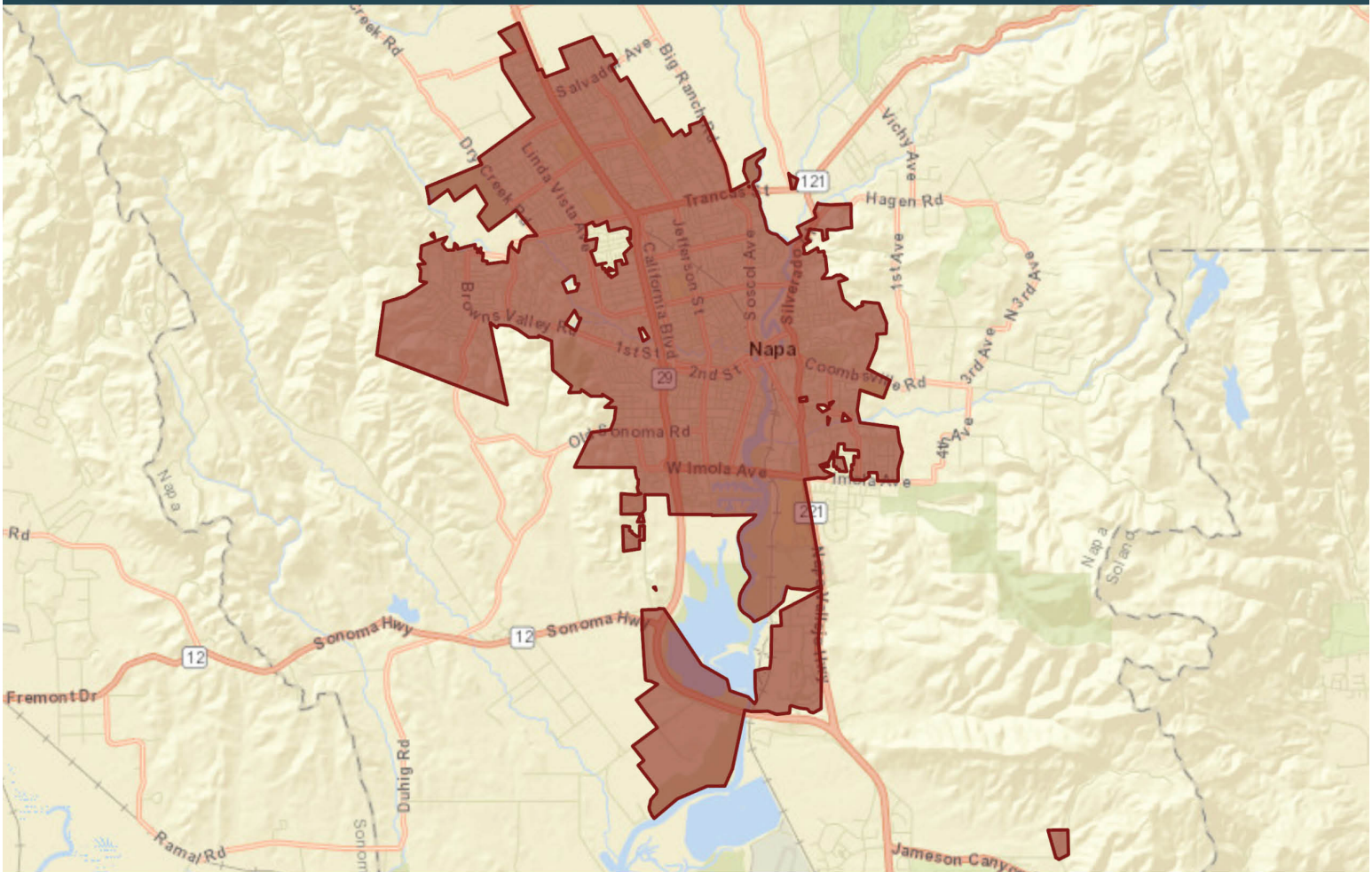




artspace

## MAKE IT IN NAPA: SPACE NEEDS SURVEY TECHNICAL REPORT



NOVEMBER 2021 // NAPA, CALIFORNIA

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# TECHNICAL REPORT

## SURVEY OF INDIVIDUAL AND BUSINESS-OWNER, MAKERS, CREATIVES, AND ARTISTS

The focus of this report is primarily on the 174 respondents who indicated an interest in at least one type of space in the City of Napa, CA out of a total of 207 respondents.

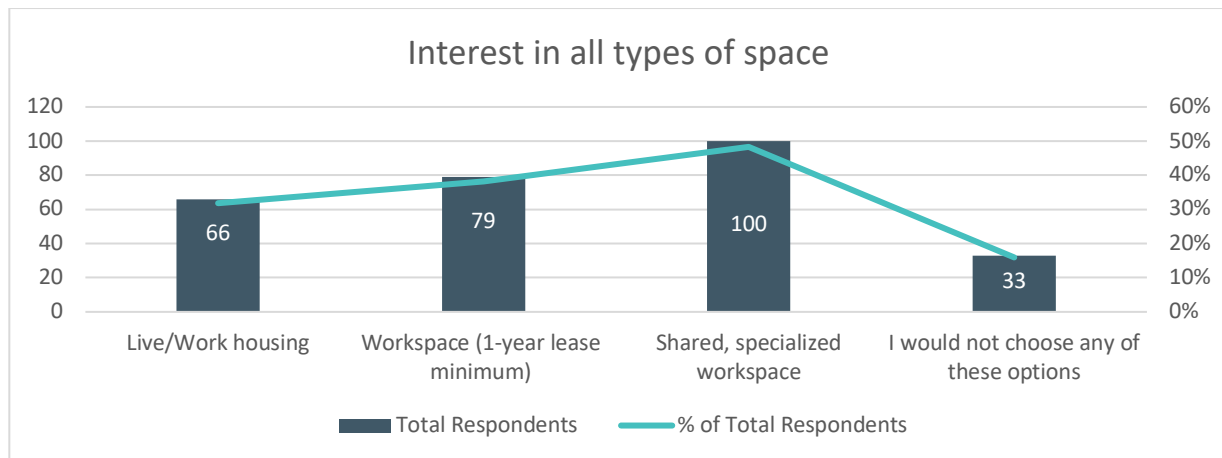


### I. ALL SURVEY RESPONDENT DATA

#### A. INTEREST IN SPACE

1) Which of the following options would you choose if available and affordable in the city of Napa, CA?

Figure 1



Which of the following options would you choose if available	Total Respondents	% of Total Respondents
Live/Work housing	66	32%
Workspace (1-year lease minimum)	79	38%
Shared, specialized workspace	100	48%
I would not choose any of these options	33	16%
<b>Total Respondents</b>	<b>207</b>	

*\*Respondents may have selected multiple options*

2) Respondents who selected they would relocate to affordable live/work housing AND another space option.



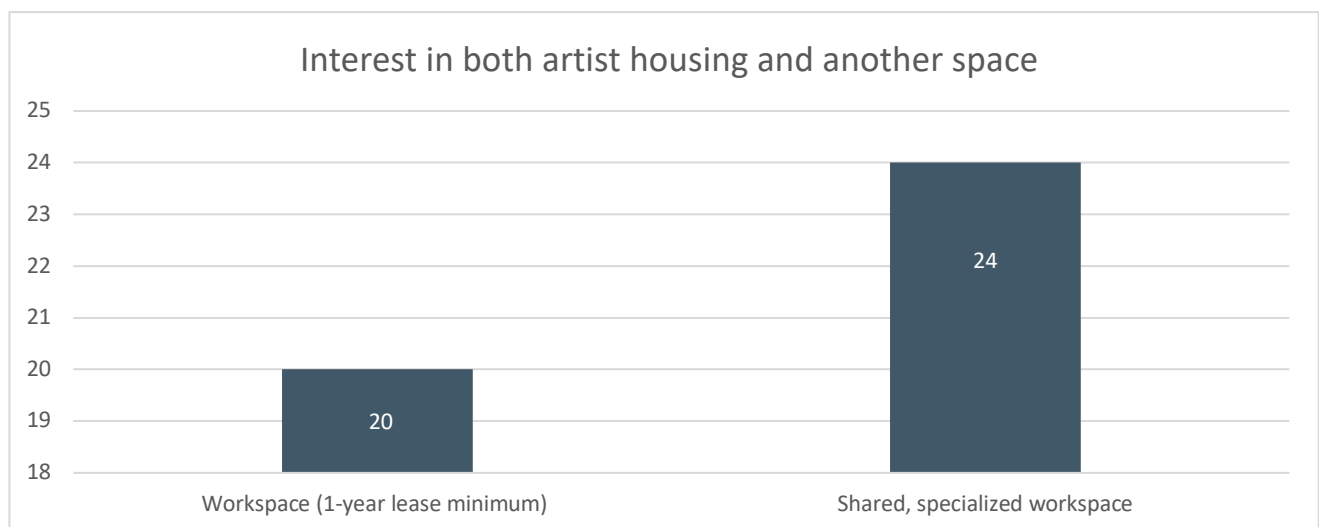
*There are **207 total respondents** who took the survey. Of those respondents **66** are interested in affordable live/work housing, and **79** are interested in workspace.*

*Under the column of “both housing and other space”, out of the **66 respondents** interested in live/work housing there are **20** who are also interested in renting workspace, and **24** who are also interested in accessing shared, specialized workspace.*

Which of the following options would you choose if available	Total Respondents	% of Total Respondents	Both artist housing and other space
Live/Work housing	66	32%	0
Workspace (1-year lease minimum)	79	38%	20
Shared, specialized workspace	100	48%	24
I would not choose any of these options	33	16%	0
<b>Total Respondents</b>	<b>207</b>		<b>66</b>

*\*Respondents may have selected multiple options*

Figure 2





3) Respondents who selected only ONE type of the following options if available in the city of Napa.

*Of the 66 respondents who are interested in affordable live/work housing there are 34 who selected ONLY housing and no other type of space.*

*Of the 79 respondents who selected workspace there are 32 who selected ONLY workspace and no other type of space.*

<b>Respondents who selected only ONE type of space</b>	<b># of Respondents</b>
Live/Work housing (relocate to space designed for artists/creatives/makers and their families) - ONLY	34
Workspace or creative work space (1-year lease minimum) - ONLY	32
Shared, specialized creative space (paid membership or short-term rental) - ONLY	49
I would not choose any of these options	33

<b>Respondents who selected only NO to L/W housing</b>	<b># of Respondents</b>
Live/Work housing (relocate to space designed for artists/creatives/makers and their families)	0
Workspace (1-year lease minimum)	59
Shared, specialized workspace (paid membership or short-term rental) (e. g., makerspace, gallery/retail, performance, industrial, teaching, food production, etc.)	76
I would not choose any of these options	33

## B. CURRENT AREAS OF ARTS, CREATIVE, ARTISAN OR MAKER FIELD INVOLVEMENT



1) In what areas of the arts, creative, artisan or maker fields are you or your business most involved? *(Select up to three that most apply)*

*The top area of arts, creative, artisan or maker fields involvement by the 207 total respondents is Painting/Drawing, Illustration, Mixed media.*

### Total Responses

Arts, Creative, Artisan or Maker Fields	#	% of Responses	% of Respondents
Painting/Drawing, Illustration, Mixed media	80	18%	39%
Crafts or Fine crafts	37	8%	18%
Fire arts (e g, ceramics, glass, metalworking/metalsmithing)	29	6%	14%
Art education or instruction	25	6%	12%
Photography	25	6%	12%
Jewelry design/fabrication	23	5%	11%
Digital or Desktop arts (e g, graphic design, architecture, animation, etc.)	20	4%	10%
Other, please specify	19	4%	9%
Apparel, Fashion, Millinery	17	4%	8%
Sculpture	17	4%	8%
Writing/Literary arts	17	4%	8%
Film, Video, Television, Web content production	14	3%	7%
Sewn products (e g, bags, pillows, drapery, etc.)	13	3%	6%
Art administration or Advocacy	11	2%	5%
Food product, Culinary or Baking arts (non-beverage)	10	2%	5%
Murals/Street art	10	2%	5%
Music (vocal, instrumental, recording, composition)	9	2%	4%
Woodworking	9	2%	4%
Cultural practice or Culture bearer	8	2%	4%
Furniture making	8	2%	4%
Printmaking, Screen printing, Letterpress	8	2%	4%
Beverage (e g, distillery, winemaking, sodas, spirits)	7	2%	3%
Heritage or folk art	7	2%	3%
Art therapy or Healing arts	6	1%	3%
Artisanal non-food product (e g, soaps, candles, lotions, etc.)	6	1%	3%
Book arts or Paper making	6	1%	3%
Dance or Choreography	3	1%	1%
Theater arts (acting, directing, production, comedy, etc.)	3	1%	1%
Body art (e g, tattoo, esthetics, hair styling, etc.)	1	0%	0%
Sound or Lighting arts	1	0%	0%
<b>Total Respondents</b>	<b>207</b>		
<b>Total Responses</b>	<b>449</b>	<b>100%</b>	

*\*Respondents may have selected multiple options*



2) Is your work primarily produced as a...

*74% of respondents primarily produce unique creations (one-of-a-kind art/literary/music/design work, catering, performance, etc.).*

Total Responses		
Work primarily produced as	#	% of Respondents
Unique creation (e.g., one-of-a-kind art/literary/music/design work, catering, performance, etc.)	154	74%
Small batch or handmade artisanal product for sale (food or non-food)	33	16%
Manufactured product (food or non-food)	11	5%
Something else	9	4%
<b>Total</b>	<b>207</b>	<b>100%</b>

### C. DEMOGRAPHICS

1) What is your age?

*41% of respondents are between 51-70 years of age.*

Total Responses		
Age	#	% of Respondents
20 years or younger	1	0%
21 - 30 years	21	10%
31 - 40 years	39	19%
41 - 50 years	36	17%
51 - 60 years	43	21%
61 - 70 years	41	20%
Over 70 years	26	13%
<b>Total</b>	<b>207</b>	<b>100%</b>

2) With which gender do you most identify?

*64% of respondents identify as a female.*

Total Responses		
Gender	#	% of Respondents
Female	132	64%
Male	65	31%
Non-Binary	7	3%
Not Listed (please specify)	3	1%
<b>Total</b>	<b>207</b>	<b>100%</b>



3) Which of the following best describes you?

*61% of respondents describe themselves as White/Caucasian.*

Ethnicity	Total Responses	
	#	% of Respondents
White/Caucasian	147	71%
Hispanic/Latinx/Latino/a	26	13%
Asian American or Asian	11	5%
Multiracial/Multiethnic	10	5%
American Indian/Alaska Native/Native Hawaiian	6	3%
Not Listed (please specify)	4	2%
Black/African American/Caribbean	2	1%
Pacific Islander	1	0%
<b>Total</b>	<b>207</b>	<b>100%</b>

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

*97% of respondents are not veterans of the United States Armed Forces.*

Are you a veteran of the United States Armed Forces?	Total Responses	
	#	%
Yes	7	3%
No	200	97%
<b>Total</b>	<b>207</b>	<b>100%</b>



## D. CURRENT SITUATION

1) Which best describes your current art, creative, maker, or small business workspace situation?

*54% of respondents currently have space within their home that they use for their art, creative, maker or small business work. 25% of respondents currently do not have the space that they need.*

Current art, creative, maker, or small business work situation	Total Responses	
	#	% of Respondents
I have space within my home that I use for my art/creative work/small business	112	54%
I don't have the space I need (e.g., current space is inadequate can't afford space, etc.)	52	25%
On an <b>ongoing</b> basis, I rent/own space (e.g., 1-year or longer lease for office, production, studio space, etc.)	34	16%
On a <b>short-term</b> basis, I rent/own space (e.g., co-working/makerspace member, hourly studio/rehearsal space rental, etc.)	3	1%
My work space is provided free of charge (e.g., member of dance troupe, university student, restaurant chef, etc.)	3	1%
My work does not require designated space	3	1%
<b>Total</b>	<b>207</b>	<b>100%</b>

2) What do you currently pay monthly, on average (NOT including utilities), for the ongoing workspace you rent or own?



*30% of total respondents currently pay \$500 or less per month, not including those who selected \$0.*

*36% of total respondents pay \$1,501 or more per month.*

Monthly rent for studio/creative work space	Total Responses	
	#	% of Respondents
\$0	2	6%
\$51 - \$100	2	6%
\$101 - \$200	1	3%
\$201 - \$300	2	6%
\$301 - \$400	4	12%
\$401 - \$500	1	3%
\$701 - \$800	1	3%
\$801 - \$900	1	3%
\$901 - \$1,000	4	12%
\$1,001 - \$1,500	4	12%
\$1,501 - \$2,000	4	12%
More than \$2,000	8	24%
<b>Total</b>	<b>34</b>	<b>100%</b>

*\*This question was only asked of those who selected: "On an ongoing basis, I rent/own space"*

3) Where is the workspace you rent or own?

*65% of total respondents rent or own in the city of Napa.*

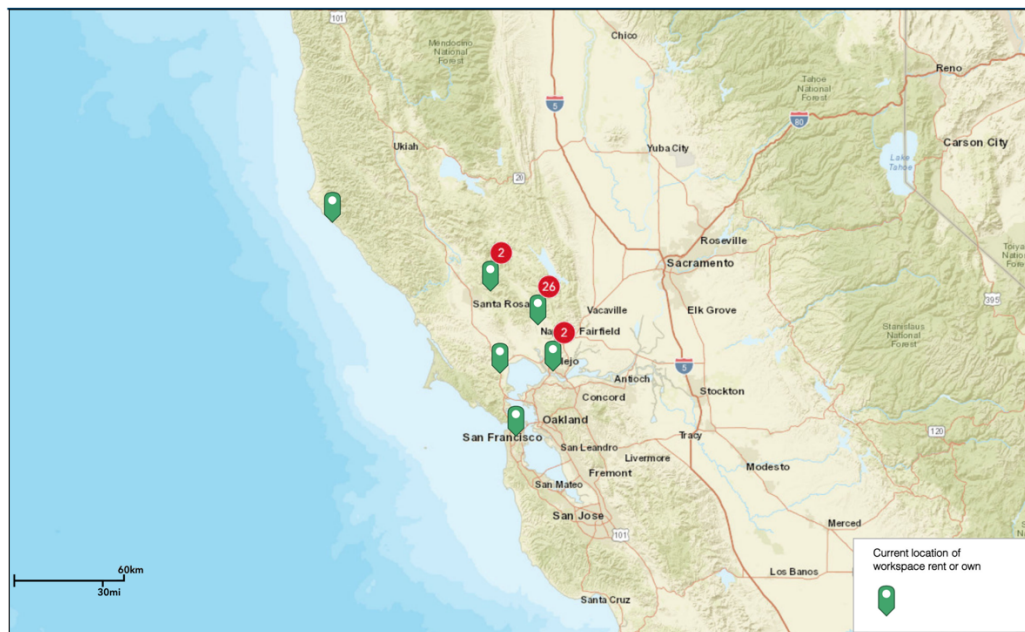
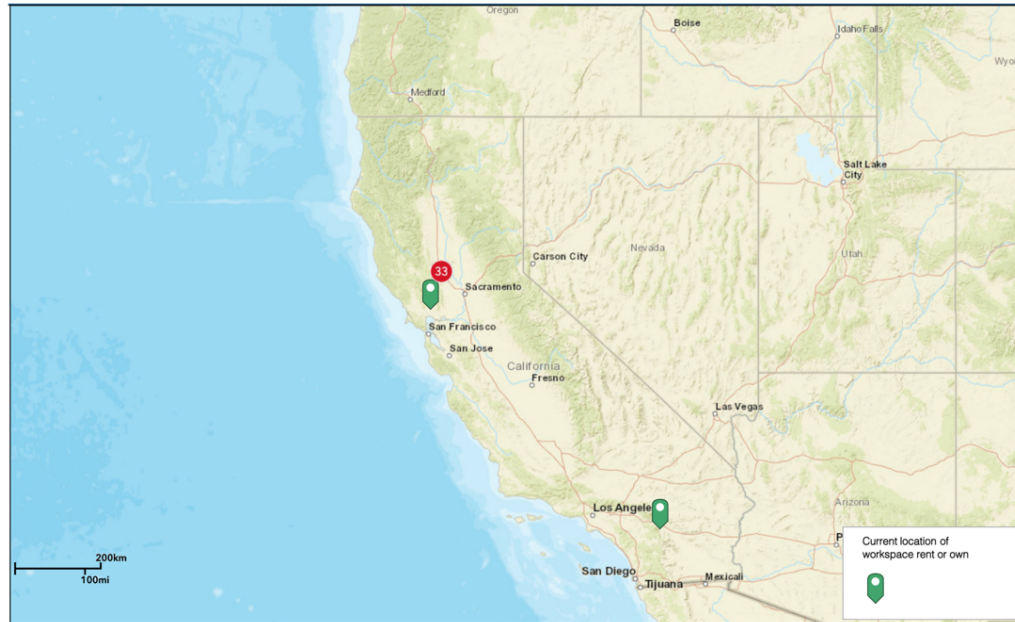
Where is the workspace you rent or own	Total Responses	
	#	% of Respondents
City of Napa	22	65%
Napa County (outside the city of Napa)	5	15%
Sonoma County	1	3%
Solano County	2	6%
Somewhere else, please specify	4	12%
<b>Total</b>	<b>34</b>	<b>100%</b>

*\*This question was only asked of those who selected: "On an ongoing basis, I rent/own space"*

4) What is the five-digit zip code for the workspace you rent or own?



*The following two cluster maps pinpoint in green where respondents currently rent or own workspace, the red indicates the count of respondents who rent or own in that location. The first map shows the location of the 34 respondents. The second map shows a closer view of the 33 respondents near the city of Napa.*





5) Do you primarily create, make, practice your art or have your business based in the city of Napa?

*80% of respondents primarily create, make, practice art or have a business based in the city of Napa.*

Do you primarily create, make, practice your art or have your business based in the city of Napa?	Total Responses	
	#	% of Respondents
Yes	138	80%
No	35	20%
<b>Total</b>	<b>173</b>	<b>100%</b>

*\* This question was only asked for those who do not rent/own space (office, production, studio, etc.) on an ongoing basis.*

6) Have you considered moving your art/creative/maker work or business outside the city of Napa?

*42% of respondents have considered moving outside the city of Napa.*

Have you considered moving your art/creative/maker work or business outside of the city of Napa?	Total Responses	
	#	% of Respondents
Yes	67	42%
No	93	58%
<b>Total</b>	<b>160</b>	<b>100%</b>

*\* This question was only asked for those who selected "On an ongoing basis, I rent/own space in the City of Napa" or selected "yes" they primarily create, make their art or have business in the city of Napa.*



7) Why have you considered moving your art/creative/maker work or business outside of the city of Napa?

*24% of respondents have considered moving outside the city of Napa because the cost of commercial/workspace is too high.*

Have you considered moving your art/creative/maker work or business outside of the city of Napa?	Total Responses	
	#	% of Respondents
Cost of commercial/workspace is too high	36	24%
Cost of housing is too high	31	21%
No available commercial/workspace for my needs	20	14%
Something else, please specify	11	7%
Wildfires/Environmental	10	7%
Offer of other opportunities (e g, business relocation incentives)	9	6%
Traffic	8	5%
Losing my workspace (e g, building sale or conversion, rent increase, etc.)	6	4%
Workforce retention/hiring challenges	5	3%
Losing my housing (e g, building sale or conversion, rent increase, etc.)	5	3%
Personal reasons	4	3%
Changing my business creative work model	2	1%
<b>Total</b>	<b>147</b>	<b>100%</b>

*\*Respondents may have selected multiple options*

*\* This question was only asked of the 67 respondents who have considered moving art/creative/maker work or business outside of the city of Napa*

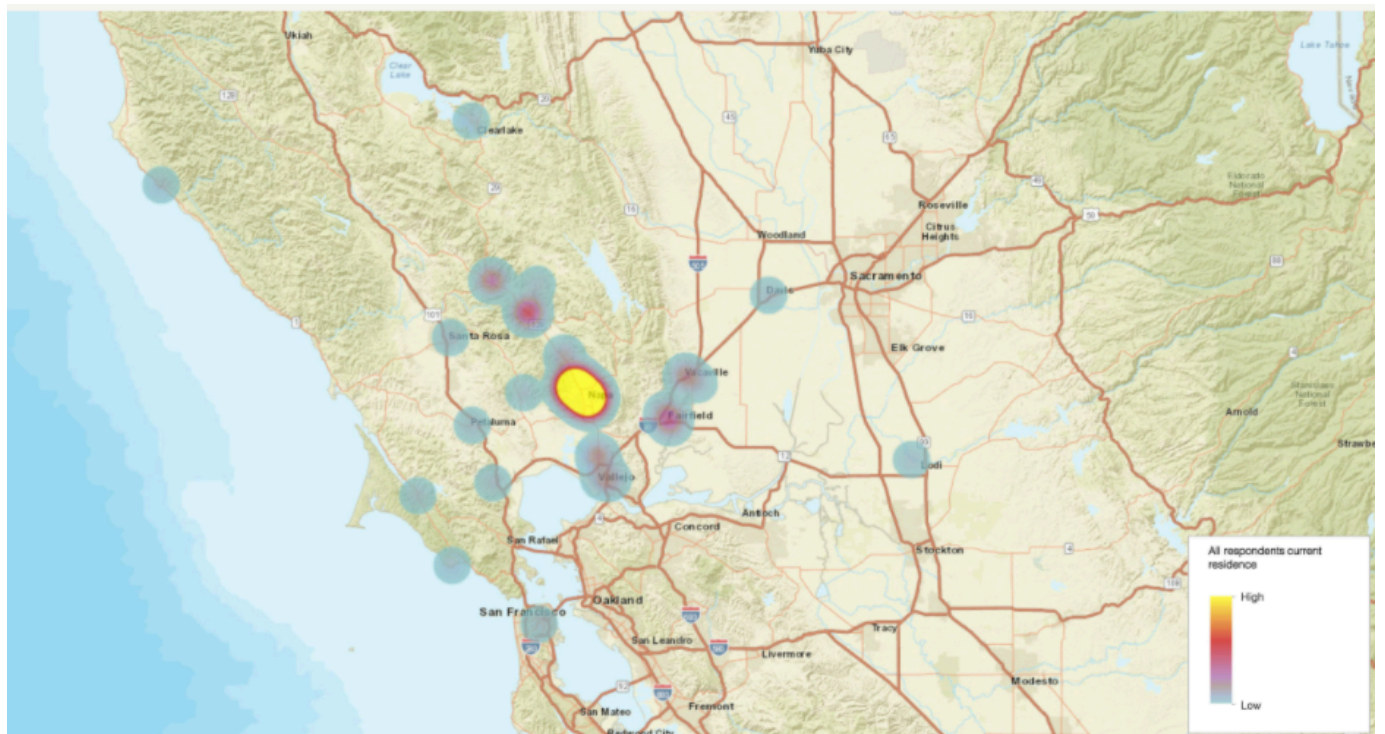
8) Have you ever lived in Napa?

*77% of respondents currently live in Napa.*

Have you ever lived in the city of Napa?	Total Responses	
	#	% of Respondents
I currently live in the city of Napa	160	77%
Yes, but not currently	19	9%
No	28	14%
<b>Total</b>	<b>207</b>	<b>100%</b>

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

*The following cluster map highlights in yellow the highest density of population by zip code where respondents currently live.*



**10)** What support do (or would) you need to grow your portfolio, creative/maker work or business in the city of Napa?



*83% of respondents would need support with networking with other artists/creatives or maker/manufacturing businesses and marketing/branding.*

What support do (or would) you need to grow your portfolio, creative/maker work or business in the city of Napa?	Total Responses	
	#	% of Responses
Networking with other artists/creatives or maker/manufacturing businesses	90	18%
Marketing/branding (e.g. collective “made local” branding)	83	17%
Grant funding	69	14%
Technical assistance for my business (e.g. business planning, legal, marketing, website)	50	10%
Fee or tax reductions (city/county)	39	8%
Real estate technical assistance (e.g. buying/leasing, space planning, budgeting for new space)	38	8%
Capital financing (equity or debt)	26	5%
Healthcare access (affordable)	26	5%
Not applicable	25	5%
Zoning or building code changes	19	4%
Something else, please specify	15	3%
Workforce housing for employees	11	2%
Workforce training/skilled workers	10	2%
<b>Total Respondents</b>	<b>207</b>	
<b>Total Responses</b>	<b>501</b>	<b>100%</b>

*\*Respondents may have selected multiple options*



## E. NOT INTERESTED



- 1) You indicated that you are not interested in relocating to financially attainable live/work housing, renting workspace or accessing shared, specialized creative space in the city of Napa. Please let us know why.

Not interested	Total Responses	
	#	% of Respondents
My current work and living spaces meet my needs	21	57%
I am not interested in any of these types of spaces	2	5%
The city of Napa is not a location of interest to me	1	3%
I need or am interested in space, but am not able to relocate, rent space, or buy a membership in the foreseeable future	6	16%
I am only interested in purchasing (not renting/leasing) any new space I need	2	5%
Other, please specify	5	14%
<b>Total</b>	<b>37</b>	<b>100%</b>

*\*Respondents may have selected multiple options*



## II. INDIVIDUALS INTERESTED IN AFFORDABLE LIVE/WORK HOUSING



*The “yes” responses in the following tables are those individuals interested in live/work housing. The “total” responses are everyone who completed the survey.*

*There is a total of 66 respondents interested in affordable live/work housing, of those respondents, 34 are interested in affordable live/work housing only.*

### A. INTEREST IN AFFORDABLE LIVE/WORK HOUSING

	Total Respondents	% of Respondents
Live/Work housing (relocate to space designed for artists/creatives/makers and their families)	66	100%
Live/Work housing (relocate to space designed for artists/creatives/makers and their families) - ONLY	34	52%
<b>Total Respondents</b>	<b>66</b>	

## B. CURRENT AREAS OF ART, CREATIVE, ARTISAN OR, MAKER FIELD INVOLVEMENT



1) In what areas of the arts, creative, artisan or maker fields are you or your business most involved? *(Select up to three that most apply)*

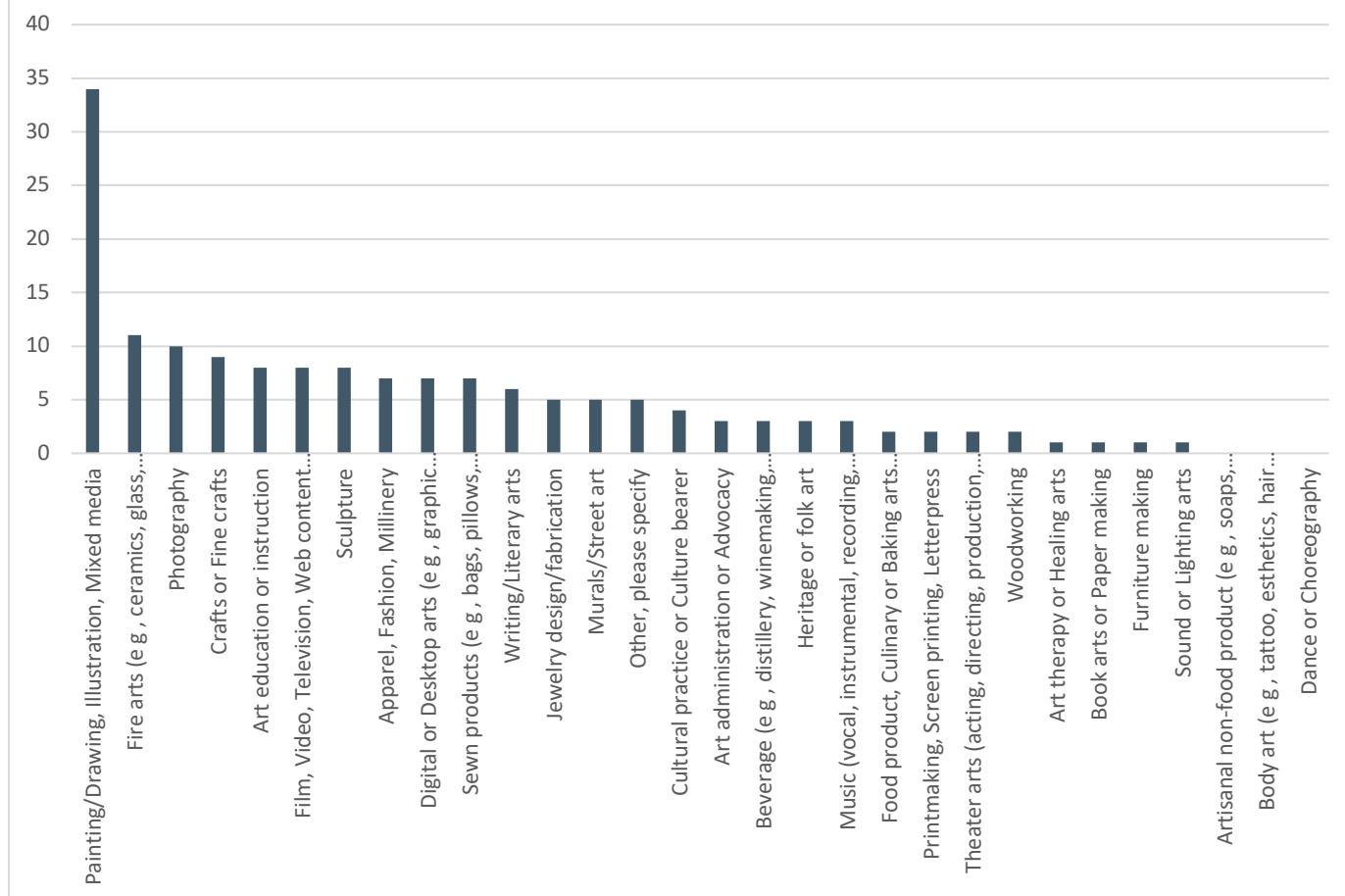
*The top area of arts, creative, artisan or maker fields involvement by the 66 interested respondents is Painting/Drawing, Illustration, Mixed media.*

	"yes" to live/work housing			Total Respondents		
Arts, Cultural and Creative industries	#	% of Responses	% of Respondents	#	% of Responses	% of Respondents
Painting/Drawing, Illustration, Mixed media	34	22%	52%	80	18%	39%
Fire arts (e g, ceramics, glass, metalworking/metalsmithing)	11	7%	17%	29	6%	14%
Photography	10	6%	15%	25	6%	12%
Crafts or Fine crafts	9	6%	14%	37	8%	18%
Art education or instruction	8	5%	12%	25	6%	12%
Film, Video, Television, Web content production	8	5%	12%	14	3%	7%
Sculpture	8	5%	12%	17	4%	8%
Apparel, Fashion, Millinery	7	4%	11%	17	4%	8%
Digital or Desktop arts (e g, graphic design, architecture, animation, etc.)	7	4%	11%	20	4%	10%
Sewn products (e g, bags, pillows, drapery, etc.)	7	4%	11%	13	3%	6%
Writing/Literary arts	6	4%	9%	17	4%	8%
Jewelry design/fabrication	5	3%	8%	23	5%	11%
Murals/Street art	5	3%	8%	10	2%	5%
Other, please specify	5	3%	8%	19	4%	9%
Cultural practice or Culture bearer	4	3%	6%	8	2%	4%
Art administration or Advocacy	3	2%	5%	11	2%	5%
Beverage (e g, distillery, winemaking, sodas, spirits)	3	2%	5%	7	2%	3%
Heritage or folk art	3	2%	5%	7	2%	3%
Music (vocal, instrumental, recording, composition)	3	2%	5%	9	2%	4%
Food product, Culinary or Baking arts (non-beverage)	2	1%	3%	10	2%	5%
Printmaking, Screen printing, Letterpress	2	1%	3%	8	2%	4%
Theater arts (acting, directing, production, comedy, etc.)	2	1%	3%	3	1%	1%
Woodworking	2	1%	3%	9	2%	4%
Art therapy or Healing arts	1	1%	2%	6	1%	3%
Book arts or Paper making	1	1%	2%	6	1%	3%
Furniture making	1	1%	2%	8	2%	4%
Sound or Lighting arts	1	1%	2%	1	0%	0%
Artisanal non-food product (e g, soaps, candles, lotions, etc.)	0	0%	0%	6	1%	3%
Body art (e g, tattoo, esthetics, hair styling, etc.)	0	0%	0%	1	0%	0%
Dance or Choreography	0	0%	0%	3	1%	1%
<b>Total Respondents</b>	<b>66</b>			<b>207</b>		
<b>Total Responses</b>	<b>158</b>			<b>449</b>		

*\*Respondents may have selected multiple options.*



## Arts, Creative, Artisan or Maker Fields Respondents interested in Artists' Live/Work Housing





2) Is your work primarily produced as a....

*85% of respondents interested in affordable live/work housing primary produce unique creations.*

Work primarily produced as	Total Responses	
	#	% of Respondents
Unique creation (e.g., one-of-a-kind art/literary/music/design work, catering, performance, etc.)	56	85%
Small batch or handmade artisanal product for sale (food or non-food)	7	11%
Manufactured product (food or non-food)	1	2%
Something else	2	3%
<b>Total</b>	<b>66</b>	<b>100%</b>

3) Do you primarily create, make, practice your art or have your business based in the city of Napa?

Do you primarily create, make, practice your art or have your business based in the city of Napa?	Total Responses	
	#	% of Respondents
Yes	40	71%
No	16	29%
<b>Total</b>	<b>56</b>	<b>100%</b>

*\* This question was only asked for those who do not rent/own space (office, production, studio, etc.) on an ongoing basis.*

4) What percentage of your income comes from your art/creative/maker/work?

*56% of respondents interested in affordable live/work housing either earn 0% or less than 10% of their income from their art/creative/maker work.*

"yes" to live/work housing		
% of Income from art/creative work	#	% Respondents
up to 10%	19	29%
11% - 25%	11	17%
26% - 50%	2	3%
51% - 75%	3	5%
76% - 100%	13	20%
I earn no income from my art/creative/maker work	18	27%
<b>Total</b>	<b>66</b>	<b>100%</b>

5) What support do (or would) you need to grow your portfolio, creative/maker work or business in the city of Napa?



*52% of respondents interested in affordable live/work housing would need marketing/branding support to help grow their portfolio, creative/maker work or business in Napa.*

What support do (or would) you need to grow your portfolio, creative/maker work or business in the city of Napa?	"yes" to live/work housing		
	#	% Responses	% Respondents
Marketing/branding (e g collective "made local" branding)	33	16%	52%
Networking with other artists/creatives or maker/manufactururer businesses	31	15%	48%
Grant funding	30	14%	47%
Technical assistance for my business (e g business planning, legal, marketing, website)	21	10%	33%
Real estate technical assistance (e g, buying/leasing, space planning, budgeting for new space)	21	10%	33%
Healthcare access (affordable)	17	8%	27%
Capital financing (equity or debt)	14	7%	22%
Fee or tax reductions (city/county)	14	7%	22%
Zoning or building code changes	10	5%	16%
Workforce housing for employees	7	3%	11%
Not applicable	5	2%	8%
Workforce training/skilled workers	4	2%	6%
Something else, please specify	3	1%	5%
<b>Total Respondents</b>	<b>64</b>		
<b>Total Responses</b>	<b>210</b>	<b>100%</b>	

6) If you have an occupation or work in a non-art/creative/maker field, in what sector(s) do you work?



*11% of respondents interested in affordable live/work housing have an occupation in Education.*

If you have an occupation or work in a non-art/creative/maker field, in what sector(s) do you work?	"yes" to live/work housing		
	#	% Responses	% Respondents
Not applicable	22	28%	33%
Education	9	11%	14%
Wine industry (if not your primary maker/artisan work)	7	9%	11%
Nonprofit administration/management	6	8%	9%
Professional and business services (e g, finance, consulting, etc.)	6	8%	9%
Retail	6	8%	9%
Government (state, local, federal)	5	6%	8%
Hospitality or service (e g, restaurant, hotel, salon, etc.)	5	6%	8%
Other (please specify)	5	6%	8%
Healthcare and/or social services	4	5%	6%
Transportation/Warehousing	2	3%	3%
Construction/Manufacturing/Mining	1	1%	2%
Public services (e g, utilities, police, fire, military, etc.)	1	1%	2%
Technology	1	1%	2%
<b>Total Respondents</b>	<b>66</b>		
<b>Total Responses</b>	<b>80</b>	<b>100%</b>	

*\*Respondents may have selected multiple options*

## C. DEMOGRAPHICS OF INTERESTED RESPONDENTS



### 1) With which gender do you most identify?

*56% of respondents interested in affordable live/work housing identify as a Female.*

Gender	"yes" to live/work housing		Total	
	#	% Respondents	#	% Respondents
Female	37	56%	132	64%
Male	22	33%	65	31%
Non-Binary	5	8%	7	3%
Not Listed (please specify)	2	3%	3	1%
<b>Total</b>	<b>66</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

### 2) What is your age?

*47% of respondents interested in affordable live/work housing are 41 - 60 years of age.*

Age	"yes" to live/work housing		Total	
	#	% Respondents	#	% Respondents
20 years or younger	0	0%	1	0%
21 - 30 years	10	15%	21	10%
31 - 40 years	8	12%	39	19%
41 - 50 years	18	27%	36	17%
51 - 60 years	13	20%	43	21%
61 - 70 years	11	17%	41	20%
Over 70 years	6	9%	26	13%
<b>Total</b>	<b>66</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

3) Which of the following best describes you?



*65% of respondents interested in affordable live/work housing describe themselves as White/Caucasian.*

Ethnicity	"yes" to live/work housing		Total	
	#	% Respondents	#	% Respondents
White/Caucasian	43	65%	147	71%
Hispanic/Latinx/Latino/a	7	11%	26	13%
Asian American or Asian	5	8%	11	5%
Multiracial/Multiethnic	4	6%	10	5%
Black/African American/Caribbean	2	3%	2	1%
American Indian/Alaska				
Native/Native Hawaiian	2	3%	6	3%
Not Listed (please specify)	2	3%	4	2%
<b>Total</b>	<b>66</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

4) Are you a full-time student?

*94% of interested respondents are NOT full-time students.*

Are you a full time student?	"yes" to live/work housing	
	#	% Respondents
Yes	4	6%
No	62	94%
<b>Total</b>	<b>66</b>	<b>100%</b>

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

*94% of interested respondents are NOT a veteran of the United States Armed Forces.*

Are you a veteran of the United States Armed Forces?	"yes" to live/work housing		Total Respondents	
	#	%	#	%
Yes	4	6%	7	3%
No	62	94%	200	97%
<b>Total</b>	<b>66</b>	<b>100%</b>	<b>207</b>	<b>100%</b>



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



Figure 3 below shows the Max Rents based on Housing and Urban Development (HUD) 2021 Rent and Income limits for 30%, 60%, and 80% Area Median Income (AMI).

Source: Novoco.com

Figure 5

City: Napa		City: Napa		City: Napa	
County: Napa County		County: Napa County		County: Napa County	
MAX RENTS		MAX RENTS		MAX RENTS	
AMI	60%	AMI	30%	AMI	80%
0 BDRM	\$ 1,194	0 BDRM	\$ 597	0 BDRM	\$ 1,592
1 BDRM	\$ 1,279	1 BDRM	\$ 639	1 BDRM	\$ 1,706
2 BDRM	\$ 1,536	2 BDRM	\$ 768	2 BDRM	\$ 2,048
3 BDRM	\$ 1,773	3 BDRM	\$ 886	3 BDRM	\$ 2,365
4 BDRM	\$ 1,978	4 BDRM	\$ 989	4 BDRM	\$ 2,638
5 BDRM	\$ 2,183	5 BDRM	\$ 1,091	5 BDRM	\$ 2,911
INCOME LIMITS		INCOME LIMITS		INCOME LIMITS	
1 PERSON	\$ 47,760	1 PERSON	\$ 23,880	1 PERSON	\$ 63,680
2 PERSON	\$ 54,600	2 PERSON	\$ 27,300	2 PERSON	\$ 72,800
3 PERSON	\$ 61,440	3 PERSON	\$ 30,720	3 PERSON	\$ 81,920
4 PERSON	\$ 68,220	4 PERSON	\$ 34,110	4 PERSON	\$ 90,960
5 PERSON	\$ 73,680	5 PERSON	\$ 36,840	5 PERSON	\$ 98,240
6 PERSON	\$ 79,140	6 PERSON	\$ 39,570	6 PERSON	\$ 105,520
7 PERSON	\$ 84,600	7 PERSON	\$ 42,300	7 PERSON	\$ 112,800
8 PERSON	\$ 90,060	8 PERSON	\$ 45,030	8 PERSON	\$ 120,080

41% of the respondents interested in affordable live/work housing income qualify based on their selected household income in this survey and on the 2021 60% HUD rent and income limits.



Income by Household Size for Respondents interested in 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	2	3	1	0	6	0	0	0
Under \$10,000	0	0	0	0	0	0	0	0
\$10,000 - \$15,000	0	1	0	0	1	1	1	1
\$15,001 - \$20,000	2	0	0	0	2	2	2	2
\$20,001 - \$25,000	2	1	0	0	3	3	3	3
\$25,001 - \$30,000	0	0	0	1	1	1	1	1
\$30,001 - \$35,000	0	1	0	0	1	0	1	1
\$35,001 - \$40,000	2	2	2	1	7	0	7	7
\$40,001 - \$45,000	2	0	1	0	3	0	3	3
\$45,001 - \$50,000	0	2	1	1	4	0	4	4
\$50,001 - \$55,000	3	0	1	0	4	0	1	4
\$55,001 - \$60,000	1	1	0	0	2	0	0	2
\$60,001 - \$65,000	0	2	2	2	6	0	4	6
\$65,001 - \$75,000	2	1	1	0	4	0	0	2
\$75,001 - \$85,000	2	2	1	0	5	0	0	1
\$85,001 - \$100,000	2	2	1	1	6	0	0	2
\$101,000 - over \$400,000	1	6	4	0	11	0	0	0
						0	0	0
<b>Total</b>	<b>21</b>	<b>24</b>	<b>15</b>	<b>6</b>	<b>66</b>	<b>7</b>	<b>27</b>	<b>39</b>
% of respondents who income qualify for 30% AMI								
								11%
% of respondents who income qualify for 60% AMI								
								41%
% of respondents who income qualify for 80% AMI								
								59%

## D. CURRENT SITUATION OF INTERESTED RESPONDENTS



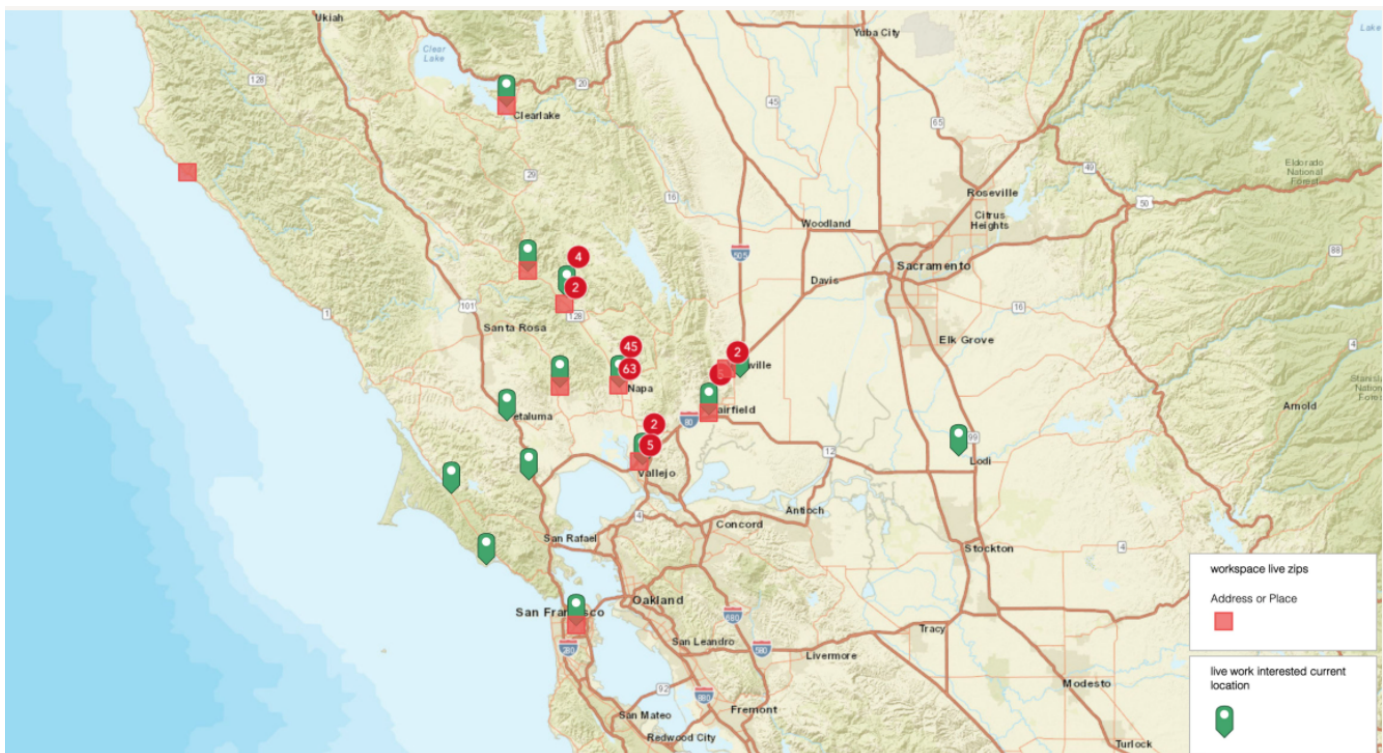
### 1) Have you ever lived in Napa?

*67% of respondents interested in live/work housing currently live in Napa.*

Have you ever lived in the city of Napa?	"yes" to live/work housing		Total Respondents	
	#	% of Respondents	#	% of Respondents
I currently live in Napa	44	67%	160	77%
Yes, but not currently	10	15%	19	9%
No	12	18%	28	14%
<b>Total</b>	<b>66</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

### 2) 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 orange boxes pinpoint the highest density of population by zip code where respondents currently rent or own workspace. The numbers in red indicate the number of respondents who live in the same zip code.*



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



*79% of respondents interested in affordable live/work housing reside in a household without children. 68% of respondents have a household size of one to two people, including themselves.*

Total Household Size	"yes" to live/work housing	
	#	%
One - I am the only adult	21	32%
Two	24	36%
Three	15	23%
Four or more	6	9%
<b>Total</b>	<b>66</b>	<b>100%</b>

Number of Children (under 18)	#	%
None	52	79%
One	9	14%
Two	3	5%
Three	2	3%
Four or more	0	0%
<b>Total</b>	<b>66</b>	<b>100%</b>

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

*59% of respondents who are interested in affordable live/work housing currently rent or lease their living space.*

Own/Rent/Lease	"yes" to live/work housing	
	#	% Respondents
Rent/Lease	39	59%
Own	19	29%
Neither	8	12%
<b>Total</b>	<b>66</b>	<b>100%</b>



5) 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 live/work housing.*

*14% of respondents interested in affordable 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".*

*69% of respondents interested in affordable live/work housing pay between \$1,001 and \$3,000.*

<b>"yes" to live/work housing</b>		
<b>Monthly Housing Costs (excluding utilities)</b>	<b>#</b>	<b>% Respondents</b>
\$0 – I currently don't pay for housing	4	7%
\$401 - \$500	2	3%
\$501 - \$600	1	2%
\$601 - \$700	1	2%
\$801 - \$900	2	3%
\$901 - \$1,000	2	3%
\$1,001 - \$1,100	2	3%
\$1,101 - \$1,200	4	7%
\$1,201 - \$1,300	1	2%
\$1,301 - \$1,400	2	3%
\$1,401 - \$1,500	1	2%
\$1,501 - \$1,600	2	3%
\$1,601 - \$1,700	2	3%
\$1,701 - \$1,800	3	5%
\$1,801 - \$1,900	4	7%
\$1,901 - \$2,000	3	5%
\$2,001 - \$2,100	3	5%
\$2,101 - \$2,200	3	5%
\$2,201 - \$2,300	2	3%
\$2,301 - \$2,400	4	7%
\$2,401 - \$2,500	1	2%
\$2,501 - \$3,000	3	5%
More than \$3,000	6	10%
<b>Total</b>	<b>58</b>	<b>100%</b>

*This question was asked only to those who selected "Rent/Lease", "Own" for the question: "Do you currently own or rent/lease your living space?"*



6) Which best describes your current art, creative, maker or small business workspace situation?

*32% of interested respondents don't have the space they need.*

	"yes" to live/work housing		Total	
	#	% Respondents	#	% Respondents
<b>Current creative situation</b>				
I have space within my home that I use for my art/creative work/small business	34	52%	112	54%
I don't have the space I need (e.g., current space is inadequate can't afford space, etc.)	21	32%	52	25%
On an ongoing basis, I rent/own space (e.g., 1-year or longer lease for office, production, studio space, etc.)	10	15%	34	16%
On a short-term basis, I rent/own space (e.g., co-working/makerspace member, hourly studio/rehearsal space rental, etc.)	1	2%	3	1%
My work space is provided free of charge (e.g., member of dance troupe, university student, restaurant chef, etc.)	0	0%	3	1%
My work does not require designated space	0	0%	3	1%
<b>Total</b>	<b>66</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

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

*12% of respondents have another household member taking the survey AND expressing interest in affordable live/work housing.*

	"yes" to live/work housing	
	#	%
<b>Other Household members taking this survey and expressing interest in affordable artist housing?</b>		
Yes	8	12%
No	48	73%
Unsure	10	15%
<b>Total</b>	<b>66</b>	<b>100%</b>

## E. AFFORDABLE LIVE/WORK HOUSING PREFERENCES



- 1) What is the maximum amount you would consider paying monthly (NOT including utilities) for combined live/work space?

*59% of interested respondents would consider paying a maximum amount between \$1,300-more than \$3,000 per month for live/work housing. Per the 2021 60% AMI Rent Guidelines this would suggest those respondents would consider the 60% AMI rents for studio or 1-bedroom unit to be affordable.*

*\*In this example, per HUD guidelines, households would need to qualify for those size units by household size and income qualify at or below 60% of AMI.*

Figure 6:

### 2021 Rent Guidelines from HUD for Napa County

City: Napa		City: Napa	
County: Napa County		County: Napa County	
MAX RENTS		MAX RENTS	
AMI	60%	AMI	30%
0 BDRM	\$ 1,194	0 BDRM	\$ 597
1 BDRM	\$ 1,279	1 BDRM	\$ 639
2 BDRM	\$ 1,536	2 BDRM	\$ 768
3 BDRM	\$ 1,773	3 BDRM	\$ 886
4 BDRM	\$ 1,978	4 BDRM	\$ 989
5 BDRM	\$ 2,183	5 BDRM	\$ 1,091
INCOME LIMITS		INCOME LIMITS	
1 PERSON	\$ 47,760	1 PERSON	\$ 23,880
2 PERSON	\$ 54,600	2 PERSON	\$ 27,300
3 PERSON	\$ 61,440	3 PERSON	\$ 30,720
4 PERSON	\$ 68,220	4 PERSON	\$ 34,110
5 PERSON	\$ 73,680	5 PERSON	\$ 36,840
6 PERSON	\$ 79,140	6 PERSON	\$ 39,570
7 PERSON	\$ 84,600	7 PERSON	\$ 42,300
8 PERSON	\$ 90,060	8 PERSON	\$ 45,030

Source: novoco.com

"yes" to live/work housing		
Max amount you would consider paying monthly	#	%
\$400-\$600	7	11%
\$700-\$900	5	8%
\$1,000 - \$1,200	15	23%
\$1,300 - \$1,600	12	18%
\$1,700 - \$1,900	8	12%
\$2,000 - \$2,300	8	12%
\$2,400 - \$3,000	9	14%
More than \$3,000	2	3%
<b>Total</b>	<b>66</b>	<b>100%</b>



2) How many bedrooms does your household need?

*66% of respondents interested in live/work housing need one or two bedrooms. 68% of respondents have a household size of one to two people.*

"yes" to live/work housing						
# Bedrooms Required	One - I am the only adult	Two	Three	Four or	Total	% of Bedrooms
None (Studio/Efficiency)	2	3	1	0	6	9%
One	13	2	2	1	18	27%
Two	3	15	6	2	26	39%
Three	3	4	5	3	15	23%
Four or more	0	0	1	0	1	2%
<b>Total</b>	<b>21</b>	<b>24</b>	<b>15</b>	<b>6</b>	<b>66</b>	<b>100%</b>
<b>% of HH Size</b>	<b>32%</b>	<b>36%</b>	<b>23%</b>	<b>9%</b>	<b>100%</b>	

3) Of the following, which live/work housing configuration(s) would you consider?

*80% of interested respondents interested in live/work housing would consider working space within their living space (flexibly designed space).*

"yes" to live/work housing			
Which live/work housing configuration(s) would you consider? (select all that apply)	#	% of Responses	% of Respondents
Working space within my living space (flexibly designed residential space)	53	46%	80%
Working space shared with other residents (and separate from living space)	23	20%	35%
Light industrial space with code-compliant, minimal living space (work-live housing)	38	33%	58%
<b>Total Respondents</b>	<b>66</b>		
<b>Total Responses</b>	<b>114</b>	<b>100%</b>	





4) How many parking spaces does your household need?

*89% of interested respondents need one or two parking spaces.*

Number of Parking Spaces Needed	"yes" to live/work housing	
	#	%
None	0	0%
One	32	48%
Two	27	41%
Three or more	7	11%
<b>Total</b>	<b>66</b>	<b>100%</b>

5) Which of the following alternate transportation options would you use on a frequent or regular basis?

*76% of interested respondents would walk and 48% would bike on a frequent or regular basis.*

Transportation options	#	"yes" to live/work housing	
		% Responses	% Respondents
Walking	50	33%	76%
Biking (personal bike)	32	21%	48%
Regional public transit links (e g, BART, ferry, etc.)	18	12%	27%
Ride Sharing (e g, Lyft, Uber)	14	9%	21%
Local public transportation (e g, NVRTA)	14	9%	21%
Carpooling	9	6%	14%
Bike Share / Scooter rental programs	7	5%	11%
None of the above	6	4%	9%
Something else (please specify)	3	2%	5%
<b>Total Respondents</b>	<b>66</b>		
<b>Total Responses</b>	<b>153</b>		

*\*Respondents may have selected multiple options*

- 6) Would your frequent or regular use of alternative transportation options reduce the number of parking spaces your household needs?



*23% of interested respondents with frequent or regular use of alternative transportation options would need fewer of parking spaces needed.*

Would your frequent or regular use of alternative transportation options reduce the number of parking spaces your household needs?	"yes" to live/work housing	
	#	%
Yes	14	23%
No	46	77%
<b>Total</b>	<b>60</b>	<b>100%</b>

- 7) Have you considered moving out of the city of Napa?

*86% of interested respondents have considered leaving Napa.*

Have you considered moving out of the city of Napa?	"yes" to live/work housing	
	#	%
Yes	38	86%
No	6	14%
<b>Total</b>	<b>44</b>	<b>100%</b>

*This question was only asked to those who currently live in Tampa and are also interested in live/work housing.*

- 8) Would the opportunity to have affordable live/work space encourage you to stay in Napa?

*97% of the 38 respondents who have considered leaving Napa and are interested in affordable live/work housing would be encouraged to remain for the opportunity to have affordable live/work space.*

Would the opportunity to have affordable artist live/work space encourage you to remain?	"yes" to live/work housing	
	#	%
Yes	37	97%
No	1	3%
<b>Total</b>	<b>38</b>	<b>100%</b>

*This question was only asked to those who have considered leaving Napa.*

### III. RESPONDENTS INTERESTED IN RENTING WORKSPACE ON AN ONGOING BASIS



The following statistics are about the combined **141** respondents who indicated they are interested in workspace (1-year lease minimum). It includes those respondents interested in renting only workspace, and those interested in both workspace and live/work housing. **63** of the respondents are interested in workspace rental only.

#### A. RENTING WORKSPACE ON AN ONGOING BASIS

##### 1) Would you rent workspace in Napa?

*38% of the 207 total respondents are interested in renting workspace under a one year or longer lease term. 29% are interested in workspace rental only and not housing too.*

	Total Respondents	% of Respondents
Workspace (1-year lease minimum)	79	38%
Workspace - No L/W	59	29%
<b>Total Respondents</b>	<b>207</b>	

*41% of respondents interested in workspace are interested in ongoing workspace rental only and no other type of space.*

	"yes" to workspace	
Would you rent workspace	#	%
Yes - Both live/work and workspace rental	20	25%
Yes - Workspace rental ONLY (no other type of space)	32	41%
<b>Total</b>	<b>79</b>	

2) In what areas of the arts, creative, artisan or maker fields are you or your business most involved? *(Select up to three that most apply)*



*The top 3 areas of arts, creative, artisan or maker field involvement by the 79 interested respondents are: Painting/Drawing/Illustration, Mixed media; Crafts or Fine crafts; and Sculpture.*

Arts, Creative, Artisan or Maker Fields	"yes" to workspace			Total Responses		
	#	% of Responses	% of Respondents	#	% of Responses	% of Respondents
Painting/Drawing, Illustration, Mixed media	31	18%	39%	80	18%	39%
Crafts or Fine crafts	14	8%	18%	37	8%	18%
Sculpture	10	6%	13%	17	4%	8%
Digital or Desktop arts (e g, graphic design, architecture, animation, etc.)	9	5%	11%	20	4%	10%
Photography	9	5%	11%	25	6%	12%
Writing/Literary arts	9	5%	11%	17	4%	8%
Other, please specify	9	5%	11%	19	4%	9%
Film, Video, Television, Web content production	8	5%	10%	14	3%	7%
Sewn products (e g, bags, pillows, drapery, etc.)	8	5%	10%	13	3%	6%
Apparel, Fashion, Millinery	7	4%	9%	17	4%	8%
Fire arts (e g, ceramics, glass, metalworking/metalsmithing)	7	4%	9%	29	6%	14%
Jewelry design/fabrication	7	4%	9%	23	5%	11%
Art education or instruction	6	4%	8%	25	6%	12%
Printmaking, Screen printing, Letterpress	5	3%	6%	8	2%	4%
Beverage (e g, distillery, winemaking, sodas, spirits)	4	2%	5%	7	2%	3%
Food product, Culinary or Baking arts (non-beverage)	4	2%	5%	10	2%	5%
Murals/Street art	4	2%	5%	10	2%	5%
Art administration or Advocacy	3	2%	4%	11	2%	5%
Furniture making	3	2%	4%	8	2%	4%
Woodworking	3	2%	4%	9	2%	4%
Artisanal non-food product (e g, soaps, candles, lotions, etc.)	2	1%	3%	6	1%	3%
Book arts or Paper making	2	1%	3%	6	1%	3%
Music (vocal, instrumental, recording, composition)	2	1%	3%	9	2%	4%
Heritage or folk art	1	1%	1%	7	2%	3%
Sound or Lighting arts	1	1%	1%	1	0%	0%
Art therapy or Healing arts	0	0%	0%	6	1%	3%
Body art (e g, tattoo, esthetics, hair styling, etc.)	0	0%	0%	1	0%	0%
Cultural practice or Culture bearer	0	0%	0%	8	2%	4%
Dance or Choreography	0	0%	0%	3	1%	1%
Theater arts (acting, directing, production, comedy, etc.)	0	0%	0%	3	1%	1%
<b>Total Respondents</b>	<b>79</b>			<b>207</b>		
<b>Total Responses</b>	<b>168</b>			<b>449</b>		

*\* Respondents may have selected multiple choices*



7) Is your work primarily produced as a....

*73% of respondents interested workspace primary produce unique creations.*

Work primarily produced as a	Total Responses	
	#	% of Respondents
Unique creation (e.g., one-of-a-kind art/literary/music/design work, catering, performance, etc.)	58	73%
Small batch or handmade artisanal product for sale (food or non-food)	14	18%
Manufactured product (food or non-food)	5	6%
Something else	2	3%
<b>Total</b>	<b>79</b>	<b>100%</b>

## B. CURRENT WORKSPACE SITUATION

1) Have you ever lived in the city of Napa?

*78% of respondents interested in workspace currently live in the city of Napa.*

Have you ever lived in the city of Napa?	"yes" to workspace		Total Respondents	
	#	%	#	%
I currently live in the city of Napa	62	78%	160	77%
Yes, but not currently	8	10%	19	9%
No	9	11%	28	14%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

2) Which best describes your current art or creative, maker or small business work situation for those who selected "yes" to being interested in workspace.

*49% of respondents interested in workspace have space within their home they use for their art/creative work/small business.*

Current workspace situation	"yes" to workspace		Total Respondents	
	#	%	#	%
I have space within my home that I use for my art/creative work/small business	39	49%	112	54%
I don't have the space I need (e.g., current space is inadequate can't afford space, etc.)	22	28%	52	25%
On an ongoing basis, I rent/own space (e.g., 1-year or longer lease for office, production, studio space, etc.)	17	22%	34	16%
On a short-term basis, I rent/own space (e.g., co-working/makerspace member, hourly studio/rehearsal space rental, etc.)	1	1%	3	1%
My work space is provided free of charge (e.g., member of dance troupe, university student, restaurant chef, etc.)	0	0%	3	1%
My work does not require designated space	0	0%	3	1%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

3) Where is the workspace you rent or own?



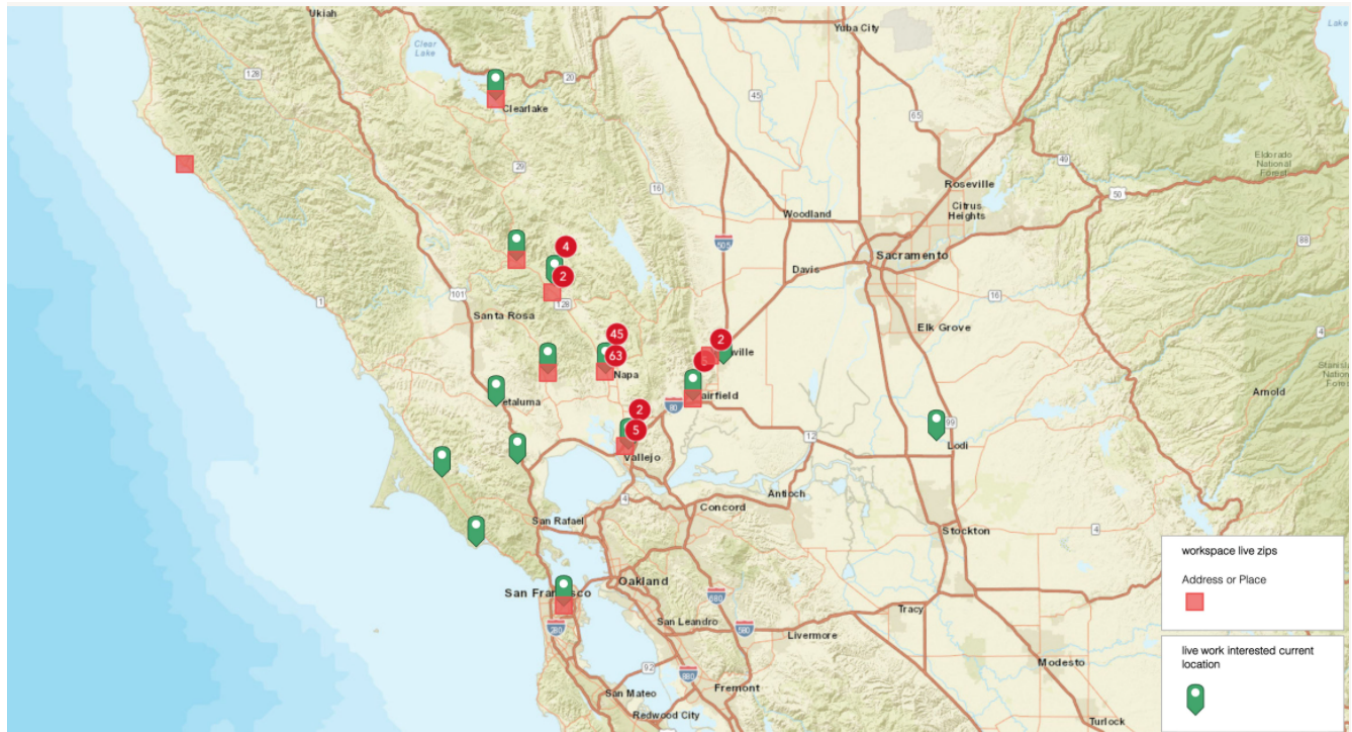
*53% of respondents interested in workspace rent or own in the city of Napa.*

Where is the workspace you rent or own?	"yes" to workspace	
	#	% of Respondents
City of Napa	9	53%
Napa County (outside the city of Napa)	4	24%
Sonoma County	0	0%
Solano County	1	6%
Somewhere else, please specify	3	18%
<b>Total Respondents</b>	<b>17</b>	<b>100%</b>

*This question was only asked to those who are interested in workspace and selected:  
"On an ongoing basis, I rent/own space"*

4) What is the five-digit zip code for the workspace you rent or own?

*The following cluster map pinpoints in green the highest density of population by zip code where respondents currently live. The orange boxes pinpoint the highest density of population by zip code where respondents currently rent or own workspace. The numbers in red indicate the number of respondents who live in the same zip code.*





5) Do you primarily create, make, practice your art, or have your business based in the city of Napa?

*77% of respondents interested in workspace primarily have their business based in the city of Napa.*

Do you primarily create, make, practice your art or have your business based in the city of Napa?	"yes" to workspace	
	#	% of Respondents
Yes	48	77%
No	14	23%
Total	62	100%

*\* This question was only asked for those who do not rent/own space on an ongoing basis.*

6) Have you considered moving your art/creative/maker work or business outside of the city of Napa?

*49% of respondents interested in workspace and who either have workspace they rent/own in the City of Napa or who primarily create/make/practice art or have a business in the city of Napa, have considered moving their art/creative work or business outside of the city of Napa.*

Have you considered moving your art/creative/maker work or business outside of the city of Napa?	"yes" to workspace	
	#	% of Respondents
Yes	28	49%
No	29	51%
Total	57	100%



7) Why have you considered moving your art/creative/maker work or business outside of the city of Napa?

*33% of respondents interested in workspace have considered moving outside of the city of Napa because the cost of commercial/workspace is too high.*

Why have you considered moving your art/creative/maker work or business outside of the city of Napa?	#	"yes" to workspace	
		% of Responses	% of Respondents
Cost of commercial/workspace is too high	21	33%	75%
Cost of housing is too high	12	19%	43%
No available commercial/workspace for my needs	11	17%	39%
Traffic	5	8%	18%
Offer of other opportunities (e g, business relocation incentives)	4	6%	14%
Losing my workspace (e g, building sale or conversion, rent increase, etc.)	2	3%	7%
Wildfires/Environmental	2	3%	7%
Something else, please specify	2	3%	7%
Workforce retention/hiring challenges	1	2%	4%
Losing my housing (e g, building sale or conversion, rent increase, etc.)	1	2%	4%
Changing my business creative work model	1	2%	4%
Personal reasons	1	2%	4%
<b>Total Respondents</b>	<b>28</b>	<b>0%</b>	<b>0%</b>
<b>Total Responses</b>	<b>63</b>	<b>100%</b>	<b>0%</b>

*\* Respondents may have selected multiple choices*

8) Would the opportunity to rent new, affordable workspace encourage you to keep your work/business based in the city of Napa?

*96% of respondents interested in workspace who have considered moving would be encouraged to keep their work/business in the city of Napa if there were an opportunity to rent new, affordable workspace.*

Opportunity to rent new, affordable workspace encourage you to keep your work/business in the city of Napa?	#	"yes" to workspace
		% of Respondents
Yes	27	96%
No	1	4%
<b>Total</b>	<b>28</b>	<b>100%</b>

*\* This question was only asked for those who have considered moving their work/business.*





9) How many full-time employees do you hire in a typical year for the creation/production/distribution of your art/creative work or product?

*15% of respondents interested in workspace hire full-time employees.*

Full-time employees	"yes" to workspace responses	
	#	%
1 - 5 employees	9	12%
6 - 10 employees	1	1%
11 - 20 employees	1	1%
More than 20 employees	1	1%
None, I only hire part-time or short-term workers as needed	16	22%
None, I don't hire employees	46	62%
<b>Total</b>	<b>74</b>	<b>100%</b>

*\* This question was only asked for those who would rent workspace for:*

*"my maker/creative/art-based business" or "both my business and personal art/creative/making activities"*

10) What are the total annual operating expenses for your business?

*17% of respondents interested in workspace have \$501,000 - \$1M of operating expenses for their business.*

Annual operating expenses for business	"yes" to workspace responses	
	#	%
My business is new, and I have not developed a budget/know my operating expenses	2	17%
Under \$10,000	2	17%
\$10,000 - \$50,000	1	8%
\$51,000 - \$100,000	2	17%
\$101,000 - \$250,000	1	8%
\$251,000 - \$500,000	1	8%
\$501,000 to \$1M	2	17%
More than \$3M	1	8%
<b>Total</b>	<b>12</b>	<b>100%</b>

*\* This question was only asked for those who hire full-time employees.*

11) What do you currently pay monthly, on average (NOT including utilities), for the workspace you rent/own.?



*35% of respondents interested in workspace who rent or own office, production, studio or other space on an ongoing basis, currently pay more than \$900 a month for studio or creative work space.*

Current monthly rent for studio or creative workspace you rent or own	"yes" to workspace	
	#	%
\$0	2	12%
\$51 - \$100	1	6%
\$101 - \$200	0	0%
\$201 - \$300	2	12%
\$301 - \$400	3	18%
\$401 - \$500	0	0%
\$701 - \$800	0	0%
\$801 - \$900	0	0%
\$901 - \$1,000	1	6%
\$1,001 - \$1,500	3	18%
\$1,501 - \$2,000	2	12%
<b>Total</b>	<b>17</b>	<b>100%</b>

*This question was only asked to those who are interested in workspace and selected:  
"On an ongoing basis, I rent/own space"*

## C. DEMOGRAPHICS

1) With which gender do you most identify?

*61% of respondents interested in workspace identify as a Female.*

Gender	"yes" to workspace responses		Total	
	#	% Respondents	#	% Respondents
Female	48	61%	132	64%
Male	28	35%	65	31%
Non-Binary	3	4%	7	3%
Not Listed (please specify)	0	0%	3	1%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

2) What is your age?

*29% of respondents interested in workspace are 31 - 40 years of age.*



Age	"yes" to workspace responses		Total	
	#	% Respondents	#	% Respondents
20 years or younger	0	0%	1	0%
21 - 30 years	7	9%	21	10%
31 - 40 years	23	29%	39	19%
41 - 50 years	10	13%	36	17%
51 - 60 years	18	23%	43	21%
61 - 70 years	16	20%	41	20%
Over 70 years	5	6%	26	13%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

3) Which of the following best describes you?

*72% of respondents interested in workspace describe themselves as White/Caucasian.*

Ethnicity	"yes" to workspace responses		Total	
	#	% Respondents	#	% Respondents
White/Caucasian	57	72%	147	71%
Hispanic/Latinx/Latino/a	7	9%	26	13%
Asian American or Asian	6	8%	11	5%
Multiracial/Multiethnic	5	6%	10	5%
American Indian/Alaska Native/Native				
Hawaiian	2	3%	6	3%
Pacific Islander	1	1%	1	0%
Not Listed (please specify)	1	1%	4	2%
Black/African American/Caribbean	0	0%	2	1%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

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

*99% of respondents interested in workspace are NOT a veteran of the United States Armed Forces.*

Are you a veteran of the United States Armed Forces?	"yes" to workspace responses		Total Respondents	
	#	%	#	%
Yes	1	1%	7	3%
No	78	99%	200	97%
<b>Total</b>	<b>79</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

## D. WORKSPACE PREFERENCES



- 1) Would you likely share your workspace with at least one other artist/creative/maker or business? (e.g., rent sharing, subleasing)

*23% of respondents interested in workspace would definitely share their workspace with at least one other artist/creative/maker or business.*

Share workspace with at least one other artist/creative/maker or business?	"yes" to workspace responses	
	#	%
Definitely would	18	23%
Somewhat likely	27	34%
Not likely	25	32%
Definitely would not	9	11%
<b>Total</b>	<b>79</b>	<b>100%</b>

- 2) What would workspace be primarily used for?

*94% of respondents interested in workspace would be using their workspace at least in part, for their maker/creative/art-based business.*

The workspace I would rent would be used primarily for...	"yes" to workspace	
	#	% Respondents
My maker/creative/art-based business	42	53%
Both my business and personal art/creative/making activities	32	41%
Personal or non-business art/creative/making activities	5	6%
<b>Total Respondents</b>	<b>79</b>	<b>100%</b>

3) What is the maximum monthly amount you would consider paying (NOT including utilities) for workspace?



*63% of respondents interested in workspace would consider paying \$500 or less maximum monthly for space.*

Max Monthly Amount	"yes" to workspace	
	#	%
Less than \$100	2	3%
\$100	6	8%
\$200	10	13%
\$300	7	9%
\$400	8	10%
\$500	16	20%
\$600	7	9%
\$700	1	1%
\$800	4	5%
\$1000	8	10%
\$2000	4	5%
\$3000	1	1%
More than \$3000	5	6%
<b>Total</b>	<b>79</b>	<b>100%</b>

4) What is the minimum square footage necessary for your workspace?



*69% of respondents interested in workspace need (at a minimum) 500 square feet of space or less.*

Minimum Square Footage	"yes" to workspace	
	#	%
Less than 100 sq feet	5	6%
100 sq feet	8	10%
200 sq feet	17	22%
300 sq feet	10	13%
400 sq feet	7	9%
500 sq feet	7	9%
600 sq feet	6	8%
700 sq feet	1	1%
800 sq feet	5	6%
1000 sq feet	3	4%
2000 sq feet	4	5%
More than 3000 sq feet	4	5%
I do not know the square footage necessary for my work space	2	3%
<b>Total</b>	<b>79</b>	<b>100%</b>

5) Number of respondents who are willing to pay \$1.00/SF or more per month for their workspace.



*The highlighted section in the following chart shows those respondents who are willing to pay at least \$1.00/SF per month for their workspace. For example, there are 11 respondents who want up to 200 SF of space and are willing to pay \$100 - \$200 per month.*

*There are 61 respondents out of 71 (77%) who are willing to pay at least \$1.00/SF or more per month for their workspace.*

Count of Max/SF to Sq Ft at \$1.00/SF or more per month	Under 100 SF	100 - 200 SF	201- 300 SF	301 - 400 SF	401 - 600 SF	601 - 800 SF	801 - 1,000 SF	1,001 - 2,000 SF	Over 3,000 SF	Not Sure	Total	Total at \$1.00/SF per month
Less than \$100	2	1	0	0	0	0	0	0	0	0	3	2
\$100-\$200	2	9	2	1	1	0	0	0	0	0	15	11
\$201-\$300	0	4	1	1	1	0	0	0	0	0	7	5
\$301-\$400	0	3	1	1	5	0	0	0	0	1	11	5
\$401-\$600	1	6	3	2	4	1	2	1	0	0	20	16
\$601-\$800	0	0	3	0	0	2	0	0	0	0	5	5
\$801-\$1,000	0	2	0	1	2	2	0	0	0	1	8	7
\$1,001 - \$2000	0	0	0	0	0	1	1	2	0	0	4	4
\$2,001 - \$3000	0	0	0	0	0	0	0	1	0	0	1	1
More than \$3,000	0	0	0	1	0	0	0	0	4	0	5	5
<b>Total</b>	<b>5</b>	<b>25</b>	<b>10</b>	<b>7</b>	<b>13</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>79</b>	<b>61</b>
<b>Total at \$1.00/sf per month</b>	<b>5</b>	<b>24</b>	<b>8</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>61</b>	
<b>%</b>	<b>100%</b>	<b>96%</b>	<b>80%</b>	<b>71%</b>	<b>46%</b>	<b>83%</b>	<b>33%</b>	<b>75%</b>	<b>100%</b>	<b>0%</b>	<b>77%</b>	

6) What activities would you conduct in the workspace you would rent?



*The top 3 activities are: Studio arts/Non-Industrial (e.g., drawing, painting, photography, beading), Exhibiting or Presenting (e.g., gallery, screenings, installations), Light industrial (e.g., fine metals, wood working, clay/ceramics, textiles/dyeing).*

What activities would you conduct in the workspace you would rent in Napa?	#	"yes" to workspace	
		% Responses	% Respondents
Studio arts/Non-industrial (e.g., drawing, painting, photography, beading)	44	25%	56%
Exhibiting or Presenting (e.g., gallery, screenings, installations)	24	13%	30%
Light industrial (e.g., fine metals, wood working, sewing, clay/ceramics, textiles/dyeing)	19	11%	24%
Retail	18	10%	23%
Classes or Workshops (frequent/high volume)	18	10%	23%
Desktop arts (e.g., graphic/other design work, literary)	11	6%	14%
Heavy industrial (e.g., fire arts or high toxicity including glass, forging, spray paint/powder coating)	9	5%	11%
Food/Beverage (e.g., commercial kitchen, brewing/distilling, catering, culinary/baking arts)	8	4%	10%
Something else, please specify	7	4%	9%
Digital (e.g., 3D printing, laser cutting)	6	3%	8%
Audio (e.g., recording, mixing, editing, broadcasting)	5	3%	6%
Office (e.g., art therapy, administrative)	4	2%	5%
Performance or public gathering (e.g., music, dance theater, readings, frequent events)	2	1%	3%
Rehearsals or Movement (e.g., dance, theater, music, martial arts, yoga)	2	1%	3%
Artisanal non-food production (e.g., soaps, candles, body lotions, room sprays, etc.)	1	1%	1%
None of the above	1	1%	1%
<b>Total Respondents</b>	<b>79</b>		
<b>Total Responses</b>	<b>179</b>		

7) Which of the following scenarios would you most prefer?

*60% of respondents interested in both live/work housing and workspace are interested in both live/work housing and workspace at the same time.*

Scenarios most prefer	"yes" to workspace	
	#	%
Live/Work housing AND workspace at the same time	12	60%
Live/Work housing ONLY	4	20%
Workspace ONLY	4	20%
<b>Total</b>	<b>20</b>	<b>100%</b>

*\*This question was asked of 20 respondents who responded "Yes - Both live/work and workspace rental"*





8) What support do (or would) you need to grow your portfolio, creative/maker work or business in the city of Napa?

*46% of respondents interested in workspace need help networking with other artists/creatives or maker/manufacturer businesses.*

What support do (or would) you need to grow your portfolio, creative/maker work or business in the city of Napa?	"yes" to workspace responses		
	#	% Responses	% Respondents
Networking with other artists/creatives or maker/manufacturer businesses	36	17%	46%
Marketing/branding (e g collective "made local" branding)	34	16%	44%
Grant funding	26	12%	33%
Fee or tax reductions (city/county)	20	10%	26%
Technical assistance for my business (e g business planning, legal, marketing, website)	18	9%	23%
Real estate technical assistance (e g, buying/leasing, space planning, budgeting for new space)	18	9%	23%
Capital financing (equity or debt)	15	7%	19%
Healthcare access (affordable)	14	7%	18%
Zoning or building code changes	10	5%	13%
Not applicable	8	4%	10%
Workforce training/skilled workers	4	2%	5%
Something else, please specify	4	2%	5%
Workforce housing for employees	3	1%	4%
<b>Total Respondents</b>	<b>78</b>	<b>0%</b>	<b>0%</b>
<b>Total Responses</b>	<b>210</b>	<b>100%</b>	<b>0%</b>

## IV. RESPONDENTS INTERESTED IN SHARED SPECIALIZED WORKSPACE



*The following statistics are about the **100** individual respondents who said they are interested in accessing shared specialized workspace in the city of Napa through a paid membership or other short-term rental arrangement.*

### A. INTEREST IN ACCESSING SHARED, SPECIALIZED WORKSPACE(S)

**1)** Would you pay to access shared, specialized workspace (membership or short-term rental)?

*There is a total of 100 respondents interested in accessing shared, specialized workspace and 49 respondents interested in shared, specialized workspace only and no other type of space.*

	Total Respondents	% of Respondents
<b>Shared creative space</b>		
Shared, specialized workspace	100	48%
Shared, specialized creative space (paid membership or short-term rental) - ONLY	49	24%
<b>Total Respondents</b>	<b>207</b>	



## B. SHARED, SPECIALIZED WORKSPACE

1) In what areas of the arts, creative, artisan, or maker fields are you or your business most involved?

*The top area of arts, creative, artisan or maker field involvement by those interested in shared, specialized workspace is Painting/Drawing/Illustration/Mixed media.*

### Access to shared, specialized workspace

Arts, Cultural and Creative Industries	#	% of Responses	% of Respondents
Painting/Drawing, Illustration, Mixed media	36	17%	36%
Fire arts (e g, ceramics, glass, metalworking/metalsmithing)	16	7%	16%
Crafts or Fine crafts	15	7%	15%
Digital or Desktop arts (e g, graphic design, architecture, animation, etc.)	14	7%	14%
Jewelry design/fabrication	12	6%	12%
Photography	12	6%	12%
Art education or instruction	11	5%	11%
Sculpture	8	4%	8%
Other, please specify	8	4%	8%
Film, Video, Television, Web content production	7	3%	7%
Food product, Culinary or Baking arts (non-beverage)	7	3%	7%
Writing/Literary arts	7	3%	7%
Apparel, Fashion, Millinery	6	3%	6%
Furniture making	5	2%	5%
Music (vocal, instrumental, recording, composition)	5	2%	5%
Woodworking	5	2%	5%
Art administration or Advocacy	4	2%	4%
Murals/Street art	4	2%	4%
Printmaking, Screen printing, Letterpress	4	2%	4%
Sewn products (e g, bags, pillows, drapery, etc.)	4	2%	4%
Art therapy or Healing arts	3	1%	3%
Beverage (e g, distillery, winemaking, sodas, spirits)	3	1%	3%
Book arts or Paper making	3	1%	3%
Cultural practice or Culture bearer	3	1%	3%
Dance or Choreography	3	1%	3%
Theater arts (acting, directing, production, comedy, etc.)	3	1%	3%
Artisanal non-food product (e g, soaps, candles, lotions, etc.)	2	1%	2%
Heritage or folk art	2	1%	2%
Body art (e g, tattoo, esthetics, hair styling, etc.)	1	0%	1%
Sound or Lighting arts	1	0%	1%
<b>Total Respondents</b>	<b>100</b>		
<b>Total Responses</b>	<b>214</b>		

*\*Respondents may have selected multiple options.*

2) Which best describes your current art, creative, maker, or small business workspace situation?



*56% of respondents have space within my home that I use from my art/creative work/small business.*

Workspace situation	Access to shared, specialized workspace		Total Responses	
	#	%	#	%
I have space within my home that I use for my art/creative work/small business	56	56%	112	54%
I don't have the space I need (e g, current space is inadequate can't afford space, etc.)	24	24%	52	25%
On an ongoing basis, I rent/own space (e g, 1-year or longer lease for office, production, studio space, etc.)	16	16%	34	16%
On a short-term basis, I rent/own space (e g, co-working/makerspace member, hourly studio/rehearsal space rental, etc.)	2	2%	3	1%
My work space is provided free of charge (e g, member of dance troupe, university student, restaurant chef, etc.)	2	2%	3	1%
My work does not require designated space	0	0%	3	1%
<b>Total</b>	<b>100</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

3) Is your work primarily produced as a...

*80% of respondents interested in accessing shared, specialized workspace primarily produce unique creations.*

Work primarily produced as a	Total Responses	
	#	% of Respondents
Unique creation (e.g., one-of-a-kind art/literary/music/design work, catering, performance, etc.)	80	80%
Small batch or handmade artisanal product for sale (food or non-food)	12	12%
Manufactured product (food or non-food)	4	4%
Something else	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>



4) Have you ever lived in the city of Napa?

*80% of respondents interested in accessing shared, specialized workspace currently live in the city of Napa.*

	Access to shared, specialized workspace		Total Responses	
	#	%	#	%
<b>Have you ever lived in the city of Napa?</b>				
I currently live in the city of Napa	80	80%	160	77%
Yes, but not currently	10	10%	19	9%
No	10	10%	28	14%
<b>Total</b>	<b>100</b>	<b>100%</b>	<b>207</b>	<b>100%</b>



5) Which of the following shared, specialized workspace(s) would you pay to access?

*The 2 types of shared space of most interest are: Exhibition or Presentation (e.g., gallery, screenings, installations) and Studio, non-industrial (e.g., drawing, graphic arts, photography, beading, writing).*

Shared, specialized creative space pay to access?	Access to shared, specialized workspace		
	#	% of Responses	% of Respondents
Exhibition or Presentation (e g, gallery, screenings, installations)	41	16%	41%
Studio, non-industrial (e g, drawing, graphic arts, photography, beading, writing)	40	16%	40%
Teaching or Workshop (general use)	26	10%	26%
Light Industrial (e g, fine metals, woodworking, clay/ceramics, textiles/dyeing)	22	9%	22%
Retail or Market space	21	8%	21%
Heavy industrial (e g, glass, forging, spray paint/powder coating, CNC machining)	16	6%	16%
Co-working (e g, desktop art, small business shared or private office)	14	6%	14%
Storage (greater than 100 square feet)	11	4%	11%
Textile (e g, dyeing, sewing, fabrication)	9	4%	9%
Food/Beverage (e g, commercial kitchen, urban garden)	9	4%	9%
Rehearsal (e g, dance, theater, music)	9	4%	9%
Audio (e g recording, mixing, editing, broadcasting)	8	3%	8%
Performance (informal, flexible/blackbox)	7	3%	7%
Digital fabrication (e g, 3D printing, laser cutting)	6	2%	6%
Performance (formal, proscenium)	6	2%	6%
Other, please specify	6	2%	6%
Healing Arts (e g, treatment rooms, flex-studio)	3	1%	3%
<b>Total Respondents</b>	<b>100</b>		
<b>Total Responses</b>	<b>254</b>		

*\*Respondents may have selected multiple options*



6) You expressed interest in workspace (1-year lease minimum) AND shared, specialized workspace. Which scenario would you most prefer?

*67% of respondents interested in shared, specialized workspace prefer both workspace and shared, creative space.*

Which scenario would you most prefer?	Access to shared, specialized workspace	
	#	%
Workspace ONLY	10	26%
Shared, specialized space ONLY	3	8%
Workspace AND shared, specialized space	26	67%
<b>Total</b>	<b>39</b>	<b>100%</b>

## C. DEMOGRAPHICS

1) With which gender do you most identify?

*61% of respondents interested in shared, specialized workspace identify as a Female.*

Gender	"yes" to shared, specialized workspace		Total	
	#	% Respondents	#	% Respondents
Female	61	61%	132	64%
Male	34	34%	65	31%
Non-Binary	5	5%	7	3%
Not Listed (please specify)	0	0%	3	1%
<b>Total</b>	<b>100</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

2) What is your age?



*34% of respondents interested in shared, specialized workspace are 31 - 50 years of age.*

Age	"yes" to shared, specialized workspace		Total	
	#	% Respondents	#	% Respondents
20 years or younger	0	0%	1	0%
21 - 30 years	12	12%	21	10%
31 - 40 years	17	17%	39	19%
41 - 50 years	17	17%	36	17%
51 - 60 years	26	26%	43	21%
61 - 70 years	20	20%	41	20%
Over 70 years	8	8%	26	13%
<b>Total</b>	<b>100</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

3) Which of the following best describes you?

*78% of respondents interested in shared, specialized workspace describe themselves as White/Caucasian.*

Ethnicity	"yes" to shared, specialized workspace		Total	
	#	% Respondents	#	% Respondents
White/Caucasian	78	78%	147	71%
Hispanic/Latinx/Latino/a	8	8%	26	13%
Asian American or Asian	6	6%	11	5%
Multiracial/Multiethnic	4	4%	10	5%
American Indian/Alaska Native/Native Hawaiian	2	2%	6	3%
Not Listed (please specify)	2	2%	4	2%
Black/African American/Caribbean	0	0%	2	1%
Pacific Islander	0	0%	1	0%
<b>Total</b>	<b>100</b>	<b>100%</b>	<b>207</b>	<b>100%</b>



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



*97% of respondents interested in shared, specialized workspace are NOT a veteran of the United States Armed Forces.*

Are you a veteran of the United States Armed Forces?	"yes" to shared, specialized workspace		Total Respondents	
	#	%	#	%
Yes	3	3%	7	3%
No	97	97%	200	97%
<b>Total</b>	<b>100</b>	<b>100%</b>	<b>207</b>	<b>100%</b>

## V. ALL RESPONDENTS COMMUNICATIONS

### A. ONGOING COMMUNICATION

Would you be interested in:	#	%
Receiving important updates on the Make It In Napa initiative?	170	82%
Volunteering to help?	108	52%
Being added to a general PlaceMade email list	133	64%
Being added to a general Friends of Artspace email list?	146	71%
<b>Total</b>	<b>207</b>	

*\*Respondents may have selected multiple options*

### B. SURVEY ENGAGEMENT METHOD

#### 1) How did you learn about this survey?

*33% of respondents learned about this survey from social media.*

How did you learn about this survey?	#	%
Social media	70	33%
Email I received	50	24%
Friend/Colleague	46	22%
News media (e g, T V, radio, news article, etc.)	22	10%
Other, please specify	10	5%
In-person meeting/event	8	4%
Virtual meeting/event	4	2%
Website I visited	1	0%
Poster or flyer	1	0%
<b>Total</b>	<b>212</b>	<b>100%</b>

*\*Respondents may have selected multiple options*