer, Rocco Termini.**

CCI endeavors to seek the commitment of government, corporations, community supporters, and private foundations to ensure the **transformative development of the North Park Library into a regional asset** that promotes and fosters the integration of interactive language instruction with cultural enrichment. We will continue to serve our clients while we renovate the building.

**CCI's Campaign Leadership invites the WNY community to play an integral and critical role** in ensuring the Centro Culturale Italiano di Buffalo meets and/or exceeds its goal to become a destination for Italian-Americans and all other "citizens of the world" with an interest in Italian heritage and/or education. We want the community to participate! Collectively, they will come together, interact, learn from one another and celebrate the richness of Italian culture. Andrew Giacobbe, MD, and the Hon. Salvatore R. Martocchio (JSC, Ret.) will be hosting information meetings to introduce the historic restoration project and to also solicit feedback with regards to existing/new programs.



## Naming Opportunities

### LEVEL ONE (2019-2020)

Opportunity	Potential Investment
Artifact Museum / Art Gallery	\$150,000
Il Bellissimo Parco Giardino <i>(entrance featuring a courtyard patio and reflection garden)</i>	\$100,000
Pionere d' Onore Wall of Honor <i>(honoring family members, icons and fellow citizens in music, arts, sports, medicine, law, etc. / 100 at \$1,000 each)</i>	\$100,000
Multi-Purpose Auditorium / Community Room <i>(concerts, films, events)</i>	\$125,000
Teaching Kitchen <i>(cooking classes and special events)</i>	\$95,000
Espresso Bar & Caffè	\$75,000
Vinoteca "Italian Wine as Art" Custom Wine Cellar	\$60,000
Entrance / Lobby	\$50,000
Ascensore Elevator	\$50,000

### LEVEL TWO (2019-2020)

Opportunity	Potential Investment
Gift Shop <i>(unique, imported handcrafted Italian goods)</i>	\$35,000
La Storia Cabina ~ <i>(capture your family history and stories in onsite recording booth)</i>	\$30,000
Media Center <i>(books, textbooks, magazines, films, videos etc.)</i>	\$25,000
Classrooms <i>(two at \$25,000 each)</i> <b>One Reserved</b>	\$50,000
Fontana dell' Acqua <b>Reserved</b>	\$30,000
Bocce Courts <b>Reserved</b>	\$20,000
Flag Poles <i>(for American and Italian Flags)</i> <b>Reserved</b>	\$10,000
Green Space Landscaping & Fencing	\$25,000
Park Benches <i>(six at \$4,000 each)</i> <b>Four Reserved</b>	\$24,000
Tavoli Tables <i>(four at \$2,500 each)</i> <b>One Reserved</b>	\$10,000
Artisan Display Cases <i>(four at \$2,500 each)</i> <b>Two Reserved</b>	\$10,000
Grande Fireplace / Sitting Room	\$10,000
Reception Desk <b>Reserved</b>	\$5,000
Administrative Office	\$5,000
Honorary and Tribute Gifts <i>(bricks, books, and trees from \$100 - \$500)</i>	\$5,000

### LEVEL THREE (2019-2023)

Opportunity	Potential Investment
Endowed Funds for Future Sustainability <i>(50@ \$10,000)</i>	\$500,000



## Images of New Center



Artifact Museum



Reception Area with Espresso Bar & Café





Teaching Kitchen



Grande Fireplace Sitting Room





**Multi-Purpose Auditorium and Community Room**

## **CCI Board of Directors**

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