



ARTSPACE MARKET STUDY OF ARTISTS', CREATIVE INDIVIDUALS', AND ARTS ORGANIZATIONS' SPACE NEEDS AND PREFERENCES

City Council
March 7, 2017

Nancy Manchester
Housing & Community Services

ARTSPACE: MISSION & WORK

BUILDING • CREATING • GROWING
2016 Year-End Review

46 PROJECTS IN OPERATION IN
30 CITIES IN 19 STATES



CREATING OPPORTUNITIES

3,255,922 SQUARE FEET OF AFFORDABLE ART SPACE

1,571
LIVE/WORK UNITS
for artists and their families



174 additional live/work units under construction

300+ creative enterprises/
small businesses

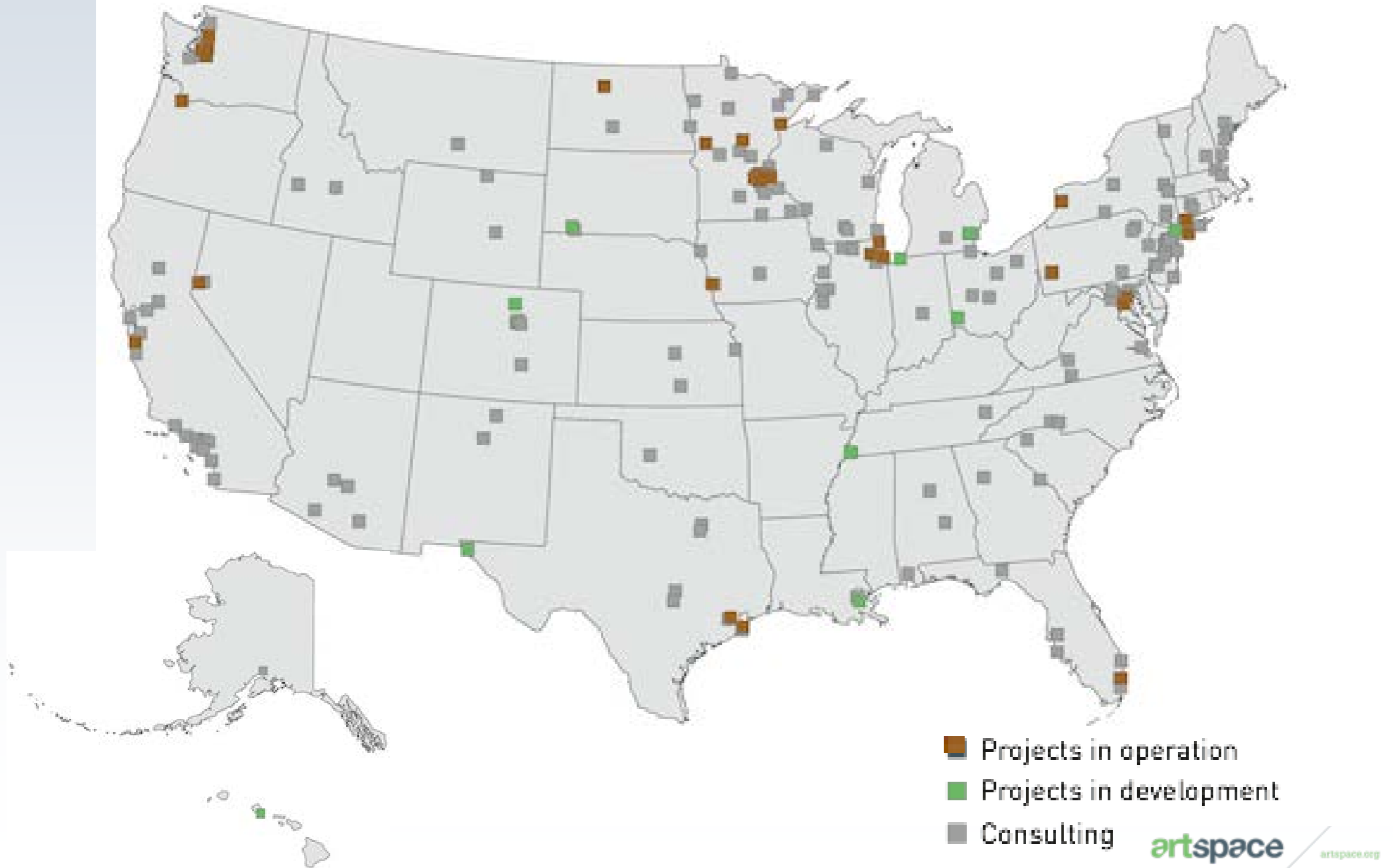


179k+
square feet
of community
space

\$3M+

TOTAL RENT SUBSIDY
PROVIDED TO
LOW INCOME ARTISTS

artspace // at work in the United States



ARTS MARKET STUDY

Goals of the Study:

- > Build on May 2015 visit
- > Quantify demand
- > Describe the artist interest group
- > Identify interested organizations/businesses
- > Inform space design and development
- > Encourage new space & funding



Imagine an affordable mixed-use live/work project for artists & creatives of all disciplines. You can help bring creative space to Santa Rosa.

Artspace Launch Event
Come learn about the project and mingle with fellow artists.
Monday, February 22
5:30-7:30pm
Church of One Tree
492 Sonoma Avenue
Santa Rosa, CA 95404

Online Survey
Please take and share our survey to provide input:
srcity.org/Artspace

artspace 

February 22, 2016: Survey went live at
www.srcity.org/artspace

SURVEY RESULTS

Artists/Creatives and Arts Organizations
and Creative Businesses Space Needs and Preferences



KEY FINDING – INDIVIDUALS

- **394** total individual respondents
- **199 (51%)** are interested in relocating to an affordable artist live/work community in Santa Rosa
- **175 (44%)** artists are interested in renting **ongoing** studio or creative work space
- **191 (49%)** indicated an interest in accessing studio/creative work space **occasionally**



67% of the 199 have household incomes of 60% or less AMI

WHO ARE THE ARTISTS & CREATIVES?



Discipline*
Painting/Drawing
Music (vocal/instrumental/recording/composition)
Mixed media
Arts education/instruction
Writing/Literary Arts
Photography
Crafts/Fine Crafts
Performance Art

#	%
66	33
64	32
43	22
42	21
38	19
36	18
30	15
29	15

Ever Lived in Santa Rosa?
I currently live in Santa Rosa
Yes, but not currently
No

#	%
131	66
35	18
33	17

KEY FINDINGS - ORGANIZATIONS/BUSINESSES

- **47 total** represented
- **42** are interested in space
- **35** interested in one-year or longer lease
- **29** interested in short-term or occasional rental



- Retail/Storefront needs from 200 - 2500 sq. ft.
- Incubator setting for some
- 71% are currently located in Santa Rosa
- 9 have budgets over \$100,000
- 11 have been in existence more than 10 years

WHAT THIS MEANS

- > A mixed-use, affordable live/work creative facility concept in Santa Rosa could include:
 - > up to **66** live/work units
 - > up to **29** individual studio/creative work spaces
 - > up to **3000 sq. ft.** of space for small creative businesses and nonprofits
 - > up to **10,000 sq. ft.** of space for large creative businesses and nonprofits*

**commercial tenant capacity and strength of the commercial market are among several key factors to consider during concept development. This data represents market interest only.*

NEXT STEPS

Path to an Artspace Project

- Confirm priorities of the City
- Predevelopment funding
- Refine concept and goals
- Site identification and control
- Funding assembly and design
- Construction and leasing

Keys to Success

- Ongoing outreach & engagement
- Partnerships!
- Alignment with community goals
- Share survey results broadly

