September 18, 2013

Mr. Cobbie Ransom
Community Services Department
City of Dallas
1500 Marilla Street, #6DN
301 West 2nd Street
Dallas, TX 75201

Dear Mr. Ransom,

Artspace Projects is pleased to provide the 2013 Dallas area Study of the Space Needs and Preferences of Artists and Arts and Cultural Organizations and Creative Businesses, Report of Findings.

The study consists of two online surveys conducted from May 1, 2013 through July 1, 2013. Three Hundred Thirty Four (334) individual artists, and Sixty-Two (62) organizations and businesses responded to the surveys.

The surveys were designed by Artspace Projects and The Improve Group, with review and input provided by the City of Dallas Community Services Department and the Office of Cultural Affairs as well as Dallas-based developer and consultant, Zad Roumaya. The purpose of the surveys are to:

- *Assess* the demand for various kinds of creative spaces in the Dallas area;
- *Articulate* the types of spaces and amenities, and the specific design and building elements, desired by the arts, cultural and creative community; and
- *Describe* the survey respondents, the various creative disciplines and sectors in which they are engaged, their current space and business related arrangements, and their capacity to occupy new space.

The Study of the Space Needs and Preferences of Artists and Arts and Cultural Organizations and Creative Businesses, Report of Findings includes two discreet documents and is divided into two sections. First is the Interpretation and Recommendations Summary prepared by Artspace Projects. It is based on the Survey Report prepared by The Improve Group. This section presents Artspace's expert observations and interpretations of key Survey Report findings as they relate to the creation of a multi-use arts facility in Dallas. It also suggests recommendations for addressing the revealed creative space needs in Dallas.

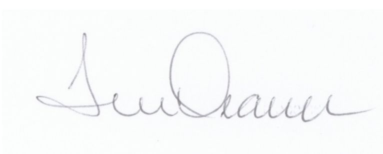
The second is the Survey Report prepared by The Improve Group. It contains a wealth of information and uses narrative, graphs and charts to detail and report on the data obtained from survey responses. It, like the Interpretation and Recommendations Summary focuses primarily on responses from respondents who expressed an interest in affordable live/work space, studio and other types of creative space in Dallas.

This Findings Report and confidential supplemental materials provided separately present data to assist the City of Dallas and others, in the exploration and creation of affordable new space where artists of all disciplines may live, work, and pursue their art, as well as spaces where arts, cultural and creative organizations and businesses can thrive.

Artspace encourages next steps that include space program development, site exploration/ identification and financial modeling for a multi-use arts facility project. Sharing the results of this study with the community as well as the local development community is also recommended.

The need for affordable space for the creative community in Dallas is uncovered and well described by this study. We at Artspace look forward to an opportunity to work with the City of Dallas and continue building support for an affordable multi-use facility serving the creative community as well as assisting with its development.

Sincerely,



V.P. Consulting and Strategic Partnerships
Artspace Projects, Inc.

Space Needs and Preferences of Dallas area Artists and Arts and Cultural Organizations and Creative Businesses

Report of Findings

Dallas, TX

August 2013

Prepared by

Artspace Projects, Inc. and The Improve Group

for

The City of Dallas

Interpretation and Recommendations Summary

Dallas, TX

Prepared by:

artspace

Based on the Survey Report of Artists, Organizations and Businesses' Space Needs and Preferences prepared by

the Improve Group

The space needs and preferences survey made available to individual artists, arts/cultural organizations and creative businesses in Dallas, TX and the surrounding region uncovered a strong need for affordable creative spaces in Dallas, TX. All of the supporting and detail information is provided in the Survey Report of Artists, Organizations and Businesses' Space Needs and Preferences and is explored in the recommendations summary below. These documents together offer City of Dallas officials and community stakeholders ample information to encourage and embark on the development of new, affordable space for the arts community including a multi-use arts facility for individual artists, arts/cultural organizations and creative businesses.

SURVEY OF INDIVIDUAL ARTISTS

DEMAND FOR AFFORDABLE LIVE/WORK AND STUDIO/WORK SPACE

The Survey Report states that 334 individuals completed the Survey of Artists' Space Needs and Preferences of which 243 are interested in relocating to an affordable artists' live/work community in Dallas. In our experience, the threshold for market strength insists on a threefold redundancy, meaning that we recommend identifying at least three interested artists or respondents, for each live/work space created. This formula takes into account that not every individual interested today will decide to relocate at the time the project is complete. The formula also considers that not every interested respondent/household will income qualify for an affordable housing unit, (according to the Survey Report, 145 or 60% of the interested households currently qualify based on HUD 2013 income limits, see Table 10 of the Survey Report) and that in some cases, there may be multiple respondents from a single household, when ultimately that household may choose to remain intact upon relocation.

Based upon this threefold redundancy formula the data supports the creation of up to 81 new, affordable live/work units in Dallas.

Ultimately the development team for a project may set the final unit count higher or lower than this recommended maximum in order to ensure a feasible project.

The survey also asked which neighborhoods would be of interest to artists (Table 29). Where a project is ultimately located could affect the number of units the market will support. For instance, the threefold redundancy formula for a project in Deep Ellum (the neighborhood of greatest interest) suggests a maximum of 51 units, while a project in Downtown would support 46 units and the Cedars only 15. We do recognize all of the selections made by respondents simply note interest and there is the possibility that an artist would choose to relocate to a project that is not in a location they expressed specific interest in, rather than not relocate to an arts community at all. That said, creating a project in a location of higher interest is preferable to the extent feasible. If site opportunities are strongest in a neighborhood(s) of only moderate or less interest to artists, holding a public meeting to engage artists in discussion about the potential location is advised. If the project were to include studio/working space or occasional rental space as well, note that there are strong similarities between the preferences of these interest groups and those interested in live/work space, a favorable finding for a mixed-use project.

There are other things to consider in relation to neighborhood preferences. For instance, small projects (either live/work or studio-only or mixed use) could be located in any number of neighborhoods if this is something that a building owner or local developer has an interest in pursuing. While projects funded with affordable housing tax credits and other affordable housing resources are most feasible when they include thirty units or more and can score well on applications that favor sites that have close proximity to mass transit, grocery stores, parks and other amenities, small-scale project with different funding models could still be a great addition to Dallas. In particular small-scale studio projects (10-15 spaces) would be attractive to artists in any number of locations that may not be suitable for a large-scale multi-use live/work project. The Cedars neighborhood would be a particularly good example for this.

When calculating the demand for studio or creative work space rental, we use the number of artists interested only in studio or creative work space and not those who also expressed interest in live/work space. Thirty-eight (38) artist respondents are interested only in the studio or creative work option (see Table 1).

Should a new creative live/work project offering the maximum number of live/work units come on line, we recommend creating no more than 13 additional individual studio/creative work spaces.

This is again, based on our 3:1 formula. The final count for any type of space would of course be at the developer's discretion. Market demand at this level is only one factor in what is a complex real estate development puzzle. See the section below: "Affordability for Studio Space" for more studio only market considerations.

PREFERRED FEATURES, SHARED WORK SPACES AND AMENITIES

The Survey Report gives a full picture of the types of spaces, amenities and features preferred by artists interested in studio/work space (whether also interested in live/work space or not). For instance, by referring to Table 24, developers can learn about the artists' requirements for studio/creative work space square footage and compare this to what artists are able to pay for that space (Table 25). It is encouraging that 62% of the artists are interested in small and modestly sized studio/working spaces (500 square feet or less) See Table 24. Flexibly designed live/work units could accommodate many of these stated artists' space needs. Artspace provides at least 150 square feet more space in its live/work units than a traditional apartment offers, and supplements this with flexible floor plans and high ceilings to accommodate a variety of art forms and creative work. Many of the artists interested in live/work space will find this sufficient for their studio/work needs.

If studio spaces are to be created and rented separately from housing, a mix of small and mid-sized spaces would be marketable, but the emphasis should be on spaces that can be rented sustainably for $350 or less per month and averaging in the 200-500 square foot range. Pre-leasing any larger, more expensive spaces is recommended. With 23% of artists needing between 501 and 800 square feet and 15% needed space larger than 800 square feet (see Table 24), there is a clear market for these larger space, but artists may or may not be able to pay commensurately on a per square foot cost basis. For instance 22% of artists can only pay under $150 a month, but we don't know the size of spaces they would require. There may be instances where artists are willing to rent large studio/work spaces and share them with other artists to reduce their costs. This strategy would allow for the creation of more large units at arguably necessarily higher rental rates, but would reduce the overall number of spaces needed. Generally speaking, small/moderate, cheaper spaces that match artist amenity/design preferences and offer access to shared amenities/spaces are recommended.

Table 26 offers information about preferred studio/creative space design features and Table 28 provides information about types of shared spaces and amenities preferred by those interested in live/works space as well as studio/creative work space rental. In order for new space to be marketable to these artists, the top ranking feature and amenity preferences should be accommodated within any new space or facility.

It is helpful to look across respondent subsets to view overlapping preferences. For instance, the top eight preferred shared spaces reported by those interested in live/work space match six of the top eight for those interested in studio/work space. Those interested in studio/work space have less interest in rehearsal or a flexible theatre/performance space and greater interest in a printmaking studio or collection/archival storage space. Those who are interested in occasional space rentals also have some overlapping space needs as well as a unique need for a recording studio. Including in a multi-use art facility project, spaces that serve the greatest needs across all subsets, and offering the space to both residents and non-residents will help ensure that the space(s) can be created in a financially sustainable model. If the multi-use project also includes non-residential commercial space, we recommend also considering overlapping shared space needs of the organizations and businesses that participated in the study. See Sole Use and Shared Space and Amenities below for more information.

It's important to weigh the degree of interest by artists (both in total numbers and by percentage) against the cost to build, outfit, sustain and manage shared spaces. A recording studio, printmaking facility, business center and theatre space are examples of spaces of interest to Dallas artists that require greater capital and special considerations such as staffing or ongoing heavy maintenance. In some instances it may be best to identify a nonprofit organization or business that can rent space in the project and fulfill the needs of artists through special arrangements. Alternatively, partnering with a neighborhood organization or business could result in discounts and special considerations for the project's residents and renters, while supporting a local enterprise. More information about specific organizations interested in space can be found in the confidential supplemental materials.

A project that offers a general-purpose studio, gallery, paint room, business center, a flexible theatre/performance space, rehearsal and classroom/teaching space would satisfy the needs of many in the creative community. Some of these spaces might serve more than one use, and could be combined to save on capital costs. For instance teaching/classroom space could be shared with rehearsal or a general-purpose arts studio and even with a flexible performance space (when a production is not scheduled). Advanced scheduling and thoughtful design would be key in such scenarios. Funding opportunities for the more specialized spaces included in this list (and others that may be considered), should be considered during a pre-development phase of work.

The special design features of greatest preference to artists interested in live/work and those interested in studio/work space are also similar. And most of the top preferences are relatively simple to incorporate into a project, and frankly what will set the facility apart as designed for the unique needs of artists and their families, rather than the general population.

Some types of shared spaces and special features (soundproofing and special ventilation for example) will obviously require more capital or operational funding and management oversight than others. If the specialized shared spaces or features will serve many artists however, funders may be more likely to help support the additional expense. The data available in the Survey Report can help tell the compelling story of artists' needs and in turn build confidence among those in the funding community.

LIVE/WORK UNIT COMPOSITION

Not surprisingly, the number of bedrooms required by households interested in live/work space trends toward one- and two-bedroom units. This is in keeping with what we often see nationally as well as with this particular respondent group's reported household compositions (81% without children residing at home and 84% of households comprised of one or two adults).

When making a final decision about the composition of units in a project, consideration should be given to such things as the market need, neighborhood interest, funding priorities and related competitive scoring criteria, operating budget assumptions and what the site or existing building can accommodate. When calculating unit composition based on the results of the market survey only, a three-fold redundancy method can be employed (see Table 32 of the Survey Report). This approach results in a maximum of 11 efficiency/studio units, 27 one-bedroom units, 31 two-bedroom units, and 10 three-bedroom units. This is a good starting place for program development and financial modeling.

AFFORDABILITY FOR STUDIO SPACE

Tables 19 and 20 of the Survey Report describe artists' current studio/creative work space situation. Overall we see that interested artists interested in live/work arrangements are particularly lacking in dedicated space in which to work, and in many cases are either creating their work from home, or do not have the space they need for their work. This is also true to a slightly lessor degree, of those interested in studio space and those interested in occasional rentals. This reported lack of space supports the strong need and interest in live/work, studio and occasional space uncovered in the study. And it strengthens our confidence in the market. That artists who are interested in renting studio space are more likely to rent or own studio space outside of their home, indicates to us that these artists are either not satisfied with their current studio space options, or they are attracted to the idea of being a part of an arts community and having access to the shared spaces and amenities that would be incorporated into a project. This reinforces the importance of including the preferred design features and amenities into the project, and to price space affordably.

Table 21 describes what artists currently pay for studio outside of their homes and Table 25 describes what they would be willing to pay for new studio space, rented separately from their living space and as part of a new arts facility in Dallas. The data reflected here, supports rents targeted at $350 or less per month for the majority of artists. Noting that 22% of artists interested in renting studio space and 18% of those who currently rent or own studio space outside their home, are either willing to, or currently pay only $150 or less per month. Keeping rents on the lower end is important. The data in Table 25 should be used for operating budget assumptions for any studio-only spaces created. While there is opportunity for offering higher priced studio/work spaces (more than $500 a month) there are very few artists in the latter sub-group. It's important to consider too, (as noted earlier) that some of the larger spaces preferred by artists may not be commensurate with what the artists can afford to pay. That is, some artists may require larger creative work spaces for industrial arts, large scale works, rehearsals, etc., but not have the means to support larger space on a square footage basis. They still may only be able to pay less than $250 or even $150 per month. And because there are relatively few artists who currently rent studio space in Dallas, their capacity for taking on new space, in many cases, is untested. In general, keeping prices as affordable as possible for artists, meeting the market need with shared spaces/amenities, and considering carefully the financial capacity artists have to take on new space is important to sustaining a healthy artist community in Dallas as well as a financially viable project.

AFFORDABILITY FOR HOUSING

Sixty percent (60%) or 145 of the interested respondents reside in households that would currently qualify for housing units set aside for those at or below 60% AMI (income limits are set annually by HUD) (see Table 10). This is a comfortable percentage and does not require a reduction in the maximum number of live/work spaces we recommend.

The current 2013 HUD published unit rental rates in Dallas County for those qualifying at or below 60% of AMI have one-bedrooms renting as low as $379 and as high as $759 per month, two-bedrooms ranging between $456 and $912 per month, and three-bedrooms ranging between $526 and $1053. These rental rates are in the range of what artist respondents are currently paying and what they say they could pay for their housing. While some of the rents if charged at the maximum allowable by HUD may not present a big reduction over what artists are currently paying, it is important to remember that live/work space would be on average larger and more flexible than available apartments in the community and offer artist-friendly, shared spaces and amenities as an additional benefit. Additionally, many of these artists may highly value being a part of an artist community where collaboration, networks and inspiration can help propel their creative work to the next level. Table 23 of the report breaks down current monthly rent amounts being paid by these interested artists and Table 31 breaks down what they say they can pay for new space. Rental rates in a new project would be set at or below HUD published maximums, would include an allowance for utility costs, and would be informed by the project's operating budget (rents need to cover expenses) as well as the size of the unit. Households would need to qualify for these units based upon their income and household size.

DIVERSITY

While the respondents interested in live/work space are generally more ethnically diverse than the total respondent pool (and more than those interested in studio/work space or occasional rental) the respondents are generally not as ethnically diverse a group as the City of Dallas residents at large. The exception is that Native American/American Indian artists responded in higher numbers (by percentage) than make up the population within Dallas (per the 2010 census). We strongly encourage future space development phases to ensure that artists of all races, cultures and backgrounds have an opportunity to become involved in a new project. As an example, the 2010 census data for the City of Dallas describes 42% of Dallas residents as Hispanic/Latino and 51% of residents as White. The percentage of total responding artists describing themselves as Hispanic/Latino is 12%, and for White it is 75% (Table 5). This discrepancy is not unusual for a survey of this nature and simply points to the need for ongoing outreach to neighborhood and community leaders, businesses and arts organizations with a specific cultural focus as well as those serving diverse artist groups. As the project moves forward, non-arts organizations such as libraries, community and cultural centers, churches, and neighborhood newspapers, could be locations and outlets for project information, in order to reach artists who may not have taken the survey. We want to be certain that all artists have an opportunity to participate in this unique and exciting project.

SURVEY OF ORGANIZATIONS AND BUSINESSES

The Survey Report provides information about the space needs and preferences of arts and cultural organizations and creative businesses interested in space in a multi-use facility in Dallas. This information can be used for the planning of a multi-use creative facility as well as to encourage building owners and developers to make spaces available for the creative community. Tables referenced in this section, unless otherwise noted, can be found in the Organization and Business section of the Survey Report, beginning on page 40.

DEMAND FOR SPACE

The data demonstrates a moderate need for, and interest in, space serving the arts, cultural and creative communities (see Page 44 of the Survey Report). We base this conclusion on the number of total respondents and the number of interested respondents as compared to other similar surveys nationally and in the context of a mixed-use project with twenty percent or less of total space designated for commercial use. Forty-seven organizations and businesses are interested in relocation/expansion/launching a new enterprise in a multi-use creative facility in Dallas. This is a strong response for a single, mixed-use building in the model under consideration and does demonstrate a broader need for affordable space opportunities in Dallas. Given the size of the City of Dallas, we expect that there are many more organizations and businesses that did not respond to the survey, but that would also have a need for space. In our experience and in keeping with the methodology of the survey, we do not anticipate reaching every interested organization or business in a given community during the survey phase. While the total response was good, there is likelihood that it underrepresents the total need. Additional organizations and businesses may be uncovered during subsequent phases of work. However, for our purposes there is a healthy mix of nonprofit arts/cultural organizations and for profit creative and arts related businesses that responded (see Table 2 and 3). There a leaning toward for-profit businesses to a greater degree than we typically see in similar surveys nationally. This offers an opportunity for a vibrant and diverse commercial component of a mixed-use facility.

PREFFERRED LOCATIONS

The opportunity to co-locate individual artists and arts/cultural organizations and creative businesses in a single location is strong. The neighborhoods of Deep Ellum, Bishop and the Design District all make the top four preferred areas of both groups. Organizations and Businesses' top preferred location is the Dallas Arts District while artists rate Downtown Dallas as second most preferred. While artists were not specifically provided the Arts District as an option, given that it is located in Downtown, and/or other areas in close proximity be explored for site or co-development options. Providing space where artists can live/work in proximity to the Arts District or downtown more generally would help enliven the area with a 24-hour arts presence. We recommend focusing on these four areas as top priorities for locating a multi-use arts facility. The Arts District would also be a great location to consider for the creation of a non-residential, affordable facility for arts organizations and creative businesses in need of space, and would complement the area's existing assets. We recognize that site options may be limited in this area for new development, but an interest and need exists. Should unique opportunities for locating small to mid-size organizations in the district arise among the development or real estate community or in combination with existing programs, exploration is warranted. Additional information can be found on Page 2 and in Table 21 of the Survey Report.

ARTS AND CREATIVE/CULTURAL ACTIVITES

The arts/cultural activities these organizations and businesses are involved in, mirrors to some extent the types of arts activities interested individual artists are involved with (see Page 2 of the Survey Report for mirrored activities and Table 4 of the Organization section from information about activities respondent organizations are involved with). Interestingly performance art rises toward the top of activities these organization and business respondents are involved in. We do not commonly see this art form so highly ranked in our national surveys, even among communities with high levels of performing arts respondents. Coupled with responses from the individual survey as well as the number of theater arts and music involved organizations, it points to a particular need for space among the performing arts community in Dallas. We often see performing arts lagging somewhat behind visual arts in national surveys, so again we are pleased with the diversity displayed in the findings. Note as well, that the report calls out that at least one organization is involved in printmaking (as a write in option). Recalling the interest among artists for a shared printmaking facility, we recommend following up with the responding organization to better understand how their organization's space needs might be met in a way that complements the overall project program.

ORGANIZATION/BUSINESS CAPACITY

While there is variety in the size of interested organizations and businesses (per their annual budget and staffing, see Tables 13 and 8) as well as how long they have been in operation (see Table 5), the data clearly demonstrates a particular need to support small organizations and businesses. We assume that among these respondents, start-ups, individual professional artist studios and leanly run nonprofit organizations are represented. This presents an opportunity for the commercial component of a multi-use facility to operate as an incubator, supporting a number of small creative enterprises and nonprofits. This incubator leaning is further reflected in the finding that 22 (42%) have no full time staff (Table 8) as well as the amount of square footage respondents need for their primary space (Table 26) and what they can afford to pay (Table 29). For example the reports shows that 12 (26%) of the interested organizations and businesses need 500 square feet or less of space for their sole use and that 24 (51%) can only pay up to $500 per month. And data in Table 6 highlights the fact that many of these interested organizations and businesses (20 or 38%) do not currently own or lease space on an annual basis. Additionally, we see in Table 24, that studio space for individual artists is one of the top types of spaces required for sole use. While an organization/businesses may cater to the needs of other artists, some of these respondents are also likely sole proprietor run, professional artist studios. And in Table 23 we note that a couple of the top preferred shared spaces preferred by those interested in relocation/expansion/launching a new enterprise, also suggest the need for an incubator setting. Specifically these shared spaces are administrative space and a reception desk. (see below for more on "Sole Use and Shared Spaces and Amenities").

There is also some opportunity for a multi-use arts facility to explore serving larger, higher paying tenants to anchor a facility's commercial presence (1000-5000 square feet of space). We typically consider anchor tenants to be well-established organizations or businesses that are able to bring capital to pay for tenant improvements to their space, pay mid-range rents, and commit to longer-term leases than a typical start-up, sole proprietor, or fledgling organization. Organizations and businesses that are interested in relocation, expansion or launching a new enterprise in a multi-use arts facility in Dallas and that meet most if not all these criteria should be contacted once the project enters a predevelopment phase. Confirmation of capacity, interest, funding, timing, and space needs would be needed to design space around and plan for these larger tenants. There appear to be five to seven respondents that fit this description. Including both an anchor tenant(s) and fledgling organizations/businesses in the project would be optimal.

SOLE USE AND SHARED SPACES AND AMENITIES

The types of sole use and shared spaces and amenities required by those interested in relocation and long-term and occasional rentals can be found in Tables 23, 24 and 36. Information about needs shared by individual artists and organizations/businesses can be found on Page 2 of the Survey Report. <u>A gallery/display space and classroom/teaching space would all be used by many of the individual artists as well as the organizations and businesses, weighting these two types of shared spaces as priorities for a new multi-use facility</u>. Organizations and businesses interested in short-term or occasional rentals as well as those interested in relocation/expansion/launching a new enterprise would make good use of a conference/meeting room. A business center is of high interest to organizations/businesses (relocation subset) and individual artists. Considering the needs and preferences of both the individual artists and arts/cultural organizations and businesses for shared use or short-term rental space, we arrive at the following priority list for consideration in a new facility: <u>Gallery/Display Space, Classroom/Teaching space, Business Center, Conference/Meeting Room, General Purpose Studio, Paint Room, Flexible Theatre/Performance Space and Rehearsal space</u>. As noted in the Individual Artist section above, some spaces, with innovative design could serve multiple purposes. Creating flexible-use spaces where possible will help serve the most while minimizing capital and operating costs.

<u>OTHER CONSIDERATIONS AND THOUGHTS</u>

- The diversity of arts disciplines practiced by these interested artists is outstanding. Visual and performing arts are both well represented among the most commonly practiced art forms. During any future project phase, additional outreach to artists involved in some of the less well-represented art forms is recommended. We expect that there are larger numbers of writers and dancers (as an example) in the community that may have been harder to reach during the relatively short market survey outreach phase. We see correlation between the arts disciplines most commonly practiced and some of the preferred shared spaces and amenities including a gallery, a theatre, and rehearsal space, as well as natural light and soundproofing. Again, reinforcing the importance of incorporating these unique elements into a multi-use arts facility to meet the needs of a diverse artistic community.

- Locating a multi-use facility within a quarter mile of public transit is highly recommended. Table 35 of the Individual Artist portion of the report notes that for 31% of artists interested in live/work, this would reduce their parking space needs, and further, 27% would not require any parking at all. Additionally, 77% of all artists interested in live/work say they would use the DART rail system, and 45% would use the DART bus system. Organizations and businesses responded similarly with on-site bike storage being additionally emphasized as an important amenity that would help reduce parking needs. Table 28 on Page 64 of the Survey Report provides greater detail. This is all very compelling data for positioning this project as transit oriented development and should influence site selection decisions.

- Twenty-four percent (24%) of the artists interested in live/work and nineteen percent (19%) of those interested in studio/creative works space do not currently live in Dallas, but have in the past. This project presents a great opportunity to encourage artists who have left the City of Dallas to return. A multi-use project would also attract many artists who have never lived in Dallas to relocate to the city (See Table 13 of the artist section of the Survey Report). This project is a great opportunity for the City of Dallas to increase and support a growing creative sector.

- Table 11 of the artist section of the report provides information about the percentage of income artists earn from their art or creative work. The large number of artists who earn less than 10% of their income from their art is in keeping with what we often see nationally. A project of this nature may assist artists in earning more income from their art by providing ample working space, an artist support network for shared resources and collaborations, and by helping to reduce or stabilize housing costs.

- Exploring cost effective ways to bring a robust, high-speed Internet system to the project would well serve artists in their creative endeavors. See Tables 26 and 27 to understand the preference ranking for high speed Internet and the ways in which artists use technology to advance their artistic work. It could be a model project for a connectivity initiative or fertile ground for a unique partnership with a local provider.

- In addition to special amenities that will make space more marketable to artists, the organizations and businesses put great value on having high-speed Internet access, 24-hour access, leasable onsite or adjacent parking and a shared marketing opportunity. These among other Space Aspects are detailed in Table 18, Page 57 of the Survey Report. We highly recommend incorporating each of these highest Priority Aspects in a multi-use project.

- Tables 9, 10, and 12 of the organization and business section of the Survey Report, highlight that many of these interested respondents conduct considerable programming and/or see daily visitors, customers and/or patron activity. Any multi-use arts facility should include commercial tenants that engage regularly with the public to truly create a vibrant placemaking center.

- The number of artists that want to be added to an interest list for the project further indicates the strength of the market for space serving individual artists. To us it implies an added level of sincerity and commitment. Additionally, 58% of the organizations and businesses interested in relocation/expansion or launching a new enterprise in a multi-use arts facility are either "very" or "extremely" interested. We are confident that a solid market exists for a multi-use art facility project in Dallas.

Survey Report of Artists, Organizations and Businesses' Space Needs and Preferences

Dallas, Texas

August 2013

Office of Cultural Affairs
CITY OF DALLAS

City of Dallas

Prepared by

the ImproveGroup

For

artspace

Introduction

Artspace Projects, Inc., the nation's leading non-profit real estate developer for the arts, The City of Dallas and the City of Dallas Office of Cultural Affairs are conducting a study to determine the living and work space utilization and needs of artists and arts-related businesses and organizations in Dallas, Texas. The purpose of this study is to assist in the planning and development of an affordable multi-use arts facility where artists of all disciplines may live, work and create and where arts/cultural organizations and creative businesses can thrive in Dallas.

This document contains two separate reports, one specific to artists and another specific to organizations and businesses. For the most part, these surveys are unique; however, there is some overlap in the findings which is reviewed in the following section, "Mirrored Topics of Artist and Organization/Business Surveys."

Mirrored Topics of Artist and Organization/Business Surveys

Because the needs of artists and organizations/businesses are quite different in many respects, there were few sections of the surveys where direct comparison of findings yielded useful insights. Below, we highlight several key areas where findings from the two surveys overlap.

ARTS ACTIVITIES

Both artists and organizations/businesses are engaged in a wide variety of arts/cultural or creative industries. Arts areas that a significant number of both artists and organizations/businesses participate in include painting/drawing (33% of artists and 32% of organizations/businesses), theater arts (23% of artists and 23% of organizations/businesses), arts education/instruction (15% of artists and 30% of organizations/businesses), and mixed media (15% of artists and 19% of organizations/businesses).

NEIGHBORHOOD LOCATION

Artists interested in live work/space and organizations/businesses interested in relocating to, expanding into, or launching a new enterprise in a new multi-use arts facility share views about neighborhoods where they would like to see such projects develop. Artists' first choice and organization/businesses' second was Deep Ellum (63% and 68% respectively). Dallas Arts District was the first choice of organizations/businesses (77%), but this area was not a response option for artists. Bishop Arts District interested 63% of artists and 60% of organizations/businesses, while Design District appealed to 51% of artists and 60% of organizations/businesses.

SHARED AMENITIES

Shared amenities that both artists interested in live/work space and businesses interested in relocating to, expanding into, or launching a new enterprise in a multi-use facility indicated that they would be interested in using include general purpose studio/studio space (40% artists and 47% organizations/businesses), gallery space (34% artists and 55% organizations/businesses), and a business center (25% artists and 77% organizations/businesses).

SPACE AND COST

Nearly half (48%) of artists interested in renting studio space separate from living space required between 200 and 500 square feet of space. Fourteen percent require less than 200 square feet, and 13% require between 501 and 650 square feet of space. Approximately 66% of artists interested in renting studio space could only afford up to $350 for studio space paid separate from living space; 87% could afford up to $500. Of the artists interested in live/work space, 18% indicated that they would be willing to pay up to $500 per month. Sixty-three percent would pay between $501 and $1,000.

Twenty-six percent of organizations and businesses interested in relocating, expanding , or launching a new enterprise would require 500 square feet or less of overall space for their sole use in a new multi-use arts facility. Thirty-eight percent would require between 751 and 2,000 square feet. Fifty-one percent of organizations and businesses interested in relocating, expanding, or launching a new enterprise would consider paying up to $500 a month to lease a space in a multi-use arts facility. Twenty-eight percent would consider paying between $501 and $1,000.

Survey of Artists' Space Needs and Preferences

Introduction - *Artist Survey*

Data for this study was collected through an electronic survey of artists living and working in Dallas, Texas and the surrounding region. Artists were recruited for the survey through a public survey launch meeting, hand distributed postcards, social media postings, email blasts, and traditional news media.

The City of Dallas engaged Artspace Projects to complete a preliminary feasibility scope of work in September 2012. The process investigated the potential for affordable space for the arts community to be created in Dallas. The work involved two days of targeted focus groups, community meetings and site tours to collect and assess information in the areas of site identification, market need, funding, project leadership and overall project concept development. The results of the study were positive, and Artspace recommended taking the project to the next level, resulting in an in-depth space needs survey of area artists.

The survey of artists has the following objectives:

- Quantify the demand for artist housing and work space, including studio rental space in Dallas.
- Articulate specific design elements and building features that artists prefer or require.
- Describe the artists themselves, their arts activities, current living and work arrangements, and their ability to pay for new live/work space and studio rental.

This report is a summary of the data obtained from those who completed the survey, particularly those artists who indicated a potential interest in relocating to, renting studio space from, or renting creative space on an occasional basis in the proposed arts community.

Executive Summary – *Artist Survey*

The Survey of Artists' Needs for Dallas had a total of 334 respondents. Two hundred forty-three artists (73%) expressed an interest in relocating to an artists' live/work community in Dallas. Eighty-two percent of the artists interested in relocating currently live in Dallas or have lived there in the past, while 18% have never lived there but may be drawn to the community by this distinctive opportunity to live and work near other artists.

One hundred twenty survey respondents (36%) expressed interest in renting studio or work space, and 71 respondents (21%) are interested in renting creative space on an occasional basis. A total of 314 respondents (94%) expressed interest in at least one form of participation in a multi-use arts facility in Dallas. Many artists indicated that they would be interested in more than one form of participation.

The remainder of this Executive Summary highlights the characteristics of artists who have interest in relocating to a live/work community in Dallas. The Summary of Survey Responses (beginning on page 9) includes data for all survey participants, including artists who are interested in relocating, artists who are interested in renting studio or work space, and artists who are interested in renting creative space on an occasional basis.

Summary of artists interested in live/work space

ARTS ACTIVITIES

Artists interested in a live/work space represent a wide range of visual and performing arts activities. The most common are painting/drawing (78, 32%), theater arts (65, 27%), mixed media (38, 16%) and arts education (29, 12%).

CURRENT WORK SPACE

One hundred fifty-one (62%) of the artists interested in a live/work space currently do not have work space used only for their artistic work. To conduct their artistic activities, ninety-eight (40%) use space inside their homes, and twenty-six (11%) rent or own space outside their home for their art work. Eighty-four (35%) do not have the space they need for their art.

DEMOGRAPHICS

One hundred fifty-eight (65%) of these artists are 40 years of age or younger, while 76 (31%) are between the ages of 41 and 60. One hundred thirty-eight (57%) of artists interested in a live/work space are female. One hundred eighty (74%) describe themselves as White/European American/Caucasian, 27 (11%) as Hispanic/Hispanic American/Latino, 25 (10%) as Black/African American. One hundred four (43%) hold a bachelor's degree and an additional forty-three (18%) have earned a post-graduate degree.

HOUSEHOLD

One hundred fifty-three (63%) artists interested in a live/work space currently rent their homes, indicating a flexibility to relocate to a new community. Ninety-one (37%) of the interested artists are the only adult in their household. One hundred ninety-six (81%) currently do not have children in the home and may have the flexibility to relocate to a new community.

INCOME

Ninety-seven (40%) of artists interested in a live/work space have household incomes of $25,000 or less per year. Thirteen (5%) have annual household incomes greater than $75,000. One hundred ten (45%) of the interested artists earn less than 10% of their income from their art and thirty-nine (16%) earn at least 76% of their income from their art. One hundred forty-five (60%) of artists reported household incomes that fall at or below 60% of area median income for household size in Dallas County.

Live/Work space preferences

OWN VS. RENT

Artists interested in live/work space showed similar levels of interest in either renting the space (233 artists, 96%) or renting the space with an option to buy (220 artists, 91%). Owning a condominium was of interest to just 136 artists (56%).

SIZE OF SPACE

The interested artists require living spaces of modest size. One hundred seventy-four (72%) require one or two-bedroom units, while 34 (14%) would be interested in a studio/efficiency space.

PARKING AND TRANSPORTATION

Adequate parking is also important, as 117 (48%) of interested artists' households need one parking space and an additional 118 (49%) need two or more. If service and support were provided, 188 (77%) of the interested artists would use the light rail, 109 (45%) would use the bus system and over a third said they would carpool (37%) or use a bike or car sharing program (33%).

LIVE/WORK COSTS

Live/work units priced at $1,000 or less per month are likely to be the most popular, as 197 (81%) of the interested artists could afford amounts in this range. Eighteen percent of artists could afford a maximum live/work price of $500 or less, 28% could afford a maximum amount between $501 and $700, and 35% could afford a maximum amount between$701 and $1,000.

Studio/workspace preferences

FEATURES

The interested artists identified Internet access, natural light, high ceilings and soundproofing as the most important features for studio or work space. Oversized doors, a freight elevator and a loading dock were also important, as was additional storage.

SHARED AMENITIES

Among amenities that might be shared, a general purpose studio was chosen by 96 (40%) of the artists interested in live/work space. Other important spaces or amenities were a gallery space (82, 34%) paint room (67, 28%), a business center (60, 25%) and a theater/performance space (60, 25%).

STUDIO RENTAL COSTS

Of the artists interested in renting studio space separate from living space, 56 (48%) could only afford to pay $250 or less, while an additional twenty-one (18%) could afford to pay between $250 and $350 each month.

Summary of Survey Responses - *Artist Survey*

Profile of survey respondents

The Survey of Artists' Needs for Dallas had a total of 334 respondents. Table 1 below shows the number and percentage of artists who are interested in relocating, renting studio or work space, or renting creative space on an occasional basis in an affordable artists' live/work community, and those who are interested in neither of these options.

Table 1: Interest of artist respondents in a new arts facility in Dallas

	All respondents	
	#	%
Relocate to an affordable artists' live/work community ONLY	159	47.6
Rent studio or work space in a multi-use arts facility ONLY	38	11.4
Rent creative space on an occasional basis ONLY	22	6.6
Relocate to live/work community AND rent studio/work space	46	13.8
Relocate to live/work community AND rent occasional creative space	13	3.9
Rent studio/work space AND Rent occasional creative space	11	3.3
Relocate to live/work community AND rent studio/work space AND rent occasional creative space	25	7.5
Not interested in any of these options	20	6.0
Total number of artists completing the survey	**334**	**100.0**

The remainder of this report includes details about the artistic, live/work and space situations, as well as the preferences and needs of artists with different types of interests. These artist types are identified in tables as follows:

- All respondents – the **334** artists who completed the survey, including those who are interested in renting studio space and/or live/work space, and those who are interested in neither.
- Live/work community – the **243** artists interested in relocating to an affordable live/work community. This includes artists who are interested only in relocating as well as those who are interested in relocating AND the other options of being a part of a live/work community for artists.
- Rent studio – the **120** artists interested in renting studio or work space. This includes artists who are interested only in renting studio space as well as those who are interested in renting studio space AND the other options of being a part of a live/work community for artists.
- Rent occasional – the **71** artists interested in renting creative space on an occasional basis. This includes artists who are interested only in renting creative space on an occasional basis as well as those who are interested in renting occasional, creative space AND the other options of being a part of a live/work community for artists.
- All interested – the **314** artists who are interested in live/work space and/or renting studio space, and/or renting creative space on an occasional basis.

Survey participants were asked to choose up to three arts disciplines or activities in which they are involved. The artists interested in an artists' community participate in a wide range of arts activities and disciplines (Table 2). Some of the most common activities for all artists are painting/drawing, theater arts, mixed media, arts education/instruction, photography, and music. Some participants wrote in other arts activities in which they are involved. These include animation, circus arts, conceptual art, creating with found objects, liturgical arts, and spoken word poetry.

Table 2: Participation in arts activities

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Painting/Drawing	110	32.9	78	32.1	45	37.5	22	31.0
Theater arts (acting, directing, production, etc.)	76	22.8	65	26.7	14	11.7	17	23.9
Mixed media	52	15.6	38	15.6	19	15.8	8	11.3
Arts education/Instruction	49	14.7	29	11.9	21	17.5	12	16.9
Photography	47	14.1	33	13.6	18	15.0	11	15.5
Music (vocal/instrumental/ composition)	45	13.5	33	13.6	15	12.5	12	16.9
Writing/Literary arts	40	12.0	29	11.9	11	9.2	8	11.3
Art gallery	36	10.8	26	10.7	16	13.3	5	7.0
Crafts/Fine crafts	36	10.8	24	9.9	17	14.2	8	11.3
Graphic arts/design	33	9.9	27	11.1	11	9.2	9	12.7
Sculpture	32	9.6	23	9.5	11	9.2	6	8.5
Film/Video/Television/Digital/Web-based entertainment production	31	9.3	29	11.9	10	8.3	7	9.9
Design	26	7.8	22	9.1	7	5.8	4	5.6
Installation art	25	7.5	17	7.0	13	10.8	3	4.2
Digital arts (computer/multimedia/ new media, etc.)	25	7.5	23	9.5	10	8.3	4	5.6
Fiber/Textile arts/Fashion/Costume design	22	6.6	16	6.6	12	10.0	1	1.4
Printmaking	21	6.3	13	5.3	11	9.2	3	4.2
Performance art	20	6.0	16	6.6	7	5.8	6	8.5
Jewelry design/fabrication	20	6.0	13	5.3	6	5.0	4	5.6
Arts administration/Arts advocacy	19	5.7	14	5.8	7	5.8	8	11.3
Dance/Choreography	14	4.2	10	4.1	7	5.8	5	7.0
Architecture	9	2.7	6	2.5	5	4.2	1	1.4
Metalworking/Blacksmithing	9	2.7	5	2.1	3	2.5	2	2.8
Ceramics/Pottery	7	2.1	5	2.1	4	3.3	1	1.4
Woodworking	7	2.1	5	2.1	4	3.3	1	1.4
Healing arts/Art therapies	7	2.1	4	1.6	2	1.7	3	4.2
Glass	6	1.8	4	1.6	3	2.5	2	2.8

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Culinary arts	5	1.5	4	1.6	1	0.8	0	0.0
Folk and traditional art	3	0.9	2	0.8	0	0.0	1	1.4
Other	8	2.4	7	2.9	3	2.5	2	2.8
Total respondents	**334**		**243**		**120**		**71**	

NOTE: Most artists chose more than one arts activity they participate in, and were allowed to choose up to three.

Around 65% of the artists interested in both live/work communities and renting occasionally are 40 years or younger (Table 3). Of the people interested in renting a studio on an ongoing basis, 55% were 40 years or younger.

Table 3: Ages of respondents

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
20 years or younger	6	1.8	6	2.5	2	1.7	0	0.0
21-30	113	33.8	96	39.5	35	29.2	27	38.0
31-40	77	23.1	56	23.0	29	24.2	19	26.8
41-50	57	17.1	38	15.6	20	16.7	10	14.1
51-60	56	16.8	38	15.6	24	20.0	8	11.3
61-70	22	6.6	7	2.9	10	8.3	6	8.5
Over 70 years	3	0.9	2	0.8	0	0.0	1	1.4
Total respondents	**334**		**243**		**120**		**71**	

Fifty-nine percent of the respondents to the survey were female (Table 4). Among female artists, 58% said that they were interested in an occasional, creative space, 57% expressed interest in a live/work space and 59% wanted to rent studio space.

Table 4: Gender of respondents

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Female	198	59.3	138	56.8	71	59.2	41	57.7
Male	133	39.8	103	42.4	48	40.0	30	42.3
Transgender/Transsexual/ Genderqueer	3	0.9	2	0.8	1	0.8	0	0.0
Other	0	0.0	0	0.0	0	0.0	0	0.0
Total respondents	**334**		**243**		**120**		**71**	

The majority of artists interested in live/work space (74%), renting studio space (78%) and renting occasionally (85%) are White/European American/Caucasian (Table 5). Hispanic/Hispanic American/Latino compose 11%, 13% and 11% of these groups respectively, followed by Black/African American (10%, 7% and 7%) and Multiracial/Multiethnic (7%, 8% and 6%). Other ethnicities included Native American/American and Asian/Asian American/Pacific Islander.

Table 5: Ethnicity of respondents

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
White/European American/ Caucasian	251	75.1	180	74.1	93	77.5	60	84.5
Black/African American	30	9.0	25	10.3	8	6.7	5	7.0
Hispanic/Hispanic American/Latino	39	11.7	27	11.1	15	12.5	8	11.3
Multiracial/Multiethnic	21	6.3	18	7.4	9	7.5	4	5.6
Asian/Asian American/Pacific Islander	3	0.9	3	1.2	0	0.0	1	1.4
Native American/American Indian	15	4.5	12	4.9	6	5.0	1	1.4
Other	10	3.0	8	3.3	4	3.3	1	1.4
Total respondents	**334**		**243**		**120**		**71**	

NOTE: Artists were able to choose more than one category.

Forty-seven percent of artists interested in relocating to a live/work community in Dallas are members of a two-adult household, and 37% are the only adult in their household (Table 6).

Table 6: Number of adults in household

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
One - I am the only adult	115	34.4	91	37.4	34	28.3	16	22.5
Two	168	50.3	114	46.9	62	51.7	44	62.0
Three	27	8.1	23	9.5	12	10.0	5	7.0
Four or more	24	7.2	15	6.2	12	10.0	6	8.5
Total respondents	**334**		**243**		**120**		**71**	

Most artists (81%) interested in live/work space do not have children in their household (Table 7).

Table 7: Number of children in household

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
None	265	79.3	196	80.7	95	79.2	61	85.9
One	42	12.6	33	13.6	13	10.8	4	5.6
Two	25	7.5	13	5.3	11	9.2	6	8.5
Three	0	0.0	0	0.0	0	0.0	0	0.0
Four	2	0.6	1	0.4	1	0.8	0	0.0
Total respondents	**334**		**243**		**120**		**71**	

Seventy percent of artists interested in live/work space have earned a Bachelor's degree or higher (Table 8), and 18% have a post-graduate degree. Among those interested in studio space, 73% have at least a Bachelor's degree and 23% have a post-graduate degree.

Table 8: Highest education level of respondents

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Some high school course work	1	0.3	0	0.0	0	0.0	0	0.0
High School/GED	7	2.1	6	2.5	2	1.7	0	0.0
Some college course work or 2-year degree	88	26.3	68	28.0	31	25.8	17	23.9
Bachelor's degree	132	39.5	104	42.8	41	34.2	28	39.4
Some post-graduate work	38	11.4	22	9.1	18	15.0	13	18.3
Post-graduate degree	68	20.4	43	17.7	28	23.3	13	18.3
Total respondents	**334**		**243**		**120**		**71**	

Forty-two percent of artists interested in live/work space and 35% of artists interested in renting studio space reported household incomes of $25,000 or less per year (Table 9). Thirty-five percent of artists interested in live/work space and 24% of artists interested in renting studio space reported incomes between $25,000 and $50,000. Thirteen percent of artists interested in live/work space and those interested in renting studio space reported incomes between $50,000 and $75,000.

Table 9: Household income

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Under $10,000	28	8.4	24	9.9	14	11.7	7	9.9
$10,000 - $15,000	22	6.6	17	7.0	7	5.8	3	4.2
$15,001 - $20,000	30	9.0	26	10.7	6	5.0	5	7.0
$20,001 - $25,000	37	11.1	34	14	15	12.5	6	8.5
$25,001 - $30,000	30	9.0	22	9.1	10	8.3	5	7.0
$30,001 - $35,000	21	6.3	18	7.4	4	3.3	4	5.6
$35,001 - $40,000	20	6.0	18	7.4	5	4.2	2	2.8
$40,001 - $45,000	19	5.7	15	6.2	5	4.2	4	5.6
$45,001 - $50,000	15	4.5	13	5.3	5	4.2	1	1.4
$50,001 - $55,000	12	3.6	7	2.9	4	3.3	1	1.4
$55,001 - $60,000	12	3.6	9	3.7	4	3.3	2	2.8
$60,001 - $65,000	11	3.3	8	3.3	2	1.7	3	4.2
$65,001 - $75,000	13	3.9	7	2.9	6	5.0	6	8.5
$75,001 - $85,000	15	4.5	4	1.6	6	5.0	6	8.5
$85,001 - $100,000	15	4.5	4	1.6	6	5.0	9	12.7
$100,001 - $125,000	5	1.5	3	1.2	3	2.5	2	2.8
$125,001 - $150,000	5	1.5	3	1.2	3	2.5	1	1.4
$150,001 - $200,000	6	1.8	1	0.4	5	4.2	1	1.4
$200,001 - $300,000	0	0.0	0	0.0	0	0.0	0	0.0
$300,001 - $400,000	0	0.0	0	0.0	0	0.0	0	0.0
More than $400,000	4	1.2	0	0.0	4	3.3	1	1.4
Prefer Not to Answer	14	4.2	10	4.1	6	5	2	2.8
Total respondents	**334**		**243**		**120**		**71**	

NOTE: Survey participants were given the opportunity to choose “Prefer Not to Answer” in response to the question about Household Income. If they chose that response they were asked once again to give their income information. A total of 14 survey participants (4.2%) ultimately chose not to share their household income, which is included in Table 9.

Table 10 shows the annual household income of artists interested in live/work space correlated with the number of people in their household. One hundred forty-five artists (60%) interested in live/work space reported annual household incomes that fall at or below 60% of the area median income for household size in Dallas County, as indicated by the shaded area at the top of the table.

Table 10: Income by household size of artists interested in relocating to a live/work community

Annual household income	Number of people in household						
	1	2	3	4	5	6 or more	Total
Under $10,000	11	8	1	5	-	-	25
$10,000 - $15,000	3	9	3	1	1	-	17
$15,001 - $20,000	4	16	5	-	1	-	26
$20,001 - $25,000	14	12	5	3	-	-	34
$25,001 - $30,000	11	6	2	2	1	-	22
$30,001 - $35,000	4	9	1	3	1	-	18
$35,001 - $40,000	8	5	3	1	1	-	18
$40,001 - $45,000	5	8	-	-	1	1	15
$45,001 - $50,000	5	5	1	1	1	-	13
$50,001 - $55,000	1	4	2	-	-	-	7
$55,001 - $60,000	3	5	1	-	-	-	9
$60,001 - $65,000	4	3	1	-	-	-	8
$65,001 - $75,000	2	2	-	3	-	-	7
$75,001 - $85,000	1	1	1	1	-	-	4
$85,001 - $100,000	2	1	-	-	-	1	4
$100,001 - $125,000	-	-	3	-	-	-	3
$125,001 - $150,000	-	2	1	-	-	-	3
$150,001 - $200,000	-	1	-	-	-	-	1
$200,001 - $300,000	-	-	-	-	-	-	0
Did not give income	2	4	3	-	-	-	9
Total live/work space respondents	**80**	**101**	**33**	**20**	**7**	**2**	**243**

NOTE: Area median income data were gathered from novoco.com

Forty-five percent of artists interested in live/work space and 53% interested in renting studio space earn less than 10% of their income from their art (Table 11). About 7% of artists interested in live/work space or renting studio space earn more than half their income from their art.

Table 11: Percentage of income that comes from art

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Less than 10%	164	49.1	110	45.3	63	52.5	37	52.1
10% - 25%	65	19.5	53	21.8	20	16.7	15	21.1
26% - 50%	33	9.9	25	10.3	8	6.7	5	7.0
51% - 75%	21	6.3	16	6.6	10	8.3	4	5.6
76% - 100%	51	15.3	39	16.0	19	15.8	10	14.1
Total respondents	**334**		**243**		**120**		**71**	

Table 12 shows annual household income of artists interested in live/work space correlated with the percent of their income that comes from their art.

Table 12: Household income by percent that comes from art of artists interested in relocating to a live/work community

Annual household income	Percent of income that comes from art					
	Less than 10%	10% - 25%	26-50%	51-75%	76-100%	Total
Under $10,000	12	8	0	0	4	24
$10,000 - $15,000	7	2	3	3	2	17
$15,001 - $20,000	10	7	5	1	3	26
$20,001 - $25,000	15	5	5	5	4	34
$25,001 - $30,000	8	8	2	1	3	22
$30,001 - $35,000	11	4	1	1	1	18
$35,001 - $40,000	6	6	0	2	4	18
$40,001 - $45,000	8	3	0	0	4	15
$45,001 - $50,000	5	3	0	1	4	13
$50,001 - $55,000	2	0	2	0	3	7
$55,001 - $60,000	7	0	0	0	2	9
$60,001 - $65,000	3	2	1	1	1	8
$65,001 - $75,000	3	0	2	0	2	7
$75,001 - $85,000	1	1	1	1	0	4
$85,001 - $100,000	3	1	0	0	0	4
$100,001 - $125,000	2	0	0	0	1	3
$125,001 - $150,000	1	1	1	0	0	3
$150,001 - $200,000	0	1	0	0	0	1
$200,001 - $300,000	6	1	2	0	1	10
Did not give income	12	8	0	0	4	24
Total live/work space respondents	**110**	**53**	**25**	**16**	**39**	**243**

Fifty-eight percent of artists interested in live/work space and 68% interested in renting studio space currently live in Dallas (Table 13).

Table 13: Residence in Dallas, currently or in the past

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Currently live in Dallas	204	61.1	140	57.6	81	67.5	47	66.2
Lived in Dallas in the past	69	20.7	58	23.9	23	19.2	14	19.7
Never lived in Dallas	61	18.3	45	18.5	16	13.3	10	14.1
Total respondents	**334**		**243**		**120**		**145**	

Of the 314 artists interested in some combination of live/work space, studio space, or occasional, creative space, 177 live in Dallas. Table 14 shows their neighborhood of residence. The Glencoe Park/Lower Greenville neighborhood has the greatest number of artists at 23 or 13% of all interested artists (Table 14). A number of zip codes could not be mapped onto Dallas neighborhoods.

Table 14: Interested artists in Dallas

ZIP Code	Neighborhood[1]	All interested artists	
		#	%
75206	Glencoe Park/Lower Greenville	23	13
75214	N/A	15	8.5
75228	N/A	14	7.9
75204	N/A	12	6.8
75219	Oak Lawn	10	5.6
75208	King's Highway/Kidd Springs	9	5.1
75215	N/A	9	5.1
75211	N/A	7	4
75218	Casa View	7	4
75229	N/A	6	3.4
75201, 75275	Arts District	5	2.8
75207	Stemmons Corridor	4	2.3
75209	N/A	4	2.3
75224	N/A	4	2.3
75230	Preston Hollow	4	2.3
75243	N/A	4	2.3
75248	N/A	4	2.3
75226	Deep Ellum	3	1.7

ZIP Code	Neighborhood[1]	All interested artists	
		#	%
75231	Lake Highlands	3	1.7
75203	N/A	2	1.1
75205	Highland Park	2	1.1
75212	N/A	2	1.1
75216	N/A	2	1.1
75217	N/A	2	1.1
75225	University Park	2	1.1
75234	N/A	2	1.1
75240	Far North Dallas	2	1.1
75244	N/A	2	1.1
75246	N/A	2	1.1
75252	N/A	2	1.1
75287	N/A	2	1.1
75210	N/A	1	0.6
75220	N/A	1	0.6
75223	Hollywood Hills	1	0.6
75227	Urbandale	1	0.6
75235	N/A	1	0.6
75249	N/A	1	0.6
Total interested artists in Dallas		177	56.4
Total interested artists		**314**	

[1]ZIP codes from the survey were mapped into neighborhoods, cities and counties using http://www.unitedstateszipcodes.org/.

Thirty-eight interested artists (12% of the total) live in Dallas County cities aside from Dallas. (Table 15). Artists are most heavily concentrated in Irving (15) and Richardson (8).

Table 15: Interested artists in Dallas County (excluding Dallas)

ZIP Code(s)	City	All interested artists	
		#	%
75038, 75039, 75060, 75061, 75062, 75063	Irving	15	4.8
75080, 75081	Richardson	8	2.5
75040,75041, 75042, 75044	Garland	6	1.9
75104	Cedar Hill	3	1.0
75134, 75146	Lancaster	2	0.6
75181	Mesquite	1	0.3
75006	Carrollton	1	0.3
75137	Duncanville	1	0.3
75050	Grand Prairie	1	0.3
Total interested artists in Dallas County outside Dallas		38	12.1
Total interested artists		**314**	

An additional 82 interested artists (26% of the total) live in other counties in the Dallas metropolitan region (Table 16). Thirty of these artists live in Denton County, while 26 and 25 live in Collin County and Tarrant County respectively.

Table 16: Interested artists in the Dallas metro area[1] (excluding Dallas County)

ZIP Code(s)	County	City	State	All interested artists	
				#	%
76201, 76205, 76208, 76209	Denton	Denton	TX	19	6.1
75007	Denton	Carrollton	TX	2	0.6
75022, 75028	Denton	Flower Mound	TX	2	0.6
75034	Denton	Frisco	TX	2	0.6
75057, 75067	Denton	Lewisville	TX	2	0.6
75065	Denton	Lake Dallas	TX	1	0.3
76226	Denton	Argyle	TX	1	0.3
76227	Denton	Aubrey	TX	1	0.3
75023-25, 75074-75, 75093	Collin	Plano	TX	16	5.1
75002, 75013	Collin	Allen	TX	5	1.6
75069, 75070	Collin	McKinney	TX	4	1.3
75080-82	Collin	Richardson	TX	1	0.3
76105, 76108, 76111-12, 76118, 76129, 76133, 76135	Tarrant	Fort Worth	TX	8	2.5
76001, 76006, 76010, 76015-16	Tarrant	Arlington	TX	7	2.2
76051	Tarrant	Grapevine	TX	4	1.3
76180, 76182	Tarrant	North Richland Hills	TX	2	0.6
76039	Tarrant	Euless	TX	2	0.6
76036	Tarrant	Crowley	TX	1	0.3
76053	Tarrant	Hurst	TX	1	0.3
75160	Kaufman	Terrell	TX	1	0.3
Total interested artists in Dallas metro outside Dallas County				82	26.1
Total interested artists				**314**	

[1] Based on the U.S. Census Bureau's definition of the Dallas Metropolitan Statistical Area.

The remaining 17 interested artists (5% of the total) live outside the Dallas metropolitan area (Table 17). Five of the artists live in Texas counties outside of the Dallas metropolitan area, while the others are dispersed among the states of Arizona, Colorado, District of Columbia, Georgia, Illinois, North Carolina, New York, and Vermont.

Table 17: Interested artists outside the Dallas metro area

ZIP Code(s)	State	County	City	All interested artists	
				#	%
11211, 11237	NY	Kings	Brooklyn	3	
85705	AZ	Pima	Tucson	1	
80304	CO	Boulder	Boulder	1	
80907	CO	El Paso	Colorado Springs	1	
20016	DC	District of Columbia	Washington DC	1	
30802	GA	Columbia	Appling	1	
60120	IL	Kane	Elgin	1	
27127	NC	Forsyth	Winston Salem	1	
10024	NY	New York	New York	1	
78705	TX	Travis	Austin	1	
76240	TX	Cooke	Gainesville	1	
76043	TX	Somervell	Glen Rose	1	
77053	TX	Harris	Houston	1	
76706	TX	McLennan	Waco	1	
5401	VT	Chittenden	Burlington	1	
Total interested artists outside Dallas metro				17	5.4
Total interested artists				**314**	

Table 18 below shows the reasons selected for being uninterested in live/work, studio or occasional creative space in a live/work community in Dallas. Most uninterested artists reported that their current work and living spaces meet their needs.

Table 18: Reasons for being uninterested in live/work, studio, or occasional creative space

	All uninterested	
	#	%
My current work and living spaces meet my needs.	17	85.0
I am not interested in live/work space or in renting studio/work space or creative space.	0	0.0
Dallas is not a location of interest to me.	1	5.0
I have other plans for studio/work or living space.	1	5.0
Other	2	10.0
Total respondents not interested in space options	**20**	**100.0**

NOTE: Some artists chose more than one reason, and some chose none, for being uninterested in a live/work community in Dallas.

Current live/work situation of survey participants – *Artist Survey*

Overall, the percentage of artists without access to work space used only for art was somewhat higher (59%) than those with access (41%). Those interested in live/work space, studio space and occasional, creative spaces were all more likely to not have a dedicated art space (Table 19).

Table 19: Current work space

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Currently do not have work space used only for art	197	59.0	151	62.1	63	52.5	39	54.9
Currently have work space used only for art	137	41.0	92	37.9	57	47.5	32	45.1
Total respondents	**334**		**243**		**120**		**71**	

Artists were asked about their current studio or work space arrangement (Table 20). Forty percent of people interested in live/work space, 44% interested in renting a studio and 52% seeking an occasional space currently have space in their home that they use for art, while roughly 3 out of 10 (29%) of all artists report that they do not have the space that they need. A smaller proportion of artists interested in the live/work community reported having space in their home to use for their art compared with those interested in just renting a studio on an ongoing basis or occasionally. Those interested in renting studio space are more likely to currently rent or own studio space outside their home than those not interested in studio space. Between 10 and 12% of artists interested in live/work space, renting studio space or wanting an occasional space had access to a work space free of charge.

Table 20: Current work space situations

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
I have space within my home that I use for my art	153	45.8	98	40.3	53	44.2	37	52.1
I don't have the space I need for my art	97	29.0	84	34.6	32	26.7	16	22.5
I rent or own studio space outside my home	39	11.7	26	10.7	20	16.7	8	11.3
My work space is provided free of charge (e.g., member of dance troupe, university student, etc.)	33	9.9	28	11.5	14	11.7	7	9.9
My work does not require designated space	12	3.6	7	2.9	1	0.8	3	4.2
Total respondents	**334**		**243**		**120**		**71**	

Artists who rent or own studio or work space outside their home were asked how much they currently pay for this space. Fifty-one percent pay $300 per month or less (Table 21), and 23% pay more than $500 per month.

Table 21: Current amount artists pay per month for studio or work space

	All respondents	
	#	%
$0	1	2.6
$1 - $50	2	5.1
$51 - $100	2	5.1
$101 - $150	3	7.7
$151 - $200	4	10.3
$201 - $300	8	20.5
$301 - $400	7	17.9
$401 - $500	3	7.7
More than $500	9	23.1
Total respondents	**39**	**100.0**

Over half of all respondents currently rent their living space (Table 22); 17% neither rent nor own and may live with family or others, reside at a college or university, or receive housing as part of a work contract. Those interested in combined live/work space are more likely to rent than to own.

Table 22: Current living situation

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Rent	180	53.9	153	63.0	49	40.8	33	46.5
Own	96	28.7	37	15.2	52	43.3	28	39.4
Do not rent or own	58	17.4	53	21.8	19	15.8	10	14.1
Total respondents	**334**		**243**		**120**		**71**	

Artists who rent or own their living space were asked about their current housing costs (Table 23). Fifty-eight percent of artists interested in live/work space pay $800 or less per month for their housing, and 3% of them do not pay anything.

Table 23: Current housing costs, not including utilities

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
$0 / I currently don't pay for housing	14	5.1	5	2.6	6	5.9	5	8.2
$1 - $400	28	10.1	20	10.5	9	8.9	8	13.1
$401 - $600	39	14.1	30	15.8	12	11.9	8	13.1
$601 - $800	65	23.6	57	30.0	17	16.8	13	21.3
$801 - $1,000	45	16.3	33	17.4	11	10.9	8	13.1
$1,001 - $1,200	34	12.3	23	12.1	15	14.9	7	11.5
$1,201 - $1,500	24	8.7	11	5.8	12	11.9	6	9.8
$1,501 - $2,000	17	6.2	7	3.7	11	10.9	5	8.2
$2,001 - $2,500	6	2.2	3	1.6	4	4	1	1.6
$2,501 - $3,000	0	0	0	0	0	0	0	0
$3,001 - $3,500	0	0	0	0	0	0	0	0
$3,501 - $4,000	2	0.7	0	0	2	2	0	0
Over $4,000	2	0.7	1	0.5	2	2	0	0
Total respondents who rent or own their living space	**276**		**190**		**101**		**61**	

Space needs of interested artists – *Artist Survey*

Nearly half of artists interested in renting studio space required between 200 and 500 square feet of space (Table 24). Fourteen percent require less than 200 square feet, and 13% require between 501 and 650 square feet of space.

Table 24: Minimum square footage necessary for studio or work space

	Rent studio	
	#	%
None (my work requires no studio space)	0	0.0
Under 200 sq. feet	17	14.2
200 - 350 sq. feet	34	28.3
351 - 500 sq. feet	23	19.2
501 - 650 sq. feet	15	12.5
651 - 800 sq. feet	12	10.0
801 - 1,000 sq. feet	8	6.7
1,001 - 1,500 sq. feet	8	6.7
1,501 - 2,000 sq. feet	0	0.0
More than 2,000 sq. feet	2	1.7
I don't know the square footage necessary	1	0.8
Total respondents	**120**	

Approximately 66% of artists interested in renting studio space could only afford up to $350 for studio space paid separate from living space (Table 25); 87% could afford up to $500.

Table 25: Maximum amount artists would pay for separate studio or work space

	Rent studio	
	#	%
None	2	1.7
Under $150	26	21.7
$250	30	25.0
$350	21	17.5
$450	11	9.2
$500	14	11.7
$600	5	4.2
$700	3	2.5
$800	5	4.2
$900	0	0.0
$1,000	2	1.7
More than $1,000	1	0.8
Total respondents	**120**	

Artists were asked to select, from a provided list, the three design features that are most important for their studio or work space (Table 26). The features selected most often by artists interested in live/work or studio space were: internet access, natural light, high ceilings, soundproofing, additional storage, oversized doors/freight elevator/ loading area, and special ventilation. Some artists wrote in additional features that are important for their studio spaces. These included: general open space, dark room, security system, large desk/layout area, and adjustable writing/lighting grids.

Table 26: Important design features for studio or work space

	Live/work community		Rent studio	
	#	%	#	%
Internet access (wired for high-speed Internet/Ethernet jack)	152	62.6	66	55.0
Natural light	146	60.1	72	60.0
High ceilings	65	26.7	32	26.7
Soundproofing	61	25.1	22	18.3
Additional storage	55	22.6	29	24.2
Oversized doors/Freight elevator/ Loading area	46	18.9	18	15.0
Special ventilation	38	15.6	24	20.0
Storefront/Direct street access for retail sales	33	13.6	19	15.8
Plumbing/Special plumbing	24	9.9	18	15.0
Special electrical wiring	18	7.4	11	9.2
Sprung floors	15	6.2	7	5.8
Other, please specify	15	6.2	10	8.3
High-load bearing floors	8	3.3	6	5.0
None of these are important	5	2.1	0	0.0
Floor drains/Slop sink	4	1.6	2	1.7
Wheelchair accessibility	3	1.2	0	0.0
Total respondents	**243**		**120**	

NOTE: Most artists chose more than one design feature, and were allowed to choose up to three.

Artists were asked what types of online activities they access the Internet for on a regular basis. Among all artists, common online activities include creative business work (72%), communication (69%) and entertainment (50%). Of those interested in a live/work community 83% regularly use the internet to manage their creative business work and over 84% of those interested in renting a studio do so as well. Artists wrote in other uses including research, promotional/marketing and networking (Table 27).

Table 27: Online activities done on a regular basis

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Creative business work (managing an Etsy account, file sharing/cloud storage, uploading original content, managing a website, audition submissions, etc.)	241	72.2	201	82.7	101	84.2	44	62.0
Communication (non-work related email, social networking, IM, Skype, etc.)	230	68.9	196	80.7	94	78.3	41	57.7
Entertainment (streaming or downloading content)	168	50.3	152	62.6	55	45.8	31	43.7
Accessing education (taking online classes, researching, streaming seminars/talks/how-to videos, etc.)	167	50.0	137	56.4	69	57.5	31	43.7
Non-creative business work (accessing shared server, file sharing, communication, etc.)	130	38.9	108	44.4	59	49.2	29	40.8
Delivering education (teaching online classes or web-based seminars, etc.)	34	10.2	24	9.9	16	13.3	6	8.5
Gaming	28	8.4	26	10.7	7	5.8	5	7.0
Other	19	5.7	17	7.0	9	7.5	4	5.6
None, I don't participate in online activities on a regular basis	1	0.3	1	0.4	1	0.8	0	0.0
Total respondents	**334**		**243**		**120**		**71**	

NOTE: Most artists chose more than one online activity.

Artists were also asked to identify which three shared work spaces and amenities would be most important to them in each of the proposed arrangements (Table 28). The top preferred shared amenities for artists interested in a live/work community are general purpose studio space, gallery space, a paint room, a business center, flexible theater/performance space, storage space, rehearsal space, and classroom/teaching space. Artists who wrote in other ideas suggested large sinks, rigging points for aerial arts, ample electric plug-ins and drawing racks/lines for paper and fabric dying.

Table 28: Important shared spaces and amenities for artists interested in live/work, studio-only rental and occasional creative space rentals

	Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%
General purpose studio space	96	39.5	54	45.0	30	42.3
Gallery space	82	33.7	45	37.5	22	31.0
Paint room	67	27.6	32	26.7	17	23.9
Business center (including copier, fax machine, postage meter, etc.)	60	24.7	36	30.0	19	26.8
Theater/Performance space (black box, flex space)	60	24.7	16	13.3	16	22.5
Storage (closet/locker)	58	23.9	35	29.2	14	19.7
Rehearsal space (theatre, performance art, etc.)	57	23.5	12	10.0	17	23.9
Classrooms/Teaching space	56	23.0	29	24.2	16	22.5
Outdoor work area	53	21.8	20	16.7	13	18.3
Printmaking facilities	49	20.2	25	20.8	15	21.1
Film/Video screening room	41	16.9	15	12.5	8	11.3
Co-working space (shared office for freelancers, start-ups, etc.)	41	16.9	18	15.0	12	16.9
Woodworking shop	38	15.6	20	16.7	10	14.1
Recording studio	33	13.6	13	10.8	16	22.5
Dance studio/rehearsal space	31	12.8	11	9.2	12	16.9
Collection or archival storage space	31	12.8	23	19.2	7	9.9
Retail space	29	11.9	17	14.2	6	8.5
Sound proof practice rooms	29	11.9	7	5.8	8	11.3
Scene/Prop/Costume shop	28	11.5	7	5.8	6	8.5
Conference room	26	10.7	14	11.7	9	12.7
Theater/Performance space (formal seating/permanent stage)	26	10.7	11	9.2	11	15.5
Metalworking shop	25	10.3	10	8.3	6	8.5
Traditional or digital dark room	23	9.5	8	6.7	1	1.4
Ceramics studio/Kiln	18	7.4	7	5.8	5	7.0
Kitchen (prep and/or demonstration)	15	6.2	11	9.2	5	7.0
Glass hot shop	6	2.5	2	1.7	2	2.8
Other	13	5.3	9	7.5	2	2.8
None of the above	1	1.4	0	0	0	0
Total respondents	**243**		**120**		**71**	

NOTE: Many artists chose more than type of shared space or amenity.

Artists were asked which Dallas neighborhoods they would be interested in relocating to and/or rent studio space and/or rent on an occasional basis (Table 29). Over half (57% - 63%) of artists interested in a live/work community indicated Deep Ellum, Bishop Arts, Downtown and the Design District. Slightly less than half (48% - 49%) of those interested in renting studio space or renting occasionally would be interested in the first three of these areas. Other write-ins include Oak Lawn, North Dallas, Uptown, Denton and Lovers Lane.

Table 29: Neighborhoods of interest

	All respondents		Live/work community		Rent studio		Rent occasional	
	#	%	#	%	#	%	#	%
Deep Ellum	246	73.7	153	63.0	59	49.2	34	47.9
Bishop Arts	242	72.5	152	62.6	55	45.8	35	49.3
Downtown	232	69.5	139	57.2	59	49.2	34	47.9
Design District	209	62.6	124	51.0	57	47.5	28	39.4
Lower Greenville	167	50.0	102	42.0	41	34.2	24	33.8
Lakewood	161	48.2	101	41.6	38	31.7	22	31.0
East Dallas	129	38.6	80	32.9	33	27.5	16	22.5
North Oak Cliff/Winnetka Heights	109	32.6	59	24.3	33	27.5	17	23.9
Cedars	97	29.0	46	18.9	36	30.0	15	21.1
Oak Cliff/Jefferson Avenue	92	27.5	45	18.5	34	28.3	13	18.3
Exposition Park	91	27.2	48	19.8	30	25.0	13	18.3
Valley View Mall Area	83	24.9	42	17.3	27	22.5	14	19.7
South Dallas/Fair Park	80	24	37	15.2	32	26.7	11	15.5
West Dallas	61	18.3	33	13.6	18	15.0	10	14.1
Ferguson Road Area	32	9.6	11	4.5	13	10.8	8	11.3
Lancaster Corridor	15	4.5	5	2.1	6	5.0	4	5.6
Other	54	16.2	31	12.8	13	10.8	10	14.1
Total respondents	**334**		**243**		**120**		**71**	

A variety of housing options were attractive to the majority of artists interested in combined live/work space (Table 30). Ninety-six percent of artists expressed interest in a simple rental arrangement, while 91% percent of the artists indicated that they would consider a rental with the option to buy. Ownership of a condominium was the least attractive option, with 56% of the artists indicating that they would consider this arrangement.

Table 30: Scenarios of interest for acquiring live/work space

	Live/work community	
	#	%
Renting your space	233	95.9
Renting your space with option to buy	220	90.5
Owning a condominium	136	56.0
Total live/work space respondents	**243**	

NOTE: Some artists chose more than one ownership or rental arrangement they were interested in.

When asked how much they would pay for a combined live/work space, 18% of artists interested in live/work space indicated that they would be willing to pay up to $500 per month (Table 31). Sixty-three percent would pay between $501 and $1,000.

Table 31: Maximum amount artists would pay for combined live/work space

	Live/work community	
	#	%
$400	24	9.9
$500	20	8.2
$600	38	15.6
$700	30	12.3
$800	36	14.8
$900	27	11.1
$1,000	22	9.1
$1,100	11	4.5
$1,200	17	7.0
$1,300	1	0.4
$1,400	3	1.2
$1,500	6	2.5
$1,600	1	0.4
$1,700	1	0.4
$1,800	1	0.4
$1,900	1	0.4
$2,000	2	0.8
$2,100	1	0.4
$2,200	1	0.4
$2,300	0	0.0
$2,400	0	0.0
$2,500	0	0.0
More than $2,500	0	0.0
Total live/work space respondents	**243**	**100.0**

Most artists (72%) interested in live/work space would require a one or two-bedroom unit. Thirteen-percent of artists require three bedrooms, while 14% require none (Table 32).

Table 32: Number of bedrooms needed by artists interested in live/work space

	Live/work community	
	#	%
None (Studio/Efficiency)	34	14.0
One	81	33.3
Two	93	38.3
Three	31	12.8
Four or more	4	1.6
Total live/work space respondents	**243**	

Table 33 shows total number of people in household correlated with number of bedrooms needed in a combined live/work space.

Table 33: Number of bedrooms needed by artists interested in live/work space by total household size

Total Household Size	Number of Bedrooms Needed					
	None	1	2	3	4 or more	Total
1	13	43	20	4	0	80
2	9	33	51	6	1	100
3	3	2	15	11	2	33
4	5	1	7	7	1	21
5	2	2	0	3	0	7
6 or more	2	0	0	0	0	2
Total live/work space respondents	**34**	**81**	**93**	**31**	**4**	**243**

Most artists (94%) interested in live/work space need either one or two parking spaces (Table 34).

Table 34: Number of parking spaces needed by artists' households

	Live/work community	
	#	%
None	8	3.3
One	117	48.1
Two	112	46.1
Three or more	6	2.5
Total live/work space respondents	**243**	**100.0**

Thirty-one percent of artists interested in live/work space would have reduced parking needs if that space was located within a quarter mile of a light rail station (Table 35). Of those who would have reduced parking needs, 27% would not need any parking space (not shown in table below).

Table 35: Whether or not parking needs would be reduced if live/work is located within a quarter mile of a light rail station

	Live/work community	
	#	%
Yes	74	30.5
No	114	46.9
Total live/work space respondents	**243**	**100.0**

Artists were asked about their interest in several transportation options, assuming service/access and support were provided (Table 36). Interest was highest for the light rail, which was selected by 77% of the artists interested in live/work space. The bus system was the next most attractive option at 45%, while around 40% of artists were interested in carpooling and bike sharing.

Table 36: Transportation interests of artists interested in live/work space

	Live/work community	
	#	%
Light rail (DART rail system)	188	77.4
Bus (DART)	109	44.9
Carpooling	97	39.9
Bike sharing program	91	37.4
Car sharing	80	32.9
None of the above	32	13.2
Total live/work space respondents	**243**	

NOTE: Some artists chose more than one transportation interest.

Suggestions for arts-compatible programs, businesses or organizations to be considered as part of the development of a multi-use arts facility

Artists responding to this survey were asked to offer their ideas for arts or arts-compatible programs, businesses or organizations that should be considered a part of the project. A key theme of their suggestions is to create and foster spaces that would weave different forms of art into the cityscape and the everyday lives of its residents. They recommended community centers, galleries, cafes and other cultural facilities located in high foot-traffic areas so that the public could observe artists at work with various media. Respondents also suggested initiating workshops for artists and the public, trade schools and barter-based arts education programs. They also proposed arts buildings and artist-in-residence programs, with art openings, studio tours, and visiting artists/exchange programs with other cities/countries to promote an infusion of ideas, experiences and techniques. Artists highlighted a need for infrastructure to support artists with examples such as a non-profit store for art supplies; rehearsal space; use of the city's webpage to post links to artworks for sale, inexpensive retail outlets and crafts co-operatives to nurture local art, facilities for artistic families and investment pools to stimulate market development for artists in the area.

Interest in further participation in the new arts facility

Artists were asked to identify their interest in staying involved in the Dallas arts facility project by receiving further information, volunteering, and being added to a waiting list for the project. A total of 275 artists expressed interest in further involvement in this project. Table 37 shows the number of artists completing the survey who were interested in each area of involvement.

Table 37: Involvement interests

	All respondents	
	#	%
Receiving further information on this project	271	81.1
Being added to an interest list for this project	235	70.4
Volunteering for this project	175	52.4
Total respondents with interest	**275**	

Fifty-one percent of respondents heard about this survey through social networking and 17% hear about it from a friend, colleague or acquaintance (Table 38). Other ways that artists learned about the survey include a postcard and email invitation.

Table 38: How all respondents learned about the survey

	All respondents	
	#	%
From a social networking website (e.g. Facebook, Google+, Twitter, etc.)	169	50.6
From a friend/colleague/acquaintance	58	17.4
Received a postcard in the mail	50	15.0
Received an email inviting my participation	35	10.5
From an information media source (newspaper, magazine, television, radio, etc.)	28	8.4
From any other website	16	4.8
From a flyer, poster or postcard handout	7	2.1
At a public meeting	0	0.0
Other, please specify	0	0.0
Total survey respondents	**334**	**100.0**

Note: Some artists chose more than one way that they heard about the survey.

Survey of Organizations and Businesses' Space and Needs Preferences

Introduction - Organization & Business Survey

Data for this study was collected through an electronic survey of arts/cultural organizations and creative businesses located in Dallas, Texas and the surrounding region. Members of organizations and businesses were recruited for the survey through a public survey launch meeting, hand distributed postcards, social media postings, email blasts, and traditional news media.

The City of Dallas engaged Artspace Projects to complete a preliminary feasibility scope of work in September 2012. The process investigated the potential for affordable space for the arts community to be created in Dallas. The work involved two-days of targeted focus groups, community meetings and site tours to collect and assess information in the areas of site identification, market need, funding, project leadership and overall project concept development. The results of the study were positive and Artspace recommended taking the project to the next level, resulting in an in-depth space needs survey of area arts and cultural organizations and creative businesses.

The survey of organizations has the following objectives:

- Quantify the demand for arts-related organization and business work and creative space. More specifically, the survey seeks to determine organization and business interest in leasing space in a new, multi-use arts facility in Dallas.
- Articulate specific design elements and building features that businesses and organizations prefer or require.
- Describe the organizations and businesses, their arts activities, current work arrangements, and their interest in and ability to pay for space in new multi-use arts facility.

This report is a summary of the data obtained from those who completed the survey, particularly those organizations and businesses that indicated a potential interest in relocating to, expanding into, or launching a new enterprise studio space at a new multi-use arts facility in Dallas. The report also addresses those organizations and businesses interested in renting space in multi-use arts facility on a short-term or occasional basis.

Executive Summary - *Organization & Business Survey*

The Survey of Business and Organization Needs for Dallas had a total of 62 respondents. Forty-seven (76%) businesses and organizations expressed an interest in relocating to, expanding into or launching a new enterprise at a new, multi-use arts facility in Dallas. Forty-four (71%) of the businesses and organizations also indicated that they would be interested in renting production, exhibit, office or other types of space on a short-term or occasional basis in a new, multi-use arts facility. The first section of the executive summary focuses on the 53 (86%) organizations and businesses with any type of interest in space at a new, multi-use arts facility in Dallas. More specifically, respondents from these organizations and businesses indicated that they are interested in relocation/expansion/launching an enterprise at a multi-use arts facility and/or are interested in renting space at such a facility on a short-term or occasional basis.

Summary of organization and business characteristics

RESPONDENT PROFESSIONAL POSITION

Twenty-nine (55%) respondents identified as organization/business owners, while both the executive director/president/CEO/executive staff and artistic director/creative director response options were selected by six (11%) individuals.

TYPE OF ORGANIZATION/BUSINESS

Twenty-six (49%) survey respondents came from for-profit business settings (corporation, LLC, sole proprietor), and 19 (36%) were part of a 501(c)(3) or other form of non-profit. Twenty-three (43%) respondents described their organizations and businesses as primarily arts or culture oriented, while 18 (34%) came from a creative business. The organizations and businesses represented in this survey primarily participate in the following creative areas: art gallery (17, 32%), painting/drawing (17, 32%), arts education/instruction (16, 30%), arts administration/advocacy (13, 25%), design (13, 25%), performance art (13, 25%), theater arts (12, 23%), and music (11, 21%). Just under half (25, 47%) of these organizations and businesses attract 25 or fewer visitors to their primary location on a daily basis, and 16 (30%) attract none.

TIME IN OPERATION, BUDGET, STAFFING

Sixteen (30%) organizations and businesses responding to the survey have been in operation for three to five years, and eleven (21%) have been in operation for 16 or more years. One quarter (13) of organizations and businesses have been in operation for less than three years. Twenty-one (40%) organizations and businesses had annual operating budgets between $10,000 and $50,000, while ten (19%) had budgets below $10,000. Nine (17%) organizations and businesses have not yet determined their annual operating budget. Forty-four (83%) organizations and businesses have two or less full-time staff members, while another 44 have two or less part-time staff members.

The remainder of this Executive Summary highlights the characteristics of organizations and businesses that are interested in relocating to, expanding into or launching a new enterprise in a new, multi-use arts facility in Dallas. These organizations and businesses comprise 76% (or 47 respondents) of all organizations and businesses responding to the survey. The Summary of Survey Responses (beginning on page 44) includes data for all survey participants, including organizations and businesses interested in relocating to, expanding into or launching a new enterprise in a new, multi-use facility; organizations and businesses who are interested in renting space in a new, multi-use facility on a short-term or occasional basis; and those who are not interested in a multi-use facility.

Summary of organizations and businesses interested in relocating/expanding/launching an enterprise in a new, multi-use arts facility

NEIGHBORHOOD

Thirty-six (77%) organizations and businesses mentioned the Dallas Arts District as a potential location for relocation, expansion or launching of a new enterprise, while 32 (68%) mentioned Deep Ellum. Both Bishop Arts District and Design District were attractive locations for 28 (60%) respondents.

SHARED USE SPACE AND SOLE USE SPACE

Types of shared space that organizations and businesses would be most interested in having access to at a multi-use arts facility include a business center (36, 77%), conference/meeting room (33, 70%), administrative space (28, 60%), classroom/teaching space (27, 57%), gallery/display space (26, 55%), reception desk (26, 55%), and communal space (25, 53%).

Types of space that organizations and businesses would most like to have access to for their sole use include administrative (22, 47%), studio space for individual artists (19, 40%), gallery/display space (14, 30%), and event space (12, 26%).

SIZE OF SPACE

With respect to the overall amount of space required, 12 (26%) organizations and businesses would require 500 square feet of space or less for their sole use in a new multi-use arts facility. Eighteen organizations and businesses (38%) would require between 751 and 2,000 square feet. Twenty (56%) organizations and businesses that indicated an interest in theater/performance space require performance or production space with up to 249 seats. Seven (39%) require space that includes between 250 and 349 seats.

LEASE AMOUNT AND TERM

Twenty-four (51%) organizations and businesses would consider paying up to $500 a month to lease a space. Thirteen (28%) would consider paying between $501 and $1,000. Sixteen (34%) interested organizations and businesses would prefer a lease term of one year or less; 17 (36%) would prefer a lease term between two and five years.

FUNDING RELOCATION, EXPANSION OR NEW ENTERPRISE

Ten (42%) of the organizations and businesses looking to relocate to a multi-use facility would pay for their move by organizing a fundraising campaign. Ten (40%) of the organizations and businesses planning for expansion chose fundraising campaign and existing funds/endowment as the likely means of paying for this endeavor. Of those interested in launching a new enterprise, 10 (48%) would use existing funds/endowment, while eight (38%) would launch a fundraising campaign.

Eighteen organizations and businesses that were interested in relocating/expanding/launching an enterprise at a multi-use arts facility and were either non-profits or affiliated with a university/other educational institution were asked about their capital campaign history. Five (28%) organizations and businesses initiated or completed a capital campaign in the last 10 years. Most organizations and businesses that initiated or completed a capital campaign did so between 2010 and 2013; most reported that the campaign was to be completed by 2014, and one reported 2016 as the closing year. Of the five organizations or businesses that initiated or completed a capital campaign, two raised between $51,000 and $100,000. One organization was able to raise $5 million or more.

Summary of Responses – *Organization & Business Survey*

Profile of survey respondents

The remainder of this report includes information about organization and business characteristics, as well as details regarding the work and creative space preferences and needs of these organizations and businesses. The key organization and business respondent types that feature in the tables that comprise this report are:

- All organization or business respondents – the **62** members of organizations and businesses who completed the survey, including those who are interested in relocation/expansion/launching an enterprise in a new multi-use arts facility, those who are interested in renting multi-use arts facility space on a short-term/occasional basis, those interested in both options, and those who are interested in neither.
- All interested organization or business respondents – the **53** organizations and businesses interested in relocation/expansion/launching an enterprise at a new, multi-use arts facility AND/OR are interested in renting space in such a facility on a part-time or occasional basis.
- Total respondents interested in relocation/expansion/launching an enterprise – the **47** organizations and businesses interested in relocating to, expanding into, or launching a new enterprise at a new multi-use arts facility.
- Total respondents interested in short-term or occasional rental – the **44** organizations and businesses interested in renting space at a multi-use arts facility on a short-term or occasional basis.

Some survey questions were addressed to other subsets of respondents due to the presence of a unique characteristic or factor. In such instances, the subset is defined in the description of the corresponding results table.

Characteristics of all organizations and businessses

This section includes the results of survey questions that were asked of all 62 organizations and businesses that responded to the survey. The tables that appear in this section include data for all 62 respondents. In addition, the tables also include data for the 53 respondents who indicated that their organization/business would be interested in relocating to/expanding into/launching a new enterprise in a multi-use arts facility and/or indicated that their organization/business would be interested in renting space in such a facility on a short-term or occasional basis. The findings outlined in this section provide an overview of key organizational/business characteristics.

Thirty-three (53%) of all the respondents were organization or business owners, while 10 (16%) categorized themselves as executive director/president/CEO/executive staff (Table 1). Among interested respondents, 29 (55%) were owners, and both executive director/president/CEO/executive staff and artistic director/creative director were selected by six (11%) individuals.

Table 1: Types of organization or business respondents

	All Respondents		Interested Respondents	
	#	%	#	%
Owner	33	53.2	29	54.7
Executive Director/President/CEO/Executive Staff	10	16.1	6	11.3
Artistic Director/Creative Director	6	9.7	6	11.3
Managing Director/Manager	5	8.1	4	7.5
Board Chair/Member	4	6.5	4	7.5
Associate/Staff	3	4.8	3	5.7
Founder/Co-Founder	1	1.6	1	1.9
Total Organization or Business respondents	**62**		**53**	

The vast majority of both all respondent and interested respondent organizations and businesses were either for-profit businesses (All: 29, 47%; Interested: 26, 49%) or a 501(c)(3) or other non-profit (All: 24, 39%; Interested: 19, 36%) (Table2).

Table 2: Structure of organization or business

	All Respondents		Interested Respondents	
	#	%	#	%
For-profit business (corporation, LLC, Sole proprietor)	29	46.8	26	49.1
501(c)(3) or other Non-profit	24	38.7	19	35.8
Organization affiliated with a university of educational institution	1	1.6	1	1.9
Neighborhood association	1	1.6	0	0.0
Structure not yet determined	7	11.3	7	13.2
Total Organization or Business respondents	**62**		**53**	

Just under half (29, 47%) of all organizations or businesses were described as primarily arts or cultural organizations, while creative businesses accounted for (19, 31%) of responses (Table 3). Twenty-three (43%) interested respondents described their organization or business as primarily arts or cultural, while 18 (34%) were associated with creative businesses. Respondents further described the function of their organization or business in write-in responses. Common descriptions included the following: serving as a community center or resource for support; sharing; events and socializing in the art community; artist support; art exhibit or gallery; art retail; art service/artistic design; art event; artist collective; marketing; theatre or performing arts.

Table 3: Descriptions of organization or business

	All Respondents		Interested Respondents	
	#	%	#	%
Primarily Arts or Cultural Organization	29	46.8	23	43.4
Creative business	19	30.6	18	34.0
Arts-related organization or business	9	14.5	8	15.1
None of the above	5	8.1	4	7.5
Total Organization or Business respondents	**62**		**53**	

All organizations and businesses that identified as primarily arts/cultural organizations, creative businesses, and arts-related organizations and businesses were asked about their arts/cultural and creative areas of involvement (Table 4). Twenty-two (39%) businesses and organizations chose art gallery as one of the primary arts/cultural or creative industries that they are involved in. Other areas of high participation include arts education/instruction (18, 32%), painting/drawing (17, 30%), design (15, 26%), performance art (14, 25%), and theater arts (13, 23%).

Interested organization and businesses' areas of involvement were very similar. Respondents from these organizations chose art gallery and painting/drawing (17, 32% for both) most frequently. Other areas of high participation include arts education/instruction (16, 30%), arts administration/advocacy (13, 25%), design (13, 25%), performance art (13, 25%), theater arts (12, 23%), and music (11, 21%).

Other write-in participation responses include artist-in-residency, services to arts organizations, advertising, printmaking/screen printing and event planning/promotion.

Table 4: Participation in arts activities

	All Respondents		Interested Respondents	
	#	%	#	%
Art gallery	22	38.6	17	32.1
Arts education/Instruction	18	31.6	16	30.2
Painting/Drawing	17	29.8	17	32.1
Design	15	26.3	13	24.5
Performance art	14	24.6	13	24.5
Theater arts (acting, directing, production, etc.)	13	22.8	12	22.6
Music (vocal/instrumental/composition)	12	21.1	11	20.8
Arts administration/Arts advocacy	11	19.3	13	24.5
Crafts	10	17.5	10	18.9
Graphic arts/design	10	17.5	9	17.0
Mixed media	10	17.5	10	18.9
Photography	9	15.8	9	17.0
Sculpture	9	15.8	8	15.1
Writing/Literary arts	9	15.8	9	17.0
Dance/Choreography	8	14.0	7	13.2
Film/Video/Television/Digital/Web entertainment/production	8	14.0	8	15.1
Marketing/Branding	8	14.0	7	13.2
Architecture	7	12.3	5	9.4
Arts retail (arts supply, costume, music)	7	12.3	6	11.3
Digital arts (computer/multimedia/ new media, etc.)	7	12.3	7	13.2
Fiber/Textile arts/Fashion/Costume design	7	12.3	7	13.2
Interior design	5	8.8	5	9.4
Woodworking	5	8.8	5	9.4
Ceramics/Pottery	4	7.0	4	7.5
Comedy (theater, school, club)	4	7.0	4	7.5
Healing arts/Art therapies	4	7.0	4	7.5
Historic society	4	7.0	3	5.7
Jewelry design/fabrication	4	7.0	4	7.5
Folk and traditional art	3	5.3	3	5.7
Metalworking/Blacksmithing	3	5.3	3	5.7
Museum/Archival	3	5.3	3	5.7
Glass	2	3.5	2	3.8
Radio	1	1.8	1	1.9
Other	12	21.1	11	20.8
Total respondents	**57**		**53**	

NOTE: Most artists chose more than one arts activity they participate in, and were allowed to choose up to three.

Approximately one quarter (16) of all the organizations and businesses have been in operation for three to five years, and another quarter (16) have been in operation for 16 or more years (Table 5). Sixteen (30%) interested organizations and businesses have been in operation for three to five years. Approximately one quarter (13) of interested organizations and businesses have been in business for two years or less, while 11 (21%) have been in business for 16 or more years.

Table 5: Length of time organization or business has been in operation

	All Respondents		Interested Respondents	
	#	%	#	%
Less than 1 year	7	11.3	7	13.2
1 -2 years	7	11.3	6	11.3
3 – 5 years	16	25.8	16	30.2
6 – 10 years	10	16.1	8	15.1
11 – 15 years	5	8.1	4	7.5
16 – 20 years	5	8.1	4	7.5
More than 20 years	11	17.7	7	13.2
Not yet in operation	1	1.6	1	1.9
Total Organization or Business respondents	**62**		**53**	

Twenty-three (37%) of all the organizations and businesses have no designated space owned or leased on an annual basis; 16 (26%) own or lease between 501 and 2,500 square feet of space (Table 6). Eight (13%) organizations and businesses own or lease space that is 500 square feet or less in size. The figures are approximately the same for interested organizations and businesses.

Table 6: Amount of space organization or business owns or leases on an annual basis

	All Respondents		Interested Respondents	
	#	%	#	%
1 - 100 sq. ft.	1	1.6	1	1.9
100 – 250 sq. ft.	3	4.8	3	5.7
251 – 500 sq. ft.	4	6.5	4	7.5
501 – 1,000 sq. ft.	8	12.9	8	15.1
1,001 – 2,500 sq. ft.	8	12.9	5	9.4
2,501 – 5,000 sq. ft.	6	9.7	5	9.4
5,001 – 10,000 sq. ft.	4	6.5	3	5.7
More than 10,000 sq. ft.	5	8.1	4	7.5
None; there is no designated space	23	37.1	20	37.7
Total Organization or Business respondents	**62**			

Forty-nine (79%) of all the organizations and businesses have two or less full-time staff members; nine (15%) have three to five full-time staff members (Table 7). Fifty-one (82%) organizations and businesses have two or less part-time staff members. Forty (65%) have five or less volunteers, while nine (15%) have 30 or more.

Table 7: Number of Full-Time, Part-Time and Volunteer staff (All)

	Full-time		Part-time		Volunteer	
	#	%	#	%	#	%
0	25	40.3	31	50.0	15	24.2
1 - 2	24	38.7	20	32.3	13	21.0
3 – 5	9	14.5	3	4.8	12	19.4
6 – 10	1	1.6	2	3.2	5	8.1
11 - 15	1	1.6	3	4.8	3	4.8
16 - 20	0	0.0	1	1.6	1	1.6
21 – 30	0	0.0	0	0.0	4	6.5
30 or more	2	3.2	2	3.2	9	14.5
Total Organization or Business respondents	**62**		**62**		**62**	

Forty-four (83%) interested organizations and businesses have two or less full-time staff members; six (11%) have three to five full-time staff members (Table 8). Forty-four (83%) organizations and businesses have two or less part-time staff members. Thirty-seven (70%) have five or less volunteers, while six (11%) have 30 or more.

Table 8: Number of Full-Time, Part-Time and Volunteer staff (Interested)

	Full-time		Part-time		Volunteer	
	#	%	#	%	#	%
0	22	41.5	28	52.8	13	24.5
1 - 2	22	41.5	16	30.2	12	22.6
3 – 5	6	11.3	2	3.8	12	22.6
6 – 10	0	0.0	1	1.9	5	9.4
11 - 15	1	1.9	3	5.7	2	3.8
16 - 20	0	0.0	1	1.9	0	0.0
21 – 30	0	0.0	0	0.0	3	5.7
30 or more	2	3.8	2	3.8	6	11.3
Total Organization or Business respondents	**53**		**53**		**53**	

Twenty-nine (47%) of all the organizations and businesses attract up to 25 visitors a day to their primary location, while 18 (29%) attract none (Table 9). Twenty-five (47%) interested organizations and businesses attract up to 25 visitors a day, while 16 (30%) attract none.

Table 9: Number of daily visitors, customers or patrons the organization or business attracts to its primary location

	All Respondents		Interested Respondents	
	#	%	#	%
1 – 25 visitors/day	29	46.8	25	47.2
26 – 50	5	8.1	4	7.5
51 – 100	2	3.2	2	3.8
101 – 250	2	3.2	1	1.9
251 – 500	0	0.0	0	0.0
More than 500	6	9.7	5	9.4
None	18	29.0	16	30.2
Total Organization or Business respondents	**62**		**53**	

Forty-eight (77%) of all the organizations and businesses hold onsite public or private events that attract 20 or more attendees (Table 10). The percentages are the same for interested organizations and businesses.

Table 10: Organization or business holds onsite public or private events that attract 20 or more attendees to any single event

	All Respondents		Interested Respondents	
	#	%	#	%
Yes	48	77.4	41	77.4
No	14	22.6	12	22.6
Total Organization or Business respondents	**62**		**53**	

Forty-eight of all the organizations and businesses held events that attracted 20 or more attendees. Over half of these organizations and businesses hold between one and ten events annually at the following levels of attendance: 20 to 50 people, 51 to 100 people, and 101 to 300 people (Table 11). Twenty-nine (60%) of the organizations and businesses do not host events that attract over 300 people.

Table 11: Number of events in a year and level of attendance (All)

	20 – 50 people		51 – 100 people		101 – 300 people		Over 300 people	
	#	%	#	%	#	%	#	%
1 – 3 events	15	31.3	11	22.9	19	39.6	10	20.8
4 – 10 events	9	18.8	15	31.3	6	12.5	7	14.6
11 – 20 events	4	8.3	3	6.3	4	8.3	0	0.0
21 – 50 events	2	4.2	1	2.1	1	2.1	0	0.0
Over 50 events	3	6.3	3	6.3	3	6.3	2	4.2
No events	15	31.3	15	24.2	15	31.3	29	60.4
Total Organization or Business respondents with 20 or more attendees at events	**48**		**48**		**48**		**48**	

Forty-one interested organizations and businesses held events that attracted 20 or more attendees. Twenty of these organizations and businesses hold between one and ten events annually at the following levels of attendance: 20 to 50 people, 51 to 100 people, and 101 to 300 people (Table 12). Twenty-five (47%) of the organizations and businesses do not host events that attract over 300 people.

Table 12: Number of events in a year and level of attendance (Interested)

	20 – 50 people		51 – 100 people		101 – 300 people		Over 300 people	
	#	%	#	%	#	%	#	%
1 – 3 events	13	24.5	9	17.0	16	30.2	9	17.0
4 – 10 events	8	15.1	13	24.5	4	7.5	5	9.4
11 – 20 events	2	3.8	1	1.9	4	7.5	0	0.0
21 – 50 events	2	3.8	1	1.9	1	1.9	0	0.0
Over 50 events	2	3.8	3	5.7	2	3.8	2	3.8
No events	13	24.5	14	26.4	14	26.4	25	47.2
Total Organization or Business respondents with 20 or more attendees at events	**41**		**41**		**41**		**41**	

Twenty-two (36%) of all the businesses and organizations had annual operating budgets between $10,000 and $50,000, while 12 (19%) had budgets below $10,000 (Table 13). Ten (16%) had budgets between $250,000 and $1 million, while another ten have not yet determined their annual operating budget. Twenty-one (40%) interested organizations and businesses had annual operating budgets between$10,000 and $50,000, while 10 (19%) had budgets below $10,000. Nine (17%) interested organizations and businesses had not yet determined their annual operating budget.

Table 13: Annual operating budget of organization or business

	All Respondents		Interested Respondents	
	#	%	#	%
Under $10,000	12	19.4	10	18.9
$10,000 - $50,000	22	35.5	21	39.6
$51,000 - $100,000	4	6.5	4	7.5
$101,000 - $250,000	2	3.2	1	1.9
$250,000 - $500,000	5	8.1	3	5.7
$501,000 - $1 million	5	8.1	3	5.7
$1 million - $3 million	0	0.0	0	0.0
Over $3 million	2	3.2	2	3.8
Annual budget has not yet been determined	10	16.1	9	17.0
Total Organization or Business respondents	**62**		**53**	

Organizations and businesses that described themselves as primarily arts/cultural in character and reported having a budget were asked about their sources of income (Table 14). Eleven (42%) of these organizations and businesses saw 20% or less of their income come from earnings. Fifteen (58%) organizations and businesses saw 20% or less of their income come from public sources. Nine (35%) organizations and businesses derived between 81% and 100% of their income from private sources.

Table 14: Percentage of income from earnings, public and private sources in most recent fiscal year (All)

	Earned		Public Source		Private Source	
	#	%	#	%	#	%
Less than 10%	2	7.7	11	42.3	0	0.0
11% - 20%	9	34.6	4	15.4	1	3.8
21% - 30%	0	0.0	1	3.8	6	23.1
31% - 40%	2	7.7	0	0.0	2	7.7
41% - 50%	3	11.5	3	11.5	4	15.4
51% - 60%	2	7.7	1	3.8	0	0.0
61% - 70%	1	3.8	0	0.0	1	3.8
71% - 80%	1	3.8	0	0.0	1	3.8
81% - 90%	0	0.0	0	0.0	5	19.2
91% - 100%	3	11.5	0	0.0	4	15.4
Not a source of income	3	11.5	6	23.1	2	7.7
Total Organization or Business respondents	**26**		**26**		**26**	

Nine (45%) interested organizations and businesses saw 20% or less of their income come from earnings (Table 15). Of those organizations and businesses who reported income from public sources, 11 (55%) earned less than 20% of their overall income in this manner. Half of interested organizations and businesses saw between 21% and 50% of their income come from private sources; 7 (35%) organizations and businesses took in between 81% and 100% of their income from private sources.

Table 15: Percentage of income from earnings, public and private sources in most recent fiscal year (Interested)

	Earned		Public Source		Private Source	
	#	%	#	%	#	%
Less than 10%	1	5.0	8	40.0	0	0.0
10% - 20%	8	40.0	3	15.0	1	5.0
21% - 30%	0	0.0	1	5.0	4	20.0
31% - 40%	1	5.0	0	0.0	2	10.0
41% - 50%	3	15.0	3	15.0	4	20.0
51% - 60%	1	5.0	1	5.0	0	0.0
61% - 70%	1	5.0	0	0.0	0	0.0
71% - 80%	1	5.0	0	0.0	1	5.0
81% - 90%	0	0.0	0	0.0	4	20.0
91% - 100%	1	5.0	0	0.0	3	15.0
Not a source of income	3	15.0	4	20.0	1	5.0
Total Organization or Business respondents	**20**		**20**		**20**	

Interest in a new, multi-use arts facility in Dallas

This section of the report details the level and type of interest that organizations and businesses have in a new, multi-use arts facility in Dallas. Findings describe those organizations and businesses who are interested in relocating to, expanding into, or launching a new enterprise at a new, multi-use arts facility. In addition, findings regarding interest in renting space in a multi-use arts facility on a short-term or occasional basis are also included here. Finally, this section includes information on those organizations and businesses that are not interested in relocating to, expanding into, or launching a new enterprise at a multi-use arts facility.

Forty-seven (76%) of organizations and businesses are interested in relocating to, expanding into or launching a new enterprise at a new, multi-use arts facility (Table 16).

Table 16: Interest in relocating to, expanding into or launching a new enterprise in a new, multi-use arts facility

	Organization or Business	
	#	%
Yes	47	75.8
No	15	24.2
Total Organization or Business respondents	**62**	

Thirty-six (58%) organizations and businesses are either extremely interested (20, 32%) or very interested (16, 26%) in relocating to, expanding into, or launching a new enterprise at a new, multi-use arts facility (Table 17). Fifteen (24%) of organizations and businesses are not interested in these options for the use of a new, multi-use arts facility.

Table 17: Level of interest in relocating to, expanding into or launching a new enterprise in a new, multi-use arts facility

	Organization or Business	
	#	%
Extremely interested	20	32.3
Very interested	16	25.8
Somewhat interested	10	16.1
Mildly interested	1	1.6
No	15	24.2
Total Organization or Business respondents	**62**	

The most frequently mentioned space needs for organizations and businesses that would increase interest in a multi-use space include internet access, 24-hour access, leasable onsite or adjacent parking, and shared marketing (Table 18). Other write-in needs include interest in shared office equipment, onsite retail, handicap accessibility, event space, and affordability.

Table 18: Space aspects that organization or businesses would increase interest in a multi-use arts facility

	Organization or Business	
	#	%
Internet access	41	66.1
24-hour access	33	53.2
Leasable onsite or adjacent parking	32	51.6
Shared marketing	31	50.0
Security personnel/monitoring	24	38.7
Pooled purchase for contract services	22	35.5
Green building design/LEED certification	20	32.3
Business development workshops	19	30.6
Child care	8	12.9
Other	11	17.7
Total Organization or Business respondents	**62**	

NOTE: Most respondents chose more than one space aspect.

Of those organizations and businesses not interested in a new multi-use arts facility, ten (67%) reported that their current space is adequate; three (20%) have other plans for relocating (Table 19).

Table 19: Reasons why organizations or businesses are not interested in re-locating to, expanding into or launching a new enterprise in a multi-use arts facility

	Organization or Business	
	#	%
Our current space meets our needs	10	66.7
We have other plans for relocating, expanding or launching a new enterprise	3	20.0
Our current space does not meet our needs, but we do not have the resources for new space	1	6.7
Our organization or business is not interested in a multi-use arts facility	0	0.0
Other	2	13.3
Total Organization or Business respondents	**15**	

Forty-four (71%) organizations and businesses indicated an interest in renting space in a multi-use arts facility on a short-term or occasional basis (Table 20). Non-responding organizations did not identify as primarily arts/cultural organizations, creative businesses, or arts-related organizations or businesses, thus they were not presented with the question.

Table 20: Interest in renting on a short-term or occasional basis

	Interested Organization or Business (short-term/occasional)	
	#	%
Yes	44	71.0
No	13	21.0
No response	5	8.0
Total Organization or Business respondents	**62**	

Needs of organizations and businesses interested in relocating to, expanding into, or launching a new enterprise at a multi-use arts facility

This section refers to the 47 organizations and businesses that are interested in relocating to, expanding into, or launching a new enterprise at a new, multi-use arts facility in Dallas.

Thirty-six (77%) organizations and businesses mentioned the Dallas Arts District as a potential location for relocation, expansion or launching of a new enterprise, while 32 (68%) mentioned Deep Ellum (Table 21). Other neighborhoods of interest include Bishop Arts District and Design District. Other write-in responses include Highland Park, Oak Lawn, North Dallas, and Uptown Dallas.

Table 21: Neighborhoods where organizations and businesses would be interested in relocating to, expanding into or launching a new enterprise

	Interested Organization or Business	
	#	%
Dallas Arts District	36	76.6
Deep Ellum	32	68.1
Bishop Arts District	28	59.6
Design District	28	59.6
Lower Greenville	17	36.2
Oak Cliff Jefferson Avenue	17	36.2
Lakewood	16	34.0
Cedars	15	31.9
North Oak Cliff	14	29.8
Exposition Park	13	27.7
West Dallas	11	23.4
Valley View Mall Area	8	17.0
South Dallas	7	14.9
Ferguson Road Area	5	10.6
Lancaster	1	2.1
Downtown	0	0.0
East Dallas	0	0.0
Other	7	14.9
Total interested Organization or Business respondents	**47**	

NOTE: Many respondents chose more than one neighborhood.

Types of online activities that organizations and businesses frequently engage in include communications/marketing, managing business website/web design, and uploading/downloading large files or content (Table 22). One write-in response mentioned conducting database management online.

Table 22: Types of online activities that interested organizations and businesses do on a regular basis

	Interested Organization or Business	
	#	%
Communications/marketing	37	78.7
Manage business website/web design	35	74.5
Upload/download large files or content	30	63.8
Web-based retail sales	15	31.9
File back-up to cloud service	15	31.9
Client/partner communication	14	29.8
Deliver education (class, webinar)	6	12.8
Deliver streaming content	6	12.8
Other	2	4.3
None	2	4.3
Total interested Organization or Business respondents	**47**	

NOTE: Many respondents chose more than one online activity.

Types of shared space that organizations and businesses would be most interested in having access to at a multi-use arts facility include a business center, conference/meeting room, administrative space, classroom/teaching space, gallery/display space, reception desk, and communal space (Table 23). Other write-in responses include a suggestion for proper ventilation for chemicals and an outdoor space for screenings or events.

Table 23: Types of space in which organizations and businesses would be interested in sharing with other users in a multi-use arts facility

	Interested Organization or Business Would like to have	
	#	**%**
Business center	36	76.6
Conference/meeting room	33	70.2
Administrative space	28	59.6
Classroom/teaching space	27	57.4
Gallery/display space	26	55.3
Reception desk	26	55.3
Communal space	25	53.2
Studio space	22	46.8
Kitchen	21	44.7
Rehearsal space	19	40.4
Storage space	18	38.3
Collection or archival storage	17	36.2
Specialized work spaces (photo, ceramics, etc.)	16	34.0
Theater/performance space (black box/flex)	16	34.0
Ticketing/box office	14	29.8
Retail space	13	27.7
Recording studio	12	25.5
Film/Video screening room	11	23.4
Dance studio	10	21.3
Theater/performance space (formal)	10	21.3
Scene/prop/costume shop	9	19.1
Event space	0	0
Other	2	4.3
Total interested Organization or Business respondents	**47**	

NOTE: Most respondents chose more than one type of shared space.

Types of space that organizations and businesses would most like to have access to for their sole use include administrative, studio space for individual artists, gallery/display space, and event space (Table 24). Other write-in responses include a private lesson studio, space for sharing and displaying event schedules, space to cut and assemble materials, and a live/work space.

Table 24: Types of space that would be required for the sole use of organizations and businesses

	Interested Organization or Business	
	#	%
Administrative	22	46.8
Studio space for individual artist	19	40.4
Gallery/display space	14	29.8
Event space	12	25.5
Classrooms/teaching	9	19.1
Conference/meeting	9	19.1
Retail space	9	19.1
Storage space	9	19.1
Kitchen	8	17.0
Specialized work spaces (photography, ceramics, etc.)	6	12.8
Collection or archival storage	5	10.6
Film/video screening room	4	8.5
Rehearsal space	3	6.4
Ticketing/Box office	3	6.4
Recording studio	2	4.3
Theatre/performance space (black box, flex)	2	4.3
Formal theatre/performance space	1	2.1
Dance studio/rehearsal space	0	0.0
Scene/prop/costume shop	0	0.0
Other	8	17.0
Total interested Organization or Business respondents	**47**	

NOTE: Many respondents chose more than one type of space

Twenty (56%) organizations and businesses require performance or production space with up to 249 seats (Table 25). Seven (39%) require space that includes between 250 and 349 seats. This table only includes organizations and businesses that indicated interest in theater space (either flexible or formal) for shared or sole use in a multi-use arts facility.

Table 25: Size of performance or production space required by interested organizations and businesses

	Interested Organization or Business	
	#	%
99 seats or smaller	10	55.6
100 – 249 seats	10	55.6
250 – 349	7	38.9
350 – 499	2	11.1
500 – 999	2	11.1
1,000 seats or more	2	11.1
Total interested Organization or Business respondents	**18**	

Twelve (26%) organizations and businesses would require 500 square feet or less for their sole use in a new multi-use arts facility (Table 26). Eighteen (38%) would require between 751 and 2,000 square feet.

Table 26: Overall amount of space required by interested organizations and businesses

	Interested Organization or Business	
	#	%
Less than 100 sq. feet	1	2.1
100 – 250	5	10.6
251 – 500	6	12.8
501 – 750	4	8.5
751 – 1,000	8	17.0
1,001 – 2,000	10	21.3
2,001 – 5,000	4	8.5
5,001 – 10,000 sq. feet	5	10.6
Don't know	4	8.5
Total interested Organization or Business respondents	**47**	

Twenty-eight (60%) respondents require 500 square feet or less of administrative space (Table 27). Fifteen (32%) organizations require up to 500 square feet for display/exhibit/retail, while another nine (19%) require 501 to 750 square feet for the same purpose. Fourteen (30%) organizations and businesses require up to 500 square feet for shop/studio/production, while another 14 require 501 to 1,000 square feet for the same purpose.

Table 27: Specific amount of space by type required by interested organizations and businesses

	Administrative		Display/ Exhibit/Retail		Rehearsal		Shop/Studio/ Production		Storage	
	#	%	#	%	#	%	#	%	#	%
Less than 100 sq. feet	11	23.4	3	6.4	1	2.1	1	2.1	10	21.3
100 – 250 sq. feet	9	19.1	5	10.6	2	4.3	6	12.8	6	12.8
251 – 500 sq. feet	8	17.0	7	14.9	2	4.3	7	14.9	11	23.4
501 – 750 sq. feet	2	4.3	9	19.1	3	6.4	7	14.9	1	2.1
751 – 1,000 sq. feet	2	4.3	1	2.1	3	6.4	7	14.9	5	10.6
1,001 – 2,000 sq. feet	1	2.1	1	2.1	3	6.4	2	4.3	0	0.0
2,001 – 5,000 sq. feet	0	0.0	0	0.0	0	0.0	1	2.1	1	2.1
5,001 – 10,000 sq. feet	1	2.1	2	4.3	0	0.0	0	0.0	0	0.0
More than 10,000 sq. feet	0	0.0	0	0.0	1	2.1	0	0.0	0	0.0
Don't know	2	4.3	5	10.6	3	6.4	1	2.1	5	10.6
Included in other space	7	14.9	2	4.3	4	8.5	5	10.6	5	10.6
None	4	8.5	12	25.5	25	53.2	10	21.3	3	6.4
Total Interested Organization or Business respondents	**47**		**47**		**47**		**47**		**47**	

Over half of interested organizations and businesses reported that light-rail and bike storage would reduce their needs for parking at a multi-use facility (Table 28). Seven (15%) reported that none of the response options would reduce their parking needs.

Table 28: Transportation systems that organizations and businesses say would reduce their need for staff or visitor parking

	Interested Organization or Business	
	#	%
Light-rail	26	55.3
Bike storage	25	53.1
Bus	20	42.6
Bike share	15	31.9
Car share	14	29.8
Carpooling	14	29.8
None	7	14.9
Total interested Organization or Business respondents	**47**	

NOTE: Many respondents chose more than one transportation system.

Twenty-four (51%) of the organizations and businesses would consider paying up to $500 a month—excluding utilities—to lease space in a multi-use arts facility (Table 29). Thirteen (28%) would consider paying between $501 and $1,000.

Table 29: Maximum monthly amount an organization or business would consider paying to lease a space (not including utilities)

	Interested Organization or Business	
	#	%
Under $300	8	17.0
$300 - $500	16	34.0
$501 - $750	6	12.8
$751 - $1,000	7	14.9
$1,001 - $1,500	3	6.4
$1,501 - $2,000	3	6.4
$2,501 - $3,000	1	2.1
$5,001 - $6,000	2	4.3
Our organization would purchase space, but not lease	1	2.1
Total interested Organization or Business respondents	**47**	

Sixteen (34%) interested organizations and businesses would prefer a lease term of one year or less; seventeen (36%) would prefer a lease term between two and five years (Table 30).

Table 30: Preferred lease term for interested organizations and businesses

	Interested Organization or Business	
	#	%
1 year or less	16	34.0
2 - 5 years	17	36.2
6 - 10 years	1	2.1
More than 10 years	1	2.1
Unsure	11	23.4
Total interested Organization or Business respondents	**47**	

Twenty-four (51%) organizations and businesses and organizations interested in relocation/expansion/launching a new enterprise currently have plans to relocate, while 25 (53%) are planning to expand (Table 31). Twenty-one (45%) have plans to launch a new enterprise.

Table 31: Plans to relocate, expand or launch an new enterprise

	Relocate		Expand		Launch new enterprise	
	#	%	#	%	#	%
Yes	24	51.1	25	53.2	21	44.7
No	23	48.9	22	46.8	26	55.3
Total Organization or Business respondents	**47**		**47**		**47**	

Fourteen (58%) organizations and businesses interested in relocating have flexible plans or are willing to wait until whenever space becomes available (Table 32). Twelve (48%) of those interested in expanding have flexible plans, as do 11 (52%) of those planning to launch a new enterprise.

Table 32: When organizations or businesses plan to relocate

	Relocate		Expand		Launch new enterprise	
	#	%	#	%	#	%
Flexible/whenever space becomes available	14	58.3	12	48.0	11	52.4
Immediately/as soon as space becomes available	4	16.7	5	20.0	3	14.3
One year	4	16.7	4	16.0	3	14.3
Two years	1	4.2	3	12.0	3	14.3
Three years	1	4.2	1	4.0	1	4.8
Total Organization and Businesses interested in relocation/expansion/ new enterprise	**24**		**25**		**21**	

Ten (42%) organizations and businesses would fund relocation to a multi-use arts facility through a fundraising campaign (Table 33). Ten (40%) organizations and businesses planning for expansion chose fundraising campaign and existing funds/endowment as the likely means of paying for this endeavor. Of those interested in launching a new enterprise, 10 (48%) would use existing funds/endowment, while eight (38%) would launch a fundraising campaign.

Table 33: How relocation, expansion or new enterprise would be funded

	Relocate		Expand		Launch new enterprise	
	#	%	#	%	#	%
Fundraising campaign	10	41.7	10	40.0	8	38.1
Building-owner financed/Owner build-out	8	33.3	7	28.0	3	14.3
Existing funds/endowment	7	29.2	10	40.0	10	47.6
Conventional loan/debt/financing	1	4.2	0	0.0	3	14.3
Unknown	5	20.8	7	28.0	6	28.6
Other	3	12.5	2	8.0	1	4.8
Total Organization and Business respondents interested in relocation, expansion, or new enterprise	**24**		**25**		**21**	

501(c)(3) non-profits and organizations affiliated with a university or other educational institution that were interested in relocating to/expanding into/launching an enterprise at a new, multi-use arts facility were asked about their capital campaign history. Five organizations and businesses initiated or completed a capital campaign in the last 10 years (Table 34). Most organizations and businesses that initiated or completed a capital campaign did so between 2010 and 2013; most reported that the campaign was to be completed by 2014, and one reported 2016 as the closing year.

Table 34: History of having initiated or completed a capital campaign in the last 10 years

	Organization or Business	
	#	%
Yes	5	27.8
No	13	72.2
Total Organization and Business respondents	**18**	

Of the five organizations or businesses that initiated or completed a capital campaign, two raised between $51,000 and $100,000 (Table 35). One organization was able to raise $5 million or more.

Table 35: Amount of money raised in a capital campaign

	Organization or Business with a capital campaign	
	#	%
$50,000 or less	0	0.0
$51,000 - $100,000	2	40.0
$101,000 - $500,000	0	0.0
$501,000 - $1 million	1	20.0
$1.1 million - $5 million	1	20.0
$5 million or more	1	20.0
Total Organization and Business respondents who initiated or held a capital campaign	**5**	

Needs of organizations interested in renting space in a multi-use arts facility on a short-term or occasional basis

This section refers to the 44 organizations and businesses that are interested in renting space in a multi-use arts facility on a short term or occasional basis.

The most frequently mentioned types of spaces that organizations and businesses interested in renting on a short-term or occasional basis include event space, gallery/display space, classrooms/teaching space, conference/meeting room, and studio space for individual artists (Table 36). Other write-in responses include artist-in-residency, services to arts organizations, advertising, printmaking/screen printing and event planning/promotion.

Table 36: Types of space that appeal to organizations and businesses interested in renting on a short-term or occasional basis

	Interested Organization or Business (short-term/occasional)	
	#	%
Event space	26	59.1
Gallery/display space	25	56.8
Classrooms/teaching space	20	45.5
Conference/meeting room	18	40.9
Studio space for individual artists	17	38.6
Office space	12	27.3
Printmaking facilities	11	25.0
Rehearsal space	11	25.0
Retail space	11	25.0
Theater/performance space (black box, flexible)	11	25.0
Workstation in a co-working environment	11	25.0
Kitchen	10	22.7
Theater/performance space (formal, permanent stage)	10	22.7
Film/video screening room	9	20.5
Paint room	9	20.5
Ceramics studio/kiln	7	15.9
Recording studio	7	15.9
Storage space	7	15.9
Ticketing/box office	6	13.6
Woodworking shop	6	13.6
Metalworking shop	5	11.4
Collection or archival storage space	4	9.1
Dance studio/rehearsal hall	4	9.1
Foundry area	4	9.1
Photography production/traditional/digital dark room	4	9.1

	Interested Organization or Business (short-term/occasional)	
	#	%
Scene/prop/costume shop	4	9.1
Music practice room	3	6.8
Glass hot shop	2	4.5
Other	1	2.3
Total respondents interested in short-term or occasional rental	**44**	

Sixteen (62%) businesses and organizations require performance or production space that includes up to 249 seats (Table 37). Six (46%) require space that includes between 250 and 349 seats. This table only includes those organizations and businesses who indicated interest in theater/performance space (either flexible or formal).

Table 37: Size of performance or production space needed organizations and businesses interested in renting on a short-term or occasional basis

	Interested Organization or Business	
	#	%
99 seats or smaller	8	61.5
100 – 249 seats	8	61.5
250 – 349	6	46.2
350 – 499	2	15.4
500 – 999	1	7.7
1,000 seats or more	2	15.4
Total respondents interested in short-term or occasional rental	**13**	

Organizational trends for organizations and businesses interested in relocating/expanding/launching a new enterprise AND organizations and businesses interested in short-term/occasional rental

Thirty-eight (72%) of the organizations and businesses interested in relocating/expanding/launching a new initiative and/or renting short-term/occasional space in a multi-use arts facility expect to increase their operating budget over the next three years (Table 38). Thirty-five (66%) of these organizations and businesses expect to increase their staff size, and 31 (59%) expect to have increased space requirements. Forty-three (81%) organizations and businesses expect to increase their audience/visitor/constituency population.

Table 38: Areas in which organizations and businesses will be increasing, decreasing or remaining the same over the next three years.

	Operating budget		Number of staff		Space requirements		Audience/Visitor /Constituency Population		Range of services	
	#	%	#	%	#	%	#	%	#	%
Increasing	38	71.7	35	66.0	31	58.5	43	81.1	34	64.2
Remaining the Same	13	24.5	15	28.3	22	41.5	10	18.9	16	30.2
Decreasing	1	1.9	3	5.7	0	0.0	0	0.0	0	0.0
Does not apply	1	1.9	0	0.0	0	0.0	0	0.0	3	5.7
Total Organization and Business respondents	**53**		**53**		**53**		**53**		**53**	

Comments and interest in further information on project

Comments

Nearly all 24 comments showed support for and interest in a new development of a multi-use arts facility. As one respondent stated, "I think the idea of possible shared spaces by non-profit or arts/arts communities would bring partnering and advancement of all to the forefront for collaboration."

Ninety percent of respondents are interested in receiving further information about this project Table 39).

Table 39: Interest in receiving further information on this project

	Organization or Business	
	#	%
Yes	56	90.3
No	6	9.7
Total Organization and Business respondents	**62**	

The most frequently-selected means of learning about the survey include email, social networking, friend/colleague/acquaintance, and postcard in the mail (Table 40).

Table 40: How organization and business respondents learned about the survey

	Organization or Business	
	#	%
Received an email inviting my participation	17	27.4
From a social networking website (e.g. Facebook, Google+, Twitter, etc.)	16	25.8
From a friend/colleague/acquaintance	15	24.2
Received a postcard in the mail	13	21.0
From an information media source (newspaper, magazine, television, radio, etc.)	8	12.9
At a public meeting	4	6.5
From a flyer, poster or postcard handout	1	1.6
From any other website	0	0.0
Other, please specify	4	6.5
Total Organization and Business respondents	**62**	

NOTE: Some respondents chose more than one means of learning about the survey.