Make. Do. Workshop

Thursday, November 15
Match artists who need space with those who have vacant space
- Focus on workspace

Survey Responses
- 150 artists and creative workers
- 40 property owners and leasing agents
- 5 municipal governments

Next Up
- Identify gaps
- Make connections
- Brainstorm ideas
- Policy / budget recommendations for city, county government
- Build infrastructure and capacity
Artists: Type of Art

How would you describe yourself as an artist?

- 2D: 35%
- 3D: 17%
- Video/digital: 9%
- Performance/theater/musician: 20%
- Other (please specify): 19%
Artists: Media / Forms

In what areas of the arts are you most involved? (Select up to three that most apply)

- Architecture
- Archiving/ Curation
- Art gallery
- Arts administration
- Arts advocacy
- Arts education/ Instruction
- Blacksmithing
- Ceramics
- Computer/ Multimedia/ New media
- Crafts/ Fine crafts
- Culinary arts
- Dance/ Choreography
- Design
- Fiber arts
- Folk and traditional art
- Foundry arts/ Casting
- Furniture making
- Glass
- Graphic arts
- Jewelry making
- Metalworking/ welding
- Mixed media
- Music (Vocal/ Instrumental/ Composition)
- Painting/ Drawing
- Performance art
- Photography
- Printmaking
- Sculpture
- Storytelling
- Theater arts/ Acting
- Video/ Film
- Woodworking
- Writing/ Literary arts
- Other (please specify)
In what areas of the arts are you most involved? (Select up to three that most apply)

- Painting/Drawing
- Photography
- Crafts/Fine crafts
- Music (Vocal/Instrumental/Composition)
- Arts education/Instruction
- Mixed media
- Sculpture
- Writing/Literary arts
- Printmaking
- Computer/Multimedia/New media
- Art gallery
- Video/Film
- Graphic arts
- Ceramics
- Design
Artists: Work Environment

Would you prefer:

- To be among artists doing similar work, in similar media
- To be among a mixture of artists doing similar work, and those doing different types of work
- To be among a wide variety of artists doing work that is very different from your own
- Depends on personality or work of other artists involved
- Not sure
Would you like to share a studio lease with another artist?

- Yes: 48%
- No: 32%
- Not sure: 20%
Artists: Why haven’t you rented?

- Cost
- Inadequate facilities
- Location
- Too small
- Low/inconsistent Income
- Environment
- Lease terms
- Too big
- Periodic need
- Lack of info
- Safety / Security

0 1 0 2 0 3 0 4 0 5 0 6 0 7 0
Property Owners: Would you rent to artists?

Would you consider renting space to individual artists?

- Yes: 25
- No: 4
- Not sure: 10

Legend:
- Yes
- No
- Not sure
Property Owners: Why not rent to artists?

If the answer to above is “no,” why not? (check all that apply)

- Never came up / no one ever asked
- Other (please specify)
- Individual artists don’t want sufficient...
- Individual artists can’t afford the...
- I don’t want to deal with multiple tenants
- Worried about artists’ ability to keep...
- Worried about insurance or liability concerns
- Concerned about inappropriate/illegal use of space...
- Unfamiliar with artists’ needs
- Concerned about noise/odors or other nuisances to...
Artists: Odors, Vibration, Noise

Oil paints, Chemicals with Odor

- 40% Yes
- 60% No

Mechanical, electrical equipment

- 71% Yes
- 29% No

Odor, noise, vibration interfere with your work?

- 33% Yes
- 36% No
- 31% Not sure
Property Owners: Types of Uses

Are there any restrictions on any of the following uses on your property? (Check all that apply)

- Oil paints
- Industrial chemicals, adhesives or solvents
- Other materials with a strong odor
- Flammable materials
- Welding
- Electrical equipment
- Kilns
- Performances or public events
- Temporary alcoholic beverage or food
- Other/comments (please specify)
Minimum space to rent

Artists

What is the minimum square footage necessary for your studio, work or rehearsal space? (Measured as Length times Width. For example: 10-foot by 20-foot space = 200 sq. feet)

<table>
<thead>
<tr>
<th>Minimum Space (sq. ft.)</th>
<th>Artists</th>
</tr>
</thead>
<tbody>
<tr>
<td>None (my work requires no studio space)</td>
<td>1</td>
</tr>
<tr>
<td>Under 200 sq. feet</td>
<td>10</td>
</tr>
<tr>
<td>201 - 350 sq. feet</td>
<td>30</td>
</tr>
<tr>
<td>351 - 500 sq. feet</td>
<td>40</td>
</tr>
<tr>
<td>501 - 650 sq. feet</td>
<td>10</td>
</tr>
<tr>
<td>651 - 800 sq. feet</td>
<td>10</td>
</tr>
<tr>
<td>801 - 1,000 sq. feet</td>
<td>5</td>
</tr>
<tr>
<td>1,001 - 1,500 sq. feet</td>
<td>2</td>
</tr>
<tr>
<td>1,501 - 2,000 sq. feet</td>
<td>1</td>
</tr>
<tr>
<td>More than 2,000 sq. feet</td>
<td>1</td>
</tr>
</tbody>
</table>

Property Owners

What’s the minimum amount of space you’d be willing to lease to one tenant? (Measured as Length times Width. For example: 10-foot by 20-foot space = 200 sq. feet)

<table>
<thead>
<tr>
<th>Minimum Space (sq. ft.)</th>
<th>Property Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>None (not willing to rent any space)</td>
<td>0</td>
</tr>
<tr>
<td>Under 200 sq. feet</td>
<td>5</td>
</tr>
<tr>
<td>201 - 350 sq. feet</td>
<td>5</td>
</tr>
<tr>
<td>351 - 500 sq. feet</td>
<td>10</td>
</tr>
<tr>
<td>501 - 650 sq. feet</td>
<td>7</td>
</tr>
<tr>
<td>651 - 800 sq. feet</td>
<td>4</td>
</tr>
<tr>
<td>801 - 1,000 sq. feet</td>
<td>2</td>
</tr>
<tr>
<td>1,001 - 1,500 sq. feet</td>
<td>4</td>
</tr>
<tr>
<td>1,501 - 2,000 sq. feet</td>
<td>4</td>
</tr>
<tr>
<td>More than 2,000 sq. feet</td>
<td>8</td>
</tr>
</tbody>
</table>
Terms

Artists

Property Owners

Are you interested in:

- Complete buy-out (
- Purchase of
- Lease, with option
- Long-term leases of
- Annual lease
- Month-to-month rental
- Occasional rental on a daily or per-hour basis
- Donated space for temporary
- Other (please specify)

Would you consider any of the following for all or a portion of your property? (Check all that apply)

- Long-term lease, all
- Annual lease
- Month-to-month rental
- Donation of space for temporary
- Other (please specify)
Take-Aways for Artists

Education and information about real estate, insurance

Need for artists’ organizations / cooperatives?
- Pool resources
- Aggregate demand to interest commercial leasers.
- Coordinate real estate negotiations
- Manage building
- Allow for lease term flexibility

Get creative
- Barter space for artwork, painting, carpentry?
- Look at nontraditional spaces (office buildings, strip malls)
- Consider areas outside Madison

“No One Ever Asked”
- Best method of communication
- Where have you been looking?
- Who have you called?
- What kind of response did you get?
Take-Aways for Real Estate Leasers

- Demand exists, but artists may be unused to commercial real estate terms.
- Think small, cheap and functional.
  - Many lockable, private cubicles better than one giant open space.
  - Raw, somewhat unfinished space OK.
  - Natural light, 24-hour access, utility sink, proximity to bike path, transit more important than beautiful lobbies or stained woodwork.
- Some kinds of art are similar to, and compatible with, office use, others are industrial uses.
- Consider shorter-term or month-to-month leases
- How do you advertise?
  - What kind of response have you gotten?
  - Have you done any outreach to niche markets?
  - How much does it cost to keep your property vacant?
  - Have you considered marketing to artists?
Art studios as a “temporary” use?
- 1-3 year use for transitional buildings?
- Minimal capital investment, but some potential income

Barter / trade arrangements

Model lease agreements
- Short term vs. traditional two year lease

Pooled insurance

What is best way to communicate between artists and property owners?
- Meet and Greets
- Matching database
- Newsletters, social media, etc.
Municipalities

- Preliminary Results
- New Zoning Codes
  - “Artisan workshops”
  - “Home occupations”
  - “Limited business”
  - Detached studios
- Funding and Technical Support
- More analysis needed
  - Mapping
  - “How to” guides to navigate permits, grants
Resources

University of Wisconsin
- Arts Enterprise [http://artsenterprise.wisc.edu/]
- Bolz Center for Arts Administration [http://bolzcenter.org/]
- Center for Cooperatives [http://www.uwcc.wisc.edu/]
- Weinert Center for Entrepreneurship [http://bus.wisc.edu/centers/weinert]

Dane County
- BUILD Program (coming soon)
- DaneArts grants [http://www.danearts.com]
- Power2Give [http://www.power2give.org/danearts/]

City of Madison
- Madison Arts Commission [http://www.cityofmadison.com/mac/]
- CDBG [http://www.cityofmadison.com/cdbg/]
- Office of Business Resources [http://www.cityofmadison.com/business/OBR/]

Nonprofits
- MadWorC [http://madworc.org/]
- Commonwealth Development [http://www.cwd.org/]

Online Databases
- Property Drive [http://www.propertydrive.com]
- City of Madison venue software (see example at: [http://match.makemusicny.org/])
- Yahoo Madison Artists Group [http://groups.yahoo.com/group/madisonartists/]

[Images and logos of Madison Arts Commission, Power2Give, Property Drive, and SCORE]
Next steps?

- What did we miss?
- Where do we go from here?
- What are your ideas?
- How do we get there?
- What role should local or county government play?
- Who else needs to be involved?
Contact us

Brian Standing
Dane County Dept. of Planning & Development
Room 216, City County Building, Madison 53703
standing@countyofdane.com, (608) 267-4115

Pamela Andros
Dane County Cultural Affairs
Room 421, City County Building, Madison 53703
andros@countyofdane.com, (608) 266-5915