

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: NANCY MANCHESTER, PROGRAM SPECIALIST  
HOUSING & COMMUNITY SERVICES  
SUBJECT: ARTSPACE MARKET STUDY OF ARTISTS', CREATIVE  
INDIVIDUALS', AND ARTS ORGANIZATIONS' SPACE NEEDS  
AND PREFERENCES  
AGENDA ACTION: NONE

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RECOMMENDATION

It is recommended by the Housing and Community Services Department that the Council receive a staff briefing on the Arts Market Survey conducted in partnership with Artspace Projects, Inc., in 2016. This item is provided for Council's information and no action will be taken.

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EXECUTIVE SUMMARY

The City contracted with Artspace Projects, Inc., to conduct a market survey of artists' and creative individuals' space needs and preferences. The survey also includes a survey of the space needs of arts, creative and cultural organizations and creative businesses, such as arts education, art galleries/exhibition space, festivals/events, and mixed media. The survey uncovered a strong and definitive need for new affordable live/work and other creative spaces in the City of Santa Rosa. No funds for a possible project have been identified at this time, however, the survey results may link to the Council's Housing Action Plan and may provide a consideration for future funding.

BACKGROUND

A feasibility study was conducted by Artspace in 2015 to determine interest in a mixed use live/work project to house artists and their families as well as interest in space for creative businesses and nonprofit arts organizations. Artspace met with a variety of focus groups and found that the Santa Rosa community has a high interest in an arts-focused live/work project and recommended implementation of the next step, a market survey.

PRIOR CITY COUNCIL REVIEW

Not applicable.

## ANALYSIS

The market survey, provided in English and Spanish, began in February, 2016, and lasted approximately 10 weeks. City staff hosted a launch event to publicize the survey and conducted focused outreach through the City's website, a press release, social media, an e-blast to interested community members, and advertisements in the Santa Rosa Press Democrat and La Voz bilingual newspaper.

The survey was completed by 394 individuals and 47 organizations and businesses. The results of the survey reflect a need for art-focused spaces of all types in Santa Rosa including:

- Affordable live/work space for artists/creative individuals and their families;
- Studio and creative work spaces for artists;
- Permanent spaces for arts and cultural organizations; and
- Event, gallery, administrative, educational, shared/co-working, and other types of spaces for organizations and businesses to rent or utilize on a short-term or occasional basis.

An Executive Summary of the survey is included with this report; the full report is available on the City's website at [www.srcity.org/artspace](http://www.srcity.org/artspace). This staff briefing will provide an overview of the survey results.

## FISCAL IMPACT

Approval of this report does not have a fiscal impact on the General Fund.

## ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

## BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

## NOTIFICATION

Email notification will be conducted by the HCS department.

## ATTACHMENTS

- Attachment 1 – Executive Summary of Artspace Market Study

## CONTACT

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