City of Rancho Cordova

Visual Arts Needs & Opportunities Assessment

August 2019
Agenda

1. Study Process
2. Survey Findings
3. Interview Findings
4. Discussion
5. Looking ahead
A Market-based Approach

Scope of work – Phase 1

This feasibility study builds on existing assets in Rancho Cordova, tests key assumptions, and proposes new strategies to maximize existing resources, while positioning the project to be an arts and entertainment resource for the entire region.

- Review background information
- Affirm planning goals
- Conduct interviews
- Market analysis
- Survey prospective facility users
- Inventory existing venues
- Case studies
- Develop recommendations
- Socialize/confirm findings & direction
Defining a Space

Scope of work – Phase 2

Based on Phase 1, AMS will outline the type of facility, the space requirements for programs, administration, and rehearsal/classroom spaces, and the optimal number of seats to accommodate expected audiences.

Activity Profile

- Forecast the major activities and programming of the hall
- Consider design implications

Site & Space

- Interface with architects to define spaces and consider site factors

$ Cost $

- Develop an order-of-magnitude capital cost estimate

Report out

Report back to working group and City Council. Consider next steps – developing a business plan.
Visual Arts Needs Assessment

Scope of work – Phase 2 Modified

Based on Phase 1, AMS will outline the type of facility, the space requirements for programs, administration, and rehearsal/classroom spaces, and the optimal number of seats to accommodate expected audiences.

Interviews
- Conducted interviews with regional V-art leaders
- Gathered intel on opportunities, needs, ideas, and partnerships

Survey
- Circulated on-line survey to artists and visual art organizations

Report out
Report back to working group. Consider next steps and opportunities.
Survey Findings
AMS prepared an on-line needs assessment survey that was distributed to prospective facility users. The survey was intended to gather information about potential interest in using a new visual arts facility in Rancho Cordova. It was NOT intended to gather public opinion.

Information gathered included:
- Background organization information
- Current and expected attendance
- Current spaces used and associated usage costs
- Estimated utilization
- Minimum, optimum, maximum capacity
- Equipment and space needs

Distributed via emails and virally:
- City's own list
- SMAC & Creative Edge
- Verge Center for Contemporary Art
- UpCycle Kindness
Of 23 responses, 21 are individual artists!

Which of the following best describes your organization?
Painting and Photography are the most common visual arts media.

What types(s) of media do you or your organization work in?

- Painting: 16
- Photo: 11
- Drawing: 8
- Crafts: 7
- Video: 6
- Digital art: 6
- Design: 4
- Graphic design: 4
- Print making: 3
- Sculpture: 3
- Textile arts: 3
- Other: 3
- Ceramics: 1
- Filmmaking: 1
Most respondents operate with annual budgets under $1,000.
FACILITY NEEDS SURVEY

Respondents’ Current Activity Varies

- # annual exhibitions: 467 → 4,286 annual attendance
- # annual workshops/classes: 630 → 1,120 annual attendance
Respondents primarily exhibit their work; some offer classes and workshops.

Which of the following best describes your organization’s programming activities?

- Exhibitions
- Other
- Classes/Workshops
- Professional development
- Special events (galas,...)
- Lectures
- Culture/heritage
- Service/advocacy/umbrella

**OTHER**
- Craft Fairs
- Memorial Service
- Videos
- Self-Use
- Personal Growth
- Hobby
- Music/Arts Events
- Facebook Photography
11 respondents reported their use of exhibition space and classroom space, which amounts to over 2,000 total activities a year.

**Activity Levels**

- **Exhibitions**: $0-$200
- **Classes/Workshops**: $30-$300

Very few respondents reported that they rent space for exhibitions, workshops, or fabrication, likely due to limited financial resources.
Over half of respondents indicated they are interested in renting space for visual arts practice in Rancho Cordova, particularly for exhibition and creation.

Would you or your organization be interested in renting new or renovated space in Rancho Cordova?

- Yes, 13
- No, 10

Other includes:
- Show space for high end art
- Live-in artist spaces
- Meeting and study space
Respondents mention several purposes for a new space, but many would add new programs.

- **New Programming**: 31%
- **Expansion of Existing Programming**: 8%
- **Relocating Existing Programming**: 15%
- **Other**: 46%

Other verbatims include collaborations with other artists, craft sales, teaching paint classes, and new programming in addition to expansion of existing programs.
Exhibition space between 500-600 square feet would service the most use, and most will pay the same or more than they do now.
Requirements for education space are more varied, ranging from 100 - 500 square feet.

<table>
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<th>Sq Ft</th>
<th>Respondents</th>
<th>Days of Use</th>
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Most respondents express that affordability, accessibility, and availability are the most important factors; location is less important.

How “essential, important, desirable, or not important” are the following specific factors in choosing a space to rent?
Many respondents mention the need for typical visual art studio amenities in a new space.

- Internet Access
- Sinks
- Drains
- Darkroom
- Appropriate Lighting
Facility Needs Survey

Summary

• Survey response was limited
  • Respondents consist of individual artists with very small budgets
  • Many use media of painting & photography

• Notable demand for exhibition space & teaching/learning space
  • 500-600 square feet would serve the greatest number of respondents
  • Demand for classroom and workshop space more varied

• Respondents express the importance of affordable and available space with good access
Interview Findings
Qualitative input from some of the region’s most connected and active practitioners

Leadership Interviews

Representative Sample

- Melissa Cirone – SMAC
- Mark Emerson – artist, Sac State faculty
- Cheryl Gleason – Community Council, MACC
- Shira Lane – UpCycle Kindness / The Atrium
- Liv Moe – Verge Center for Contemporary Art
- Shelly Willis – former SMAC E.D., public art consultant, Sac County grants administrator (contractor)
Qualitative Input

The region is underserved

- There are not enough places for art classes, studios, exhibits, and events
- Artists are easily priced-out of housing and studio space
- There are very limited opportunities for casual learning, masterclasses, and demonstrations
- Community colleges offer some, but recent changes limit life-long learning access
- Artists retreat to their garages and spare bedrooms! Which limits opportunities to collaborate, exhibit, sell, and teach
- Access to spaces with equipment – photography, printmaking, ceramics, glass work, etc. – is limited or non-existent
Rancho could do something awesome!

• Everyone brought up the idea of an arts center – totally unique and needed in region.

• Studios for rent – range of $1.00-$1.50 per square foot would be considered a good deal; studios can be small, medium, and large ranging from 100 sq. ft. to 400.

• Most believe that a facility in Rancho could support 6 to 12 studios.

• Classes can be taught by resident artists – gives them income; gives city cost recovery.

• Specialized spaces for teaching and professional use would be in high demand – ceramics, printmaking, glass, textiles, photography.

• Several urged addition of flexible event and performance space to encourage community interaction, access, and rental business. Indoor and outdoor.
Northern California examples

Davis Art Center
Merced Multicultural Arts Center
Richmond Art Center
Walnut Creek Center for Community Arts
Sebastopol Center for the Arts

NOTABLE COMMENTS
- “Rancho could show Sacramento how it’s done!”
- “Artists and people taking class wouldn’t think twice about going to Rancho for something like this.”
- “This region needs a real arts center. I can’t believe one doesn’t exist other than in Davis.”
What does it all mean?
Class Space

Classes

- Summer Arts Camp
- Ceramic Arts (8)
- Culinary Arts (1)
- Dance (22)
- Drama (1)
- Drawing & Painting (10)
- Fiber Arts (3)
- Foreign Languages (3)
- Healing Arts (7)
- Martial Arts (6)
- Music (4)
Directions

Community Maker Space & Studios
Directions

Private & Shared Studios
Directions

Gallery & Retail
Directions

Rehearsal Space
Directions

Meeting / Event / Performance Space
Directions

Outdoor Space
Discussion
Thank you