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Elizabeth, CO

## Arts Market Study Report of Findings



June 2017

Recommendations  
Prepared by Artspace

Technical Report  
Prepared by Swan Research

*Swan*  
RESEARCH & CONSULTING

# RECOMMENDATIONS

Based on the

*Survey of Artists' and Creative Individuals' Space Needs and Preferences*

Technical Report

prepared by Swan Research for the Town of Elizabeth, Elizabeth Historic Mainstreet and Artspace

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The Town of Elizabeth engaged Artspace to determine whether there is sufficient need by the region's creative sector to warrant the creation of new affordable artist live/work space in a mixed-use facility that could also include private studio space and shared creative spaces with specialized equipment. If need were established by the study, then secondary to that would be to answer the questions of how large that facility should be and based on artist preference what types of spaces, features and amenities should be included.

The Technical Report prepared by Swan Research details the market study findings. Artspace uses its experience in the field of affordable art facility development to interpret the Technical Report findings and make its recommendations about whether the Town and/or other stakeholders should proceed with the creation of new creative space.

Based on the data collected, Artspace has determined that there is a small need for shared creative spaces that would serve local and regional artists; less but still an identifiable need for private studio/creative work space; and, not enough need for live/work space to recommend moving forward with a mixed-use housing facility. **New creative space to be developed in Elizabeth should prioritize shared spaces that may be offered for short-term rentals or through a membership and secondary to that, new private studio/creative work spaces.**

The Technical Report reveals that 161 respondents completed the survey and in no instance were more than 100 artists/creative individuals interested in a distinct type of space (live/work, private studio, or shared creative space and specialized equipment). When response rates are higher, we believe that the data will be the most meaningful and interpretable. Meaning, that while those who took the survey may not ultimately lease new space, there will be others with similar space needs and preferences, who will. In Elizabeth, where fewer than 100 artists are interested in any one type of space, we assume that the survey findings, particularly for those interested in live/work and in private studio/creative work space, are relevant only to those who took the survey and should not be generalized to the broader creative sector. This also gives the report a short shelf-life. If new space were created, it would be for those who took the survey without expectation that others would take their place in the event one or more respondent's circumstances change. Therefore, any new space that is created based on this report's findings should be undertaken within one calendar year of this study and significant effort should be made to remain in contact with interested artists about the space being planned, using the contact information they may have provided for this

purpose. This effort will keep interested artists invested and help ensure the successful leasing of new space.

Given the low response rate, it is possible that there are artists and creative individuals who did not participate in this study but who need creative space and would be interested in new space in Elizabeth. Should new space be pursued, ongoing outreach to the creative sector is recommended as it may help reveal a deeper market over time.

Within this context we recommend:

- Creating shared creative space, including specialized equipment necessary to optimize the space for its intended use. A multi-use makerspace or a community art center would be appropriate as would distinct stand-alone shared creative space(s). New space efforts could be spearheaded by the Town or a private individual, business or nonprofit. If there is existing space that could be adapted for creative uses or existing programs that can be expanded to meet the need, this would be an efficient way to undertake a new space initiative. When prioritizing which types of space to create, we recommend selecting spaces that are of the most interest to the most artists (see Table 6 of the Technical Report). We further recommend focusing initial efforts on spaces that are the easiest and most cost efficient to create and operate. Of the most preferred spaces this would include:
  - gallery/exhibition space
  - classroom/teaching space
  - general purpose fine arts studio

We assume that those who are interested in shared spaces and currently live at least a one-hour drive from Elizabeth and without plans to relocate closer, may not use shared spaces frequently enough to support their share of operating costs (including debt service). For this reason, we do not recommend investing in high cost spaces without first preparing a thorough business plan that includes engaging the interested artists in a follow up dialogue about their commitment and what they can afford to pay. Examples of most-preferred spaces that should be carefully planned include:

- ceramics and/or clay studio/kiln
- paint room (sprayers/ventilation)
- theater/performance space (formal seating/permanent stage)

Shared creative space and specialized equipment initiatives do not need to be limited to the most preferred spaces highlighted above and in the narrative accompanying Table 6 of the Technical Report. There are lesser preferred spaces that would be welcome by some artists and that may be feasible to offer under unique circumstances. For example, if existing programs in Elizabeth could be easily adapted to serve the interested artists or if new shared spaces/equipment would appeal to a large cross-section of non-artists/creatives, like co-working space or a community kitchen, then such initiatives should be explored. It may simply be a matter of changing an existing program marketing strategy to appeal to the creative sector or adapting the concept for new space to be created so that it serves a larger

group than represented by this study. For example, there may be non-artists who would like to learn ceramics in a new shared art facility that offered classes to offset costs.

One final strategy to consider for providing fee- or member-based shared spaces, is to create flexible spaces that can be adapted for multiple purposes. This approach is often the most financially feasible. For example, create flex space that can be used for art creation, teaching/workshops, rehearsing, exhibiting and community events to attract the critical mass necessary for success.

- Creating up to 11 private studio/creative work-only spaces. This is based on a three-to-one redundancy formula that accounts for the likelihood that not all artists who are interested in space will ultimately lease a new private studio. With 33 artists interested in private studio/creative work-only space, we arrive at a recommendation to create up to 11 new spaces (33/3). Spaces could be new construction or adaptive reuse. While artists who are interested in new space may be satisfied with space not located in a multi-studio/workspace facility, we find that most artists seek private space in a supportive community. To the extent that new studio/creative work space can be created in one central area or building, alongside other studios and the preferred shared spaces and amenities documented in Table 20 of the Technical Report, the more successful new space will be. Providing new studio/creative work-only space alongside a new community art center/shared creative space that may be built in response to this study, is also recommended. This strategy will help cluster creative activity in one area, both unifying the creative sector and creating a critical mass of arts activity to draw visitors. Prior to creating new space, we recommend taking an inventory of existing studio/creative work-only spaces to determine whether the identified need for new space can be addressed by existing assets.

Other considerations related to the development of private studio/creative work space in Elizabeth, include:

- Since, we do not recommend generalizing the need for new space to the broader creative sector (due to the low number of total respondents) new space should be planned specifically for those who took the survey and the production of new space approached conservatively. One conservative strategy would be to introduce five new spaces and if there is a waiting list, then add more in a second phase. Securing commitment letters from artists in advance of design, is also prudent. Some artists may choose to share private studio/work space to keep their costs down. The recommendation to only create up to eleven new spaces considers both the potential that not all interested artists may choose to rent new space and that some may choose to share space with one or more artists.
- If shared creative space is developed, we recommend considering how such shared space could support the artists interested in private studio/creative work space as well. For example, if new gallery/exhibition space is created and available to the community in response to the need for shared creative space, it may not be necessary to also create gallery/exhibition space in tandem with the private studios, even though the artists interested in studio space highly preferred gallery/exhibition space as a shared amenity to the studio space they may rent. Comparing Tables 6

and 20 from the Technical Report can provide other insights about which types of spaces to create that could serve both sub-groups.

- Rents for private studio space should be kept as low as possible. Table 22 of the Technical Report shows that while these interested artists can pay a variety of rents, keeping prices below \$300 a month with most below \$200 is advisable. If new private studio/work space is created in a single facility, we recommend a design that can allow spaces to be expanded or retracted easily and as artist tenants and space needs change over time. A wide variety of space sizes is required by these interested artists (see Table 21) and without knowing who may ultimately rent new space, flexibility is key.
  - Many of these artists currently have space that they use only for their art (see Table 18) whether in their home or rented separately or some other situation (see Table 19). Given that so few relative to the total don't have the space they need currently, new space may need to appeal greatly to these artists for them to rent the new space. Enticing artists by including their preferred space features and shared amenities and locating studios near one another to create a sense of community will all be important.
- Consider adapting current housing opportunities to make them attractive to the creative sector. While the study findings do not support an artist live/work facility, there are a few artists who would consider relocating to a live/work space designed and managed for the needs of artists and their families. If a local developer or building owner has loft- or industrial-style, affordable residential or live/work space, or is actively planning new housing based on a broader market need, and the space is in downtown Elizabeth or in an active arts area, we recommend considering the feasibility of marketing and leasing up to five of those spaces to the creative sector. Developers should note that most of the interested artists do not currently live in Elizabeth and should adjust their marketing and outreach accordingly (see Table 7). They should also refer to Table 14 of the Technical Report to include the types of features and shared amenities preferred by the interested artists, in order to make the new space as useful and marketable as possible.

Examples of space typologies that have been successfully marketed and leased to artists in this manner include living space above storefront/studio space; commercial light industrial space that is converted to allow residential occupancy in a small portion of that space (while the space remains primarily commercial/industrial); and, traditional affordable housing units marketed to artists based on a location in a designated arts/cultural district or near cultural assets including other creative work spaces, galleries, theaters and so on.

## OTHER CONSIDERATIONS

- Much interest was expressed in receiving information about the proposed project, being added to an interest list for a project and in volunteering. Contact information is provided separately from this report and interested artists should be kept up to date and advised of any progress toward the realization of new creative space in Elizabeth. These interest

groups are also appropriate to contact for further input on new space concept assumptions, including new shared creative spaces and specialized equipment types and rates.

- In general, the survey respondents are a diverse group. There are a variety of arts disciplines and ages represented. And the ethnic diversity quotient of those artists interested in live/work space is higher than the 2010 reported diversity for Elizabeth (source city-data.com)

## CONCLUSION

The Arts Market Study revealed a small need for new creative space in Elizabeth, with shared creative space and specialized equipment being of interest to the largest number of artists and creative individuals. While the study did not support a mixed-use live/work facility, we believe that introducing new creative space through a community art center will help Elizabeth centralize creative activity in its downtown and support its creative sector and continued growth of the Main Street Historic District.

Follow-up steps we recommend, prior to concept planning and development of new spaces include:

- Conduct an asset mapping exercise to identify any underutilized studio/creative work spaces or live/work adaptable housing opportunities that could serve the identified market, before investing in new space.
- Identify any overlapping space needs or initiatives in the community that may be adapted to serve both the creative sector and non-artists who are seeking space to live and/or work.
- Identify potential operators of a community art center/new space or those who may expand existing programs to meet the identified need.
- Form an arts community leader task force to work with local building owners and developers to introduce new small- scale creative spaces such as a community art center with studio spaces into their project plans.
- Identify a local broker who is willing to represent creative sector space interests and work to train her/him on best practices for marketing and leasing to creatives and integrating creative spaces into project concepts

We are grateful for the opportunity to work with the Town of Elizabeth on this study and hope that information contained in this report will be used to advance the development of new creative space.

# Survey of Artists' and Creative Individuals' Space Needs and Preferences

## Technical Report

ELIZABETH, CO  
June 2017

*Prepared by Swan Research and Consulting for —*



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## Introduction

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Community and civic leaders in Elizabeth, CO have collaborated with Artspace Projects, the nation's leading non-profit real estate developer of affordable arts facilities, to conduct a study of the space needs and preferences of creative individuals of all disciplines in and around Elizabeth. This assessment was conducted as the second step in a feasibility process that began with a visit by Artspace in April 2016. The Town of Elizabeth and the Town's Public Art Committee were important partners in the development and administration of the study.

The results of the study will assist the project partners and others in promoting arts-friendly developments where artists, creatives and makers of all disciplines may create, practice, perform, showcase art, engage with the public, and draw visitors to Elizabeth's Main Street historic district. The data could also be used to attract funders and partners and inform the planning and development of new, creative spaces in Elizabeth.

Data was collected through a survey of artists, creatives, craftspeople, and cultural practitioners located in Elizabeth and the surrounding area. Specific information regarding the survey methodology is provided in Appendix A.

Artspace Projects, Inc. and Swan Research and Consulting designed the survey with the following objectives:

- *Quantify* the demand for artist live/work space, ongoing private studio and creative work space, and shared creative spaces and specialized equipment that can be accessed through a paid membership or other rental arrangement in Elizabeth.
- *Articulate* specific design elements, amenities, equipment, types of space and building features that artists and creative individuals prefer or require.
- *Describe* the artists and creatively involved individuals; their arts and creative activities, and current living and working arrangements.

This report provides a summary of the data obtained from those who completed the survey, particularly those artists and creative individuals who indicated an interest in potential new space in Elizabeth.

## Executive Summary

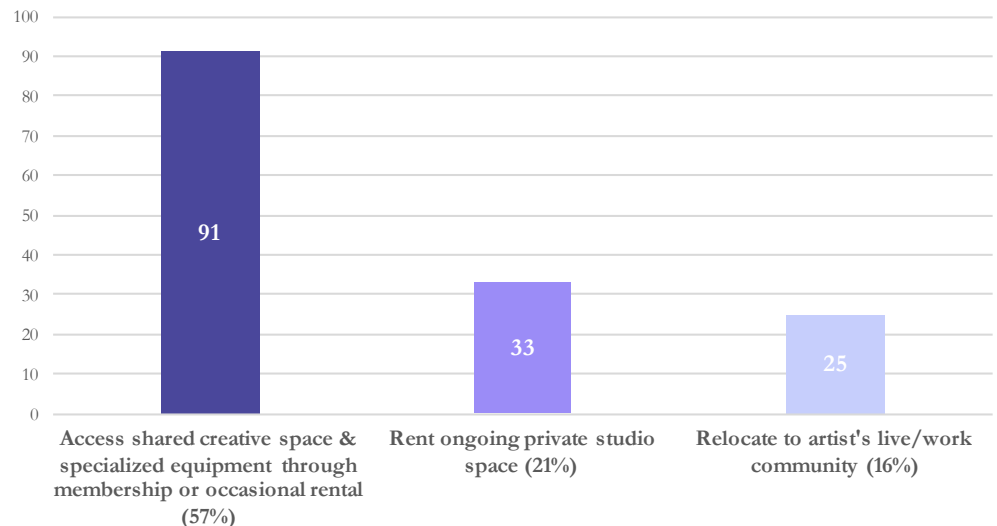
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161 respondents completed the Elizabeth, Colorado Survey of Artists' and Creative Individuals' Space Needs and Preferences. The survey findings indicate demand for shared creative spaces and/or specialized equipment that individuals could access through a paid membership or some other occasional or short-term rental arrangement in Elizabeth. However, there was little demand for live/work spaces and private studio or creative work spaces that could be rented on an ongoing basis.

91 of the survey respondents (57%) expressed interest in **accessing shared creative space and specialized equipment** (Figure 1). 68 of these respondents are *only* interested in accessing shared creative space and specialized equipment, while 23 also expressed interest in live/work space and/or ongoing private studio or creative work space. 57% of these interested respondents currently reside in Elizabeth or have lived there in the past, while 31% have never lived there.

25 of the survey respondents (16%) expressed interest in **relocating to an affordable artists' live/work community** in Elizabeth and 33 (21%) expressed interest in **renting private studio or creative work space on an ongoing basis** in Elizabeth.

*Figure 1: Interest in New Space*



Note: There is overlap among these groups – that is, a respondent could indicate interest in one, two or all three types of space.

The most common arts, cultural and creative industries of the survey respondents interested in space are painting/drawing and crafts/fine crafts. Many of the interested artists currently do not have space they use specifically for their art or creative work and most use space within their home for their art or creative activities. The majority are over 40 years of age.

The survey respondents who expressed interest in shared creative space and specialized equipment were asked to identify up to five shared creative spaces they would be most interested in accessing. The most preferred types of space were a gallery/exhibition space, a ceramics and/or clay studio/kiln, a classroom/teaching space and a general purpose fine arts studio. A paint room with sprayers/ventilation and a theater/performance space with formal seating/permanent stage were also selected by many of the interested artist as space in which they would be interested.

## Summary of Survey Results – Space Needs and Preferences

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### ACCESS SHARED CREATIVE SPACE AND SPECIALIZED EQUIPMENT THROUGH A PAID MEMBERSHIP OR OTHER RENTAL ARRANGEMENT

Ninety-one (91) of the survey respondents (57%) indicated an interest in accessing shared creative space and specialized equipment through a paid membership or other short-term or occasional rental arrangement if available in Elizabeth.

Sixty-eight (68) of these respondents are *only* interested in accessing shared creative space and specialized equipment, while 23 also expressed interest in live/work space and/or ongoing private studio or creative work space.

Fifty-seven percent (57%) of the artists interested in accessing shared creative space and specialized equipment currently reside in Elizabeth. (Table 1). Thirty-one percent (31%) have never lived there (Detailed current residence data is provided in Appendix B).

**Table 1: Elizabeth Residence\***

Ever Lived in Elizabeth?	“yes” responses	
	#	%
I currently live in Elizabeth	52	57.1
Yes, but not currently	11	12.1
No	28	30.8
<b>Total</b>	<b>91</b>	<b>100.0</b>

The most common arts, cultural, and creative industries of those interested in accessing shared creative space and specialized equipment are painting/drawing, crafts/fine crafts, music, and fire arts (ceramics, glass, metalworking/metalsmithing (Table 2). (Additional arts, cultural and creative industries are provided in Appendix C).

**Table 2: Arts, Cultural and Creative Industries\***

<b>Arts, Cultural and Creative Industries</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Painting/Drawing	38	41.8
Crafts/Fine crafts	25	27.5
Music (vocal, instrumental, recording, composition, etc.)	20	22.0
Fire arts (ceramics, glass, metalworking/metalsmithing)	19	20.9
Mixed media	16	17.6
Photography	16	17.6
Art gallery/Exhibition space/Curatorial	15	16.5
Arts education/instruction	14	15.4
Theater arts (acting, directing, production, etc.)	13	14.3
Performance art	11	12.1
Sculpture	10	11.0
Digital arts (computer, multimedia, new media, etc.)	9	9.9
Fiber/Textile arts (weaving, dyeing, etc.)	9	9.9
Graphic arts/design	9	9.9
Writing/Literary arts	9	9.9
Book arts/illustration	8	8.8
Woodworking	7	7.7
Heritage/Folk arts	5	5.5
Murals/Street art	5	5.5

*\*Respondents may have selected multiple arts, cultural and/or creative industries; table includes options selected by at least 5% of artists interested in accessing shared creative space and specialized equipment.*

Many of the interested artists (44%) currently do not have space they use specifically for their art or creative work (Table 3).

**Table 3: Current Creative Work Space**

Have space used only for art or creative work?	“yes” responses	
	#	%
Yes	51	56.0
No	40	44.0
<b>Total</b>	<b>91</b>	<b>100.0</b>

The majority (63%) use space within their home for their art or creative work, and 14% report that they do not have the space they need for their art or creative activities (Table 4). Nine percent (9%) currently rent or own studio or other creative work space outside their home on an ongoing basis.

**Table 4: Current Creative Work Space Arrangement**

Creative Work Space Arrangements	“yes” responses	
	#	%
I have space within my home that I use for my art or creative work	57	62.6
I don’t have the space I need for my art or creative work	13	14.3
I rent or own studio or other creative work space outside my home on an ongoing basis	8	8.8
My work space is provided free of charge (e.g., member of dance troupe, university student, etc.)	8	8.8
My work does not require designated space	5	5.5
I rent or own studio or other creative work space outside my home on an occasional or as needed basis	0	0.0
<b>Total</b>	<b>91</b>	<b>100.0</b>

Fourteen percent (14%) of the interested artists are 30 years of age or younger, while most (79%) are over 40 years of age (Table 5).

**Table 5: Age**

Age	“yes” responses	
	#	%
20 years or younger	5	5.5
21 - 30 years	8	8.8
31 - 40 years	6	6.6
41 - 50 years	13	14.3
51 - 60 years	33	36.3
61 - 70 years	23	25.3
Over 70 years	3	3.3
<b>Total</b>	<b>91</b>	<b>*100.1</b>

*\*Does not equal 100.0% due to rounding.*

The interested artists were asked to identify up to five shared creative spaces they would be most interested in accessing through a paid membership or other short-term rental arrangement (Table 6). The most preferred types of space are a gallery/exhibition space, a ceramics and/or clay studio/kiln, a classroom/teaching space, a general purpose fine arts studio, a paint room, and theater/performance space with formal seating/permanent stage. (Additional preferred shared creative spaces identified by the interested artists are provided in Appendix C).

**Table 6: Preferred Shared Creative Spaces\***

Shared Creative Spaces	“yes” responses	
	#	%
Gallery/Exhibition space	40	44.0
Ceramics and/or Clay studio/Kiln	30	33.0
Classroom/Teaching space	30	33.0
General purpose fine arts studio	29	31.9
Paint room (sprayers/ventilation)	20	22.0
Theater/Performance space (formal seating/permanent stage)	20	22.0
Rehearsal space (theater, performance art, etc.)	15	16.5
Co-working space (shared office for freelancers, start-ups, etc.)	14	15.4
Makerspace with digital fabrication tools (e.g., 3D printers, laser cutters, etc.)	14	15.4
Networking/Meeting/Lounge space	14	15.4
Woodworking shop and equipment (e.g., routers, sanders, etc.)	13	14.3
Community kitchen	12	13.2
Glass hot shop	11	12.1
Textile space (loom, spinning wheel, sewing machines, etc.)	11	12.1
Computer room with design software (e.g., CAD, Photoshop, InDesign, Final Cut Pro, etc.)	10	11.0
Music recording studio	10	11.0
Metalworking/Metalsmithing studio	9	9.9
Theater/Performance space (black box, flexible)	9	9.9
Dance studio/rehearsal space	8	8.8
Dark room	8	8.8
Printmaking studio	8	8.8
Fine metals/Jewelry making studio	6	6.6

*\*Respondents may have selected multiple types of space; table includes options selected by at least 5% of artists interested in accessing shared creative space.*

## **RELOCATION TO A LIVE/WORK COMMUNITY**

Twenty-five (25) of the survey respondents (16%) expressed interest in relocating to an affordable live/work community specifically designed for artists, creative individuals, and their families if available in Elizabeth, CO.

In this section, because the number of respondents interested in live/work space is low, reference will be made to raw numbers rather than percentages.

Over half of the artists interested in relocating to live/work space (14) have never resided in Elizabeth (Table 7). Eight (8) live there currently (Detailed current residence data is provided in Appendix B).

**Table 7: Elizabeth Residence**

<b>Ever Lived in Elizabeth?</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
I currently live in Elizabeth	8	32.0
Yes, but not currently	3	12.0
No	14	56.0
<b>Total</b>	<b>25</b>	<b>100.0</b>

The interested artists participate in a wide range of arts, cultural and creative industries (Table 8). The most common are painting/drawing, art gallery/exhibition space/curatorial, crafts/fine crafts, and jewelry design/fabrication. (Additional arts, cultural and creative industries are provided in Appendix C).

**Table 8: Arts, Cultural and Creative Industries\***

Arts, Cultural and Creative Industries	“yes” responses	
	#	%
Painting/Drawing	9	36.0
Art gallery/Exhibition space/Curatorial	5	20.0
Crafts/Fine crafts	5	20.0
Jewelry design/fabrication	5	20.0
Book arts/illustration	4	16.0
Fiber/Textile arts (weaving, dyeing, etc.)	5	20.0
Fire arts (ceramics, glass, metalworking/metalsmithing)	4	16.0
Sculpture	4	16.0
Heritage/Folk arts	3	12.0
Mixed media	3	12.0
Music (vocal, instrumental, recording, composition, etc.)	3	12.0
Photography	3	12.0
Theater arts (acting, directing, production, etc.)	3	12.0
Architecture/Landscape architecture	2	8.0
Arts education/instruction	2	8.0
Murals/Street art	2	8.0
Performance art	2	8.0
Woodworking	2	8.0
Writing/Literary arts	2	8.0

*\*Respondents may have selected multiple arts, cultural and/or creative industries; table includes options selected by at least 5% of interested artists.*



The majority of the interested artists (18) identify as female (Table 9).

**Table 9: Gender\***

<b>Gender</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Female	18	72.0
Male	7	28.0
Transgender/Transsexual	0	0.0
Genderqueer	0	0.0
Something else	0	0.0
Prefer not to answer	0	0.0

*\*Respondents may have selected multiple options.*

Eight (8) are 30 years of age or younger, and 8 are between 41 and 60 years of age (Table 10).

**Table 10: Age**

<b>Age</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
20 years or younger	3	12.0
21 - 30 years	5	20.0
31 - 40 years	4	16.0
41 - 50 years	3	12.0
51 - 60 years	5	20.0
61 - 70 years	4	16.0
Over 70 years	1	4.0
<b>Total</b>	<b>25</b>	<b>100.0</b>

The majority of the interested artists (20) are White/Caucasian. Two (2) identify as Multiracial/Multiethnic, and two (2) as Hispanic/Latino (Table 11).

**Table 11: Ethnicity**

<b>Ethnicity</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Multiracial/Multiethnic	2	8.0
Black/African American	0	0.0
Hispanic/Latino	2	8.0
Asian	0	0.0
Pacific islander/Native Hawaiian	1	4.0
Native American/American Indian/Alaskan Native	0	0.0
White/Caucasian	20	80.0
Something else (please specify)	0	0.0
Not answered	0	0.0
<b>Total</b>	<b>25</b>	<b>100.0</b>

The majority of the interested artists (20) have at least a Bachelor’s degree, and four (4) have obtained a post-graduate degree (Table 12).

**Table 12: Education**

<b>Highest Level of Education</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Some high school course work	2	8.0
High School/GED	2	8.0
Some college course work or 2-year degree	8	32.0
Bachelor’s degree	8	32.0
Some post-graduate work	1	4.0
Post-graduate degree	4	16.0
<b>Total</b>	<b>25</b>	<b>100.0</b>

None of the interested artists are currently full-time college or university students (Table 13).

**Table 13: Student Status**

<b>Full-time College or University Student?</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Yes	0	0.0
No	25	100.0
<b>Total</b>	<b>25</b>	<b>100.0</b>

The interested artists were asked to identify up to five shared amenities and design features they would most like to have in the building where they would relocate to live/work space (Table 14). The majority (18) identified building WiFi as important. Ten (10) would like additional storage, 10 need general-use studio/flex-space, 9 are interested in gallery/exhibition space, and 8 want a fitness room. (Additional preferred shared amenities and design features identified by the interested artists are provided in Appendix C).

**Table 14: Preferred Shared Amenities and Design Features in a Live/Work Facility\***

Shared Amenities/Design Features	“yes” responses	
	#	%
Building WiFi	18	72.0
Additional storage	10	40.0
General-use studio/flex-space	10	40.0
Gallery/Exhibition space	9	36.0
Fitness room	8	32.0
Classroom(s)/Teaching space	7	28.0
Outdoor work area	7	28.0
Sound proof practice room	7	28.0
Utility sink with trap	7	28.0
Community garden (ground or rooftop)	6	24.0
Networking/Meeting/Lounge space	6	24.0
Rehearsal space (dance, theater, performance art, etc.)	6	24.0
Sustainable design	3	12.0
Business center (copier, fax, scanner, postage meter, etc.)	2	8.0

*\*Respondents may have selected multiple types of amenities/features; table includes options selected by at least 5% of artists interested in accessing shared creative space.*

When asked about the maximum amount they could pay monthly in combined housing and work space costs, 11 of the interested artists indicated they could afford \$1,000 - \$1,500 while nine (9) could only afford \$400 - \$500 (Table 15).

**Table 15: Affordable Housing and Work Space Costs**

<b>Combined Live/Work Space Maximum Monthly Amount (excluding utilities)</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
\$400	4	16.0
\$500	5	20.0
\$600	0	0.0
\$700	0	0.0
\$800	4	16.0
\$900	0	0.0
\$1,000	7	28.0
\$1,200 - \$1,500	4	16.0
\$1,501 - \$1,900	1	4.0
Over \$1,900	0	0.0
<b>Total</b>	<b>25</b>	<b>100.0</b>

## **ONGOING PRIVATE STUDIO AND CREATIVE WORK SPACE**

Thirty-three (33) of the survey respondents (21%) indicated an interest in renting private studio or creative work space, specifically designed for artists and creative individuals, on an ongoing basis in Elizabeth.

In this section, because the number of respondents interested in renting private studio or creative work space is low, reference will be made to raw numbers rather than percentages.

Fourteen (14) of the artists interested in private studio/creative work space currently reside in Elizabeth, and five (5) have lived there in the past (Table 16). (Detailed current residence data is provided in Appendix B).

**Table 16: Elizabeth Residence\***

<b>Ever Lived in Elizabeth?</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
I currently live in Elizabeth	14	42.4
Yes, but not currently	5	15.2
No	14	42.4
<b>Total</b>	<b>33</b>	<b>100.0</b>

The most common arts, cultural and creative industries of those interested in renting private studio or creative work space are painting/drawing, crafts/fine crafts, fire arts, and mixed media (Table 17). (Additional arts, cultural and creative industries are provided in Appendix C).

**Table 17: Arts, Cultural and Creative Industries\***

<b>Arts, Cultural and Creative Industries</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Painting/Drawing	14	42.4
Crafts/Fine crafts	9	27.3
Fire arts (ceramics, glass, metalworking/metalsmithing)	8	24.2
Mixed media	8	24.2
Art gallery/Exhibition space/Curatorial	6	18.2
Photography	6	18.2
Arts education/instruction	5	15.2
Graphic arts/design	4	12.1
Performance art	4	12.1
Printmaking	4	12.1
Sculpture	4	12.1
Theater arts (acting, directing, production, etc.)	4	12.1
Book arts/illustration	3	9.1
Digital arts (computer, multimedia, new media, etc.)	3	9.1
Fiber/Textile arts (weaving, dyeing, etc.)	3	9.1
Jewelry design/fabrication	3	9.1
Murals/Street art	3	9.1
Music (vocal, instrumental, recording, composition, etc.)	3	9.1
Architecture/Landscape architecture	2	6.1
Dance/Choreography	2	6.1
Film/Video/Television/Digital/Web-based entertainment production	2	6.1
Woodworking	2	6.1

*\*Respondents may have selected multiple arts, cultural and/or creative industries; table includes options selected by at least 5% of interested artists.*

Many of the interested artists (15) currently do not have space they use specifically for their art or creative work (Table 18).

**Table 18: Current Creative Work Space**

<b>Have space used only for art or creative work?</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Yes	18	54.5
No	15	45.5
<b>Total</b>	<b>33</b>	<b>100.0</b>

Fourteen (14) use space within their home for their art or creative work, and 9 report that they do not have the space they need for their art or creative activities (Table 19). Six (6) currently rent or own studio or other creative work space outside their home on an ongoing basis.

**Table 19: Current Creative Work Space Arrangement**

<b>Creative Work Space Arrangements</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
I have space within my home that I use for my art or creative work	14	42.4
I don’t have the space I need for my art or creative work	9	27.3
I rent or own studio or other creative work space outside my home on an ongoing basis	6	18.2
My work space is provided free of charge (e.g., member of dance troupe, university student, etc.)	3	9.1
My work does not require designated space	1	3.0
I rent or own studio or other creative work space outside my home on an occasional or as needed basis	0	0.0
<b>Total</b>	<b>33</b>	<b>100.0</b>

The interested artists were asked to identify up to five shared amenities and/or design features that would be most important in the building where they would have private studio or creative work space (Table 20). The most preferred amenities and design features were building Wi-Fi, gallery/exhibition space, additional storage, and a classroom(s)/teaching space. (Additional preferred shared amenities and design features are provided in Appendix C).

**Table 20: Preferred Shared Amenities and Design Features for Private Studio/Creative Work Space\***

Shared Amenities/Design Features	“yes” responses	
	#	%
Building Wi-Fi	23	69.7
Gallery/Exhibition space	22	66.7
Additional storage	15	45.5
Classroom(s)/Teaching space	14	42.4
Networking/Meeting/Lounge space	13	39.4
Utility sink with trap	11	33.3
Outdoor work area	9	27.3
Rehearsal space (dance, theater, performance art, etc.)	9	27.3
Business center (copier, fax, scanner, postage meter, etc.)	6	18.2
Sustainable design	6	18.2
Community garden (ground or rooftop)	4	12.1
Loading dock	3	9.1
Sound proof practice room	3	9.1
Bicycle parking (indoors/secure)	2	6.1
High fire Kiln	2	6.1

*\*Respondents may have selected multiple types of amenities/ design features. Table includes options selected by at least 5% of interested artists.*



The majority of the artists interested in renting private studio or creative work space on an ongoing basis (20) need studio/work spaces of 200 - 500 square feet. Four (4) require spaces larger than 1,000 square feet (Table 21).

**Table 21: Minimum Space Requirements for Private Studio/Creative Work Space**

<b>Creative Work Space Arrangements</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
Under 200 sq. feet	3	9.1
200 - 350 sq. feet	11	33.3
351 - 500 sq. feet	9	27.3
501 - 650 sq. feet	2	6.1
651 - 800 sq. feet	1	3.0
801 - 1,000 sq. feet	2	6.1
1,001 - 1,500 sq. feet	1	3.0
1,501 - 2,000 sq. feet	1	3.0
More than 2,000 sq. feet	2	6.1
I do not know	1	3.0
<b>Total</b>	<b>33</b>	<b>100.0</b>

Ten (10) of the artists interested in renting private studio or creative work space could afford \$101 - \$300 per month for that space (paid in addition to costs for housing). Eight (8) could pay \$100 or less each month and nine (9) could afford \$301 - \$400 per month (Table 22).

**Table 22: Affordable Private Studio/Creative Work Space Costs**

<b>Maximum Monthly Amount (excluding utilities)</b>	<b>“yes” responses</b>	
	<b>#</b>	<b>%</b>
\$100 or less	8	24.2
\$101 - \$200	7	21.2
\$201 - \$300	3	9.1
\$301 - \$400	9	27.3
\$401 - \$500	2	6.1
\$501 - \$750	4	12.1
More than \$750	0	0.0
<b>Total</b>	<b>33</b>	<b>100.0</b>

## **INTEREST IN ADDITIONAL CONTACT OR PARTICIPATION**

At the end of the survey, respondents were asked if they were interested in being contacted or wanted to be involved in the proposed project. The survey respondents could sign up for additional contact regardless of their interest in new space in Elizabeth.

Of the survey respondents (161):

- 102 (63%) indicated they would like to receive further information about a project in Elizabeth.
- 86 (53%) indicated they would like to be added to an interest list for a project in Elizabeth.
- 55 (34%) indicated they would be interested in volunteering for a project in Elizabeth.

## Appendix A: Survey Methodology

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The Town of Elizabeth (the Town) and the Town's Public Art Committee, in collaboration with Artspace Projects, the nation's leading non-profit real estate developer of affordable arts facilities, and Swan Research and Consulting, developed the survey used in this study. The survey addressed four areas of interest including 1) current living and creative working information, 2) preferences for living and creative work space, 3) demographic information, and 4) the respondent's personal interest in an affordable artists' live/work community, ongoing private studio or creative work space, and shared creative space and specialized equipment that could be accessed through a paid membership or other short-term or occasional rental arrangement in Elizabeth.

Beginning in January 2017, individuals located within a 50-miles radius of Elizabeth were invited to participate in the survey and provided with a link to access the survey online. Dissemination of information regarding the survey was led by the Town and its Public Art Committee, particularly their outreach coordinator, Susan Barkman. Support was also provided by the Town of Parker/Parker Arts, and the Parker Artist Guild.

A wide range of efforts were organized to communicate information about the survey and its purpose, including the following:

- A public launch event was held on February 22, 2017. This event included networking for artists, refreshments, and live music.
- Email blasts to local organizations, along with featured articles on the organizations' websites and in their newsletters. Emails were sent to over 200 organizations, individuals, and businesses.
- Social media was used extensively, particularly Facebook, with posts on multiple occasions that reached a wide audience.
- In-person visits by members of the Public Art Committee to art districts, galleries, studios, and art supply stores in the area surrounding Elizabeth and Castle Rock and in the Denver area to advertise both the networking event and the survey itself.
- Approximately 400 flyers, 1,500 business cards, 1,000 postcards, and posters were provided for distribution to organizations, businesses, and galleries in Elizabeth and the surrounding area, as well as in select areas of Denver.
- Press releases, information in the Town newsletter, an advertisement in the *Prairie Times* magazine, and a full article in the *Elbert County News*.

The survey was available for approximately 7 weeks via the Internet, utilizing the Survey Gizmo survey application. One-hundred sixty-one (161) individuals completed the Survey of Artists' and Creative Individuals' Space Needs and Preferences.

The survey respondents are a sample of convenience and, as with any measurement tool, some error is inherent. As such, the data obtained from the survey should be interpreted carefully.

## Appendix B: Current Residence – Interested Artists

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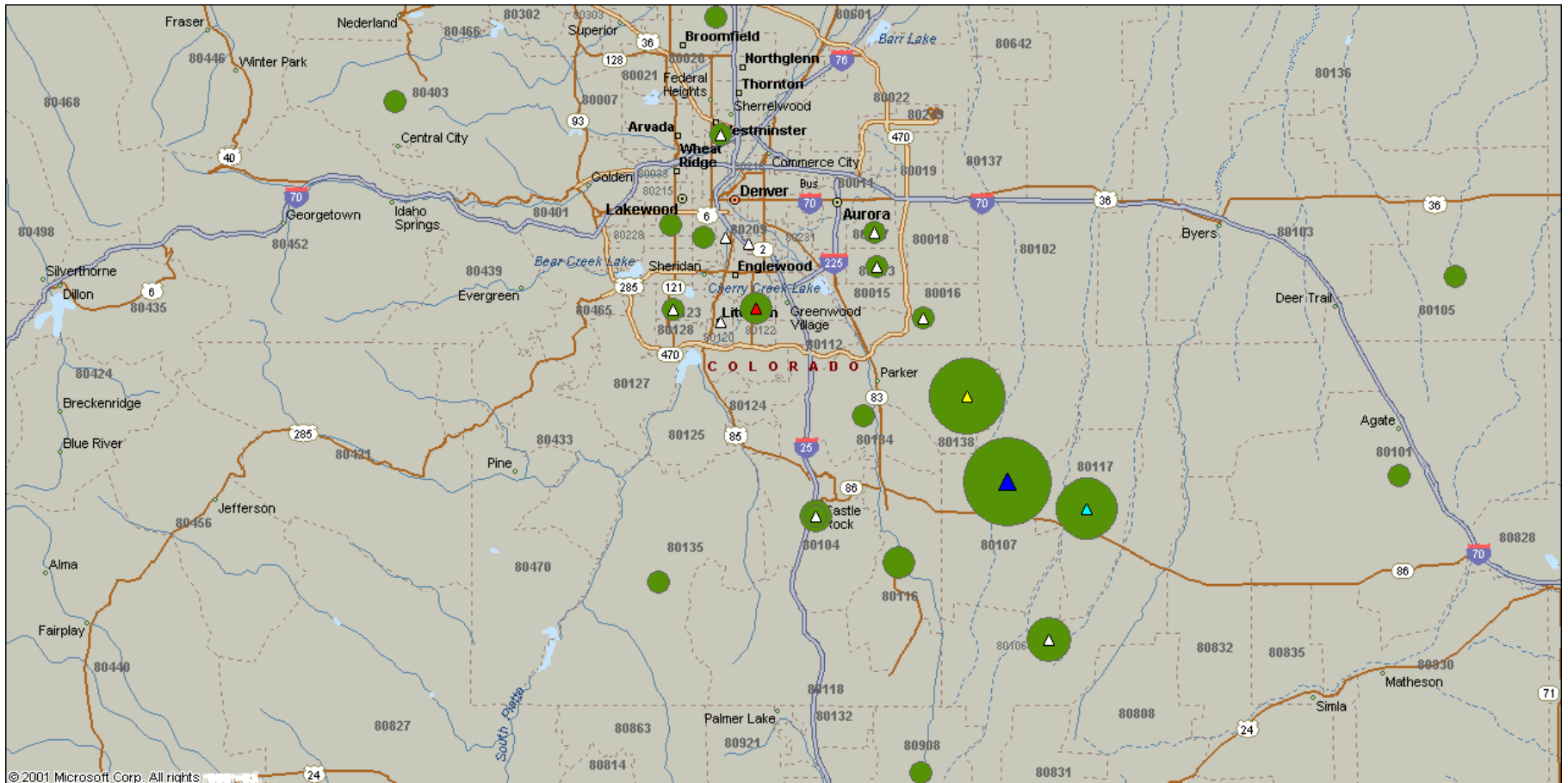
### Current Residence of the Interested Artists

City	Shared Creative Space & Specialized Equipment		Live/Work Space		Ongoing Private Studio Rental	
	#	%	#	%	#	%
Elizabeth	47	51.6	7	28.0	12	36.4
Parker	11	12.1	2	8.0	4	12.1
Kiowa	9	9.9	1	4.0	5	15.2
Castle Rock	4	4.4	2	8.0	1	3.0
Aurora	3	3.3	1	4.0	3	9.1
Denver	3	3.3	6	24.0	3	9.1
Elbert	3	3.3	0	0.0	1	3.0
Littleton	3	3.3	2	8.0	4	12.1
Franktown	2	2.2	0	0.0	0	0.0
Agate	1	1.1	0	0.0	0	0.0
Broomfield	1	1.1	1	4.0	0	0.0
Colorado Springs	1	1.1	0	0.0	0	0.0
Deer Trail	1	1.1	0	0.0	0	0.0
Golden	1	1.1	0	0.0	0	0.0
Sedalia	1	1.1	0	0.0	0	0.0
Bennett	0	0.0	2	8.0	0	0.0
Arvada	0	0.0	1	4.0	0	0.0
<b>Total</b>	<b>91</b>	<b>100.0</b>	<b>25</b>	<b>100.0</b>	<b>33</b>	<b>100.0</b>

## Survey of Artists and Creative Individuals - Respondents Interested in Space: Distribution of Current Residence by Zip Code

Size of green circle indicates relative frequency of responses by zip code for respondents interested in shared creative space and specialized equipment.

Triangles indicate respondents interested in ongoing private studio rental. (Blue triangle = 12 respondents; Aqua triangle = 5 respondents, Yellow triangle = 4 respondents, Red triangle = 2 respondents, White triangle = 1 respondent)



## Appendix C: Survey Data – Additional Responses of Interested Artists

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This appendix contains responses of artists and creative individuals interested in accessing shared creative space and specialized equipment, relocating to an affordable artists' live/work community, and/or renting private studio or creative work space on an ongoing basis, in Elizabeth. These responses were not included in the main report because either the response rate was low, or the response was entered as free text.

### *Artists Interested in Accessing Shared Creative Space and Specialized Equipment (91)*

**Survey Question:** In what areas of the arts, cultural or creative industries are you most involved?  
(Select up to four that most apply)

#### Other Arts, Cultural and Creative Industries in which Interested Artists are Involved

	Responses	
	#	%
Architecture/Landscape architecture*	4	4.4
Dance/Choreography*	4	4.4
Healing arts/Art therapies*	4	4.4
Jewelry design/fabrication*	4	4.4
Leatherworking*	4	4.4
Art/Music therapy*	3	3.3
Film/Video/Television/Digital/Web-based entertainment production*	3	3.3
Printmaking*	2	2.2
3d art for advertising	1	1.1
Art with reclaimed materials	1	1.1
Arts administration/Arts advocacy*	1	1.1
Fashion/Costume design*	1	1.1
Installation art*	1	1.1
Patron of the arts	1	1.1
Small Business Development Center - Business Consultant	1	1.1

*\*Art, culture or creative industry was provided as an option in the survey.*

**Survey Question:** Please choose up to five shared creative spaces that you would be most interested in accessing through a paid membership or other short-term rental arrangement.

#### Additional Shared Creative Spaces of Greatest Interest

	Responses	
	#	%
Sound proof practice room*	3	3.3
Large scale bronze or steel foundry*	2	2.2
Sound booth (voiceover)*	2	2.2
Demo space	1	1.1
Scene/Prop/Costume shop*	1	1.1

*\*Space was provided as an option in the survey.*

## ***Artists Interested in Relocation to a Live/Work Community (25)***

**Survey Question:** In what areas of the arts, cultural or creative industries are you most involved?  
(Select up to four that most apply)

### **Other Arts, Cultural and Creative Industries in which Interested Artists are Involved**

	Responses	
	#	%
Art/Music therapy*	1	4.0
Arts administration/Arts advocacy*	1	4.0
Dance/Choreography*	1	4.0
Film/Video/Television/Digital/Web-based entertainment production*	1	4.0
Installation art*	1	4.0
Printmaking*	1	4.0
Word art. I am a storyteller, writer, voice artist. I also have a background in theater and film production. Word art would be an open creative space for anyone working with words. Writers. Poets. Songwriters. Novelist. And the like.	1	4.0
Luthiery	1	4.0

*\*Art, culture or creative industry was provided as an option in the survey.*

**Survey Question:** Of the following shared amenities and design features that may be available for residents in the building where you would relocate to live/work space, please choose up to five that would be most important to you.

### **Additional Shared Amenities and Design Features Identified by the Interested Artists as Most Important in a Live/Work Facility**

	Responses	
	#	%
Bicycle parking (indoors/secure)*	1	4.0
Electric car charging station*	1	4.0
Loading dock*	1	4.0
Access to nature	1	4.0
Kiln	1	4.0
Lots of windows	1	4.0
Stone Sculpting creates noise and dust, would need a space suitable for this kind of work.	1	4.0

*\*Amenity or design feature was provided as an option in the survey.*



## ***Artists Interested in Ongoing Private Studio or Creative Work Space (33)***

**Survey Question:** In what areas of the arts, cultural or creative industries are you most involved?  
(Select up to four that most apply)

### **Other Arts, Cultural and Creative Industries in which Interested Artists are Involved**

	Responses	
	#	%
3d art for advertising	1	3.0
Arts administration/Arts advocacy*	1	3.0
Ceramics, Clay manufacturing	1	3.0
Heritage/Folk arts*	1	3.0
Leatherworking*	1	3.0
Luthiery	1	3.0
Small Business Development Center - Business Consultant	1	3.0
Writing/Literary arts*	1	3.0

*\*Art, culture or creative industry was provided as an option in the survey.*

**Survey Question:** Of the following shared amenities and design features that may be available in the building where you would have private studio/creative work space, please choose up to five that would be most important to you.

### **Additional Shared Amenities and Design Features Identified by the Interested Artists as Most Important**

	Responses	
	#	%
Electric car charging station*	1	3.0
I have space to lease to artists in Elizabeth at 313 Kiowa St.	1	3.0
Studio with enough space to work on large canvases or multiple canvases	1	3.0

*\*Amenity or design feature was provided as an option in the survey.*