

ARTSPACE CONSULTING

artspace

Building better communities through the arts



ARTSPACE
CONSULTING

WHO WE ARE

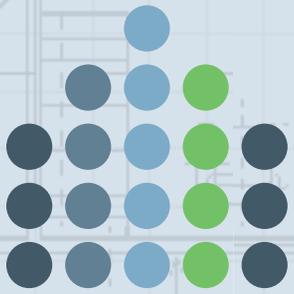
Artspace Consulting is a division of Artspace that helps communities identify effective, affordable ways to incorporate the arts into their civic agendas. Our practice builds on Artspace's expertise as America's leading real estate developer for the arts and operator of more than 30 successful arts facilities around the country.

Our community-based approach bridges the traditional gap between the arts and the civic arena. Our clients benefit from direct access to our three decades of experience as a developer of arts facilities that deliver sustainable, affordable space for artists, arts organizations, and creative businesses.

We help communities revitalize downtown areas and inner city neighborhoods, reanimate historic properties, develop arts districts, and create and preserve affordable space for artists. We help arts organizations evaluate their existing facilities, identify new ones, and determine how their spaces can best serve their needs. Artspace Consulting works with you to determine the next steps toward making your community the best it can be.

Artspace's mission is to create, foster, and preserve affordable space for artists and arts organizations.





WHAT WE DO

Artspace Consulting helps communities by...

...creating a facility to provide affordable live/work or studio space for artists, homes for arts organizations, or space for other creative activities. We identify the most suitable buildings and sites, develop realistic capital and operating budgets with an eye to long-term sustainability, and offer practical advice about how to move a project forward.

...imagining a place, such as an arts or cultural district, neighborhood, campus, or other cluster of people, buildings, and uses. We guide our clients through the process of refining their vision and review plans for arts districts, campuses, and centers.

...improving what exists, whether it's a single facility, a campus, or an entire arts district. Our clients include arts organizations that are thinking about expansion, groups that wish to operate a shared facility more efficiently, and other entities that want to make their facilities better.

...sharing what we know through articles, speaking engagements, presentations at conferences, and other gatherings attended by national policy-makers, urban planners, and community leaders of all kinds.

OUR SERVICES

Preliminary Feasibility Visit

An intensive two-day fact-finding mission to assess the potential for an Artspace live/work or mixed-use project in a community. An Artspace team tours buildings and sites; meets with artists, city officials, and other stakeholders; and conducts a public meeting to welcome community participation and generate a buzz. We recommend the Preliminary Feasibility Visit for communities with populations of more than 50,000 and an established base of local support.

Creative Spaces Consulting Visit

A two-day visit, similar to a Preliminary Feasibility Visit, that focuses on a community's vision for creating an arts facility or district that is not likely to result in an Artspace-developed project. This visit helps communities address civic challenges such as finding a creative use for a city-owned property, evaluating the artist component of a project led by a for-profit developer, or assessing an arts district.

Deliverables for both the Preliminary Feasibility Visit and the Creative Spaces Consulting Visit include a written report that documents our findings and recommendations for next steps.

Washington Studios in Duluth, MN
Photo by Sequest Photography



CREATING A FACILITY

CASE STUDY Loveland, Colorado

THE CHALLENGE

Help the City of Loveland preserve its historic Feed & Grain Building and generate economic development in its downtown

GOALS

- > Identify a viable and sustainable concept for adaptive reuse of the Feed & Grain Building
- > Incorporate affordable housing for artists into the project vision

SCOPE OF WORK

- > Preliminary Feasibility Visit
- > Arts Market Survey

DELIVERABLES

- > Feasibility Report that discusses potential for arts facility in Loveland and identifies next steps for moving the community's vision forward
- > Survey Report identifying strong need for artist live, work, and exhibition space

UPDATE

- > Two-phase project that includes an art center in the Feed & Grain Building, 30 units of artist live/work housing, and a public plaza

Artspace Loveland, Loveland, CO, Love and Light Exhibition, 2012
Photo by Alanna Brake, www.luckybrakelimited.com





OUR SERVICES

Arts Market Survey

An online survey to determine the size and nature of the market for affordable artist live/work, studio, or other creative space in a community.

Artists, creative workers and businesses, as well as arts and cultural organizations of all disciplines are invited to share their needs and preferences for affordable space. This information helps the project team select a site, attract funders, and design a facility that effectively addresses the needs of the local creative community.

Each survey is customized to reflect the unique characteristics of the local community and arts scene. Over the last 20 years, we have conducted approximately 40 Arts Market Surveys that have reached more than 25,000 creative individuals.

Artspace Tannery Lofts Resident, Santa Cruz, CA
Photo by Charles Mixon

IMAGINING A PLACE

●● CASE STUDY Wichita, Kansas

THE CHALLENGE

Help the City of Wichita strengthen the Commerce Street Arts District

GOALS

- > Determine whether Commerce Street is a viable arts district
- > Identify action steps to help it grow

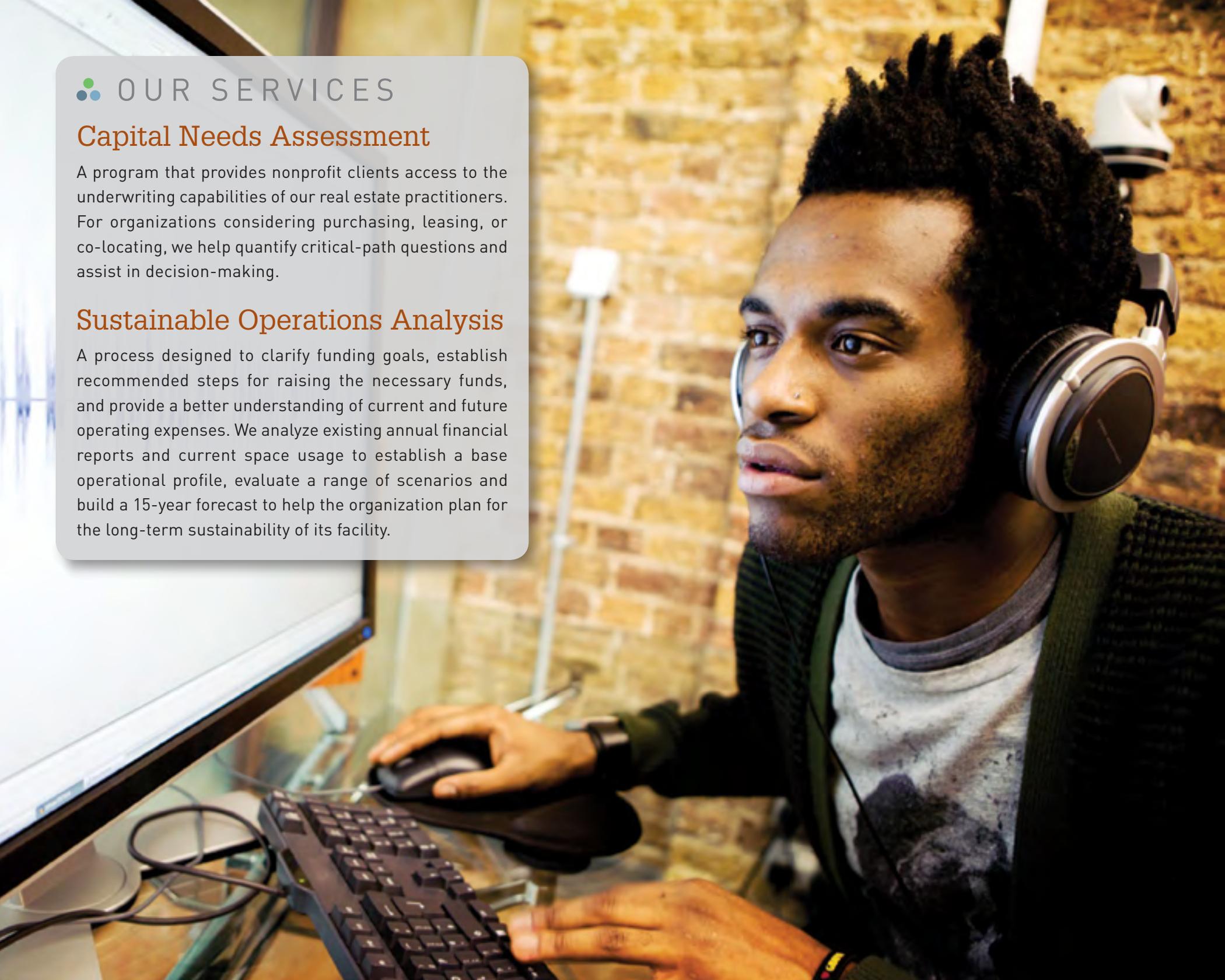
SCOPE OF WORK

- > Creative Spaces Consulting Visit

DELIVERABLE

- > Report that recommends a range of actions the City can take to help the arts district and provides additional guidance about another emerging arts area, the Douglas Design District

The Commerce Street arts district in downtown Wichita, KS
Photo by Spacefem / Wikimedia Commons / CC-BY-SA-3.0



OUR SERVICES

Capital Needs Assessment

A program that provides nonprofit clients access to the underwriting capabilities of our real estate practitioners. For organizations considering purchasing, leasing, or co-locating, we help quantify critical-path questions and assist in decision-making.

Sustainable Operations Analysis

A process designed to clarify funding goals, establish recommended steps for raising the necessary funds, and provide a better understanding of current and future operating expenses. We analyze existing annual financial reports and current space usage to establish a base operational profile, evaluate a range of scenarios and build a 15-year forecast to help the organization plan for the long-term sustainability of its facility.

IMPROVING WHAT EXISTS



● CASE STUDY

Open Book Minneapolis, Minnesota

Open Book is a multi-tenant nonprofit building that serves as a home for literary and book arts

THE CHALLENGE

Help the Open Book and its three anchor tenants analyze their current space usage and financial status and create a vision that defines their “story” moving forward

GOALS

- > Define the challenges and opportunities available to the building and its anchor tenants
- > Frame the project in ways that make it most relevant to prospective funders

SCOPE OF WORK

- > Capital Needs Assessment
- > Sustainable Operations Analysis

DELIVERABLES

- > Capital and operating budgets, including a 15-year forecast
- > Presentation of findings to the Open Book Board of Directors

Open Book, Minneapolis, MN
Photo by Emily Taylor

OUR SERVICES

Online Toolkit

An affordable resource for communities looking to develop space for artists and arts organizations. The Toolkit empowers communities to look at arts development through the eyes of a developer. With this set of tools, Artspace Consulting serves communities on a smaller, self-directed, and flexible scale. Combined with phone- and web-based consulting time, the Toolkit helps groups determine the feasibility of a project in their own community.

Facilitated Charrette

A one- or two-day planning event facilitated by Artspace Consulting staff. The charrette gathers local experts and community members to share ideas about their vision for a facility. Depending on the project concept, conversations can focus on technology, community and artist spaces, services and revenue, accessibility/ADA, etc.

Artspace Tannery Lofts Resident, Santa Cruz, CA
Photo by William Wright



SHARING WHAT WE KNOW



Speaking, facilitating, and convening

Artspace Consulting shares its experience developing, owning, and operating arts facilities with groups around the world. We participate in conferences, workshops, and webinars, offering our unique, community- and arts-driven approach to real estate development. We take a multi-disciplinary approach influenced by our personal commitment as artists and our firsthand experience as developers.

Our Clients

Artspace Consulting's recent clients include:

- > Albany Housing Authority / Albany, NY
- > Bemidji Community Arts Center / Bemidji, MN
- > Boston Center for the Arts / Boston, MA
- > Buchanan Center for the Arts / Monmouth, IL
- > City of Long Beach / Long Beach, CA
- > Community and Economic Development Office / Burlington, VT
- > Creative Portland Corporation / Portland, ME
- > Dance/USA / Philadelphia, PA
- > Dubuque Main Street / Dubuque, IA
- > Fleisher Art Memorial / Philadelphia, PA
- > Intermedia Arts / Minneapolis, MN
- > Pregones Theater / New York, NY
- > Wilshire Boulevard Temple / Los Angeles, CA

Wendy Holmes of Artspace Consulting touring potential properties in Dubuque, IA
Photo by Roy Close

artspace

Building better communities through the arts

Artspace is a national nonprofit that serves both artists and communities. We help artists by developing projects that serve their needs. We help communities leverage the power of the arts to become stronger, livelier, and safer.

Since 1979, Artspace has brought its hard-earned expertise to more than 300 cultural facility planning efforts from coast to coast. With headquarters in Minneapolis and offices in Los Angeles, New Orleans, New York, Seattle and Washington, D.C., our services include consulting, property development and asset management. Working at the intersection of urban planning, real estate, and the arts, Artspace is the national leader in artist-led community transformation.

Northern Warehouse Artists' Cooperative, St. Paul, MN
Photo by Marc Nordberg



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