

# 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

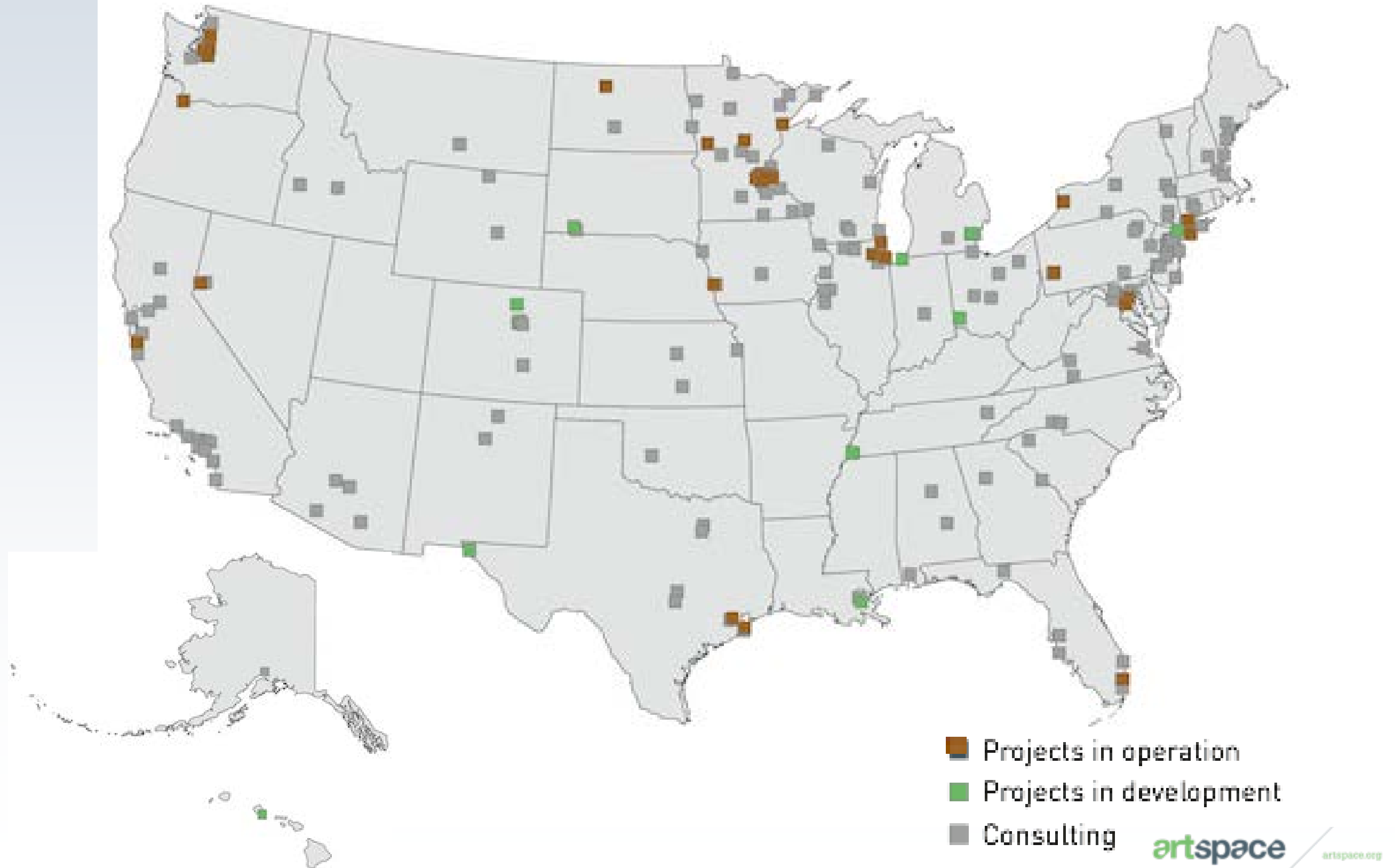
\$3M+

TOTAL RENT SUBSIDY  
PROVIDED TO  
LOW INCOME ARTISTS

artspace

artspace.org

# 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](http://srcity.org/Artspace)

**February 22, 2016:** Survey went live at  
[www.srcity.org/artspace](http://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

