

# Artspace **LOVELAND** **FEED & GRAIN**

Driving Economic Development  
in Downtown Loveland  
Through the Arts

130 3rd Avenue West  
Loveland, CO 80537

[artspace.org/loveland](http://artspace.org/loveland)

Artspace will redevelop the iconic **Feed & Grain** into an arts-centric, mixed-use property to complete the **Artspace Loveland Arts Campus** — the inspiration for the **Space to Create Colorado** program.

Responding to community calls, Artspace acquired the Feed & Grain and a neighboring, vacant lot in 2014. Artspace newly constructed the **Artspace Loveland Lofts** on the lot, providing 30 live/work units and gallery space, with a Grand Opening occurring in 2016. Artspace also conducted an initial scope of work to stabilize the old mill, with the intent to redevelop it as Phase II of the project. It is one of Loveland's most historic structures and represents the town's first major industry.

There is a long history across the U.S. of artists and other creatives reclaiming abandoned industrial spaces as spaces to create. Redeveloping the Feed & Grain so that it is code-compliant, on the tax roll, and filled with a creative community will both preserve a local, 120-year-old landmark while helping to imagine the future of the Loveland community as a continued hub for the creative inspirations of Northern Colorado. When completed, the Feed & Grain will provide nine units of live/work housing for creatives and their families; along with 5,000 square feet of sustainable commercial space for artists. When added to the units available at the Lofts, the entire campus will provide 39 live/workspaces total, increasing

livability for all Loveland residents by providing housing that ranges from 30% to 140% Area Median Income. This is a rare and expansive spread across the livability spectrum; paired with professional-level commercial space. The completed Artspace Loveland Arts Campus will bookend substantial improvements that have been made in downtown Loveland in recent years, fulfilling the community's vision to expand economic opportunities and arts access while ensuring that Loveland remains a model for artist-led community development in Colorado.

## Feed & Grain Project Details

- **Owner/Developer:** Artspace
- **Architect:** Ratio (Denver)
- **Contractor:** Spectrum General Contractors (Denver)
- **Type of Development:** Adaptive reuse as mixed-use arts space
- **Number and Type of Units:** Creation of nine live/work units including studios and one- and two-bedrooms
- **Affordability:** 80–140% AMI
- **Community Space:** 5,000 sq. ft.
- **Estimated Project Cost:** \$12M
- **Estimated Timeline:** Fall 2022–Year End 2024
- **Project Funders to Date:** Linda Aranow, ArtPlace Fund of Community Foundation of Northern Colorado and, Boettcher Foundation, Colorado State Historic Fund, El Pomar Foundation, Erion Foundation, Gates Family Foundation, Hach Family Fund, Linda & Tom Lignon, Loveland Community Fund of Community Foundation of Northern Colorado, Teresa & Paul Mueller, NEA, Suzanne & Andy Peterson, Jan & Mel Schockner, and Earl & Lis Sethre





# LOVELAND FEED & GRAIN

## Timeline of Support

2004

Feed & Grain mill closes; community wishes to preserve it as space for the arts

2013

Artspace invited to Loveland; awarded NEA grant; produces 30 art events that attract nearly 20,000 visitors and garners national news

2014

Artspace conducts Preliminary Feasibility Study

2015

Artspace performs Arts Market Study, data supports need

2015

Feed & Grain stabilized, and Artspace Loveland Lofts built; 30 live/work apartments fully leased

2015

Space to Create Colorado program announced with Loveland as inspiration

2016

NEA Chairman visits, sees how Artspace benefits Loveland's economy

2021

Feed & Grain awarded \$5M in Colorado Community Revitalization Funds; creates a new path forward for completing the campus

2022

Feed & Grain certified as Enterprise Zone Contribution Project

2022–2023

Projected Feed & Grain construction timeline

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**Naming opportunities available  
to individuals & organizations  
at the following levels:**

Artspace Contact

**Dana Mattice**

Director, National Advancement

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## **ARTSPACE FEED & GRAIN**

**\$500K** 38K sq. ft.

Naming rights, in perpetuity, of  
the entire iconic, 1892 mill on the  
Artspace Loveland Arts Campus.

*Located in a highly visible, certified Creative District, Historic  
District, and Enterprise Zone in downtown Loveland).*

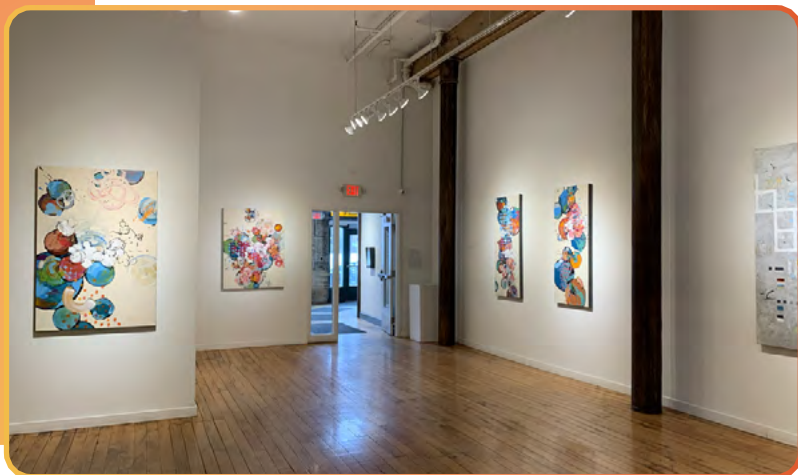
## **“FIRST IMPRESSIONS”**

### **ENTRY & GALLERY**

**\$250K** 970 sq. ft.

Northside, 3rd Street main  
entry (used by both resident and  
commercial tenants); gallery  
programmed with rotating exhibits.

*Photo of lobby/gallery at Traffic Zone Center  
for Visual Art in Minneapolis, MN.*



## **RESERVED**

Teresa & Paul Mueller Studio Wing

**RATIO**

## **STUDIO WING**

**\$75K** 7,755 sq. ft.

Entire Eastside of the first floor of the historic  
building (railroad side), including space for eight  
or more creative enterprises and the corridor.



Arts, artists,  
& housing

# INFLECTION POINTS

Prior to the pandemic, Artspace recognized that there was a tremendous unmet need for artists and arts organizations seeking stable, affordable places to live and work.

The impact of both the global pandemic and the racial justice movement highlighted the vulnerable position of artists and cultural workers, underscoring the importance and urgency of Artspace's work.

Bell Artspace Performers  
New Orleans, LA  
Photo Credit: JR Thomason

## Pandemic's impact on Arts industry, nationwide\*

2.7 million jobs lost as well as more than \$150 billion in sales of goods and services for creative industries nationwide

## Individual artists\*\*

Lost an average of \$34,000 in creativity-based income  
BIPOC artists had even higher rates of unemployment than white artists in 2020 due to the pandemic and lost a larger percentage of their creative income.\*\*

63% in 2020 experienced unemployment

37% have been unable to access or afford food at some point

58% have not visited a medical professional due to an inability to pay

## Housing\*\*\*

The U.S. housing shortage has worsened during the pandemic. Affordable housing is in limited supply, further excluding the less affluent and exacerbating racial and generational gaps in wealth building. Millions of households face financial stress related to COVID-19 job losses, while rent is rising.

There are more than 5,000 people and families who need affordable housing on Artspace's waiting lists nationwide. 46% of Artspace residents with a household size of one are at or below the Federal Poverty Level.

Artspace's transformative model of mixed-use artist buildings with affordable live/workspace is essential, now more than ever, to impact even more lives and more communities.

\* Brookings Institution, "Lost Art: Measuring COVID-19's devastating impact on America's creative economy"

\*\* Americans for the Arts

\*\*\* Harvard Joint Center for Housing Studies, "The State of the Nation's Housing 2021 Report"



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## Donation Pledge Form

*We are deeply grateful for your generous support of Artspace's Feed & Grain.*

By securing your pledge, Artspace can properly budget and project revenue to close the project and start construction. Pledged contributions are due by the end of the fiscal year (December 31, 2022).

## Pledge Statement

I want to support the transformative work of the Feed & Grain at the Artspace Loveland Lofts Campus, which makes a positive impact on Loveland and in the state of Colorado.

### I hereby pledge the following:

\$

*Pledge donation amount due by December 31<sup>st</sup>, 2022*

### I plan to make my donation by:

Credit card payment(s) via [artspace.org/support](http://artspace.org/support)

Donor advised fund      Stock gift      Check

Other (please specify below)

I plan to claim the Enterprise Zone Tax Credit

Yes      No

Taxpayer ID

*Your Taxpayer ID is the last 4 digits of your social security # for an individual; or a Colorado account # (sales tax license) or business tax ID for a business. The Taxpayer ID is required to log the contribution and claim the tax credit.*

### I would like to receive a pledge reminder in the month of:

January	April	July	October
February	May	August	November
March	June	September	December

## Signature and Pledge Agreement

*I understand that by completing this form, I am submitting my signature to Artspace with the intention of fulfilling the above pledge agreement for fiscal year 2022.*

Signature

Print name

Date

Email address

### Thank you for filling out this pledge form!

You may complete this form by hand or on your computer in Preview (macOS) or Adobe Acrobat (macOS/Windows). Please mail your printed form in the enclosed envelope or email your digital copy to [dana.mattice@artspace.org](mailto:dana.mattice@artspace.org)

**artspace**