

Arts Market Survey Report

Key Findings:

Overview:

- 736 respondents
- Components of the report:
 - Work/Live Spaces
 - Private Studio/Creative Work Space
 - Shared Studio/Creative Space and Specialized Equipment
- 84.8% prefer Downtown as the site; 64% see Old Colorado City as a site
- Most preferred features:
 - Air Conditioning
 - Gallery/Exhibition space
 - Design live/work and private studio/creative work spaces with direct outdoor access
 - New live/work and studio/creative work space should offer abundant natural light
 - Efficient space design will maximize storage opportunities

Work/Live Spaces:

- Create up to 70 units of affordable artist housing.
- New affordable housing will be multi-generational with artists of all ages expressing interest: 20 to 22% are 21 to 40 years for each decade of age with 16 to 17% are ages 41 to 70 years old in each decade
- Unit sizes: maximum of 7 efficiency/studio units, 27 one-bedroom units, 26 two-bedroom units, 8 three-bedroom units, and 2 units with four or more bedrooms. (these totals are adjusted to maintain the recommended maximum of 70-units).

Private Studio/Creative Work Space

- Create up to 50 new affordable private studio/creative work-only spaces *in addition to live/work housing.*
- Price most private studio/creative workspaces up to a maximum of \$300 a month – *emphasis on those between \$100 and \$200 per month.* Provide a variety of space sizes within this rental range with an emphasis on those between 200 and 500 square feet. Based on the data, we recommend that most new studio spaces measure 500 sq. ft. or less.
- If no live/work space is created in Colorado Springs, then the maximum threshold could be raised to include up to 83 new studio/creative work spaces in Colorado Springs based on the market.
- Space need is there: 46% work within their homes while 42% currently do not have space they use specifically for their art/creative work

Shared Studio/Creative Spaces and Specialized Equipment

- Encourage local entrepreneurs, nonprofits and/or creative businesses to address the needs identified in this study for short-term or occasional access to shared creative space and specialized equipment through new ventures and expanded programming.
- Preferred shared creative spaces (available through a short-term rental agreement or membership basis) are active spaces that add vibrancy to a new multi-use facility/street frontage: Gallery/Exhibition space, Classroom/Teaching space and a Pop-up gallery or similar retail space.
- 424 of 736 respondents expressed interest in accessing shared/creative spaces and specialized equipment through a short-term or occasional rental agreement/membership basis.

Other highlights of the study include:

- 42% indicated that they would be interested in volunteering for the project
- 69% would like to receive further information about the project
- 56% indicated that they would like to be added to an interest list for the project