

ARTSPACE IMMERSION: DETROIT

Helping turn big ideas into achievable plans.

Immersion supports arts and culture nonprofits that are planning for new space. During the 15-month cohort program, Immersion builds organizational capacity as it empowers arts leaders to make informed decisions about space. Participants receive expert guidance, local connections, and a learning community to help them navigate the real estate process.

IMMERSION COMBINES... LEARNING

ARTSPACE'S SIX ELEMENTS OF SPACE PLANNING

LEADERSHIP:

The individuals responsible for making decisions about the space.

PROJECT CONCEPT:

The vision and function of the space.

COST ANALYSIS:

The costs associated with planning, constructing, and operating the space.

LOCATION:

The physical site, building, or rooms.

FUNDING:

The financial sources needed to pay for the space-related costs.

COMMUNICATIONS:

The plan for communicating internally and externally about the space.

THE PROGRAM INCLUDES:

- Monthly Workshops
- Individualized technical assistance consulting and mentorship from Artspace (an approximate \$7,500 value)
- A learning tour to Minneapolis, where the cohort will meet like-minded leaders and visit inspiring creative spaces
- A \$5,000 planning stipend will be available to each participating organization that successfully completes the program

& DOING



During the program, participants can expect to...

MEET local brokers, architects, contractors, and other experts

CLARIFY their project concept

ANALYZE draft capital and operating budgets

ASSESS potential sites or buildings

REVIEW contracts and leases

TOUR examples of comparable arts facilities

WRITE a fundraising case statement

CREATE a communications plan

COLLABORATE with other organizations creating space

RECEIVE ongoing coaching to help navigate opportunities and challenges

Applications and more information
available at:

ArtspaceImmersion.org

Artspace is a nonprofit developer, owner, and operator of 52 arts facilities. Artspace has long played the role of translator between creative communities and real estate to help create more equitable access to suitable and affordable space. The Immersion curriculum draws upon three decades of experience to deliver both a theoretical and practical approach to project planning.

Artspace Immersion is made possible through the generous support of The Kresge Foundation, The Andrew W. Mellon Foundation, and the National Endowment for the Arts.



APPLICATION CRITERIA

- Dedication to a mission focused on art, cultural, or other creative pursuits
- Identified space-related initiative (e.g. creating new space, expanding existing, etc.)
- Capacity to dedicate a three-person leadership team to the program, for monthly meetings running from November 2019 through February 2021. Attendance is mandatory for each month's meeting.
- Based in the city of Detroit
- Incorporation as a 501(c)3 nonprofit (fiscally sponsored organizations and B-Corps will be considered on a case by case basis)
- Preference given to organizations that are led by and are serving people of color and indigenous people
- Preference given to organizations with evidence of planning work underway

APPLICATION QUESTIONS (two pages maximum)

DESCRIPTION OF ORGANIZATION

- ☐ What is your organization's mission and/or key programs?
- ☐ Where is your organization located in Detroit?
- ☐ Is your organization a 501(c)3 nonprofit? If not, please describe your business model.

LEADERSHIP

- ☐ List the three-person leadership team that would participate in this cohort, including names, titles, and experience with the organization. Past teams included an executive leader, an artistic leader, and a board member.

PROJECT CONCEPT

- ☐ What type of space-related initiative are you pursuing (e.g. moving to a new facility, expanding current space, taking on a first commercial lease, etc.)?
- ☐ Explain why this space-related initiative is important to your programming?
- ☐ What is your estimated real estate timeline? (e.g. immediate need, 1-2 years, 2-5 years, 5+ years)

GOALS

- ☐ Describe any space planning work that you have accomplished to-date.
- ☐ What do you hope to accomplish by participating in the program?

Please email responses to Lyndsey.Schrader@artspace.org with the subject line "Artspace Immersion and [your organization]" by **September 13, 2019 at 5:00pm (Eastern Time)**.

KEY DATES

- Applications accepted until September 13, 2019
- Site visits with finalists October 1-4, 2019
- Accepted participants notified October 18, 2019
- First Immersion workshop November 20, 2019
- Cohort will meet monthly through February 2021

