PRESENTATION OF FINDINGS:
FEASIBILITY STUDIES, MARKET STUDIES, AND ASSET MAPPING IN THE NWA COMMUNITIES OF BENTONVILLE, SPRINGDALE, ROGERS, AND FAYETTEVILLE

JANUARY - NOVEMBER 2018
Artspace’s mission is to create, foster, and preserve affordable space for artists and arts organizations.
Established in 1979, Artspace is a national nonprofit real estate developer for the arts. A leader in the creative placemaking field. Based in Minneapolis with offices in Seattle, Denver, New York, New Orleans, and DC.

52 projects in operation or development in 32 cities and 22 states
WHAT WE DO: BEYOND BUILDINGS

2018 HIGHLIGHTS:
Launched ARTSPACE IMMERSION in the Twin Cities and Memphis, working with a cohort of non-profits facing space related challenges. Continued a REGIONAL FEASIBILITY AND MARKET STUDIES in Northwest Arkansas
43 STATES
232 Sites Consulted
52 Properties in Operation or Development

ARTSPACE’S NATIONAL INFLUENCE
OVERALL NWA FEASIBILITY RECOMMENDATIONS

Need for artist infrastructure in all four communities in NWA

• Provide long-term affordability for NWA artists and creatives

• Create a variety of types of spaces that meet the demands of current and future NWA artists and their families

• Connect artists to existing and growing NWA assets such as parks, trails, downtown development and more

• Focus primarily on local and existing artists

• Connect NWA artists to the network of Artspace artists and creative communities across the country (over 1,800 live/work units)
METHODOLOGY

- **12 Focus Groups** with artists, civic and business leaders, funding and financing leaders, Marshallese community: **236 total participants**
- **8 Community Meetings** with over **500 participants**
- More than **50 conversations** with individuals, business owners, funders, politicians, city staff, etc.
- Online survey that reached **811 artists and creatives**
- **20 tours** of potential sites and local creative assets
- Review of past planning studies
- Core group training
PRELIMINARY FEASIBILITY STUDY THEMES

January-May 2018
MAJOR THEMES IN EACH COMMUNITY

• **Bentonville**: Affordability and connections to Crystal Bridges and the Momentary

• **Fayetteville**: More space for working artists; keeping and retaining students

• **Springdale**: Downtown revitalization with an anchor for the arts

• **Rogers**: Downtown revitalization with connections to bike amenities
ARTS MARKET STUDY SURVEY RESULTS

July-October 2018
KEY FINDINGS: INDIVIDUAL ARTISTS & CREATIVES

811 total individual respondents:

- 662 (82%) of respondents are interested in space
- 192 are interested in relocating to affordable artist live/work community
- 206 are interested in private studio space
- 476 are interested in renting shared creative space
## WHO TOOK THE SURVEY?

### Top 10 Reported Areas Of Arts/Cultural/Creative Disciplines

<table>
<thead>
<tr>
<th>Rank</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Painting/Drawing</td>
</tr>
<tr>
<td>2</td>
<td>Art gallery/Exhibition space/Curatorial</td>
</tr>
<tr>
<td>3</td>
<td>Crafts/Fine crafts</td>
</tr>
<tr>
<td>4</td>
<td>Photography</td>
</tr>
<tr>
<td>5</td>
<td>Arts education/instruction</td>
</tr>
<tr>
<td>6</td>
<td>Music (vocal/instrumental/recording/composition)</td>
</tr>
<tr>
<td>7</td>
<td>Mixed media</td>
</tr>
<tr>
<td>8</td>
<td>Writing/Literary arts</td>
</tr>
<tr>
<td>9</td>
<td>Graphic arts/design</td>
</tr>
<tr>
<td>10</td>
<td>Theater arts (acting, directing, production, etc.)</td>
</tr>
</tbody>
</table>

### Race/ethnicity of respondents

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Total Resp.</th>
<th>*NWA 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>81%</td>
<td>73%</td>
</tr>
<tr>
<td>Hispanic/Latinx(o)(a)</td>
<td>7%</td>
<td>22%</td>
</tr>
<tr>
<td>Multiracial/Multiethnic</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Pacific islander/Native Hawaiian/Marshallese</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Indigenous American/Native Alaskan</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Some other race</td>
<td>n/a</td>
<td>14%</td>
</tr>
</tbody>
</table>

*NWA 2018 Race and Ethnicity Estimates through Esri Community Analyst*
Total who currently live in NWA | 782 | 96%

<table>
<thead>
<tr>
<th>Where (city) total respondents live in NWA</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayetteville</td>
<td>248</td>
<td>33%</td>
</tr>
<tr>
<td>Rogers</td>
<td>179</td>
<td>24%</td>
</tr>
<tr>
<td>Another city/town in Northwest Arkansas (please specify)</td>
<td>109</td>
<td>14%</td>
</tr>
<tr>
<td>Springdale</td>
<td>107</td>
<td>14%</td>
</tr>
<tr>
<td>Bentonville</td>
<td>96</td>
<td>13%</td>
</tr>
<tr>
<td>Unincorporated Northwest Arkansas</td>
<td>15</td>
<td>2%</td>
</tr>
</tbody>
</table>

HOW DOES NWA COMPARE TO OTHER SURVEYS?

<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>NWA (4-city population)</td>
<td>274,487</td>
<td>811</td>
</tr>
<tr>
<td>Charleston/North Charleston</td>
<td>232,346</td>
<td>345</td>
</tr>
<tr>
<td>Richmond/Petersburg</td>
<td>251,672</td>
<td>737</td>
</tr>
</tbody>
</table>
Note: The new 72713 zip code is not available for mapping and has been combined back with 72712.
Source: Esri Community Analyst
TOTAL INTERESTED IN AFFORDABLE LIVE/WORK HOUSING

192 (24%) OF THE 811 RESPONDENTS ARE INTERESTED IN LIVE/WORK HOUSING

83 (43%) ARE ONLY INTERESTED IN LIVE/WORK HOUSING AND NO OTHER SPACE

Where artists interested in live/work currently live

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayetteville</td>
<td>83</td>
<td>43%</td>
</tr>
<tr>
<td>Springdale</td>
<td>28</td>
<td>15%</td>
</tr>
<tr>
<td>Rogers</td>
<td>23</td>
<td>12%</td>
</tr>
<tr>
<td>Another city/town in Northwest Arkansas (please specify)</td>
<td>22</td>
<td>11%</td>
</tr>
<tr>
<td>Bentonville</td>
<td>18</td>
<td>9%</td>
</tr>
<tr>
<td>Unincorporated Northwest Arkansas</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>

Where in Northwest Arkansas would you consider relocating to a live/work community?

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayetteville</td>
<td>122</td>
<td>64%</td>
</tr>
<tr>
<td>Bentonville</td>
<td>95</td>
<td>49%</td>
</tr>
<tr>
<td>Rogers</td>
<td>73</td>
<td>38%</td>
</tr>
<tr>
<td>Springdale</td>
<td>69</td>
<td>36%</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>11%</td>
</tr>
</tbody>
</table>
• 75% make less than 25% of their income from their art/creative work

• Area Median Income (AMI) Breakdown
  • 44% (84) interested respondents have household incomes at or below 60% AMI
  • 59% (113) of interested respondents have household incomes at or below 80% AMI

• 156 (81%) currently rent their living space

80 total units

INTEREST IN LIVE/WORK ARTIST HOUSING
INTEREST IN AMENITIES/FEATURES

OVERALL MOST PREFERRED TYPES OF BUILDING AMENITIES

• Building Wi-Fi
• Gallery/Exhibition space
• Utility sink with trap
• Additional storage
• Classroom(s)/Teaching Space
• Outdoor work area
• Wi-Fi (common areas)
• Gallery/Exhibition space
• General-use studio/flex-space
• Community Garden (ground or rooftop)
• Networking/Meeting/Lounge Space

Harvester Artspace Lofts // Council Bluffs, IA

Traffic Zone // Minneapolis, MN
**INTEREST IN PRIVATE STUDIO SPACE**

- **TOTAL INTERESTED IN PRIVATE STUDIO SPACE**: 206 (25%)
  - **INTERESTED ONLY IN PRIVATE STUDIO SPACE AND NOT LIVE/WORK**: 146 (71%)
  - **INTERESTED IN BOTH**: 60 (29%)

**Where would you consider renting private studio or creative workspace on an ongoing basis?**

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayetteville</td>
<td>122</td>
<td>59%</td>
</tr>
<tr>
<td>Rogers</td>
<td>85</td>
<td>43%</td>
</tr>
<tr>
<td>Bentonville</td>
<td>74</td>
<td>36%</td>
</tr>
<tr>
<td>Springdale</td>
<td>50</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Location of current studio space outside of the home that is rented on an ongoing basis?**

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayetteville</td>
<td>19</td>
<td>50%</td>
</tr>
<tr>
<td>Springdale</td>
<td>6</td>
<td>16%</td>
</tr>
<tr>
<td>Rogers</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Another city/town in NWA</td>
<td>3</td>
<td>8%</td>
</tr>
<tr>
<td>Bentonville</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>38</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
INTEREST IN PRIVATE STUDIO SPACE

Grain Belt Studios // Minneapolis, MN

Northern Warehouse // St. Paul, MN

Mt. Baker // Seattle, WA

MOST REQUESTED PRIVATE STUDIO SIZE*
65% (134) would be served by
500 sq. ft. or less
*A variety of sizes are needed

37-52 spaces across NWA – in phases

• Rental agreements that do not exceed $300 per month, gross rent regardless of space size.

• With many targeted lower, at least 50% renting at $200 or less.
Of the 476 interested, 324 (68%) are only interested in this type of space and no other type.
Artspace recommends including shared creative space in any new multi-use facility.

### Most Preferred Shared Space Types in Northwest Arkansas *

<table>
<thead>
<tr>
<th>Space Type</th>
<th>Count</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine Art/Visual Art Studio (General)</td>
<td>195</td>
<td>41%</td>
</tr>
<tr>
<td>Exhibition/Presentation</td>
<td>189</td>
<td>40%</td>
</tr>
<tr>
<td>Retail/Market Space</td>
<td>133</td>
<td>28%</td>
</tr>
<tr>
<td>Industrial (glass, metal, wood, clay/ceramics, spray paint)</td>
<td>103</td>
<td>22%</td>
</tr>
<tr>
<td>Co-working (desktop art, design, literary, administration)</td>
<td>93</td>
<td>20%</td>
</tr>
<tr>
<td>Performance (theater, music, dance)</td>
<td>87</td>
<td>18%</td>
</tr>
<tr>
<td>Rehearsal (dance, theater, music)</td>
<td>87</td>
<td>18%</td>
</tr>
</tbody>
</table>

*Respondents could choose up to 3 categories of shared space that could be accessed on a paid membership or short-term basis
Northwest Arkansas as a region supports:

• Up to **80 workforce artist live/work** units when meeting the following market-related criteria:
  • 64 affordable live/work spaces leased to artists households qualifying at or below 60%AMI
  • 10 additional workforce live/work spaces if targeting up to 80% AMI
  • 7 additional live/work spaces when accounting for the anticipated regional growth rate of 10% (2% annually) over the next five years

• **Up to 37 private studio/workspaces**
  • This recommendation assumes that live/work space is also created.
  • This recommendation should be revisited in the context of whether or not short-term general-purpose studio/workspaces are created to meet the need for shared creative space.
Specific recommendations take data from the Arts Market Survey, the growing need for affordable housing, and regionwide population growth into consideration.
ARTSPACE
RECOMMENDED
PROJECT CONCEPT(S)
BENTONVILLE RECOMMENDATIONS

A creative community that complements Crystal Bridges and the Momentary, including:

- Affordable live/work artist housing
- Artist-in-Residency spaces
- Connections to trails, green space, downtown Square and Brightwater
Mixed-use with focus on cultural space, including:

- affordable live/work artist housing
- working studio spaces for individual artists in a shared environment
- Connection to Luther George Park and bike trails
- Connections to Marshallese and Latinx cultures
ROGERS RECOMMENDATIONS

A downtown historic development including:

• Affordable live/work artist housing units
• Working studios for artists
• Connection to Frisco Park and Historic Downtown
• Connection to Arkansas Arts Academy, Arkansas Public Theatre, and Experimental House

Photo Credit: Artspace, City of Rogers, Rogers Experimental House
A classic mixed-use development including:

- Affordable live/work artist housing
- Working studios for individual artists
- Link to Fayetteville Square artists, bike trails and area transportation
- Integration with the Cultural Arts Corridor
- Programmatic connections to University Arts Campus Expansion and Arts and Design District
FUNDING & FINANCING
POTENTIAL FUNDING SOURCES

- Federal workforce housing programs
- State funds for economic development and workforce housing
- Walton Family Foundation, Walmart Foundation, Tyson Foods, Arkansas Community Foundation and other philanthropic sources
- Other city, county sources as applicable for workforce housing, economic development
- Federal, state and private resources align for multiple mixed-use live/work projects.
SITE RECOMMENDATIONS
DOWNTOWN SITES IN BENTONVILLE AND SPRINGDALE

Springdale

Bentonville
DOWNTOWN SITES IN FAYETTEVILLE AND ROGERS

Rogers

Fayetteville
SUMMARY CONSIDERATIONS AND RECOMMENDATIONS

- Timeline for financing for all four projects
- Population growth and implications on market demand
- Continued engagement with local ambassadors for each community
- Beyond the buildings:
  - Creating stronger regional artist connections
  - Connect with new head of NWA Regional Arts Council
• Understand the regional space needs of the creative community
• Identify opportunities to carve out creative space in existing buildings and projects
• Plan ahead for a higher density of creative activities in downtown
• Design new projects with the creative community's space needs in mind
• Use asset maps to build upon existing clusters of creative and cultural venues
ASSET MAPPING

July-November 2018
## NORTHWEST ARKANSAS ASSET MAPPING OVERVIEW

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bentonville</td>
<td>26</td>
<td>34</td>
<td>60</td>
<td>131%</td>
</tr>
<tr>
<td>Springdale</td>
<td>14</td>
<td>18</td>
<td>32</td>
<td>129%</td>
</tr>
<tr>
<td>Rogers</td>
<td>28</td>
<td>54</td>
<td>82</td>
<td>193%</td>
</tr>
<tr>
<td>Fayetteville</td>
<td>68</td>
<td>61</td>
<td>129</td>
<td>90%</td>
</tr>
<tr>
<td><strong>NWA TOTAL</strong></td>
<td><strong>136</strong></td>
<td><strong>167</strong></td>
<td><strong>303</strong></td>
<td><strong>123%</strong></td>
</tr>
</tbody>
</table>

*Includes only those still open and included on the attached maps, data supplied by WolfBrown, interviews, and research

**DEFINITION OF AN ASSET:** Any place where arts, culture, and creativity happens in the community.
BENTONVILLE

Number of Assets in 2014 – 26

New Creative Asset opened between 2014-2018 – 34

Total Creative Assets in 2018 – 60

Percentage Growth 2014-2018 - 131%

SPRINGDALE'S CREATIVE ASSET GROWTH FROM 2014 TO 2018

- Number of Assets in 2014 – 14
- New Creative Asset opened between 2014-2018 – 18
- Total Creative Assets in 2018 – 32
- Percentage Growth 2014-2018 - 129%
ROGERS

Number of Assets in 2014 – **28**

New Creative Asset opened between 2014-2018 – **54**

Total Creative Assets in 2018 – **82**

Percentage Growth 2014-2018 - **193%**
FAYETTEVILLE

Number of Assets in 2014 – 68

New Creative Asset opened between 2014-2018 – 61

Total Creative Assets in 2018 – 129

Percentage Growth 2014-2018 - 90%
Downtown Bentonville, Arkansas

Creative Economy Map
- Arts Organization/Creative Business
- Performing Arts Venue
- Fairs and Festivals
- Other Creative Space
- Arts Education

Flip over for more information!

DRAFT

Created by Artspace with funding from Walton Family Foundation
• Contact your local elected officials and other leaders
• Help with continued outreach – social media and more
• Attend Council meetings when Artspace is on the agenda
• Your ideas?