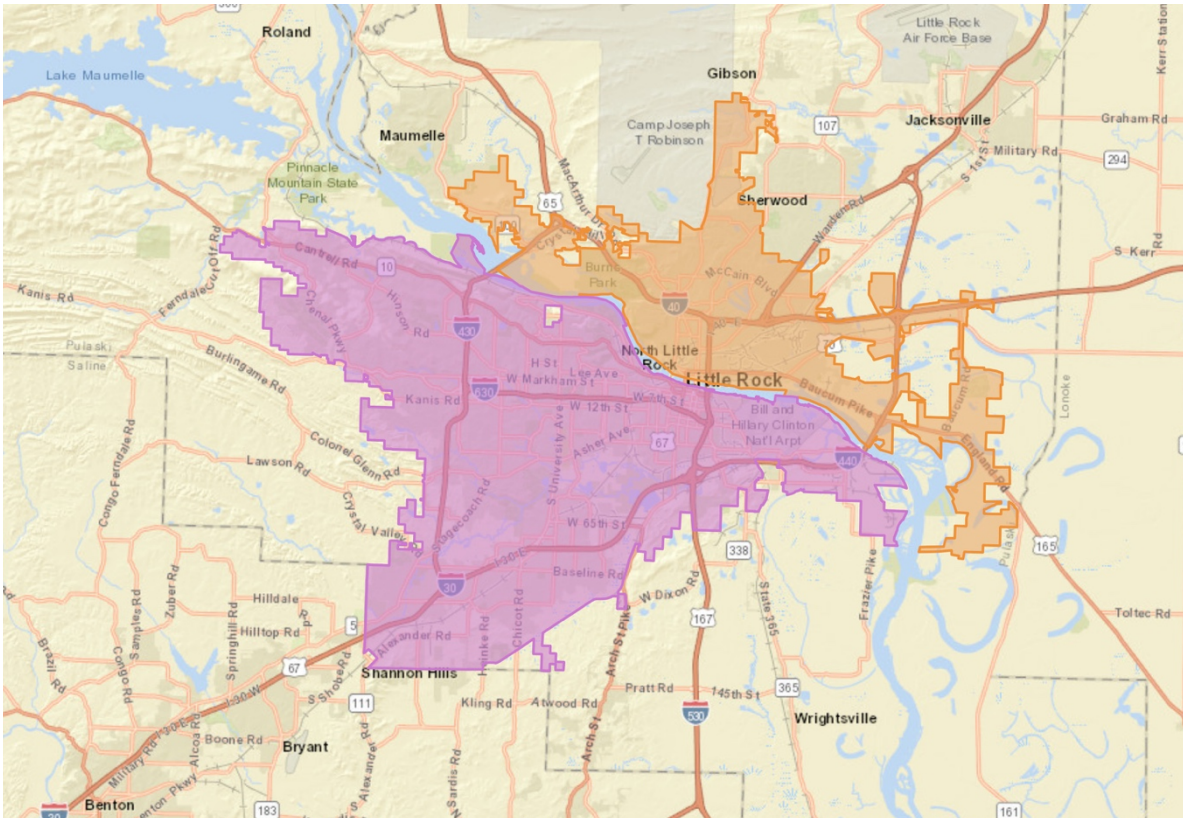


ARTS MARKET STUDY TECHNICAL REPORT



AN ADDENDUM TO THE REPORT OF FINDINGS Little Rock/North Little Rock, AR

Prepared For:



Little Rock & North Little Rock // January 2020

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TECHNICAL REPORT

SURVEY OF INDIVIDUAL ARTISTS, MAKERS, AND CREATIVES

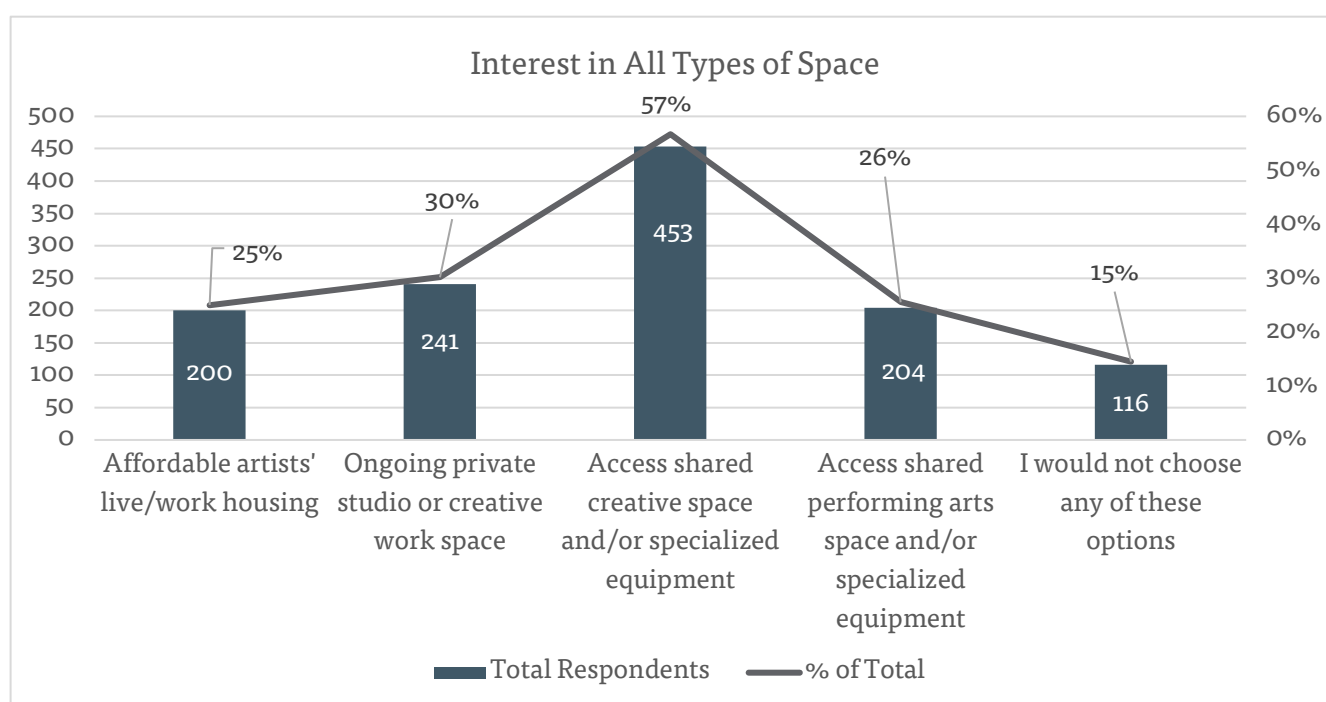
The focus of this report is primarily on the **799 total creatives and more specifically the 683 (85%) creatives who indicated an interest in at least one type of creative space in Little Rock/North Little Rock** out of a total of 825 respondents.

I. ALL SURVEY ARTIST RESPONDENT DATA

A. INTEREST IN SPACE



1) Which of the following options would you choose if available in Little Rock/NLR?



Which of the following options would you choose if available	Total Creatives	% of Total
Affordable artists' live/work housing	200	25%
Ongoing private studio or creative workspace	241	30%
Access shared creative space and/or specialized equipment	453	57%
Access shared performing arts space and/or specialized equipment	204	26%
I would not choose any of these options	116	15%
Total Respondents	799	100%



- 2) Interested Artist Respondents who selected they would relocate to an affordable artist live/work housing AND another space option.

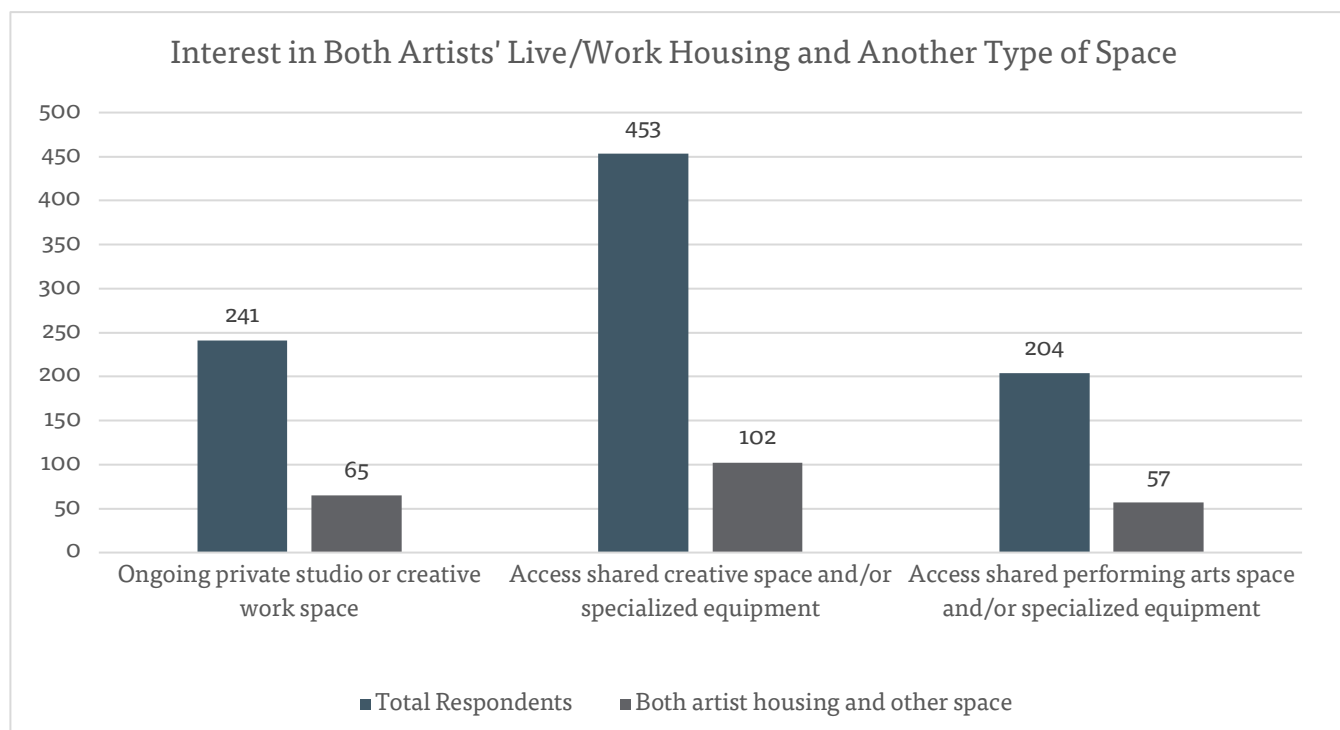
*There are 825 **total respondents who took the survey**. There were 26 who are not involved in arts, cultural or creative work or practices. From the 799 remaining respondents, another 116 are not interested in any type of creative space. From that there is a total of 683 respondents interested in some type of creative space.*

*Out of the 799 Artist Respondents **200** are interested in affordable artist live/work housing and **241** are interested in private studio or creative workspace.*

*As shown under the column of "both artists' live/work housing and other space", out of the **200 respondents** interested in artist live/work housing there are: 65 who are also interested in private studio/creative work space, 102 who are also interested in accessing shared creative space, and 57 who are also interested in accessing shared performing arts space.*

Which of the following options would you choose if available	Total Creatives	% of Total	Both artist housing and other space
Affordable artists' live/work housing	200	25%	0
Ongoing private studio or creative workspace	241	30%	65
Access shared creative space and/or specialized equipment	453	57%	102
Access shared performing arts space and/or specialized equipment	204	26%	57
I would not choose any of these options	116	15%	0
Total Respondents	799	100%	200

Figure 2





- 3) Respondents who selected only ONE type of the following options if available in Little Rock/North Little Rock

Of the 200 respondents who are interested in affordable artist live/work housing there are 73 who selected ONLY housing and no other type of space.

Of the 241 respondents who selected private studio space there are 67 who selected ONLY private studio space and no other type of space.

Respondents who selected only ONE type of space	# of respondents
Affordable artist live/work housing - ONLY	73
Ongoing private studio or creative workspace - ONLY	67
Access shared creative space and/or specialized equipment - ONLY	195
Access shared performing arts space and/or specialized equipment - ONLY	59
I would not choose any of these options	116

Respondents who selected only NO to L/W housing	# of respondents
Affordable artist housing - ONLY	0
Ongoing private studio or creative workspace - ONLY	176
Access shared creative space and/or specialized equipment - ONLY	351
Access shared performing arts space and/or specialized equipment - ONLY	147
I would not choose any of these options	116



B. CURRENT AREAS OF ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1) In what areas of the arts, cultural or creative industries are you most involved?

The top 5 arts, cultural or creative industries of the 825 total respondents are: painting/drawing/illustration, arts education/instruction, mixed media or multimedia, writing/literary arts, and crafts/fine crafts.

There are 26 respondents not involved in arts, cultural or creative work/practices. In the remainder of report, these 26 will be excluded from the statistics.

Arts, Cultural and Creative Industries	Total Responses		Total Respondents
	#	% of responses	% of respondents
Painting/Drawing/Illustration	285	12%	35%
Arts education/instruction	156	7%	19%
Mixed media or Multimedia	151	6%	18%
Writing/Literary arts	144	6%	17%
Crafts/Fine crafts	138	6%	17%
Music (vocal/instrumental/recording/composition)	114	5%	14%
Art gallery/Exhibition space/Curatorial	112	5%	14%
Photography	112	5%	14%
Fire arts (ceramics, glass, metalworking/metalsmithing)	110	5%	13%
Digital or Desktop arts (graphic or game design, animation, etc.)	106	4%	13%
Film/Video/Television/Web content production	83	3%	10%
Arts administration/Arts advocacy	79	3%	10%
Theater arts (acting, directing, production, etc.)	77	3%	9%
Fiber/Textile arts/Fashion/Costume design	67	3%	8%
Culinary arts	63	3%	8%
Jewelry design/fabrication	58	2%	7%
Sculpture	55	2%	7%
Printmaking	49	2%	6%
Woodworking	47	2%	6%
Performance art	45	2%	5%
Arts therapy/Healing arts	43	2%	5%
Dance/Choreography	35	1%	4%
Other, please specify	35	1%	4%
Murals/Street art	34	1%	4%
Folk/Traditional art	32	1%	4%
Book arts	30	1%	4%
Not applicable - I am not involved in arts, cultural or creative work/practices	26	1%	3%
Architecture / Landscape Architecture	26	1%	3%
Installation art	19	1%	2%
Body art (tattoo, esthetics, hair styling, etc.)	15	1%	2%
Social practice	15	1%	2%
Culture bearer/practitioner	11	0%	1%
ALL Respondents	825		
Total Responses	2372		

**respondents may have selected up to four industries.*



C. CURRENT SITUATION

1) Do you currently own or rent/lease your living space?

31% of respondents currently rent/lease their living space.

Currently own or rent/lease your living space	Total Creatives	
	#	% of respondents
Rent/Lease	251	31%
Own	466	58%
Do not rent/lease or own	82	10%
Total Respondents	799	100%

2) Do you currently have workspace you use only for your art or creative work?

52% of respondents currently do not have dedicated workspace.

Currently have workspace used only for creative work	Total Creatives	
	#	% of respondents
Yes	387	48%
No	412	52%
Total Respondents	799	100%

3) Which best describes your current art or creative work situation?

46% of respondents have space within their home they use for creative work.

Current art or creative work situation	Total Creatives	
	#	% of respondents
I have space within my home that I use for my art or creative work	368	46%
I don't have the space I need for my art or creative work (e.g. current space is not adequate, I cannot afford available space, etc.)	197	25%
I rent or own studio or other creative workspace outside my home on an ongoing basis	85	11%
My workspace is provided free of charge (e.g. member of dance troupe, university student, etc.)	85	11%
My work does not require designated space	51	6%
I rent or own studio or other creative workspace outside my home on an occasional or as-needed basis	13	2%
Total Respondents	799	100%



- 4) What do you currently pay monthly, on average (NOT including utilities), for the studio/creative workspace you rent or own outside your home on an ongoing basis?

40% of total respondents currently pay \$350 or less per month, not including those who selected \$0.

47% of total respondents pay \$501 or more per month.

Monthly rent for studio/creative workspace	#	% of respondents
\$0	5	6%
\$1 - \$50	1	1%
\$51 - \$100	7	8%
\$101 - \$150	6	7%
\$151 - \$200	2	2%
\$201 - \$250	9	11%
\$251 - \$300	6	7%
\$301 - \$350	3	4%
\$351 - \$400	4	5%
\$401 - \$500	2	2%
\$501 - \$750	12	14%
More than \$750	28	33%
Total	85	100%

- 5) Where is the studio or creative workspace you rent or own outside your home on an ongoing basis located?

71% of total respondents who rent or own a studio or other creative work space outside their home have a studio or creative space in Little Rock.

Where is the studio or creative work space you rent or own outside your home on an ongoing basis located?	#	% of respondents
Little Rock	60	71%
North Little Rock	14	16%
In Arkansas, but outside of Pulaski County	7	8%
Outside of Arkansas	3	4%
Pulaski County (excluding Little Rock & North Little Rock)	1	1%
Total	85	100%



6) What percentage of your income comes from your art or creative work?

69% of total respondents either earn no income from their art/creative work or less than 10% of their income from their creative work.

Percentage of income from art or creative work	"yes" to affordable artist housing		"yes" to private studio responses		Total Creatives	
	#	% of respondents	#	% of respondents	#	% of respondents
up to 10%	57	29%	75	31%	207	26%
11% - 25%	26	13%	25	10%	69	9%
26% - 50%	12	6%	7	3%	32	4%
51% - 75%	7	4%	10	4%	21	3%
76% - 100%	38	19%	40	17%	124	16%
I make no income from my art/creative work	60	30%	84	35%	346	43%
Total	200	100%	241	100%	799	100%

7) Do you live in Pulaski County?

81% of respondents currently live in Pulaski County.

Do you live in Pulaski County?	Total Respondents	
	#	% of respondents
Yes	665	81%
No	160	19%
ALL Respondents	825	100%

8) Have you lived in Pulaski County in the past?

39% of respondents who do not currently live in Pulaski County have lived in Pulaski County in the past.

Have you lived in Pulaski County in the past?	#	% of respondents
Yes	62	39%
No	98	61%
Total	160	100%



9) Where in Pulaski County did you most recently live?

73% of respondents who lived in Pulaski County in the past most recently lived in Little Rock.

Where in Pulaski County did you most recently live?	#	% of respondents
Little Rock	45	73%
North Little Rock	12	19%
An unincorporated area of Pulaski County	2	3%
Another city/town in Pulaski County (please specify)	3	5%
Total	62	100%

10) Where in Pulaski County do you live?

74% of respondents who live in Pulaski County live In Little Rock.

Where in Pulaski County do you live?	#	% of respondents
Little Rock	492	74%
North Little Rock	109	16%
Another city/town in Pulaski County (please specify)	48	7%
An unincorporated area of Pulaski County	16	2%
Total	665	100%

11) In what neighborhood of Little Rock or North Little Rock do you live?

12% of respondents who live in Little Rock or North Little Rock live in the Hillcrest neighborhood.

In what neighborhood of Little Rock or North Little Rock do you live?	#	% of respondents
Another neighborhood/area (please specify)	401	67%
Hillcrest	75	12%
Southwest Little Rock / UA Little Rock District	31	5%
Downtown Little Rock (outside of the Main Street Creative Corridor)	29	5%
SoMa	22	4%
Argenta	22	4%
MacArthur Park Historic District	11	2%
Dunbar	6	1%
Main Street Creative Corridor	4	1%
Total	601	100%



12) In what neighborhood of Little Rock or North Little Rock do you live: Another neighborhood/area.

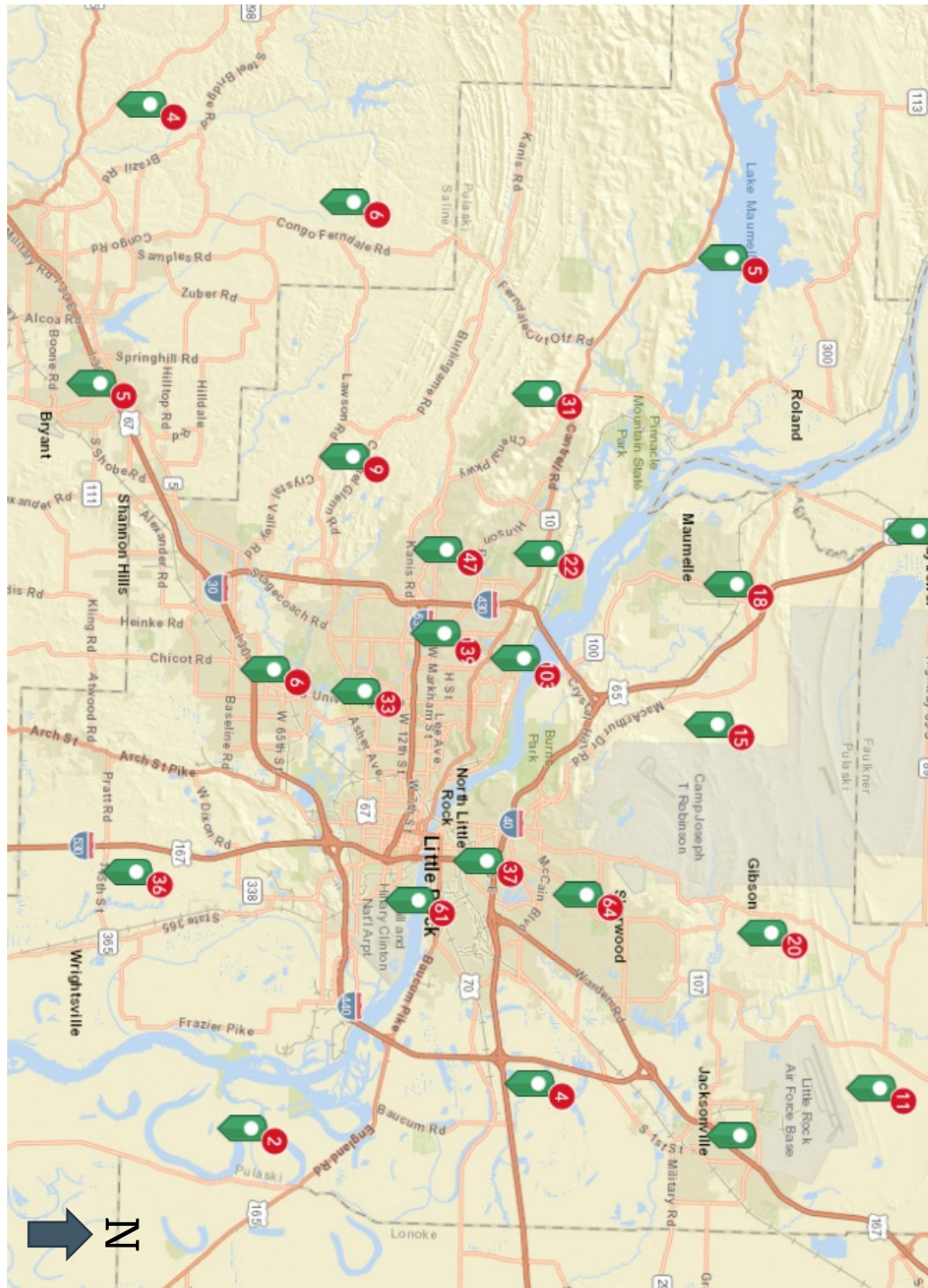
The top 50% of respondents who live in “another neighborhood/area” of Little Rock or North Little Rock, live in West Little Rock, Midtown, Park Hill, Heights, Lakewood, Stifft Station, Riverdale, and Capital View.

Another neighborhood/area (please specify)	Total Responses	
	#	% of respondents
West Little Rock	59	15%
Midtown	36	9%
Park Hill	24	6%
Heights	22	5%
Lakewood	21	5%
Stifft Station	15	4%
Riverdale	13	3%
Capital View	10	2%
Other	201	50%
Total	401	100%



13) What is the five-digit zip code where you live?

The following cluster map pinpoints in green the highest density of population by zip code where respondents currently live. The numbers in red indicate the number of respondents who live in the same zip code.





D. DEMOGRAPHICS

1) To which gender do you most identify?

66% of respondents identify as female.

Gender	#	% of respondents
Female	547	66%
Male	249	30%
Transgender Male	2	0%
Transgender Female	2	0%
Non-Binary	18	2%
Prefer not to answer	0	0%
Not listed (please specify)	7	1%
Total	825	100%

2) What is your age?

52% of respondents are 40 years or older.

Age	#	% of respondents
20 years or younger	30	4%
21 - 30 years	164	20%
31 - 40 years	199	24%
41 - 50 years	141	17%
51 - 60 years	152	18%
61 - 70 years	109	13%
Over 70 years	30	4%
Total	825	100%

3) Which of the following best describes you?

81% of respondents describe themselves as White/Caucasian.

Race/ Ethnicity	#	% of respondents
White/Caucasian	669	81%
Black /African American/Caribbean	67	8%
Multiracial/Multiethnic	28	3%
Hispanic/Latinx/Spanish	24	3%
Asian American or Asian	19	2%
Not Listed (please specify)	9	1%
American Indian/Alaska Native/Native Hawaiian	8	1%
Northern African/Middle Eastern American or Northern African/Middle Eastern	1	0%
Total	825	100%



4) Where in Pulaski County do you live and which of the following best describes you?

Another neighborhood/area (please specify)	Little Rock	North Little Rock	Another city/town in Pulaski County	An unincorporated area of Pulaski County	Total
White/Caucasian	396	90	33	14	533
Black /African American/Caribbean	42	7	7	0	56
Multiracial/Multiethnic	22	0	4	1	27
Hispanic/Latinx/Spanish	11	5	2	0	18
Asian American or Asian	9	4	1	1	15
American Indian/Alaska Native/Native Hawaiian	6	1	1	0	8
Not Listed (please specify)	5	2	0	0	7
Northern African/Middle Eastern American or Northern African/Middle Eastern	1	0	0	0	1
Total	492	109	48	16	665

5) Are you a veteran of the United States Armed Forces?

96% of respondents are not veterans of the United States Armed Forces.

Are you a veteran of the United States Armed Forces?	#	% of Respondents
Yes	34	4%
No	765	96%
Total	799	100%



E. RESPONDENTS NOT INTERESTED IN SPACE

- 10) You indicated that you are not interested in affordable live/work housing, private studio or creative workspace, or shared creative space and specialized equipment in Little Rock/North Little Rock. Please let us know why.

Not interested in affordable live/work housing, private studio or creative workspace, or shared creative space.

	#	% of respondents
My current creative work and living spaces meet my needs	74	60%
I am not interested in any of these types of affordable spaces (live/work, private studio/creative work space, or shared creative space)	1	1%
I have other plans for studio, creative work, or living space	11	9%
Neither Little Rock nor North Little Rock are locations of interest to me	3	2%
I need or am interested in space, but am not able to relocate, rent space, or buy a membership in the foreseeable future, regardless of affordability	22	18%
Other, please specify	13	10%
Total	124	100%

**respondents may have selected multiple responses*

II. RESPONDENTS INTERESTED IN AFFORDABLE ARTISTS' LIVE/WORK HOUSING

The **“yes”** responses in the following tables are those individuals interested in live/work housing. The **“total”** responses are all the respondents who are involved in arts, cultural or creative work/practice and completed the survey.

There is a total of 200 respondents interested in affordable artists' live/work housing, of those respondents 73 are interested in affordable artists' live/work housing only.



A. DEMOGRAPHICS OF INTERESTED RESPONDENTS

1) With which gender do you most identify?

59% of respondents interested in affordable artists' live/work housing identify as female.

Gender	Total Creatives Interested in Housing		Total Creatives	
	#	% of respondents	#	% of respondents
Female	117	59%	527	66%
Male	70	35%	243	30%
Transgender Male	2	1%	2	0%
Transgender Female	1	1%	2	0%
Non-Binary	8	4%	18	2%
Prefer not to answer	0	0%	0	0%
Not listed (please specify)	2	1%	7	1%
Total	200	100%	799	100%

2) What is your age?

65% of respondents interested in affordable artists' live/work housing are 40 years or younger.

Age	"yes" to affordable artist housing		Total Creatives	
	#	% of respondents	#	% of respondents
20 years or younger	14	7%	30	4%
21 - 30 years	65	33%	159	20%
31 - 40 years	49	25%	197	25%
41 - 50 years	32	16%	134	17%
51 - 60 years	25	13%	146	18%
61 - 70 years	12	6%	104	13%
Over 70 years	3	2%	29	4%
Total	200	100%	799	100%



3) Which of the following best describes you?

71% of respondents interested in affordable artist live/work housing describe themselves as White/Caucasian.

Ethnicity	"yes" to affordable artist housing		Total Responses	
	#	% of respondents	#	% of respondents
White/Caucasian	141	71%	649	81%
Black /African American/Caribbean	25	13%	63	8%
Multiracial/Multiethnic	13	7%	26	3%
Hispanic/Latinx/Spanish	13	7%	24	3%
Asian American or Asian	6	3%	19	2%
American Indian/Alaska Native/Native Hawaiian	1	1%	8	1%
Not Listed (please specify)	1	1%	9	1%
Total	200	100%	799	100%

4) Which range is closest to your gross annual household income?

Figure 3 below shows the Max Rents based on Housing and Urban Development (HUD) 2019 Rent and Income limits for 30%, 60%, and 80% Area Median Income (AMI). Source: Novoco.com

Figure 3

City: Little Rock/North Little Rock		City: Little Rock/North Little Rock		City: Little Rock/North Little Rock	
County: Pulaski County		County: Pulaski County		County: Pulaski County	
MAX RENTS		MAX RENTS		MAX RENTS	
AMI	30%	AMI	60%	AMI	80%
0 BDRM	\$ 366	0 BDRM	\$ 732	0 BDRM	\$ 976
1 BDRM	\$ 391	1 BDRM	\$ 783	1 BDRM	\$ 1,045
2 BDRM	\$ 470	2 BDRM	\$ 940	2 BDRM	\$ 1,254
3 BDRM	\$ 543	3 BDRM	\$ 1,086	3 BDRM	\$ 1,448
4 BDRM	\$ 606	4 BDRM	\$ 1,212	4 BDRM	\$ 1,616
5 BDRM	\$ 668	5 BDRM	\$ 1,337	5 BDRM	\$ 1,783

INCOME LIMITS		INCOME LIMITS		INCOME LIMITS	
1 PERSON	\$ 14,640	1 PERSON	\$ 29,280	1 PERSON	\$ 39,040
2 PEOPLE	\$ 16,710	2 PERSON	\$ 33,420	2 PERSON	\$ 44,560
3 PERSON	\$ 18,810	3 PERSON	\$ 37,620	3 PERSON	\$ 50,160
4 PERSON	\$ 20,880	4 PERSON	\$ 41,760	4 PERSON	\$ 55,680
5 PERSON	\$ 22,560	5 PERSON	\$ 45,120	5 PERSON	\$ 60,160
6 PERSON	\$ 24,240	6 PERSON	\$ 48,480	6 PERSON	\$ 64,640
7 PERSON	\$ 25,920	7 PERSON	\$ 51,840	7 PERSON	\$ 69,120
8 PERSON	\$ 27,570	8 PERSON	\$ 55,140	8 PERSON	\$ 73,520



53% of the respondents interested in affordable artists' live/work housing income qualify based on their selected household income in this survey and on the 2019 60% HUD rent and income limits.

Income by Household Size for respondents interested in affordable artists' live/work housing								
Annual Household Income	1	2	3	4 or more	Total	Income Qualify - 30% AMI	Income Qualify - 60% AMI	Income Qualify - 80% AMI
Prefer Not to Answer	3	1	1	4	9			
Under \$10,000	9	8	1	2	20	20	20	20
\$10,000 - \$15,000	7	6	4	0	17	17	17	17
\$15,001 - \$20,000	11	7	3	2	23	12	23	23
\$20,001 - \$25,000	10	4	3	1	18	1	18	18
\$25,001 - \$30,000	12	4	2	2	20		20	20
\$30,001 - \$35,000	7	3	0	1	11		4	11
\$35,001 - \$40,000	6	2	0	3	11		3	11
\$40,001 - \$45,000	3	3	0	1	7		1	4
\$45,001 - \$50,000	5	2	0	3	10		0	3
\$50,001 - \$55,000	2	1	1	2	6		0	3
\$55,001 - \$60,000	5	0	2	0	7		0	0
\$60,001 - \$65,000	4	4	0	2	10		0	2
\$65,001 - \$75,000	2	2	0	0	4		0	
\$75,001 - \$85,000	2	4	0	1	7		0	
\$85,001 - \$100,000	1	4	1	2	8		0	
\$101,000 - over \$400,000	0	5	3	4	12		0	
Total	89	60	21	30	200	50	106	130
% of respondents who income qualify for 30%						25%		
% of respondents who income qualify for 60%						53%		
% of respondents who income qualify for 80%						65%		



5) What is the highest level of education you have completed?

69% of respondents interested in affordable artists' live/work housing received a bachelor's degree or higher.

Education	"yes" to affordable artist housing		Total Creatives	
	#	% of respondents	#	% of respondents
Some high school course work	1	1%	4	1%
High school degree/GED	10	5%	26	3%
Some college course work, no degree	52	26%	127	16%
Bachelor's degree	70	35%	319	40%
Associate degree (e.g. AA, AS)	14	7%	48	6%
Master's degree	40	20%	199	25%
Professional degree (e.g. MD, DDS)	5	3%	38	5%
Doctorate	8	4%	38	5%
Total	200	100%	799	100%

6) Are you a full-time student at a college or university?

73% of interested respondents are NOT full-time students.

Are you a student at a college or university?	"yes" to affordable artist housing		Total Creatives	
	#	%	#	%
Yes, a full-time student	43	22%	85	11%
Yes, a part-time student	11	6%	42	5%
No	145	73%	668	84%
Total	199	100%	795	100%

*This question was only asked of those who are involved in the arts AND have obtained at least as High School degree or GED.



B. CURRENT SITUATION OF INTERESTED RESPONDENTS

1) Do you currently live in Pulaski County?

74% of respondents interested in artists' live/work housing currently live in Pulaski County.

Do you live in Pulaski County?	"yes" to affordable artist housing		Total Creatives	
	#	% of respondents	#	% of respondents
Yes	148	74%	643	80%
No	52	26%	156	20%
Total	200	100%	799	100%

2) Have you lived in Pulaski County in the past?

38% of respondents interested in artist's live/work housing who do not currently live in Pulaski County have lived in Pulaski County in the past.

Have you lived in Pulaski County in the past?	"yes" to affordable artists' housing		Total Responses	
	#	% of respondents	#	% of respondents
Yes	20	38%	59	38%
No	32	62%	97	62%
Total	52	100%	156	100%

3) Where in Pulaski County did you most recently live?

70% of respondents interested in artists' live/work housing, who lived in Pulaski County in the past most recently lived in Little Rock.

Where in Pulaski County did you most recently live?	"yes" to affordable artist housing		Total Responses	
	#	% of respondents	#	% of respondents
Little Rock	14	70%	43	73%
North Little Rock	2	10%	11	19%
An unincorporated area of Pulaski County	2	10%	2	3%
Another city/town in Pulaski County (please specify)	2	10%	3	5%
Total	20	100%	59	100%



4) Where in Pulaski County do you live?

74% of respondents interested in artists' live/work housing who currently live in Pulaski County live in Little Rock.

Where in Pulaski County do you live?	"yes" to affordable artist housing		Total Responses	
	#	% of respondents	#	% of respondents
Little Rock	109	74%	475	74%
North Little Rock	23	16%	107	17%
Another city/town in Pulaski County (please specify)	14	9%	45	7%
An unincorporated area of Pulaski County	2	1%	16	2%
Total	148	100%	643	100%

**643 respondents currently live in Pulaski County*

5) In what neighborhood of Little Rock or North Little Rock do you live?

9% of respondents interested in artist live/work housing who live in Little Rock or North Little Rock live in the Hillcrest neighborhood.

In what neighborhood of Little Rock or North Little Rock do you live?	"yes" to affordable artist housing		Total Responses	
	#	% of respondents	#	% of respondents
Another neighborhood/area (please specify)	79	60%	388	67%
Hillcrest	12	9%	74	13%
Downtown Little Rock (outside of the Main Street Creative Corridor)	12	9%	25	4%
SoMa	8	6%	21	4%
Argenta	7	5%	22	4%
MacArthur Park Historic District	6	5%	11	2%
Southwest Little Rock / UA Little Rock District	6	5%	31	5%
Main Street Creative Corridor	1	1%	4	1%
Dunbar	1	1%	6	1%
Total	132	100%	582	100%



6) In what neighborhood of Little Rock or North Little Rock do you live: Another neighborhood.

The top 52% of respondents who are interested in live/work housing and live in “another neighborhood/area” of Little Rock or North Little Rock, live in West Little Rock, Midtown, Riverdale, Capital view, Heights, Lakewood, 12th Street, and Briarwood.

Another neighborhood/area (please specify)	#	% of respondents
West Little Rock	12	15%
Midtown	9	11%
Riverdale	4	5%
Capital view	3	4%
Heights	6	8%
Lakewood	3	4%
12th Street	2	3%
Briarwood	2	3%
Other	38	3%
Total	79	100%

7) Have you considered leaving the Little Rock/North Little Rock metro area?

71% of interested respondents who currently live in Little Rock/North Little Rock have considered leaving the Little Rock/North Little Rock metro area.

Have you considered leaving the Little Rock/North Little Rock metro area?	"yes" to affordable artist housing	
	#	%
Yes	94	71%
No	38	29%
Total	132	100%



- 8) Would the opportunity to have affordable live/workspace encourage you to stay in the Little Rock/North Little Rock metro area?

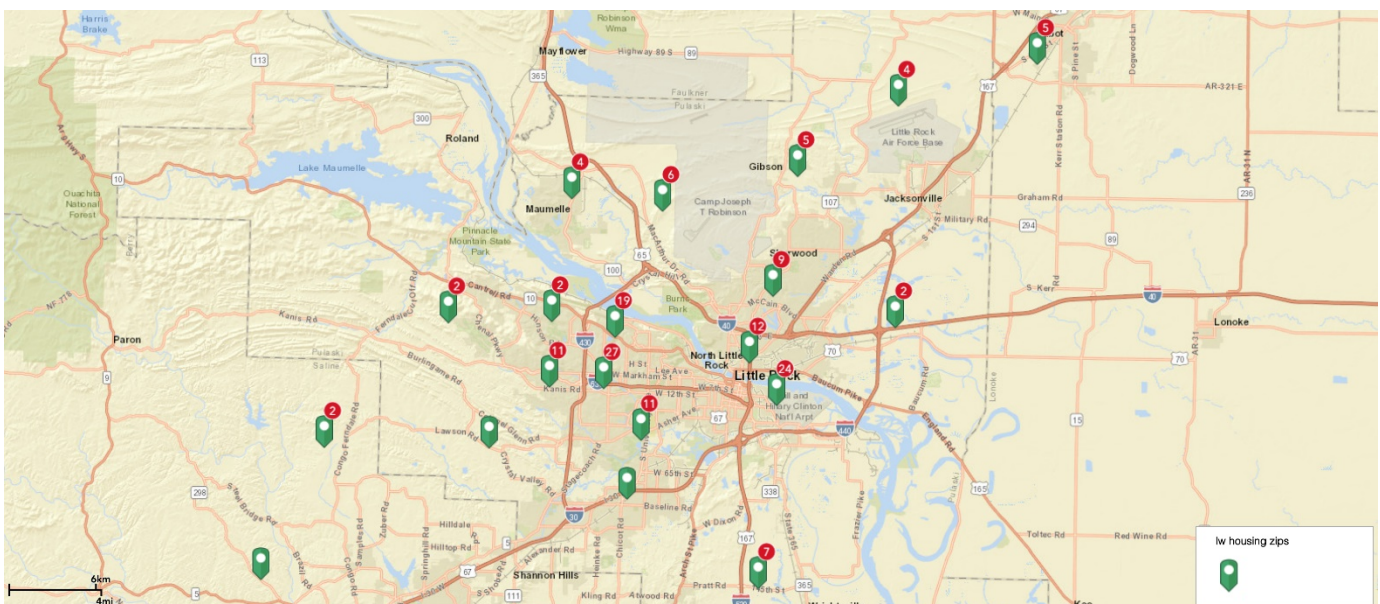
99% of the 94 respondents who have considered leaving the Little Rock/North Little Rock metro area and are interested in affordable artists' live/work housing would be encouraged to remain for the opportunity to have affordable artists' live/work space.

Would the opportunity to have affordable artist live/workspace encourage you to remain?	"yes" to affordable artist housing	
	#	%
Yes	93	99%
No	1	1%
Total	94	100%

**This question was only asked of the 94 respondents who selected "yes" to "have you considered leaving the Little Rock/North Little Rock metro area".*

- 9) What is the five-digit zip code where you live?

The following cluster map pinpoints in green the highest density of population by zip code where respondents currently live. The numbers in red indicate the number of respondents who live in the same zip code.





10) Do you currently have workspace you use only for your art or creative work?

62% of interested respondents do NOT currently have work space they use only for art or creative work.

Workspace used only for art or creative work?	"yes" to affordable artist housing		Total Creatives	
	#	% of respondents	#	% of respondents
Yes	77	39%	387	48%
No	123	62%	412	52%
Total	200	100%	799	100%

11) Which best describes your current art or creative work situation?

37% of interested respondents don't have the space they need for their art or creative work.

Current creative situation	"yes" to affordable artist housing		Total	
	#	% of respondents	#	% of respondents
I don't have the space I need for my art or creative work (e.g. current space is not adequate, I cannot afford available space, etc.)	73	37%	197	25%
I have space within my home that I use for my art or creative work	68	34%	368	46%
My workspace is provided free of charge (e.g. member of dance troupe, university student, etc.)	33	17%	85	11%
I rent or own studio or other creative work space outside my home on an ongoing basis	16	8%	85	11%
My work does not require designated space	7	4%	51	6%
I rent or own studio or other creative work space outside my home on an occasional or as-needed basis	3	2%	13	2%
Total	200	100%	799	100%

12) Do you currently own or rent/lease your living space?

60% of respondents who are interested in affordable artists' live/work housing currently rent or lease their living space.

Own/Rent/Lease	"yes" to affordable artist housing		Total Respondents	
	#	% of respondents	#	% of respondents
Rent/Lease	120	60%	251	31%
Own	34	17%	466	58%
Neither	46	23%	82	10%
Total	200	100%	799	100%



13) What do you currently pay monthly, on average, for your housing, NOT including utilities?

The chart below reflects the current housing costs of respondents who are interested in artists' live/work housing.

73% of respondents interested in affordable artists' live/work housing pay \$1,000 or less a month in housing costs, not including those who selected "\$0 - I currently don't pay for housing".

23% of respondents interested in affordable artists' live/work housing pay between \$901 and \$1,500.

Monthly Housing Costs (excluding utilities)	"yes" to affordable artist housing		Total Respondents	
	#	% of respondents	#	% of respondents
\$0 - I currently don't pay for housing	10	6%	87	12%
\$1 - \$400	16	10%	50	7%
\$401 - \$500	10	6%	32	4%
\$501 - \$600	15	10%	44	6%
\$601 - \$700	23	15%	68	9%
\$701 - \$800	21	14%	76	11%
\$801 - \$900	19	12%	74	10%
\$901 - \$1,000	8	5%	47	7%
\$1,001 - \$1,100	12	8%	59	8%
\$1,101 - \$1,200	9	6%	45	6%
\$1,201 - \$1,300	4	3%	26	4%
\$1,301 - \$1,400	2	1%	9	1%
\$1,401 - \$1,500	1	1%	12	2%
\$1,501 - \$1,600	2	1%	14	2%
\$1,601 - \$1,700	0	0%	6	1%
\$1,701 - \$1,800	1	1%	7	1%
\$1,801 - \$1,900	0	0%	7	1%
\$1,901 - \$2,000	0	0%	9	1%
\$2,001 - \$2,100	0	0%	11	2%
\$2,101 - \$2,200	0	0%	1	0%
\$2,201 - \$2,300	0	0%	6	1%
\$2,301 - \$2,400	1	1%	3	0%
\$2,401 - \$2,500	0	0%	3	0%
More than \$2,500	0	0%	21	3%
Total	154	100%	717	100%



14) Including yourself, how many people currently make up your household?

84% of respondents interested in affordable artists' live/work housing reside in a household without children. 75% of respondents have a household size of one to two people, including themselves.

Total Household Size	"yes" to affordable artists' housing	
	#	%
One - I am the only adult	89	45%
Two	60	30%
Three	21	11%
Four or more	30	15%
Total	200	100%

Number of Children (under 18)	#	%
None	168	84%
One	14	7%
Two	13	7%
Three	4	2%
Total	200	100%

15) Is another member of your household also taking this survey and expressing interest in affordable artists' live/work housing?

13% of respondents have another household member taking the survey AND expressing interest in housing.

Other Household members taking this survey and expressing interest in affordable artist housing?	"yes" to affordable artists' housing	
	#	%
Yes	26	13%
No	137	69%
Unsure	37	19%
Total	200	100%



C. CURRENT AREAS OF ART, CULTURAL, OR CREATIVE INDUSTRY INVOLVEMENT

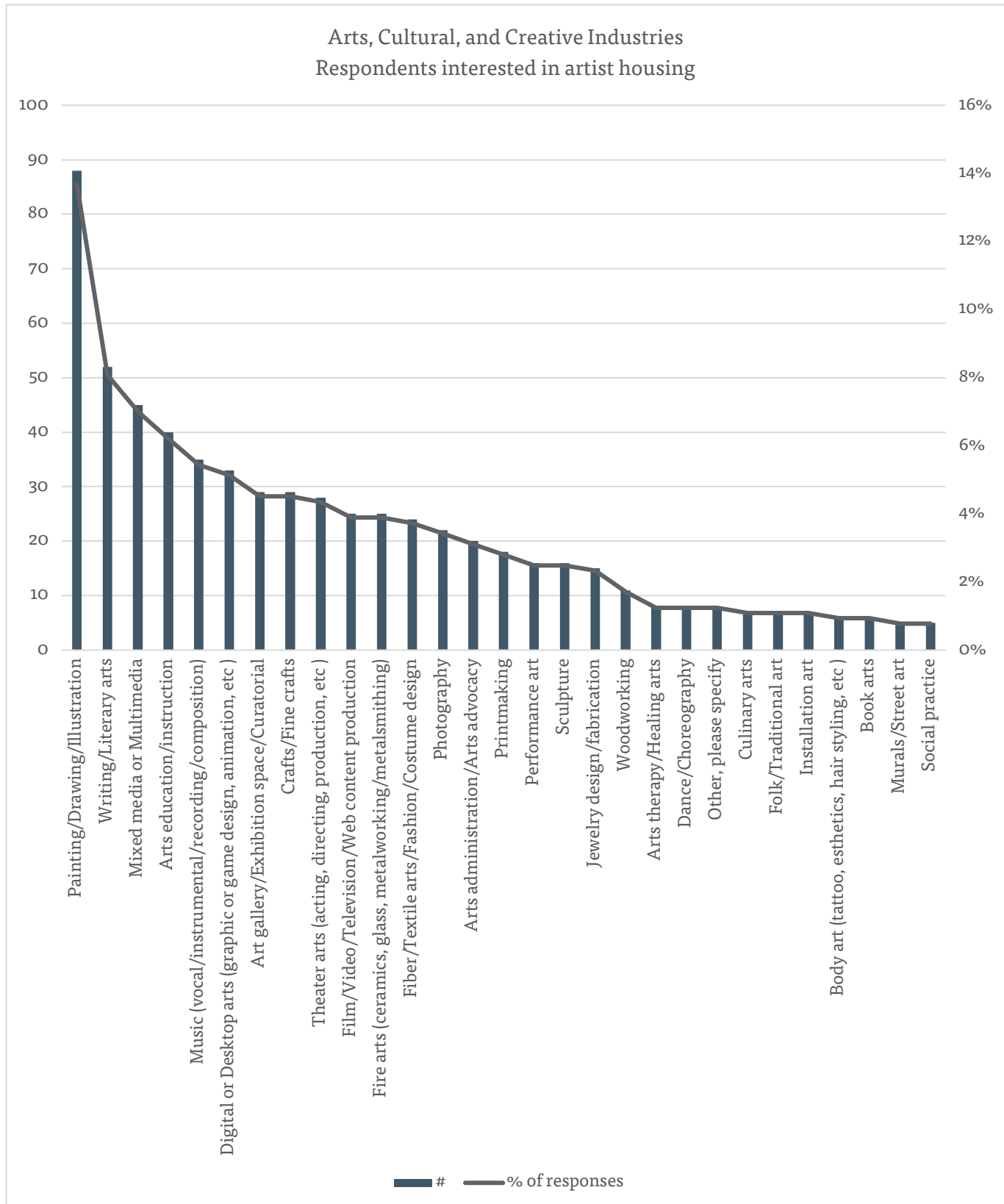
1) In what areas of art, cultural, or creative industries are you most involved?

The top 4 areas of art, cultural, or creative industries by respondents are: painting/drawing/illustration, writing/literary arts, mixed media or multimedia, and arts education/instruction.

Arts, Cultural and Creative industries	"yes" to affordable artist housing			Total Creatives		
	#	% of responses	% of respondents	#	% of responses	% of respondents
Painting/Drawing/Illustration	88	14%	44%	285	12%	36%
Writing/Literary arts	52	8%	26%	144	6%	18%
Mixed media or Multimedia	45	7%	23%	151	6%	19%
Arts education/instruction	40	6%	20%	156	7%	20%
Music (vocal/instrumental/recording/composition)	35	5%	18%	114	5%	14%
Digital or Desktop arts (graphic or game design, animation, etc.)	33	5%	17%	106	5%	13%
Art gallery/Exhibition space/Curatorial	29	5%	15%	112	5%	14%
Crafts/Fine crafts	29	5%	15%	138	6%	17%
Theater arts (acting, directing, production, etc.)	28	4%	14%	77	3%	10%
Film/Video/Television/Web content production	25	4%	13%	83	4%	10%
Fire arts (ceramics, glass, metalworking/metalsmithing)	25	4%	13%	110	5%	14%
Fiber/Textile arts/Fashion/Costume design	24	4%	12%	67	3%	8%
Photography	22	3%	11%	112	5%	14%
Arts administration/Arts advocacy	20	3%	10%	79	3%	10%
Printmaking	18	3%	9%	49	2%	6%
Performance art	16	2%	8%	45	2%	6%
Sculpture	16	2%	8%	55	2%	7%
Jewelry design/fabrication	15	2%	8%	58	2%	7%
Woodworking	11	2%	6%	47	2%	6%
Arts therapy/Healing arts	8	1%	4%	43	2%	5%
Dance/Choreography	8	1%	4%	35	1%	4%
Other, please specify	8	1%	4%	35	1%	4%
Culinary arts	7	1%	4%	63	3%	8%
Folk/Traditional art	7	1%	4%	32	1%	4%
Installation art	7	1%	4%	19	1%	2%
Body art (tattoo, esthetics, hair styling, etc.)	6	1%	3%	15	1%	2%
Book arts	6	1%	3%	30	1%	4%
Murals/Street art	5	1%	3%	34	1%	4%
Social practice	5	1%	3%	15	1%	2%
Culture bearer/practitioner	3	0%	2%	11	0%	1%
Architecture / Landscape Architecture	2	0%	1%	26	1%	3%
Total Respondents	200			799		
Total Responses	643			2346		



Figure 4





2) What percentage of your income comes from your art or creative work?

59% of respondents interested in affordable artists' live/work housing either earn no income from their art/creative work or less than 10% of their income from their creative work.

% of Income from art/creative work	"yes" to affordable artist housing		"yes" to private studio		Total Creatives	
	#	% of respondents	#	% of respondents	#	% of respondents
up to 10%	57	29%	75	31%	207	26%
11% - 25%	26	13%	25	10%	69	9%
26% - 50%	12	6%	7	3%	32	4%
51% - 75%	7	4%	10	4%	21	3%
76% - 100%	38	19%	40	17%	124	16%
I make no income from my art/creative work	60	30%	84	35%	346	43%
Total	200	100%	241	100%	799	100%



D. AFFORDABLE ARTISTS' LIVE/WORK HOUSING PREFERENCES

- 1) What is the maximum amount you would consider paying monthly (NOT including utilities) for your artists' live/work housing?

Figure 5

2019 Rent Guidelines from HUD for Pulaski County

Source: novoco.com

		City:	Little Rock/North Little Rock
		County:	Pulaski County
MAX RENTS		INCOME LIMITS	
AMI	60%	1 PERSON	\$ 29,280
0 BDRM	\$ 732	2 PERSON	\$ 33,420
1 BDRM	\$ 783	3 PERSON	\$ 37,620
2 BDRM	\$ 940	4 PERSON	\$ 41,760
3 BDRM	\$ 1,086	5 PERSON	\$ 45,120
4 BDRM	\$ 1,212	6 PERSON	\$ 48,480
5 BDRM	\$ 1,337	7 PERSON	\$ 51,840
		8 PERSON	\$ 55,140

What interested artists can afford to pay is shown below in the context of their household size. If using affordable housing resources like Low-Income Housing Tax Credit (LIHTC), there may be restrictions on household size relative to the number of bedrooms in a unit. For example, a one-person household may not be allowed to rent a three-bedroom unit. Rents charged for income-restricted affordable housing vary according to bedroom count and household income.

Max amount you would consider paying monthly	Household Size				Total	
	One	Two	Three	Four or more	#	%
\$400	7	8	4	3	22	11%
\$500 - \$600	34	15	8	7	64	32%
\$700 - \$800	28	19	6	5	58	29%
\$900-\$1,000	10	11	1	8	30	15%
\$1,100 - \$1,200	5	6	1	2	14	7%
\$1,300 - \$1,500	3	1	0	3	7	4%
Over \$1,500	2	0	1	2	5	3%
Total	89	60	21	30	200	100%

*Shaded area represents the point of alignment between the maximum respondents would consider paying for housing and the maximum 60% AMI rents for the size unit their household would qualify for in 2019.



2) Where in Little Rock or North Little Rock would you consider relocating to live/work housing?

Where in Little Rock or North Little Rock would you consider relocating to live/work housing?	#	% of responses
Downtown Little Rock	141	71%
Argenta	122	61%
SoMa	121	61%
East Village	54	27%
Dunbar	49	25%
UA Little Rock District	38	19%
Other neighborhoods/areas (please specify)	30	15%
No preference	28	14%
Total	200	

**respondents may have selected multiple responses*

3) How many bedrooms does your household need?

*79% of interested respondents interested in artists' live/work housing need one to two bedrooms.
75% of respondents have a household size between one to two people.*

# Bedrooms Required	Household Size				Total	
	One	Two	Three	Four or more	#	%
None (Studio/Efficiency)	8	4	4	1	17	9%
One	61	22	5	8	96	48%
Two	19	28	9	5	61	31%
Three	1	6	3	15	25	13%
Four or more	0	0	0	1	1	1%
Total	89	60	21	30	200	100%
% of HH Size	45%	30%	11%	15%	100%	



- 4) Of the following, please choose up to three that would be most important for your art or creative work in your live/workspace?

The top 4 features that are most important to interested respondents are: abundant natural light, wired for high-speed internet (e.g. fiber-optic, cable, etc.), washer/dryer hook-ups in unit (in addition to shared laundry room), and soundproofing.

Important Features	"yes" to affordable artist housing		
	#	% of responses	% of respondents
Abundant natural light	127	22%	64%
Wired for high-speed Internet (e.g. fiber-optic, cable, etc.)	120	21%	60%
Washer/Dryer hook-ups in unit (in addition to shared laundry room)	70	12%	35%
Soundproofing	64	11%	32%
High ceiling (over 10 feet)	58	10%	29%
Storefront/Direct street access for retail sales	40	7%	20%
Special ventilation	37	7%	19%
Other, please specify	15	3%	8%
Special electrical wiring/subpanel	11	2%	6%
Gas range	9	2%	5%
Floor drain	6	1%	3%
Sprung floor	5	1%	3%
High load-bearing floor	3	1%	2%
Total Respondents	200		
Total Responses	567		



- 5) Of the following shared amenities and design features that may be available for residents in the building where you would relocate to live/work housing, please choose up to three that would be most important to you.

The top 4 amenities that are most important to interested respondents are: Wi-Fi (common areas), gallery/exhibition space, general-use studio/flex-space, and community garden (ground or rooftop).

Type of Live/Work Amenities	"yes" to affordable artist housing		
	#	% of responses	% of respondents
Wi-Fi (common areas)	83	14%	42%
Gallery/Exhibition space	70	12%	35%
General-use studio/flex-space	67	11%	34%
Community garden (ground or rooftop)	53	9%	27%
Rehearsal space (dance, theater, performance art, etc.)	33	6%	17%
Business center (copier, fax, scanner, postage meter, etc.)	32	5%	16%
Soundproof practice room	30	5%	15%
Sustainable design	29	5%	15%
Dog run	28	5%	14%
Networking/Meeting/Lounge space	28	5%	14%
Additional storage	27	5%	14%
Classroom/Teaching space	26	4%	13%
Outdoor work area	24	4%	12%
Utility sink with trap	23	4%	12%
Fitness room	21	4%	11%
Bicycle parking (indoors/secure)	7	1%	4%
Loading dock	7	1%	4%
Other, please specify	6	1%	3%
Total Respondents	200		
Total Responses	598		

- 6) How many parking spaces does your household need?

93% of interested respondents need one or two parking spaces.

Number of Parking Spaces Needed	"yes" to affordable artists' housing	
	#	%
None	9	5%
One	109	55%
Two	77	39%
Three or more	5	3%
Total	200	100%



- 7) Which of the following alternative transportation options would you use on a frequent or regular basis to reduce your need for parking?

49% of interested respondents would walk or bike on a frequent or regular basis.

Transportation options	"yes" to affordable artist housing		% respondents
	#	% responses	
Walking	140	29%	70%
Biking	98	20%	49%
Public transportation systems (e.g. Rock Region METRO Bus or Streetcar)	94	19%	47%
Carpooling	74	15%	37%
Car sharing (e.g. Lyft, Uber)	56	11%	28%
None of the above	26	5%	13%
Total Responses	488		
Total Respondents	200		

III. RESPONDENTS INTERESTED IN RENTING PRIVATE STUDIO/CREATIVE WORKSPACE ON AN ONGOING BASIS

“Private Studio/Creative Workspace” is referred to as “**Studio Space**” in the remainder of this report.

The following statistics are about the combined **241** respondents who indicated they are interested in studio space. It includes those respondents interested in renting only studio space, and those interested in both studio and artists’ live/work housing. **176** of the respondents are interested in studio space rental only.



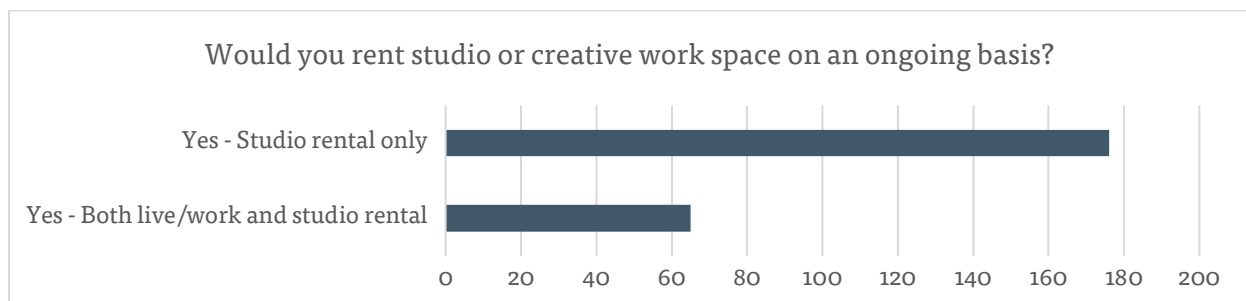
A. RENTING PRIVATE STUDIO/CREATIVE WORKSPACE ON AN ONGOING BASIS

1) Would you rent Studio Space?

73% of respondents interested in Studio Space are interested in studio rental only and not housing too.

Would you rent studio or creative workspace on an ongoing basis?	"yes" to Studio Space	
	#	%
Yes - Both live/work and studio rental	65	27%
Yes - Studio rental only (and not housing too)	176	73%
Total	241	100%

Figure 6



2) Do you currently live in Pulaski County?

86% of respondents interested in Studio Space live in Pulaski County.

Do you live in Pulaski County?	"yes" to Studio Space		Total Creatives	
	#	%	#	%
Yes	207	86%	643	80%
No	34	14%	156	20%
Total	241	100%	799	100%



3) Have you lived in Pulaski County in the past?

47% of respondents interested in Studio Space who do not currently live in Pulaski County have lived in Pulaski County in the past.

Have you lived in Pulaski County in the past?	"yes" to Studio Space		Total Respondents	
	#	%	#	%
Yes	16	47%	59	38%
No	18	53%	97	62%
Total	34	100%	156	100%

4) Where in Pulaski County did you most recently live?

69% of respondents interested in Studio Space who have lived in Pulaski County in the past most recently lived in Little Rock.

Where in Pulaski County did you most recently live?	"yes" to Studio Space		Total Respondents	
	#	% of respondents	#	% of respondents
Little Rock	11	69%	43	73%
North Little Rock	3	19%	11	19%
An unincorporated area of Pulaski County	1	6%	2	3%
Another city/town in Pulaski County (please specify)	1	6%	3	5%
Total	16	100%	59	100%

5) Where in Pulaski County do you live?

73% of respondents interested in private studio space who currently live in Pulaski County live in Little Rock.

Where in Pulaski County do you live?	"yes" to Studio Space		Total Responses	
	#	% of respondents	#	% of respondents
Little Rock	152	73%	475	74%
North Little Rock	40	19%	107	17%
Another city/town in Pulaski County (please specify)	12	6%	45	7%
An unincorporated area of Pulaski County	3	1%	16	2%
Total	207	100%	643	100%



6) In what neighborhood of Little Rock or North Little Rock do you live?

13% of respondents interested in private studio space and who currently live in Little Rock or North Little Rock live in Hillcrest.

In what neighborhood of Little Rock or North Little Rock do you live?	"yes" to Studio Space		Total Responses	
	#	% of respondents	#	% of respondents
Another neighborhood/area (please specify)	123	64%	388	67%
Hillcrest	24	13%	74	13%
Downtown Little Rock (outside of the Main Street Creative Corridor)	12	6%	25	4%
Argenta	9	5%	22	4%
Southwest Little Rock / UA Little Rock District	9	5%	31	5%
SoMa	6	3%	21	4%
MacArthur Park Historic District	5	3%	11	2%
Dunbar	3	2%	6	1%
Main Street Creative Corridor	1	1%	4	1%
Total	192	100%	582	100%

7) In what neighborhood of Little Rock or North Little Rock do you live: Another neighborhood/area.

50% of respondents interested in private studio space and who live in "another neighborhood/area" of Little Rock or North Little Rock, live in West Little Rock, Midtown, Park Hill, Indian Hills, Lakewood, and Capital View/Stift Station.

In what neighborhood of Little Rock or North Little Rock do you live: Another Neighborhood	"yes" to private studio responses	
	#	% of respondents
West Little Rock	25	20%
Midtown	12	10%
Park Hill	11	9%
Indian Hills	5	4%
Lakewood	5	4%
Capital View/Stift Station	4	3%
Other	61	50%
Total	123	100%



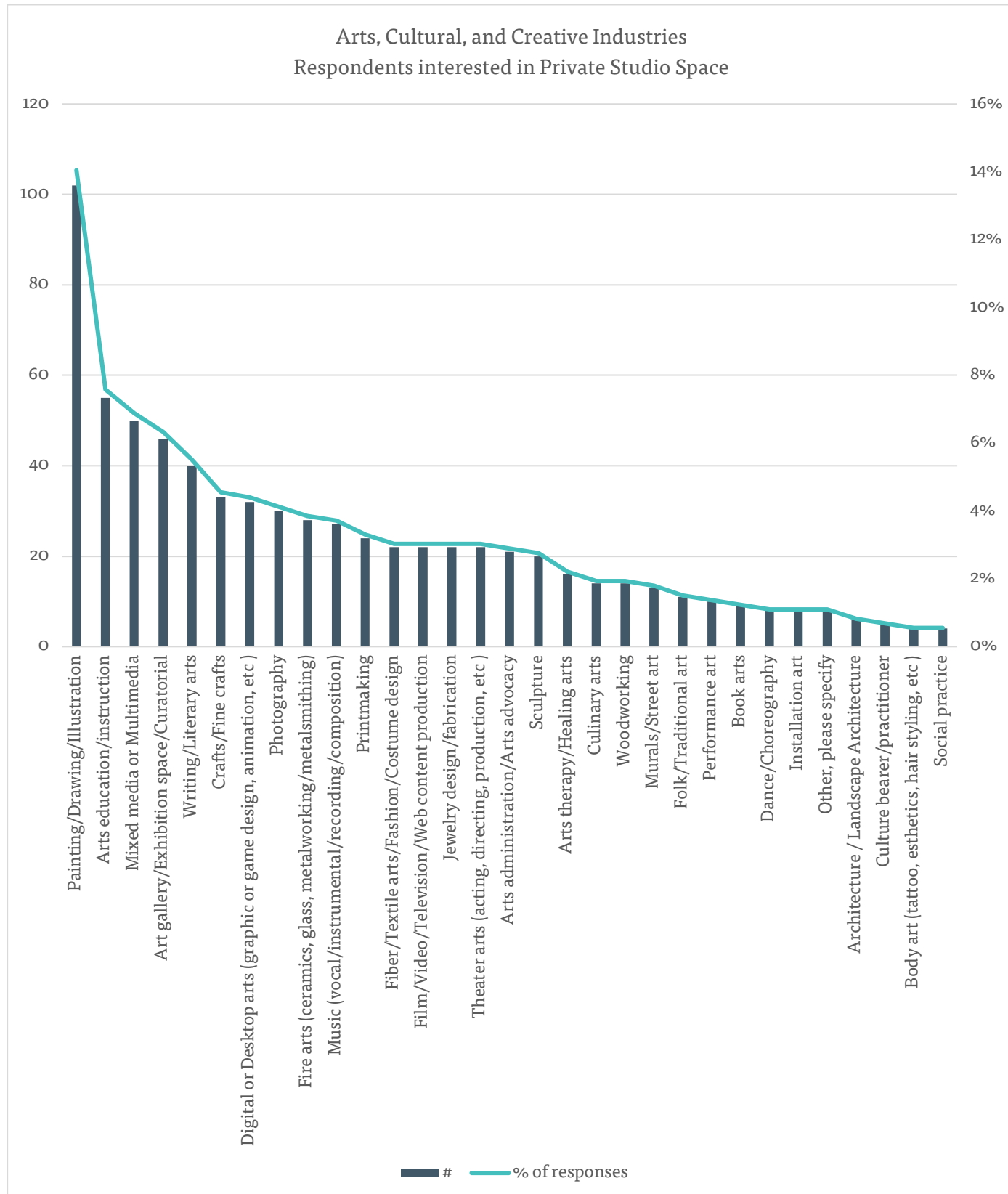
8) In what areas of the arts, cultural or creative industries are you most involved?

The top 3 arts, cultural or creative industries in which respondents are most involved are: painting/drawing/illustration, arts education/instruction, and mixed media or multimedia.

Arts, Cultural and Creative industries	"yes" to Studio Space		
	#	% of responses	% of respondents
Painting/Drawing/Illustration	102	14%	42%
Arts education/instruction	55	8%	23%
Mixed media or Multimedia	50	7%	21%
Art gallery/Exhibition space/Curatorial	46	6%	19%
Writing/Literary arts	40	6%	17%
Crafts/Fine crafts	33	5%	14%
Digital or Desktop arts (graphic or game design, animation, etc.)	32	4%	13%
Photography	30	4%	12%
Fire arts (ceramics, glass, metalworking/metalsmithing)	28	4%	12%
Music (vocal/instrumental/recording/composition)	27	4%	11%
Printmaking	24	3%	10%
Fiber/Textile arts/Fashion/Costume design	22	3%	9%
Film/Video/Television/Web content production	22	3%	9%
Jewelry design/fabrication	22	3%	9%
Theater arts (acting, directing, production, etc.)	22	3%	9%
Arts administration/Arts advocacy	21	3%	9%
Sculpture	20	3%	8%
Arts therapy/Healing arts	16	2%	7%
Culinary arts	14	2%	6%
Woodworking	14	2%	6%
Murals/Street art	13	2%	5%
Folk/Traditional art	11	2%	5%
Performance art	10	1%	4%
Book arts	9	1%	4%
Dance/Choreography	8	1%	3%
Installation art	8	1%	3%
Other, please specify	8	1%	3%
Architecture / Landscape Architecture	6	1%	2%
Culture bearer/practitioner	5	1%	2%
Body art (tattoo, esthetics, hair styling, etc.)	4	1%	2%
Social practice	4	1%	2%
Total Respondents	241		
Total Responses	726		



Figure 7





B. CURRENT STUDIO/WORKSPACE SITUATIONS

1) Do you currently have workspace you use only for your art or creative work?

49% of respondents interested in Studio Space have space they only use for their art/creative work.

Have space used only for art/creative work?	"yes" to Studio Space		Total Responses	
	#	%	#	%
Yes	118	49%	387	48%
No	123	51%	412	52%
Total Respondents	241	100%	799	100%

2) Where in Little Rock or North Little Rock would you consider renting private studio/creative workspace on an ongoing basis?

61% of respondents interested in Studio Space would consider renting private studio/creative work space in Downtown Little Rock.

Where in Little Rock or North Little Rock would you consider renting private studio/creative work space on an ongoing basis?	"yes" to private studio responses	
	#	% of responses
Downtown Little Rock	147	61%
SoMa	125	52%
Argenta	118	49%
East Village	56	23%
Other neighborhoods/areas (please specify)	53	22%
UA Little Rock District	47	20%
No preference	41	17%
Dunbar	37	15%
Total Respondents	241	100%

**respondents may have selected multiple responses*



- 3) Which best describes your current art or creative work situation for those who selected “yes” to interest in Studio Space.

41% of respondents interested in Studio Space have space within their home they use for art or creative work.

32% of respondents interested in private studio space DON'T have the space they need for art or creative work.

Studio/Creative Workspace Arrangements	"yes" to Studio Space		Total Responses	
	#	%	#	%
I have space within my home that I use for my art or creative work	99	41%	368	46%
I don't have the space I need for my art or creative work (e.g. current space is not adequate, I cannot afford available space, etc.)	78	32%	197	25%
I rent or own studio or other creative workspace outside my home on an ongoing basis	37	15%	85	11%
My workspace is provided free of charge (e.g. member of dance troupe, university student, etc.)	19	8%	85	11%
My work does not require designated space	5	2%	51	6%
I rent or own studio or other creative work space outside my home on an occasional or as-needed basis	3	1%	13	2%
Total	241	100%	799	100%

- 4) What do you currently pay monthly, on average (NOT including utilities), for the studio or creative workspace you rent or own outside your home on an ongoing basis?

51% of respondents interested in Studio Space who rent or own studio or other creative workspace outside their home on an ongoing basis currently pay \$300 or less a month for studio or creative workspace.

What do you currently pay monthly, on average (NOT including utilities), for the studio or creative workspace you rent or own outside your home on an ongoing basis?

	#	%
\$0	0	0%
\$1 - \$50	0	0%
\$51 - \$100	3	8%
\$101 - \$150	5	14%
\$151 - \$200	1	3%
\$201 - \$250	5	14%
\$251 - \$300	5	14%
\$301 - \$350	1	3%
\$351 - \$400	3	8%
\$401 - \$500	2	5%
\$501 - \$750	5	14%
More than \$750	7	19%
Total	37	100%



- 5) Where is the studio or creative workspace you rent or own outside your home on an ongoing basis located?

78% of respondents interested in Studio Space who rent or own studio or other creative workspace outside of their home have space in Little Rock.

Where is the studio or creative workspace you rent or own outside your home on an ongoing basis located?	"yes" to private studio responses	
	#	%
Little Rock	29	78%
North Little Rock	4	11%
In Arkansas, but outside of Pulaski County	3	8%
Outside of Arkansas	1	3%
Pulaski County (excluding Little Rock & North Little Rock)	0	0%
Total	37	100%



C. PRIVATE STUDIO SPACE PREFERENCES

- 1) What is the maximum monthly amount you would consider paying (NOT including utilities) for private studio or creative workspace, if paid separately from housing?

63% of respondents interested in Studio Space would consider paying \$250 or less maximum monthly for space.

Max Monthly Amount	"yes" to Studio Space	
	#	%
\$1 - \$50	16	7%
\$51 - \$100	35	15%
\$101 - \$150	49	20%
\$151 - \$200	33	14%
\$201 - \$250	18	7%
\$251 - \$300	22	9%
\$301 - \$350	12	5%
\$351 - \$400	12	5%
\$401 - \$500	23	10%
\$501 - \$750	13	5%
More than \$750	8	3%
Total	241	100%

- 2) What is the minimum square footage necessary for your private studio or creative workspace?

72% of respondents interested in private studio space need 500 square feet of space or less.

Minimum Square Footage	"yes" to Studio Space	
	#	%
Under 200 sq. feet	47	20%
200 - 350 sq. feet	85	35%
351 - 500 sq. feet	41	17%
501 - 650 sq. feet	22	9%
651 - 800 sq. feet	13	5%
801 - 1,000 sq. feet	10	4%
1,001 - 1,500 sq. feet	6	2%
1,501 - 2,000 sq. feet	2	1%
Total	241	100%



- 3) Of the following shared amenities and design features that may be available in the building where you would have private studio/creative workspace, please choose up to three that would be most important.

The top 4 shared amenities that are most preferred by interested respondents for their private studio or creative work space are: Wi-Fi (common areas), gallery/exhibition space, and utility sink with trap.

Important Features*	"yes" to private studio responses		
	#	% of responses	% of respondents
Wi-Fi (common areas)	132	19%	55%
Gallery/Exhibition space	102	15%	42%
Utility sink with trap	91	13%	38%
Additional storage	54	8%	22%
Classroom/Teaching space	51	7%	21%
Business center (copier, fax, scanner, postage meter, etc.)	46	7%	19%
Networking/Meeting/Lounge space	43	6%	18%
Outdoor work area	32	5%	13%
Rehearsal space (dance, theater, performance art, etc.)	28	4%	12%
Other, please specify	24	3%	10%
Sound proof practice room	23	3%	10%
Sustainable design	23	3%	10%
Community garden (ground or rooftop)	22	3%	9%
Loading dock	19	3%	8%
Bicycle parking (indoors/secure)	8	1%	3%
Electric car charging station	3	0%	1%
None of the above	2	0%	1%
Total Respondents	241		



- 4) Of the following, which type(s) of uses would your private studio/creative workspace most need to support?

The top 4 space uses most preferred by interested respondents for their Studio Space are: fine/visual arts (e.g. non-industrial painting, photography, beading), exhibition/presentation (e.g. gallery, screenings, installations), desktop arts (e.g. graphic/other design work, literary, administration, animation), and industrial fabrication (e.g. glass, metal, wood, clay/ceramics, spray paint).

Type of uses for private studio/creative workspace	"yes" to Studio Space		
	#	% of responses	% of respondents
Fine/Visual arts (e.g. non-industrial painting, photography, beading)	106	24%	44%
Exhibition/Presentation (e.g. gallery, screenings, installations)	47	11%	20%
Desktop arts (e.g. graphic/other design work, literary, administration, animation)	44	10%	18%
Industrial fabrication (e.g. glass, metal, wood, clay/ceramics, spray paint)	38	9%	16%
Classes/Workshops (frequent/high-volume)	36	8%	15%
Performance (e.g. readings, theater, music, dance)	25	6%	10%
Audio (e.g. soundproof for recording, mixing, editing, broadcasting)	24	5%	10%
Textiles (e.g. dyeing, sewing, clothing fabrication)	23	5%	10%
Rehearsal/Movement (e.g. dance, theater, music, martial arts)	22	5%	9%
Other (please specify)	16	4%	7%
Culinary (e.g. commercial kitchen, garden)	13	3%	5%
Retail	13	3%	5%
Office (e.g. arts therapy, client-based uses)	13	3%	5%
Digital fabrication (e.g. 3D printing, laser cutting)	12	3%	5%
Shipping and receiving (high-volume)	4	1%	2%
None of the above	3	1%	1%
Total Respondents	241		
Total Responses	439		

IV. RESPONDENTS INTERESTED IN SHARED CREATIVE SPACE AND SHARED PERFORMING ARTS SPACE

The following statistics are about the **453** respondents who said they are interested in accessing shared creative space and the **204** respondents who said they are interested in accessing shared performing arts space through a paid membership or another short-term or occasional rental arrangement.



A. ACCESSING SHARED SPACE(S)

- 1) Would you access shared creative space/specialized equipment through a short-term/occasional rental or paid membership-based arrangement?

There is a total of 453 artists interested in accessing shared creative space and 204 artists interested in shared performing arts space.

	#	%
Access to Shared Creative space	453	57%
Access to Shared Performing Arts Space	204	26%
Total Respondents	799	

B. SHARED CREATIVE SPACE

- 1) Do you live in Pulaski County?

81% of respondents interested in accessing shared creative space currently live in Pulaski County.

	Access to shared creative space		Total Responses	
Do you live in Pulaski County?	#	%	#	%
Yes	366	81%	643	80%
No	87	19%	156	20%
Total	453	100%	799	100%



2) Have you lived in Pulaski County in the past?

41% of respondents interested in accessing shared creative space who do not currently live in Pulaski County have lived in Pulaski County in the past.

Have you lived in Pulaski County in the past?	Access to shared creative space		Total Responses	
	#	%	#	%
Yes	36	41%	59	38%
No	51	59%	97	62%
Total	87	100%	156	100%

3) Where in Pulaski County did you most recently live?

72% of respondents interested in accessing shared creative space who have lived in Pulaski County in the past most recently lived in Little Rock.

Where in Pulaski County did you most recently live?	Access to shared creative space		Total Responses	
	#	% of respondents	#	% of respondents
Little Rock	26	72%	43	73%
North Little Rock	6	17%	11	19%
An unincorporated area of Pulaski County	1	3%	2	3%
Another city/town in Pulaski County (please specify)	3	8%	3	5%
Total	36	100%	59	100%

4) Where in Pulaski County do you live?

74% of respondents interested in accessing shared creative space who currently live in Pulaski County live in Little Rock

Where in Pulaski County do you live?	Access to shared studio space		Total Responses	
	#	% of respondents	#	% of respondents
Little Rock	271	74%	475	74%
North Little Rock	59	16%	107	17%
Another city/town in Pulaski County (please specify)	28	8%	45	7%
An unincorporated area of Pulaski County	8	2%	16	2%
Total	366	100%	643	100%



5) In what neighborhood of Little Rock or North Little Rock do you live?

65% of respondents interested in accessing shared creative space who live in Little Rock or North Little Rock live in Hillcrest neighborhood.

In what neighborhood of Little Rock or North Little Rock do you live?	Access to shared studio space		Total Responses	
	#	% of respondents	#	% of respondents
Another neighborhood/area (please specify)	213	65%	388	67%
Hillcrest	49	15%	74	13%
Southwest Little Rock / UA Little Rock District	18	5%	31	5%
Downtown Little Rock (outside of the Main Street Creative Corridor)	17	5%	25	4%
SoMa	14	4%	21	4%
Argenta	9	3%	22	4%
MacArthur Park Historic District	6	2%	11	2%
Dunbar	3	1%	6	1%
Main Street Creative Corridor	1	0%	4	1%
Total	330	100%	582	100%

6) In what neighborhood of Little Rock or North Little Rock do you live: Another neighborhood?

51% of respondents interested in shared creative space and who live in “another neighborhood/area” of Little Rock or North Little Rock, live in West Little Rock, Midtown, Capital View/Stift Station, Heights, Park Hill, and Lakewood.

Another neighborhood/area (please specify)	#	% of respondents
West Little Rock	25	12%
Midtown	22	10%
Capital View/Stift Station	21	10%
Heights	16	8%
Park Hill	15	7%
Lakewood	10	5%
Other	104	49%
Total	213	100%



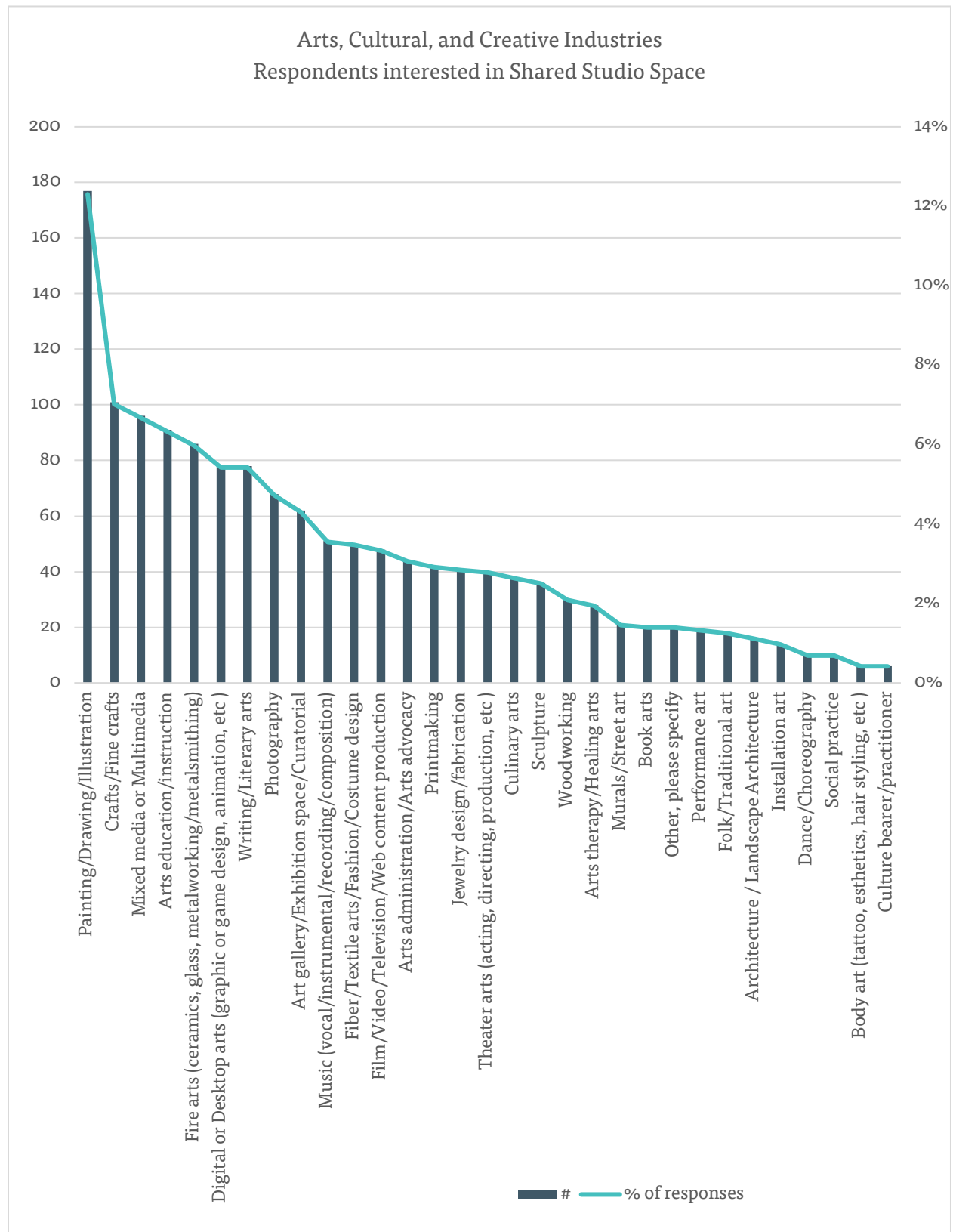
7) In what areas of the arts, cultural or creative industries are you most involved?

The top 4 arts, cultural and creative industries for those interested in shared creative space are: painting/drawing/illustration, crafts/fine crafts, mixed media or multimedia, and arts education/instruction.

Arts, Cultural and Creative Industries	Access to shared creative space		
	#	% of responses	% of respondents
Painting/Drawing/Illustration	177	12%	39%
Crafts/Fine crafts	101	7%	22%
Mixed media or Multimedia	96	7%	21%
Arts education/instruction	91	6%	20%
Fire arts (ceramics, glass, metalworking/metalsmithing)	86	6%	19%
Digital or Desktop arts (graphic or game design, animation, etc.)	78	5%	17%
Writing/Literary arts	78	5%	17%
Photography	68	5%	15%
Art gallery/Exhibition space/Curatorial	62	4%	14%
Music (vocal/instrumental/recording/composition)	51	4%	11%
Fiber/Textile arts/Fashion/Costume design	50	3%	11%
Film/Video/Television/Web content production	48	3%	11%
Arts administration/Arts advocacy	44	3%	10%
Printmaking	42	3%	9%
Jewelry design/fabrication	41	3%	9%
Theater arts (acting, directing, production, etc.)	40	3%	9%
Culinary arts	38	3%	8%
Sculpture	36	3%	8%
Woodworking	30	2%	7%
Arts therapy/Healing arts	28	2%	6%
Murals/Street art	21	1%	5%
Book arts	20	1%	4%
Other, please specify	20	1%	4%
Performance art	19	1%	4%
Folk/Traditional art	18	1%	4%
Architecture / Landscape Architecture	16	1%	4%
Installation art	14	1%	3%
Dance/Choreography	10	1%	2%
Social practice	10	1%	2%
Body art (tattoo, esthetics, hair styling, etc.)	6	0%	1%
Culture bearer/practitioner	6	0%	1%
Total Respondents	453		
Total Responses	1439		



Figure 8





- 8) Of the following, please choose up to four shared creative spaces and/or types of specialized equipment that you would be most interested in accessing through a paid membership or other short-term rental arrangement.

The top 5 types of shared space and/or types of specialized equipment for those respondents interested in shared creative space are: gallery/exhibition space, studio space (general-purpose, with multiple users), studio space (general-purpose, for occasional private use), ceramics and/or clay studio/kiln, and printmaking studio (with equipment).

Shared Creative Space Type	Access to shared creative space		
	#	% of responses	% of respondents
Gallery/Exhibition space	141	9%	31%
Studio space (general-purpose, with multiple users)	134	8%	30%
Studio space (general-purpose, for occasional private use)	122	7%	27%
Ceramics and/or clay studio/Kiln	111	7%	25%
Printmaking studio (with equipment)	100	6%	22%
Computers with design software (e g, CAD, Adobe Creative Cloud, Final Cut Pro, etc.)	88	5%	19%
Classroom/Teaching space	74	5%	16%
Woodworking shop and equipment (e g, routers, sanders, etc.)	74	5%	16%
Photography studio (with equipment)	73	4%	16%
Office equipment (color copier/printer, etc.)	65	4%	14%
Paint room with sprayers/ventilation	61	4%	13%
Digital fabrication and prototyping equipment (3D Printers/Laser cutters, Machine shop)	60	4%	13%
Textile space (loom, spinning wheel, sewing machines, etc.)	54	3%	12%
Networking/Meeting/Lounge space	53	3%	12%
Community kitchen (for communal meals, demonstrations, etc.)	47	3%	10%
Fine metals/Jewelry making studio	46	3%	10%
Commercial kitchen (for retail food preparation/classes)	44	3%	10%
Metalworking/Metalsmithing studio	43	3%	9%
Film/Video screening room	35	2%	8%
Conference/Meeting room access	34	2%	8%
Storage (larger than 100 sq. feet)	33	2%	7%
Outdoor work area	31	2%	7%
Darkroom	30	2%	7%
Soundstage	28	2%	6%
Glass hot shop	25	2%	6%
Other, please specify	12	1%	3%
Powder coating equipment and space	10	1%	2%
Total Respondents	453	0%	
Total Responses	1628	100%	

*Respondents may have selected up to 4 responses



9) Where in Little Rock or North Little Rock would you consider accessing shared creative space?

22% of respondents interested in accessing shared creative space would consider accessing shared creative space in Downtown Little Rock.

Locations	Access to shared creative space		% of respondents
	#	% of responses	
Downtown Little Rock	266	22%	59%
SoMa	239	20%	53%
Argenta	236	19%	52%
East Village	118	10%	26%
UA Little Rock District	109	9%	24%
Other neighborhoods/areas (please specify)	97	8%	21%
No preference	82	7%	18%
Dunbar	76	6%	17%
Total Respondents	453		
Total Responses	1223		

10) 82 of the 453 respondents interested in shared creative space and/or specialized equipment are specifically interested in general-purpose studio space in addition to being interested in Private Studio/Creative work space rented on a one-year or longer lease term.

57% of respondents interested in shared creative space are interested in accessing studio space.

		Rent private studio or creative work space, specifically designed for artists and creative individuals, on an ongoing basis (1 year lease or longer) AND access to shared general-purpose studio	
Access shared creative space and studio space	#	%	
Studio space (general-purpose, for occasional private use)	50	49%	
Studio space (general-purpose, multiple user)	53	51%	
Studio space (general-purpose, for occasional private use & general-purpose, multiple user)	21		
Total Respondents interested in at least ONE type of shared studio space	82		

C. SHARED PERFORMING ARTS SPACE



1) Do you currently live in Pulaski County?

84% of respondents interested in accessing shared performing arts space currently live in Pulaski County.

Do you live in Pulaski County?	Access to shared Performing Arts Space		Total Creatives	
	#	%	#	%
Yes	171	84%	643	80%
No	33	16%	156	20%
Total	204	100%	799	100%

2) Have you lived in Pulaski County in the past?

9% of respondents interested in accessing shared performing arts space who do not currently live in Pulaski County have lived in Pulaski County in the past.

Have you lived in Pulaski County in the past?	Access to shared Performing Arts Space		Total Respondents	
	#	%	#	%
Yes	9	27%	59	38%
No	24	73%	97	62%
Total	33	100%	156	100%

3) Where in Pulaski County did you most recently live?

78% of respondents interested in accessing shared performing arts space who have lived in Pulaski County in the past most recently lived in Little Rock.

Where in Pulaski County did you most recently live?	Access to shared Performing Arts Space		Total Respondents	
	#	% of respondents	#	% of respondents
Little Rock	7	78%	43	73%
North Little Rock	1	11%	11	19%
An unincorporated area of Pulaski County	1	11%	2	3%
Another city/town in Pulaski County (please specify)	0	0%	3	5%
Total	9	100%	59	100%



4) Where in Pulaski County do you live?

73% of respondents interested in accessing shared performing arts space who currently live in Pulaski County live in Little Rock.

Where in Pulaski County do you live?	Access to shared Performing Arts Space		Total Responses	
	#	% of respondents	#	% of respondents
Little Rock	124	73%	475	74%
North Little Rock	35	20%	107	17%
Another city/town in Pulaski County (please specify)	10	6%	45	7%
An unincorporated area of Pulaski County	2	1%	16	2%
Total	171	100%	643	100%

5) In what neighborhood of Little Rock or North Little Rock do you live?

13% of respondents interested in accessing shared performing arts space who live in Little Rock or North Little Rock live in Hillcrest neighborhood.

In what neighborhood of Little Rock or North Little Rock do you live?	Access to shared Performing Arts Space		Total Responses	
	#	% of respondents	#	% of respondents
Another neighborhood/area (please specify)	99	62%	388	67%
Hillcrest	20	13%	74	13%
Southwest Little Rock / UA Little Rock District	12	8%	31	5%
Argenta	7	4%	22	4%
Downtown Little Rock (outside of the Main Street Creative Corridor)	7	4%	25	4%
SoMa	5	3%	21	4%
MacArthur Park Historic District	5	3%	11	2%
Main Street Creative Corridor	3	2%	4	1%
Dunbar	1	1%	6	1%
Total	159	100%	582	100%



6) In what neighborhood of Little Rock or North Little Rock do you live: Another neighborhood?

52% of respondents interested in accessing shared performing arts space who live in “another neighborhood/area” of Little Rock or North Little Rock, live in West Little Rock, Midtown, Lakewood, Heights, Park Hill, Riverdale, Capital View/Stift Station, Chenal, Kingwood and Pine Valley.

In what neighborhood of Little Rock or North Little Rock do you live?	Access to shared Performing Arts Space	
	#	% of respondents
West Little Rock	13	13%
Midtown	8	8%
Lakewood	7	7%
Heights	6	6%
Park Hill	5	5%
Riverdale	4	4%
Capital View/Stift Station	2	2%
Chenal	2	2%
Kingwood	2	2%
Pine Valley	2	2%
Other	48	48%
Total	99	100%



7) In what areas of the arts, cultural or creative industries are you most involved?

The top 3 arts, cultural or creative industries in which respondents are most involved are: music (vocal/instrumental/recording/composition), theater arts (acting, directing, production, etc.), and writing/literary arts.

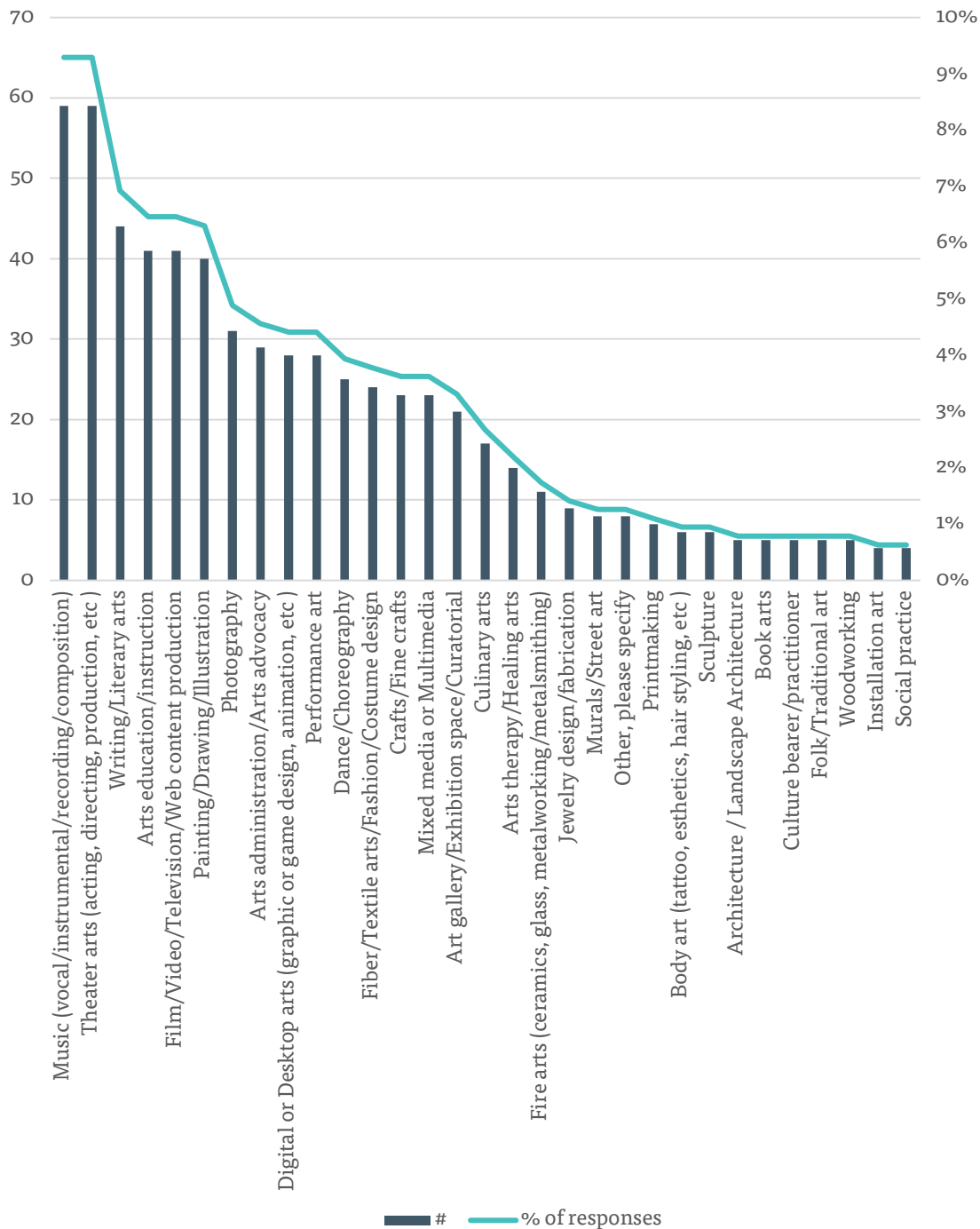
Arts, Cultural and Creative Industries	Access to shared Performing Arts Space		
	#	% of responses	% of respondents
Music (vocal/instrumental/recording/composition)	59	9%	29%
Theater arts (acting, directing, production, etc.)	59	9%	29%
Writing/Literary arts	44	7%	22%
Arts education/instruction	41	6%	20%
Film/Video/Television/Web content production	41	6%	20%
Painting/Drawing/Illustration	40	6%	20%
Photography	31	5%	15%
Arts administration/Arts advocacy	29	5%	14%
Digital or Desktop arts (graphic or game design, animation, etc.)	28	4%	14%
Performance art	28	4%	14%
Dance/Choreography	25	4%	12%
Fiber/Textile arts/Fashion/Costume design	24	4%	12%
Crafts/Fine crafts	23	4%	11%
Mixed media or Multimedia	23	4%	11%
Art gallery/Exhibition space/Curatorial	21	3%	10%
Culinary arts	17	3%	8%
Arts therapy/Healing arts	14	2%	7%
Fire arts (ceramics, glass, metalworking/metalsmithing)	11	2%	5%
Jewelry design/fabrication	9	1%	4%
Murals/Street art	8	1%	4%
Other, please specify	8	1%	4%
Printmaking	7	1%	3%
Body art (tattoo, esthetics, hair styling, etc.)	6	1%	3%
Sculpture	6	1%	3%
Architecture / Landscape Architecture	5	1%	2%
Book arts	5	1%	2%
Culture bearer/practitioner	5	1%	2%
Folk/Traditional art	5	1%	2%
Woodworking	5	1%	2%
Installation art	4	1%	2%
Social practice	4	1%	2%
Total Respondents	204		
Total Responses	635		

*Respondents may have selected up to 4 responses



Figure 9

Arts, Cultural, and Creative Industries Respondents interested in Shared Performing Space





- 8) Of the following, please choose up to three shared performing arts spaces and/or types of specialized equipment/support spaces that you would be most interested in accessing through a paid membership or other short-term rental arrangement.

The top 3 types of Performing Arts Spaces that respondents are most interested in are: rehearsal space (theater, performance art, etc.), theater/performance space (permanent seating/stage), and theater/performance space (black box/flexible).

Shared spaces and/or types of specialized equipment	Access to shared Performing Arts Space	
	#	% of respondents
Rehearsal space (theater, performance art, etc.)	61	30%
Theater/Performance space (permanent seating/stage)	58	28%
Theater/Performance space (black box/flexible)	50	25%
Sound booth (voice over/music recording)	45	22%
Music recording studio	43	21%
Soundproof practice room	38	19%
Classroom(s)/Teaching space	36	18%
Networking/Meeting/Lounge space	35	17%
Dance studio/rehearsal space (with sprung floor)	33	16%
Office equipment (color copier/printer, etc.)	31	15%
Conference/Meeting room access	30	15%
Costume shop	28	14%
Scene/Prop shop	25	12%
Storage space (larger than 100 sq. feet)	21	10%
Piano	14	7%
Other, please specify	13	6%
Total Respondents	204	
Total Responses	561	

- 9) Where in Little Rock or North Little Rock would you consider accessing shared performing arts space and/or specialized equipment.

63% of respondents are interested in accessing shared performing arts space in Downtown Little Rock.

Locations	Access to shared Performing Arts Space	
	#	% of respondents
Downtown Little Rock	128	63%
Argenta	105	51%
SoMa	102	50%
East Village	56	27%
UA Little Rock District	48	24%
Dunbar	43	21%
No preference	36	18%
Other neighborhoods/areas (please specify)	29	14%
Total Respondents	204	
Total Responses	547	

*Respondents may have selected multiple responses

V. ALL RESPONDENTS

A. INTERESTED IN RECEIVING FURTHER INFORMATION

Would you be interested in?	#	%
Receiving occasional and important updates on this project?	641	77%
Participating in future conversations about supporting the creative sector in Little Rock/North Little Rock?	619	74%
Being added to a general Friends of Artspace email list?	565	68%
Volunteering for this project?	404	49%
Total	832	

B. HOW DID YOU LEARN ABOUT THIS SURVEY?

37% of respondents learned about this survey from social media outlet (e.g. Facebook, Instagram, Twitter, LinkedIn, etc.)

How did you learn about this survey?	#	%
From a social media outlet (e.g. Facebook, Instagram, Twitter, LinkedIn, etc.)	357	37%
Received an email inviting my participation	233	24%
From a friend/colleague/acquaintance	231	24%
At a survey launch event or other public meeting	58	6%
Other, please specify	30	3%
From any other web-based source (website, blog, online-only publication, etc.)	20	2%
From a flyer, poster, or postcard handout	20	2%
From an information media source that is not primarily web-based (newspaper, magazine, television, radio, etc.)	16	2%
Received a postcard in the mail	4	0%
Total	969	

**Respondents may have selected multiple responses*

ADDENDUM II

Summary of Focus Group Meetings with Performing and Visual Arts Organizations and Creative Businesses in Little Rock/North Little Rock – September 25, 2019

INTRODUCTION

In addition to the online survey of individual artists and creatives, Artspace facilitated two focus groups, one with performing arts organizations and one with visual arts organizations and creative businesses. Focus group participants were asked to fill out a short questionnaire in addition to participating in the conversation. Each focus group was hosted by the Arkansas Arts Council at the Department of Arkansas Heritage. Participants were invited by the local Core Group members and Windgate Foundation. The participating organizations and businesses were identified for their interest in discussing opportunities to rent space in a new affordable arts facility and potential interest in sharing space with other arts organizations. Both focus group meetings were conducted on September 25, 2019 while Artspace was in Little Rock and North Little Rock to launch the online survey. The focus groups were facilitated by Wendy Holmes, Senior Vice President and Aneesha Marwah, Project Manager, both from the Artspace Consulting team.

Space-related information collected from focus group participants included the organizations' specific space needs, their ability to pay for space, and desired amenities. Participants were also informed about the online survey of individual artists and creatives, as many of the representatives of these organizations are also artists and/or work directly with local artists. The participants were representative of a broad sampling of local businesses and organizations and ranged in their sizes, budget, and locations in the two cities. Below is a written summary of the ideas, themes, and space interests, gathered from the September focus group discussions and questionnaire handout. These notes are not intended to be representative of all the space needs of Little Rock/North Little Rock arts, cultural, and creative organizations. Instead, these conversations are designed to describe a segment of the market for commercial space and to serve as a starting point for future conversations with potential tenants as any Artspace or other arts facility project moves forward.

The summarized information suggests that while specific space needs vary widely, affordability is critical to the participants and that a small amount of event/flex, rehearsal, and/or office space could be considered for inclusion in a mixed-use affordable arts facility. **The financial feasibility of including non-residential space for local organizations and businesses would be explored during the project's development phase.**

The specific creative space questionnaire answers have been made available to the Windgate Foundation in a separate spreadsheet. That confidential information provides details that can be referenced by a development team when testing feasibility and planning new space.

FOCUS GROUP MEETING SUMMARY

The first focus group included ten performing arts organizations and the second focus group had five visual arts organizations. Participants are listed below. Common themes between both meetings included the need for affordable space and lack of interconnectedness in the arts community in Little Rock and North Little Rock. It was evident these organizations/businesses are looking for more opportunities to collaborate and are very open to sharing space wherever it is available. Currently five of the organizations in attendance owned their space, six rented some sort of space on a long-term basis, and four did not have any permanent space. Churches are often used as performing and rehearsal venues, even when not acoustically appropriate.

FOCUS GROUP PARTICIPANTS (15 total)

Performing Arts Organizations

- Oxford American Magazine
- Arkansas Cinema Society
- River City Men's Chorus
- Arkansas Repertory Theater
- Opera in the Rock
- Arkansas Symphony Orchestra
- ACANSA Arts Festival
- Argenta Community Theater
- Arkansas Chamber Singers
- Innovation Hub

Visual Art Organizations

- Food Jobs Work
- Thea Foundation
- Arkansas Regional Innovation Hub
- Woodworkers Association of Arkansas
- Yella Dog Press

CURRENT SPACE SITUATION

Where is your organization primarily located?

- *SoMa (x3)*
- *Argenta (x3)*
- *Downtown Little Rock/River Market (x3)*
- *2nd Presbyterian Church*
- *East Little Rock*
- *The Heights - St. Johns Church*
- ***At home (x2)***
- *Venture Center Tech Park*
- *Lakewood*
- *Little Rock Arts District*
- *NLR Church Park Hill*

Items in **bold were mentioned more than once*

What current venues are used for performances?

- *Local Churches*
- *Ron Robinson Auditorium*
- *Central AR Library System*
- *Argenta Community Theater*
- *Pop-up locations*
- *CHARTS – Pulaski Tech*
- *Mosaic Templars*
- *Arkansas Rep Theater*
- *Clinton Library*
- *Old State House*
- *Governor's Mansion*

What type(s) of space does your organization currently own or lease?

- *Commercial space*
- ***Office space***
- *Various Venues*
- *Theater*
- ***Blackbox***
- *Rehearsal Studio*
- *Costume/Prop storage*
- *Scene shop*
- *Performance space*
- ***Storage space – Little Rock***
- *Auditorium*
- *Event space*
- *Storage space/set build space – North Little Rock*
- *Innovation Space*
- ***Artist Studios***
- *Culinary skills training space*
- *Gallery Space*
- *Contemporary Design/Craft space*
- *Woodshop*
- *Printing shop*
- *Meeting Space*

Items in **bold were mentioned more than once*

INTEREST IN FUTURE SPACE

Focus group attendees were asked to fill out a questionnaire. Questions are denoted by a “Q” and responses are summarized.

Long Term / Short Term Space Needs

Q: “Would your organization be interested in leasing space for your exclusive use on a long-term basis (one year or longer) or a short-term basis in a new, multi-use arts facility in Little Rock/North Little Rock? “

6 are interested in Long-term space

Q: “What types of spaces are of interest*?”:

- Office: 6 (all organizations)
- Working studio space: 3
- Retail space: 2
- Rehearsal: 2
- Culinary Kitchen: 1
- Teaching: 1
- Small Sound Stage: 1

*Interested organizations could select all applicable spaces

7 are interest in Short-term space

Q: “What types of spaces?*”:

- Event/Flex space: 7 (all organizations)
- Performance space (about 200-500 seats): 6
- Rehearsal space (1,100 SF) with piano: 3

*Interested organizations could select all applicable spaces

Artist-In-Residency Space

4 are interested in Artist-in-Residency space

- Oxford American
- Arkansas Rep Theater
- Arkansas Cinema Society
- ACANSA

Shared Space

Q: "Is your organization open to sharing space?"

10 are open to sharing space

The following 5 organizations currently have space they are willing to share

- Yella Dog (600 SF gallery space/community use/pop-ups)
- Innovation Hub (the organization offered in person and in the write-in comments to be contacted by organizations/groups looking for meeting and event space, they have a lot of space and can be flexible to the needs of the community.)
- Arkansas Repertory Theater (rehearsal space, artist-in-residency space)
- Arkansas Community Theater (main stage/events)
- Thea Foundation (rotating gallery and potential basement space for working studios and classrooms)

The top locations of interest for shared spaces are:

- SoMa
- Downtown Little Rock
- Argenta

Interestingly these are the same most preferred locations as the responses in the online survey of Artists, Makers and Creatives.

KEY FINDINGS

Where are there overlapping space needs?

- **Flex/Event space** is of interest to 7 organizations and is the most commonly requested space, suggesting a deficit of this space type in the community. (see note above regarding Innovation Hub space opportunity)
- Many performing arts organizations rent separate **storage**, set production spaces. Is there a way these groups can work together to share this sort of space?
- 3 performing arts organizations need **rehearsal space** with a piano. Space could be offered in the context of a mixed-use project as a private studio rented by one organization on a long-term basis and sub-leased to others, or available as short-term rental flex space leased for this and other uses. The Argenta Community Theater mentioned if they had separate rehearsal space it would allow their main space to be rented by more organizations/groups/community members.
- **Artist-in-Residency space** of interest to 4 organizations. The Repertory Theater has artist in residency spaces that they are willing to make available to other groups, when not in use. Groups should coordinate to secure dates if schedules align. If one

organization wants to lease an artist-in-residence space on an annual basis, that can be discussed in the context of an Artspace development.

- **Mid-size theater space** – 200-500 seat theater for short-term uses was identified as a need by 6 organizations: Opera in the Rocks, ACANSA Arts Festival, River City Men's Chorus, Arkansas Cinema Society, Arkansas Chamber Singers, Argenta Community Theater (rehearsals option). This size performing arts space is clearly missing in the community. Additional groups that were not part of the focus groups may also be interested in this type of performance space. Designing a flexible space that can support film screenings, musical acts, and theater performances will add to its viability.
- **Administrative space** or shared office space was also of interest to all the organizations who want long-term space. Being able to connect with other arts organizations and have a presence together under one roof, could help strengthen the Little Rock/North Little Rock creative sector. Argenta and Downtown Little Rock/River Market were mentioned as the most preferred location for this type of shared space.

Organizations that are seeking space and the types of spaces needed:

- **Food Jobs Work** is looking for their own culinary kitchen/facility for their jobs training program. The space would need to have a large-scale kitchen, office, event, retail, workspace. They would be open to sharing event/flex space.
- **Opera in the Rock** is interested in shared office, shared rehearsal space and shared performance venue (200-500 seats). They are actively looking for space and would like to share a 1,100 SF flexible office/rehearsal space with piano if available or of interest to others. They would also be interested in a long-term small studio space (500 SF) for rehearsals. They currently rent office space in the Junior League building but would be open to co-locating given the opportunity. They also rent prop/storage and are interested in sharing this sort of resource with other performing arts groups.
- **Arkansas Symphony Orchestra** is interested in a 15,000 SF space for teaching, rehearsals, and other spaces. Their current space, while low-cost does not support all the necessary functions of their organization. Acoustic and sound attenuating amenities would be necessary for any new space.
- **Argenta Community Theater** would like to have auxiliary rehearsal space to allow for more programming in their current space.
- **Arkansas Chamber Singers** are not actively pursuing space, but would be interested in office space long-term and short-term performance/theater space if the opportunity arises.
- **Oxford American's** lease expires in 2020 from their space in SoMa and exploring their options. They need 3,000 SF office space for long-term use and event/flex space and artist-in-residency space for use on a short-term basis.

- **Arkansas Cinema Society** would like to develop year-round programming and having space is crucial to that. They are actively pursuing theater, office, studio, small sound stage, and artist-in-residency space. Their plans are scalable, and they are interested in shared office space as well as possibly operating a theater space.
- **Arkansas Repertory Theatre** is exploring housing, rehearsal, education space, bar/restaurant options nearby their current space in Downtown Little Rock.
- **River City Men's Chorus** is looking for more appropriate space for concerts and a mid-sized concert hall.
- **Argenta Community Theater** would be able to make their current space more available to the community if they had access to another rehearsal space (~1,000 SF) shared with other organizations preferably in Argenta.
- **ACANSA Arts Festival** is moving to new office/retail space in Argenta. Event space and mid-size theater/performance space for performances and educational outreach activities is also of interest.

Other organizations suggested by participants that may have space to share or a need for space. Inviting these organizations to future space planning conversations is recommended:

- Diverse organizations that reflect the diversity of Little Rock/North Little Rock area
- Little Rock Wind Symphony
- Arkansas Choral Society
- Ballet Arkansas
- New Playwriting Festival
- House of Art
- Studio Theater
- Masonic Temple
- Mosaic Templars

Prospects for an Artspace development:

In general, a mixed-use Artspace project supports between 3,000 and 10,000 square feet of commercial space for nonprofit organizations and small creative businesses. Much depends on the site, the market and capital funding sources. A series of small spaces leased on a one to five-year term or larger spaces leased to an anchor tenant on longer, five to twenty-year term, or a condo ownership for commercial/nonprofit partners can be considered. Based on the information gathered from the interested Organization Focus Group attendees a series of 1,000 square feet or smaller spaces would be the priority scenario to consider in a new development project concept. The most promising uses include small shared office spaces for arts organizations rented on an annual basis, and/or small rehearsal/flex space up to 1,000 SF rented on a short-term basis.

An artist-in-residence unit can also be considered if there is an organization who is willing to master lease the space and program it for an extended length of time.

In summary, there are several organizations that have interest in renting space in a mixed-use arts facility. Of those, a few indicated that they are very interested. Factors that may affect these organizations' ongoing interest in renting space include, location of the project, affordability of space, store front accessibility, and development timeline. This level of engagement by local organizations and businesses bode well for a future mixed-use project. However, these conversations are still preliminary, and efforts should be made to keep organizations engaged in the process and as the planning process progresses.