

# artspace



Building Better Communities Through the Arts



Redwood Region Housing Forum



A close-up photograph of a glassblower in a workshop. The glassblower is wearing safety glasses and is focused on his work. He is using a pair of metal pliers to hold a glowing red glass piece. The glass piece is a bulbous, teardrop shape with a narrow neck. The background is slightly blurred, showing the workshop environment.

# artspace

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

# artspace

Established in 1979, Artspace is a national nonprofit real estate developer for the arts. A leader in the creative placemaking field. Based in Minneapolis with offices in Seattle, Denver, New York, New Orleans, and DC.

50 projects in operation or development in 37 cities and 23 states

# WHAT WE DO: CREATING OPPORTUNITIES

**1,571** live/work units for artists and their families



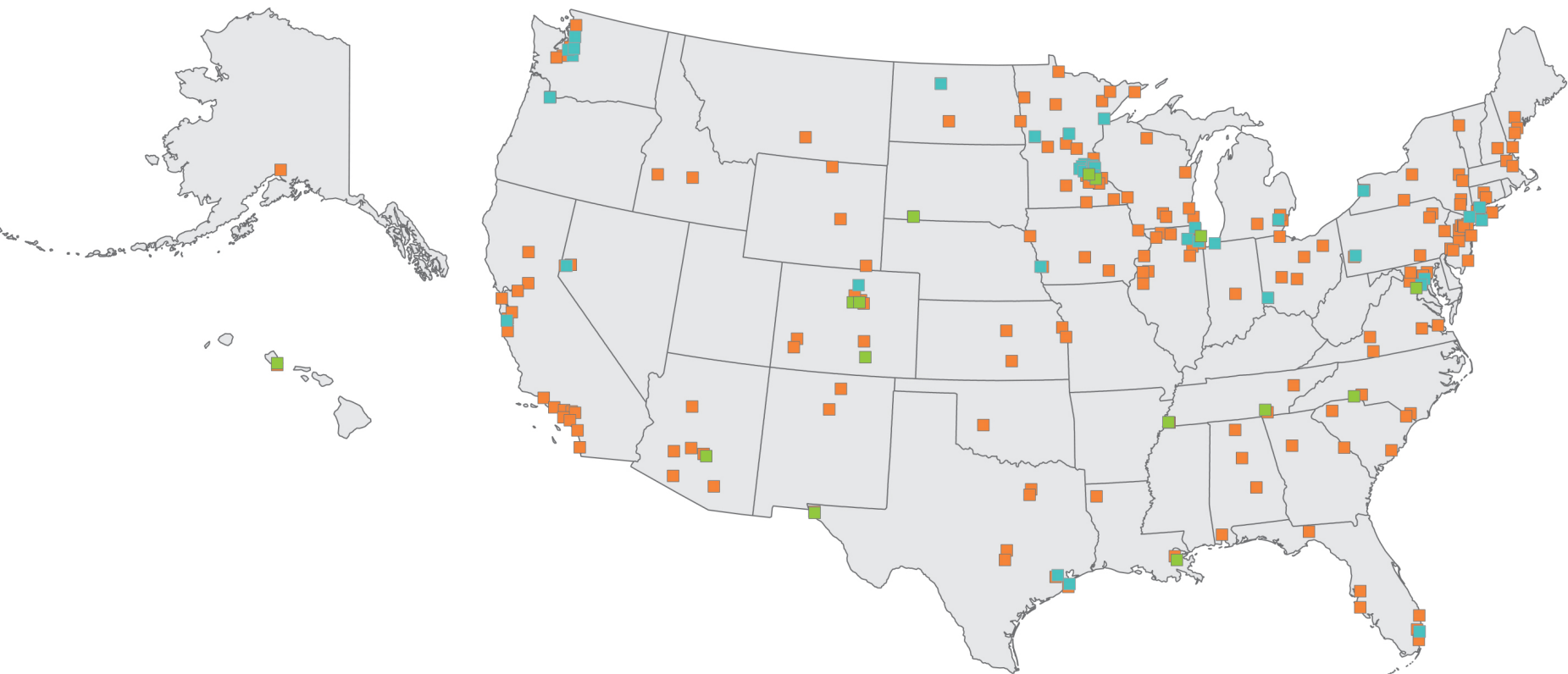
**174** additional live/work units under construction

**300+** creative enterprises & businesses

**179k+** square feet of community space

**3,255,922** square feet of affordable art space

# ARTSPACE'S NATIONAL INFLUENCE



Over 50 Properties in Operation or Development, 260 Potential Sites Consulted

# PROJECT PARTNERS



State Agencies

Foundations

CDC's

Local Communities

YOU!



Cities



Counties

Businesses/Organizations



Economic/Development agencies

Anchor Tenants

# CORE PROJECT OBJECTIVES

- Meet the creative sector's space needs
- Ensure long-term self-sustaining affordability
- Reflect the unique culture and character of the community
- Exemplify sustainable and efficient design
- Inclusion/diversity



# BROADER COMMUNITY GOALS

- Residential Density
- Preserving Affordability/Combatting gentrification
- Historic Preservation
- Retaining Creative Sector
- Area Revitalization
- Preserving Cultural Identity
- Infrastructure for Rural Artists
- Transit Oriented Development
- Creative Economy Investment
- Anchoring Arts Districts
- Promoting Quality of Life
- Tourism
- Bringing Vacant Buildings on to Tax Rolls



PS109 El Barrio Artspace Lofts // New York, NY



Artspace Buffalo Lofts // Buffalo, NY



Brookland Artist Lofts // Washington, DC



Kaddatz Artist Lofts // Fergus Falls, MN



# OUR BUILDINGS



NEW CONSTRUCTION



COMBINED CONSTRUCTION



HISTORIC PRESERVATION



TRANSIT-ORIENTED DEVELOPMENT

# DESIGNED FOR ARTISTS

- High ceilings
- Large windows
- Natural light
- Flexible floor plans
- Durable surfaces
- Large common area
- Supportive policies
- Extra storage



Everett Station Lofts // Portland, OR



Northern Warehouse // St. Paul, MN

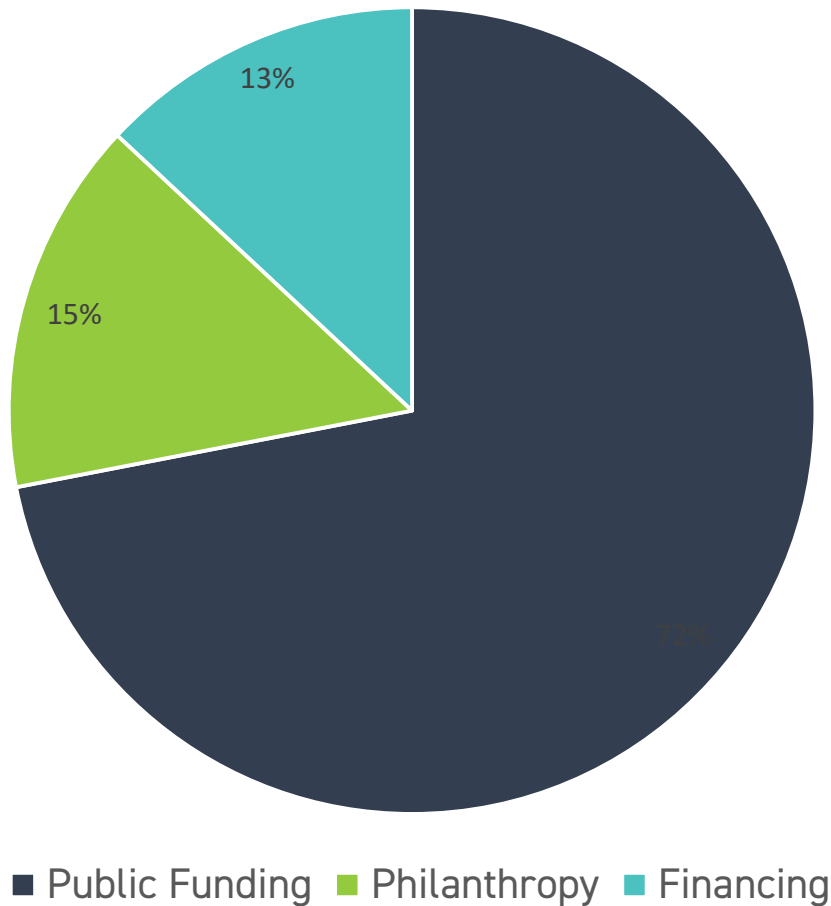


Spinning Plate Artist Lofts // Pittsburgh, PA



Northern Warehouse // St. Paul, MN

# ARTSPACE FINANCING



- Public Funding Sources (72%)
  - Local economic, affordable housing and transit-oriented development resources; low cost land
  - Federal programs that fund affordable housing, community development, historic preservation, and infrastructure
- Financing (13%)
  - Conventional Bank Loans
  - Program Related Investments (From Foundations)
- Philanthropy (15%)
  - Foundations
  - Corporations
  - Individuals

# ARTSPACE IN CALIFORNIA

## ARTSPACE TANNERY LOFTS & DIGITAL MEDIA AND CREATIVE ARTS CENTER // SANTA CRUZ, CA

### OBJECTIVES

- Preserve the City's cultural identity by providing permanently affordable housing for Santa Cruz artists and their families
- Preserve historic Salz Tannery buildings
- Spur community engagement, collaboration and support creative economy businesses
- Create an arts destination for visitors to the City of Santa Cruz



Artspace Tannery Lofts // Santa Cruz, California

# ARTSPACE IN CALIFORNIA

## ARTSPACE TANNERY LOFTS (2009) & DIGITAL MEDIA AND CREATIVE ARTS CENTER (2012) // SANTA CRUZ, CA

Total Project Cost // **\$42.4 million**

### ARTSPACE TANNERY LOFTS

- Construction type: **new**
- Total development cost: **\$35.4 million**
- Live/work units: **100 units**
- Community space: **12,000 square feet**
- Total Area: **180,000 square feet**



### DIGITAL MEDIA AND CREATIVE ARTS CENTER

- Total development cost: **\$7 million**
- Working studios: **28**
- Total area: **23,622 square feet**

### FEATURES/AMENITIES

- Playground
- Covered and surface parking
- Campus design w/public art and interaction
- Destination



Artspace Tannery Lofts // Santa Cruz, CA  
Photo by: Greg Handberg

# ARTSPACE IN CALIFORNIA

## ARTSPACE TANNERY LOFTS & DIGITAL MEDIA AND CREATIVE ARTS CENTER // SANTA CRUZ, CA



# FUNDING & FINANCING

## ARTSPACE TANNERY LOFTS & DIGITAL MEDIA AND CREATIVE ARTS CENTER // SANTA CRUZ, CA

SOURCE	AMOUNT	PERCENT
<b>Public Sources</b>		
Santa Cruz County HTF	\$500,000	1%
<i>City of Santa Cruz RDA</i>	\$1,930,374	6%
<i>City of Santa Cruz RDA 2</i>	\$1,200,000	3%
CA Hous. & Comm. Dev. MultiFamily Housing Program	\$8,181,210	23%
CA Hous. & Comm. Dev. - MHPNSSF	\$500,000	1%
Low-Income Housing Tax Credits (4%)	\$16,172,099	46%
Fed. Housing & Loan Bank - Affordable Housing Program	\$1,000,000	3%
<b>Private Sources</b>		
First Mortgage / Tax Exempt Bonds	\$4,195,000	12%
GP Equity	\$1,121,426	3%
Deferred Developer Fee	\$183,574	1%
<b>TOTAL</b>	<b>\$34,983,674</b>	<b>100%</b>

# OTHER FUNDERS

# ARTSPACE TANNERY LOFTS & DIGITAL MEDIA AND CREATIVE ARTS CENTER // SANTA CRUZ, CA

- Philanthropic partners: U.S. Bancorp Foundation, Washington Mutual Foundation, Wells Fargo Foundation
- Financing from: CA Cultural and Historical Endowment and Sachs Family Foundation



Portrait of Tannery Arts Center, Santa Cruz

"Tannery Arts Center, Home to the Arts in Santa Cruz, California"

Illustrated by Kirby Scudder 2016 kirbyscudder.com



## Artspace in Washington

## TASHIRO KAPLAN ARTIST LOFTS AND TASHIRO ARTS BUILDING // SEATTLE, WA

- Total area: 129,624 Square Feet
  - Live/work units: 50
  - Commercial space: 58,885 Square Feet
- Philanthropic partners: 4Culture, The Paul G. Allen Family Foundation, Building for the Arts, Raynier Institute & Foundation, Seattle Foundation, South Downtown Foundation, U.S. Bancorp Foundation, Washington Mutual Foundation



Tashiro Kaplan Artist Lofts // Seattle, WA

# FUNDING & FINANCING

## TASHIRO KAPLAN ARTIST LOFTS AND TASHIRO ARTS BUILDING // SEATTLE, WA

SOURCE	AMOUNT	PERCENT
<b>Public Sources</b>		
Federal Low-Income Housing Tax Credits	\$3,559,528	22%
City of Seattle Office of Housing	\$2,420,000	15%
Washington State Housing Trust Fund	\$1,000,000	6%
City of Seattle Loan (Deferred 50 Years)	\$820,000	5%
<b>Private Sources</b>		
First Mortgage	\$6,490,000	40%
Purchase Price Credit	\$1,500,000	9%
Deferred Developer Fee	\$444,000	3%
<b>TOTAL</b>	<b>\$16,233,000</b>	<b>100%</b>

# ARTSPACE IN COLORADO

Example:

Artspace Loveland Arts Campus // Loveland, CO 2015

- Total area: 49,000 Square Feet
- Live/work units: 30
- Commercial/community space: 12,000 Square Feet
- Local and regional donors: Colorado State Historic Fund, Hach Family Fund, Erion Foundation, ArtPlace/CFNC, Paul & Teresa Mueller, Loveland Community Fund/CFNC, Earl & Lis Sethre, Linda & Tom Lignon, Jan & Mel Schockner, Linda Aranow



Artspace Loveland Arts Campus // Loveland, CO  
Phot Credit: Tom Hacker

# FUNDING & FINANCING

Example:

Artspace Loveland Arts Campus // Loveland, CO

SOURCE	AMOUNT	PERCENT
<b>Public Sources</b>		
Low-Income Housing Tax Credits (9%)	\$5,598,880	68%
CO State Housing Trust Fund / HOME Funds	\$300,000	4%
Loveland City Contract	\$413,674	5%
Loveland City Loan	\$300,000	4%
HACOL - Sponsor Loan	\$50,000	1%
<b>PRIVATE SOURCES</b>		
Residential First Mortgage	\$912,000	11%
Private Sector (Philanthropic Gifts)	\$619,584	8%
<b>TOTAL</b>	<b>\$8,194,138</b>	<b>100%</b>

# ARTS MARKET: WHO IS AN “ARTIST”?



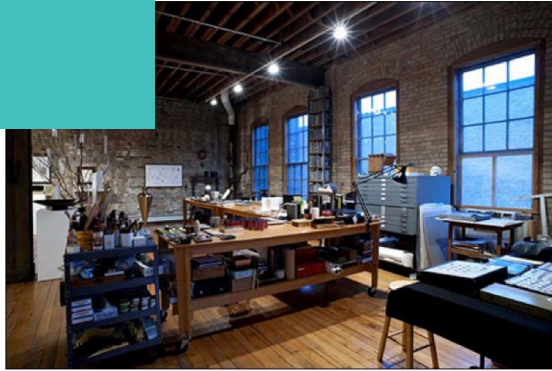
## Artist // Creative // Culture Bearer?

- photographers
- printmakers
- poets
- actors
- arts administrators
- musicians
- graphic designers
- singers
- folk artists
- architects
- weavers
- potters
- craftspeople
- painters
- writers
- basket makers
- dancers
- sculptors
- culinary
- performance artists
- filmmakers
- fashion designers
- arts educators
- welders
- healing artists
- etc...

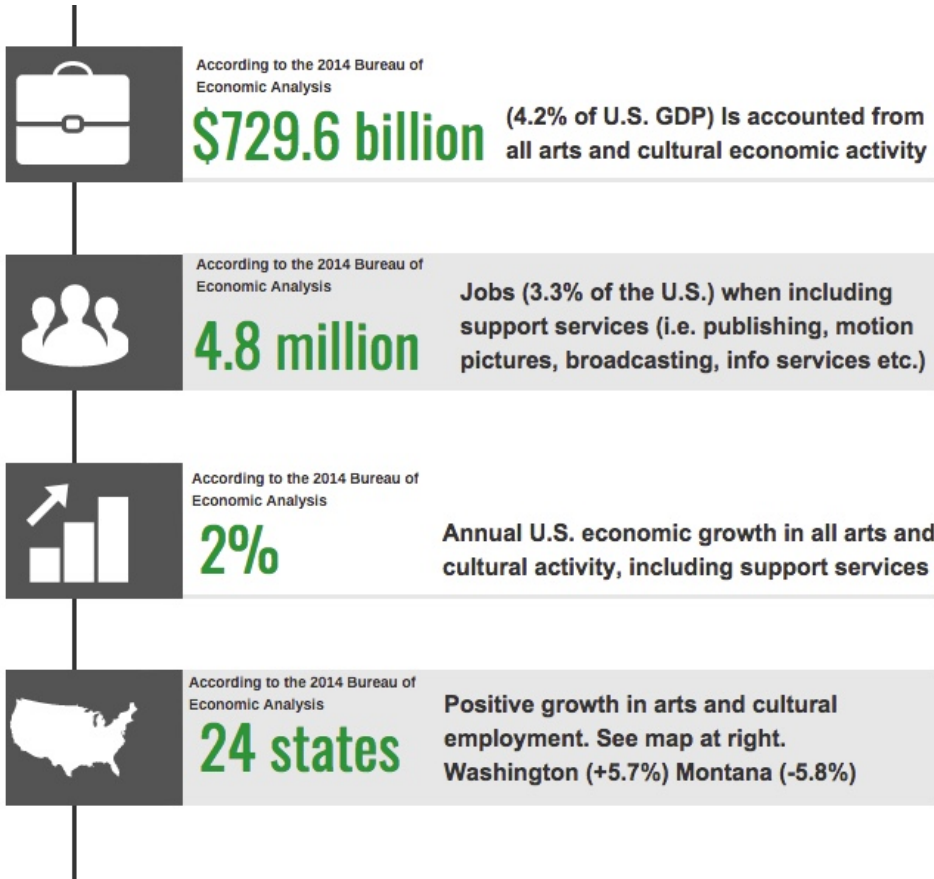
*“If you consider your work to be a form of creative expression,  
then we probably will too”*

# QUALIFICATIONS

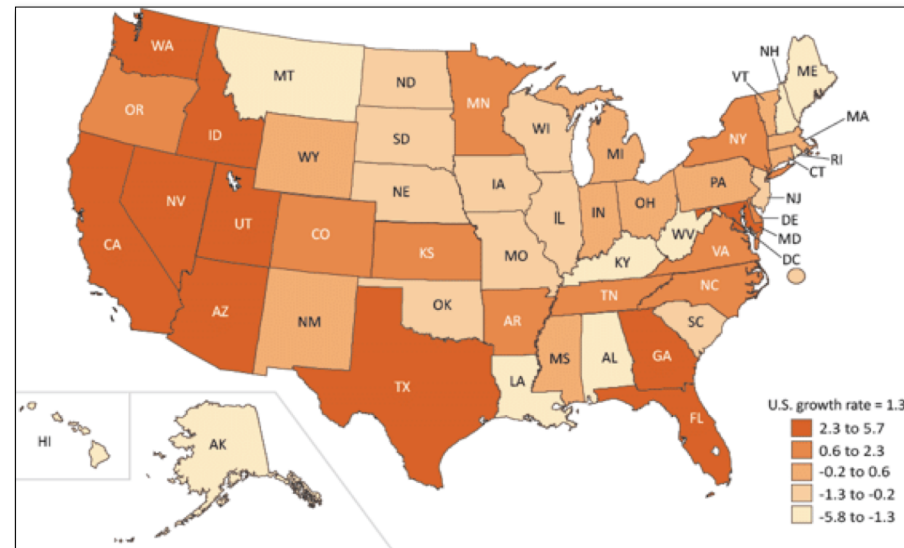
- Artspace projects use LIHTC, applicants usually must be between 30%-60% of AMI
- Applications reviewed by Artspace and local advisory committee
- Applicants must prove they are committed to their art form
- They must have a recent body of work
- The art is not judged
- Residents do not need to derive the majority of their income from their art



# ECONOMIC IMPACT OF ARTS IN THE USA



Arts and Cultural Employment: Percent Change 2013-2014



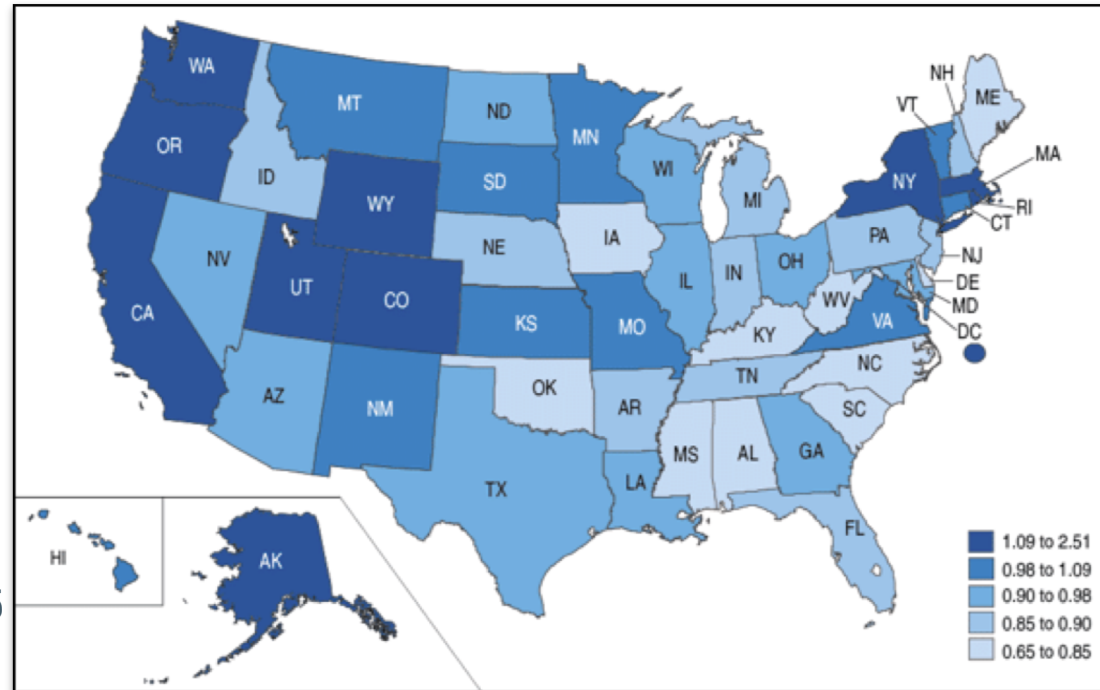
BEA's Arts and Cultural Production Satellite Account (ACPSA) is supported by funding from the National Endowment for the Arts (NEA).

# ECONOMIC IMPACT OF ARTS IN THE USA

## LOCATION QUOTIENT

- A Location Quotient (LQ) indicates concentration of a state's employment in arts and culture relative to the national average
- An LQ of 1 means a state is equal to the national average, while an LQ of 1.5 means it is 50 percent higher, of 2 means it is double
- Dark blue on the map indicates states with higher LQs
  - 1. Washington D.C. LQ of 2.5
  - 2. New York LQ of 1.47
  - 3. Wyoming LQ of 1.3
- The west has outsized role of arts and cultural jobs due to American Indian tribal councils and vast parklands

Arts and Cultural Employment: Location Quotient, 2014



US Bureau of Economic Analysis



# WHAT WE DO: BEYOND BUILDINGS

## CONSULTING

122 PROJECT INQUIRIES

35 CONSULTING PROJECTS

### HIGHLIGHTS:

Launched **ARTSPACE IMMERSION** in the Twin Cities and Memphis, working with a cohort of non-profits facing space-related challenges.

Began **REGIONAL FEASIBILITY AND MARKET STUDIES** in Northwest Arkansas.

2017 CONSULTED ON:



BUILDINGS: 7



CITY INITIATIVES: 20



COUNTIES: 2



REGIONS: 5



STATES: 1

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## CONSULTING OVERVIEW

- Preliminary Feasibility Study
- Arts Market Study
- Customized Consulting
- Speaking Engagements
- Artspace Immersion/Capacity Building



Sailboat Bend Artist Lofts // Fort Lauderdale, FL



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ARTSPACE.ORG