

artspace

Taking a measure of Creative Placemaking



Tannery Arts Center, an Artspace project in Santa Cruz, California

How art spaces benefit artists
and communities



**Dear
Colleagues:
It is with
great
pleasure**

that I share with you the key findings of How Art Spaces Matter: II, the second in a series of studies commissioned by Artspace and conducted by Metris Arts Consulting.

For decades now, Artspace and related organizations like Toronto's Artscape, LINC, the Urban Institute and others have pioneered ways to build better communities through the arts. We have collectively championed the once radical idea that artists living on the edge of poverty and chronically underfunded arts organizations can leverage transformative social change. Our work, and that of many others, has moved the arts from the sidelines into the heart of public discourse on issues ranging from the future of cities to enduring social justice.

Artspace has the in-the-trenches, practitioner's knowledge to assert with confidence what works. Our understanding is based on lessons learned from 30 completed projects from coast to coast. But we also recognize the need to concentrate more rigorously on systematizing what we know, testing what we don't, and sharing what we discover.

Based on thousands of conversations with artists, elected officials, government leaders, creative business owners, investors, nonprofit organizations, and others, we know that the questions our community partners ask about creative placemaking are:

1. How does affordable, appropriate space benefit artists and arts organizations?

Virtually everywhere we go, artists and arts organizations need space, and we can measure how creative placemaking answers this basic challenge through numbers served and

satisfaction rates. A more difficult question is how to test creative placemaking's capacity to generate "second tier" arts benefits: increased efficiency from co-location; increased revenue; greater visibility and/or recognition as artists; greater opportunity to engage with audiences; and greater capacity to produce art.

2. How does a thriving arts community translate into more livable communities?

Why should a community prioritize investment in its arts sector? For some, the intangible benefits of arts exposure are sufficient, but increasingly organizations like Artspace are being challenged to demonstrate how art investments advance other social agendas: economic development, urban sprawl, and public safety to cultural and historic preservation.

3. How do creative placemaking projects remain mission-focused, affordable, and transformative over time?

Simply put: capital projects are too hard and expensive to be short-lived. Evaluation must test creative placemaking's capacity to remain true to its arts mission, remain affordable to its residents, and generate community benefits long after the initial capital investment is spent.

How Art Spaces Matter: II is an attempt to identify and test the metrics that allow us to judge our work against the standards identified by our partner communities themselves. While it answers many questions, we recognize that – like most good research – it also opens paths of further exploration, and we are excited to pioneer those regions in the coming years with our partners in the field. We hope you will take the time to read this summary or to download the full report from our website, www.artspace.org.

Sincerely,

Kelley Lindquist
PRESIDENT

HOW ART SPACES MATTER

K E Y F I N D I N G S

How Artist Space Matters and How Art Spaces Matter: II are reports by Metris Arts Consulting that provide an in-depth examination of five Artspace projects: the Northern Warehouse Artists' Cooperative (St. Paul, MN), the Tilsner Artists' Cooperative (St. Paul), the Traffic Zone Center for Visual Art (Minneapolis, MN), the Tashiro Kaplan Artist Lofts (Seattle, WA), and the Riverside Artist Lofts (Reno, NV). The three Minnesota projects are among Artspace's earliest efforts and therefore address questions of long-term impact and sustainability. Both Reno and Seattle reflect Artspace models where there is either a major nonprofit anchor tenant (Sierra Arts in Reno) or a substantial presence of non-residential space (the 16 galleries that anchor Tashiro Kaplan in Seattle).

Metris' findings are based on more than 90 interviews with artists, business owners, government officials, and arts organization representatives, complemented by arts tenant surveys; analysis of changes to artist household income and socio-economic data (census, American Community Survey, County and Zip Code Business Patterns, etc.); and hedonic analysis of property value impacts.





1. Art spaces benefit artists by:

Resident Artist at Spinning Plate Artist Lofts, Pittsburgh, PA. Photo Jenny Clayport

a. Providing space that meets residential and professional needs at affordable rates.

Across the five buildings studied, 85% of surveyed tenants said the space was appropriate to their needs and 69% said it was affordable. In more colorful terms, a Reno artist said, "I'm not a religious person, but I give thanks to God for this place ... I've been here for two and half years and the only way they'll get me out is in a body bag!" The benefits also extend to arts organizations, as described by this St. Paul tenant: "This space and the affordable rent are a huge part of our stability as an organization and our ability to grow and change and serve our mission... When I look at my rent as opposed to what other arts organizations are paying, the space we have for the price we pay is really incredible."

b. Increasing artistic production.

Across the five projects, 75% of surveyed tenants said living in an arts space increased their artistic productivity. "It's wonderful living with like-minded artists and we continually learn and develop with each other. This greater sense of security of place helps artists to create more," said one Tashiro Kaplan resident.

c. Catalyzing an arts community to become more than a sum of its parts.

In Metris' words, "Co-locating artists in a single building may foster networking and collaboration, often translating directly into artists' ability to land new opportunities to show their work, find clients, obtain employment, or learn new skills to expand their practice." An artist at the Tashiro Kaplan described this in simple terms: "There are six to seven photographers in the building. We loan each other gear all the time. We help each other out, advise on pricing, borrow disk drives. We are able to stretch resources together."

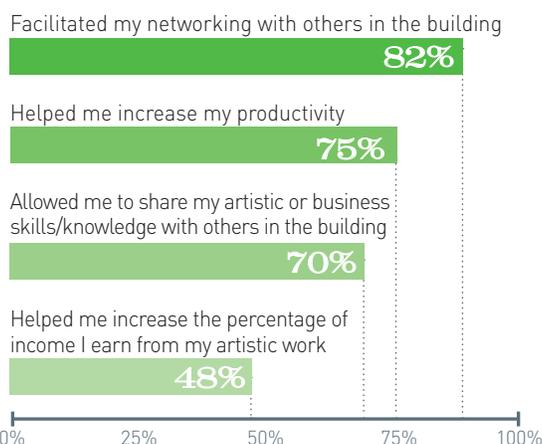
d. Enhancing the professional reputations of individual artists, and in some cases increasing the income generated through art activity.

After controlling for changes in household size and inflation, artist households living in the Riverside or Tashiro Kaplan projects had average income growth of 27%, 39% and 30% from move-in year to the second, third and fourth year of residence.

ARTIST RESIDENT SURVEY

Respondents selecting agree to strongly agree

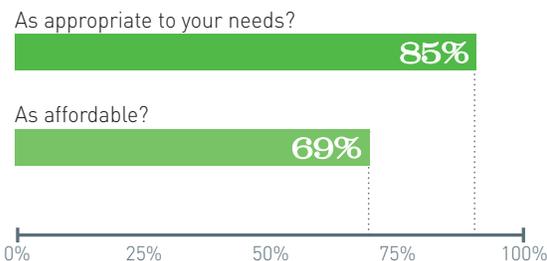
Living and/or working in the Artspace building has...



ARTIST RESIDENT SURVEY

Respondents selecting yes

Overall, do you perceive your space and the building...





2. Art spaces benefit communities by:

Artspace Tannery Lofts Tenants — April 19, 2009

a. Animating deteriorated historic structures and/or underutilized spaces.

As one Reno resident said, “It opened the eyes of our elected officials and members of the public to what downtown could be, and it linked contemporary activity with the historic uniqueness of Reno... It was pivotal to the transformation of the river corridor and demonstrated clearly that people would live downtown.”

b. Bringing vacant and/or underutilized spaces back on the tax rolls and boosting area property values. The Tashiro Kaplan grew from an appraised value of \$2.8 million in 2003 to \$16.9 million in 2010, and went from paying less than \$500 in property taxes in 2003 to more than \$28,000 in 2010. Over a 2½-mile radius, the Tashiro Kaplan increased property values by an estimated average of \$14,679 (one-time per house or condo).

c. Fostering the safety and livability of neighborhoods without evidence of gentrification-led displacement. In Metris’ words, “Riverside attracted a previously nearly non-existent residential population to its neighborhood in conjunction with other initiatives; Tashiro Kaplan helped preserve space in Pioneer Square for arts businesses and artists, as landlords rehabbed studio space from dot com offices. Both areas still host racially and ethnically diverse populations...”

d. Anchoring arts districts and expanding public access to the art. From the Metris report: “Community members prize the Riverside and Tashiro Kaplan as prominent arts symbols and anchors, as models that helped foster spinoff art spaces or events, and as sites for the public to engage in arts and cultural events.”

e. Attracting additional artists, arts businesses, organizations, and supporting non-arts businesses to the area. In one Seattle example, the affordable space of Tashiro Kaplan allowed a resident to open a gallery space on the ground floor, and its success allowed him to launch Aqua Art Miami. In his words: “Now we’re going into our seventh year bringing 44–55 galleries to Miami during Art Basel. We are bringing artists who would never have had national exposure...I’ve never been given a grant of any substance. This building is like being given a giant loan.”

IN-HOUSE ARTS BUSINESSES & ORGANIZATIONS SURVEY RESULTS: BENEFITS

Renting space in the Artspace building has...

Enabled us to share equipment and/or resources
100%

Facilitated our collaborations
88%

Allowed us to share our artistic or business skills/knowledge
88%

Allowed us to learn new artistic or business skills/knowledge
50%

Helped us to financially stabilize
50%

0% 25% 50% 75% 100%

IN-HOUSE ARTS BUSINESSES & ORGANIZATIONS SURVEY RESULTS: MEETING NEEDS AND AFFORDABILITY

Respondents selecting yes

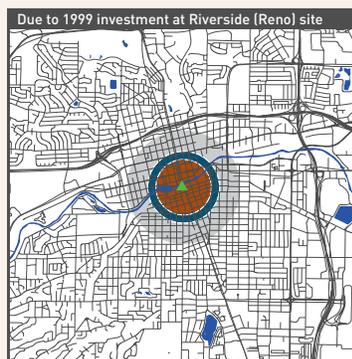
Overall, do you perceive your space and the building as appropriate to your business’ or organization’s needs?
100%

Do you consider your space affordable?
86%

0% 25% 50% 75% 100%

HEDONIC ANALYSIS LINKS INVESTMENTS IN ART SPACES WITH INCREASES IN AREA PROPERTY VALUES

Estimated Percentage Increase to Property Value (One-time Average Increase per House or Condo)



0 0.25 0.5 0.75 1 Miles



3. The keys to successful art spaces are:

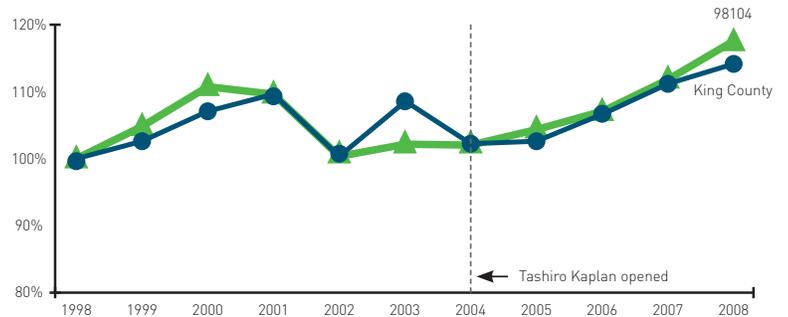
1310 Gallery, Sailboat Bend Artist Lofts, Photo: Steven Brooke Studios

- a. **Affordable, stable space** that is physically appropriate for artists and arts organizations.
- b. **Governance structures** that foster involvement and effectively manage potential conflicts.
- c. **Active, dynamic, and artistically rigorous internal communities**, frequently driven by individual leaders who catalyze engagement.
- d. **Building features** (exhibition space, community rooms), anchor tenants (arts businesses and organizations) and special programs (art crawls and open studio events) that connect with the broader community.
- e. **Geographic connectivity** with a critical mass of arts activity and complementary community development initiatives.

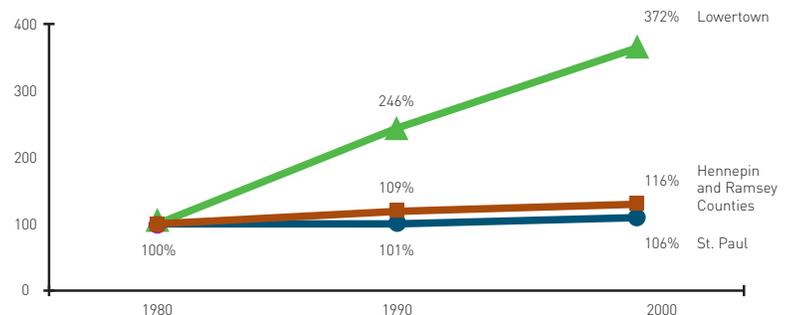
“IT’S WONDERFUL LIVING WITH LIKE-MINDED ARTISTS, AND WE CONTINUALLY LEARN AND DEVELOP WITH EACH OTHER.”

TRADITIONAL MEASURES SHOW JOB CREATION NEAR THE TASHIRO KAPLAN MODESTLY LED JOB CREATION IN GREATER KING COUNTY, WA.

These measures, however, may not capture the full scale of entrepreneurial activity. **For example, 48% of resident artists reported increased earnings from their artistic work.** Many artists operate as micro-businesses that fall beneath the radar.



THE NORTHERN (1990) AND TILSNER (1993) PROJECTS SPARKED SUSTAINED POPULATION GROWTH IN LOWERTOWN, FAR OUTPACING ST. PAUL AND HENNEPIN AND RAMSEY COUNTIES





Spinning Plate Artist Lofts Interior Live/work Space, Pittsburgh, PA

ARTSPACE

BUILDING BETTER COMMUNITIES THROUGH THE ARTS

Artspace is the nation's leader in artist-led community transformation, with more than 35 projects in operation across the country and another dozen in development, representing a unique, \$600 million investment in America's arts infrastructure. Through its Consulting division, Artspace has brought its hard-earned expertise to more than 300 cultural planning efforts from coast-to-coast. With headquarters in Minneapolis and offices in Los Angeles, New Orleans, New York, Seattle and Washington D.C., Artspace is America's leading developer of arts facilities. To date we have completed nearly 2,000 affordable live/work units for artists and their families as well as more than a million square feet of non-residential space for artists and arts organizations. Additional information is available at artspace.org.

Metris Arts Consulting provides research and analysis to help communities strengthen the arts – and vice-versa. It connects clients with critical resources including impact studies, evaluations, and “think” pieces and presentations. Metris helps change-agents make the case for and improve cultural vitality.

Metris Principal Anne Gadwa Nicodemus is a leading voice in arts and community development who combines academic training in urban planning with extensive experience in managing the operation and finances of nonprofit arts organizations.

With her frequent collaborator, Dr. Ann Markusen, she has co-authored a number of major reports and journal articles, including *Creative Placemaking* for the Mayors' Institute on City Design and “Arts and Culture in Urban and Regional Planning: A Review and Research Agenda” for *Journal of Planning Education and Research*.

To view the full How Art Spaces Matter: II report, please visit artspace.org/reports.



For more information and to access research and publications visit metrisarts.com.



ARTSPACE CONSULTING

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. We help communities revitalize downtown areas and inner city neighborhoods, reanimate historic properties, develop arts districts, and create and preserve affordable space for artists.

To learn more about the ways in which Artspace Consulting works with communities, please visit artspace.org/consulting or contact us at consulting@artspace.org

artspace.org



Resident Dancer, Sailboat Bend Artist Lofts, Photo: Robin Hill

THANK YOU

Artspace wishes to thank LINC (Leveraging Investments in Creativity) and the Bush Foundation for their support of How Art Spaces Matter II. Artspace would also like to thank the McKnight Foundation, Ford Foundation, the Kresge Foundation and the Minnesota State Arts Board for their ongoing support of our work in Minnesota and across the country.



THE MCKNIGHT FOUNDATION

THE KRESGE FOUNDATION

This activity is made possible by the voters of Minnesota through a Minnesota State Arts Board Operating Support grant, thanks to a legislative appropriation from the arts and cultural heritage fund.



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