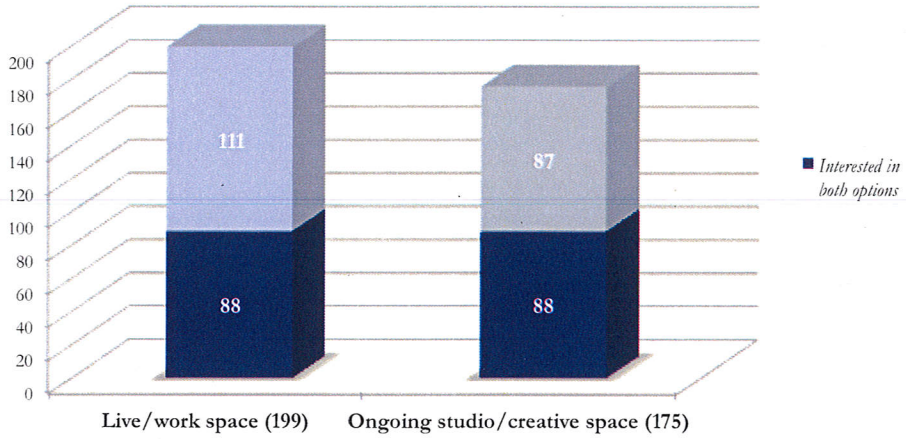
Executive Summary

The results of the Survey of Artists' and Creative Individuals' Space Needs and Preferences and the Survey of Arts, Creative, and Cultural Organizations and Businesses reflect a need for spaces of all types in Santa Rosa, CA including:

- Residences for artists and creative individuals (referred to as "artists" throughout this report) and their families, specially designed to provide both live and work space;
- Studio and creative work spaces for artists to rent on an ongoing or occasional basis;
- Permanent spaces for arts and cultural organizations and creative and arts-friendly businesses;
- Event, gallery, administrative, educational, communal, and other types of spaces for organizations and businesses to rent or utilize on a short-term or occasional basis.

394 individuals completed the Survey of Artists' and Creative Individuals' Space Needs and Preferences. Respondents representing 47 organizations and businesses completed the Survey of Arts, Creative, and Cultural Organizations & Businesses.

Figure 1: Interest in Arts Facility - Artists



199 of the artist survey respondents (51%) expressed interest in **relocating to an affordable artists' live/work community** in Santa Rosa (Figure 1). The majority of the interested artists currently reside in Santa Rosa (66%) or have lived there in the past (18%) but may be attracted to the opportunity to be part of a distinctive arts and cultural community within the city.

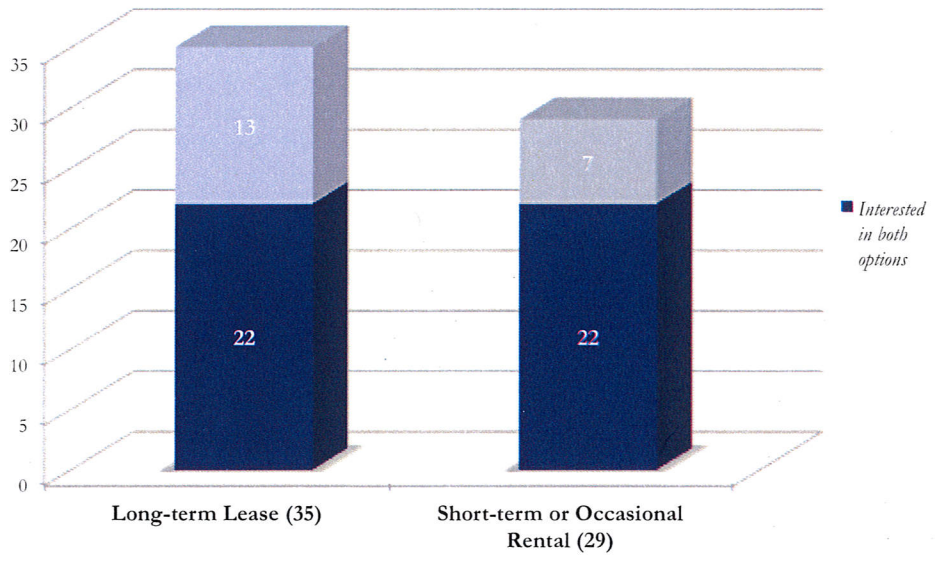
Demand is also evident in the response of 175 artists (44% of the respondents) who expressed an interest in **renting studio or creative work space** (referred to as "studio space" throughout this report) **on an ongoing basis** in Santa Rosa. 87 of these artists are interested only in renting studio space, while 88 expressed interest in ***both*** live/work space and studio space (It is likely that the 88 artists interested in both live/work space and ongoing studio space rental would choose ***either*** studio space rental ***or*** live/work space, but not both).

There is also demand for an arts facility that offers studio or creative work spaces that could be accessed occasionally through a short-term rental or membership based arrangement. 191 of the respondents (49%) expressed interest in **accessing studio or creative work space on an occasional basis** in Santa Rosa. 80 of these respondents were ***only*** interested in renting studio space on an occasional basis, while 111 also expressed interest in live/work space and/or ongoing studio space rental. (For the 111 artists interested in both occasional studio space rental ***and*** other space, it is reasonable to assume that they may choose occasional studio space rental ***as well as*** ongoing studio space rental or relocation to live/work space in Santa Rosa).

A multi-use arts facility would also be attractive to a variety of arts, creative, and cultural organizations and businesses. 42 (89%) of the organization and business representatives who responded to the Survey of Arts, Creative, and Cultural Organizations and Businesses indicated an interest in utilizing ***some type of space*** in a new, multi-use arts facility in Santa Rosa (These organizations and businesses will be referred to as "the interested organizations" throughout this report).

35 of these organizations would be interested in leasing space for their exclusive use on a long-term basis in a new, multi-use arts facility in Santa Rosa, and 29 would be interested in renting space on a short-term or occasional basis (Figure 2). 22 would be potentially interested in ***both*** a long-term lease and short-term rental.

Figure 2: Interest in Arts Facility - Organizations & Businesses



INTERESTED ARTISTS

Artists Interested in Relocating to Live/Work Space (199):

- Over half of the interested artists would be interested in any of three Santa Rosa locations: the Railroad Square Historic District/West End Neighborhood (86%), the Courthouse Square area/Downtown Core (65%), and the Santa Rosa Avenue Corridor (58%).

- These artists represent a wide range of arts, cultural and creative industries. The most common are painting/drawing, music, mixed media, arts education/instruction, writing/literary arts, and photography.

- 46% of the interested artists are 30 years of age or younger, and 29% are over 50.

- 57% identify as female. Approximately three quarters (76%) of the interested artists are White/Caucasian, and 11% are multiracial/multiethnic.

- 47% have attained at least a Bachelor's degree, and 15% have obtained an additional post-graduate degree. 16% are currently full-time students at a college or university, and most of these respondents indicated that a new arts community would encourage them to remain in or move to Santa Rosa after graduation.

- 38% have households comprised of at least one other adult, while 38% reside as single adults. The large majority (80%) currently do not have children in the home.

- 46% of the interested artists have household incomes of $25,000 or less per year. Approximately two-thirds (67%) report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY2016: Sonoma County, CA). Many (45%) of the interested artists earn less than 10% of their income from their art or creative work, while 25% derive more than half of their personal income from their art or creative work.

- 96% indicated an interest in a renting their new live/work space, and 59% selected condominium ownership as an acceptable option.

- The interested artists require living spaces of varied sizes. 45% require a one-bedroom unit, while 42% need two or more bedrooms.

- Adequate parking is also important, as almost all (91%) of the interested artists would want at least one parking space with their unit.

- The interested artists identify abundant natural light as the most important design feature in their live/work space. High-speed/high bandwidth Internet access, soundproofing, and high ceilings are also important. With respect to the types of space and amenities that might be shared with others in the

live/work community, the most preferred spaces/amenities include gallery/ exhibition space, general-purpose studio space, an outdoor work area, soundproof practice rooms, and a recording studio.

- Live/work units priced in the range of $401 - $800 per month will be practicable for 37% of the interested artists, while one-third could pay $801 - $1,200 per month.

Artists Interested in Ongoing Studio Space Rental (175):

- Consistent with preferences for live/work space, over half of the interested artists selected three Santa Rosa locations: the Railroad Square Historic District/West End Neighborhood (85%), the Courthouse Square area/Downtown Core (67%), and the Santa Rosa Avenue Corridor (62%).

- Most of the artists who expressed interest in renting ongoing studio space in Santa Rosa currently reside in Santa Rosa or have lived there in the past.

- The most common arts, cultural and creative industries of those interested in renting studio space on an ongoing basis are painting/ drawing, mixed media, and music.

- Half of the artists interested in ongoing studio space rental currently do not have space they use only for their art or creative work. 46% use space within their home for their art or creative work, while 18% currently rent or own studio or other creative work space outside their home. Many (31%) do not have the space they need for their art or creative work.

- Almost half (49%) of the artists interested in renting ongoing studio space could afford $101 - $300 per month for that space (paid in addition to costs for housing).

Artists Interested in Occasional Studio Space Rental (191):

- Most of those interested in renting studio space on an occasional basis currently reside in Santa Rosa or have lived there in the past.

- Those needing occasional space participate in many different arts, cultural and creative industries. The most common are music and painting/drawing.

- The types of shared spaces and amenities of greatest interest to these respondents are gallery/exhibition space, general-purpose studio space, and theater/performance space (black box, flexible space).

INTERESTED ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS AND BUSINESSES (42)

Organization Types

16 of the interested organizations are creative businesses, 13 are primarily arts or cultural organizations, and 12 are arts-related organizations or businesses. One indicated it is not an arts organization, creative business or arts-related organization. 23 of the interested organizations are for-profit businesses. 11 are 501(c)(3) or other nonprofit organizations.

Current Location

71% are located within the city of Santa Rosa.

Arts Activities

The interested organizations represent a wide range of arts, cultural and creative industries. The most common are arts education/instruction, design, art gallery/exhibition space/ curatorial, festivals/events, and mixed media.

Locations of Interest

The location preferences identified by the organizations interested in a long-term lease are consistent with those identified by the interested artists. 80% expressed interest in the Railroad Square Historic District/West End Neighborhood, 69% in the Courthouse Square Area/ Downtown Core and 46% in the Santa Rosa Avenue Corridor.

Programs & Services

The organizations interested in a long-term lease identified special programs or features that, if incorporated into the project, would increase their interest in the project. The programs and features selected most often were high-speed Internet access (74%), 24-hour access (69%), Green building design/LEED certification (51%) and leasable onsite or adjacent parking (51%).

Space Needs

Event space was identified as the most important type of space needed by interested organizations requiring space for their sole use and/or shared use and by those organizations interested in renting space on a short-term or occasional basis. Other types of space most commonly required by the interested organizations are classrooms/teaching space, a conference/meeting room, gallery/exhibition space, and administrative space.

Current Plans

Most of the interested organizations anticipate increases over the next three years in their operating budget, audience/ visitor/constituency population, space requirements, range of services, and number of staff.