

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

Driving Economic Development
in Downtown Loveland
Through the Arts

130 3rd Avenue West
Loveland, CO 80537

artspace.org/loveland

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

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

There is a long history across the U.S. of artists and other creatives reclaiming abandoned industrial spaces as spaces to create. Redeveloping the Feed & Grain so that it is code-compliant, on the tax roll, and filled with a creative community will both preserve a local, 120-year-old landmark while helping to imagine the future of the Loveland community as a continued hub for the creative inspirations of Northern Colorado. When completed, the Feed & Grain will provide nine units of live/work housing for creatives and their families; along with 6,000 square feet of sustainable commercial space for artists. When added to the units available at the Lofts, the entire campus will provide 39 live/workspaces total, increasing

livability for all Loveland residents by providing housing that ranges from 30% to 120% Area Median Income. This is a rare and expansive spread across the livability spectrum; paired with professional-level commercial space. The completed Artspace Loveland Arts Campus will bookend substantial improvements that have been made in downtown Loveland in recent years, fulfilling the community's vision to expand economic opportunities and arts access while ensuring that Loveland remains a model for artist-led community development in Colorado.

Feed & Grain Project Details

- **Owner/Developer:** Artspace
- **Architect:** Ratio (Denver)
- **Contractor:** Spectrum General Contractors (Denver)
- **Type of Development:** Adaptive reuse as mixed-use arts space
- **Number and Type of Units:** Creation of nine live/work units including studios and one- and two-bedrooms
- **Affordability:** 60–120% AMI
- **Community Space:** 6,000 sq. ft.
- **Estimated Project Cost:** \$10M
- **Estimated Timeline:** Spring 2022–Fall 2023
- **Project Funders to Date:** Linda Aranow, ArtPlace and Loveland Community Fund of Community Foundation of Northern Colorado, Boettcher Foundation, Colorado State Historic Fund, El Pomar Foundation, Erion Foundation, Gates Family Foundation, Hach Family Fund, Linda & Tom Lignon, Paul & Teresa Mueller, NEA, Andy Peterson, Jan & Mel Schockner, and Earl & Lis Sethre



LOVELAND FEED & GRAIN

Timeline of Support

2004

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

2013

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

2014

Artspace conducts Preliminary Feasibility Study

2015

Artspace performs Arts Market Study, data supports need

2015

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

2015

Space to Create Colorado program announced with Loveland as inspiration

2016

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

2021

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

2022

Feed & Grain certified as Enterprise Zone Contribution Project

Spring 2022 — Fall 2023

Projected Feed & Grain construction timeline

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

Artspace Contact

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Artspace Loveland Feed & Grain

\$500K (38K sq. ft.)

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

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

“First Impressions” Entry & Gallery

\$250K (970 sq. ft.)

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

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



RESERVED

Teresa & Paul Mueller Studio Wing

RATIO

Studio Wing

\$75K (7,755 sq. ft.)

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

Arts, artists,
& housing

INFLECTION POINTS

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

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

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

Pandemic's impact on Arts industry, nationwide*

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

Individual artists**

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

63% in 2020 experienced unemployment

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

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

Housing***

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

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

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

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

** Americans for the Arts

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



Donation Pledge Form

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

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

Pledge Statement

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

I hereby pledge the following:

\$

Pledge donation amount due by December 31st, 2022

I plan to make my donation by:

Credit card payment(s) via artspace.org/support

Check

Other (please specify below)

Donor advised fund

Stock gift

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

January

February

March

April

May

June

July

August

September

October

November

December

Signature and Pledge Agreement

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

Signature

Print name

Date

Email address

Thank you for filling out this pledge form!

You may complete this form by hand or on your computer in Preview (macOS) or Adobe Acrobat (macOS/Windows).

Please mail your printed form in the enclosed envelope or email your digital copy to dana.mattice@artspace.org