Survey of Artists' Space Needs and Preferences

and

Survey of Arts, Creative, and Cultural Organizations and Businesses

Report of Findings

Austin, TX

July 2013

Prepared by

Artspace Projects, Inc.

Swan Research and Consulting

for

The City of Austin

July 31, 2013

Mr. Kevin Johns
Director
Economic Development Department
City of Austin
City Hall
301 West 2nd Street
Austin, TX 78701

Dear Mr. Johns,

Artspace Projects, Inc. a Minnesota-based nonprofit and Swan Research and Consulting are pleased to provide the 2013 Austin area Report of Findings for the Study of the Space Needs and Preferences of Artists and Arts, Creative, and Cultural Organizations and Businesses.

The study consisted of two online surveys conducted from October 30, 2012 through January 10, 2013. Seven hundred seventy (770) individual artists and creatives and representatives of 145 organizations and businesses responded to the surveys. Those participating represented a wide range of arts, culture, and creative industries. The study was made possible through a partnership with the City of Austin (Cultural Arts Division of Economic Growth and Redevelopment Services Office), Austin Playhouse, and funding provided to Artspace Projects from the National Endowment for the Arts.

The surveys, as designed by Artspace Projects and Swan Research and Consulting, with review by the City of Austin and Austin Playhouse, had the following objectives:

- *Assess* the demand for creative spaces in various areas of Austin;
- *Articulate* the types of spaces and amenities, and the specific design and building elements, desired by the creative sector;
- *Describe* the survey respondents, the various creative industries in which they are engaged, their current arrangements, and their ability to pay for new space.

The Survey of Artists' Space Needs and Preferences and the Survey of Arts, Creative and Cultural Organizations and Businesses Report of Findings includes two separate documents. The first is the Interpretation and Recommendations Summary prepared by

Artspace Projects Inc. It is based on the Technical Report prepared by Swan Research and Consulting which is the second document in the Report of Findings.

The Interpretation and Recommendations Summary presents Artspace's expert observations and interpretations based upon the key findings reported in detail in the Technical Report, and recommends actions to address the deep need for a variety of affordable, creative-use spaces in Austin, as identified by the study. The Technical Report contains a wealth of information and uses narrative, tables and charts to report detailed data obtained from the survey responses. The Interpretation and Recommendations Summary and the Technical Report both focus primarily on responses from respondents who expressed an interest in affordable live/work space, studio and other types of creative space in Austin.

This Report of Findings provides data to assist nonprofits, developers, businesses, the City of Austin, and others, in the creation of affordable new space where creative individuals and 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. By considering what artists and organizations/businesses can pay, the type and amount of space they need, and by providing support spaces and programs that match their preferences, new space will be poised to serve local artists and creative businesses for the long term.

Artspace encourages next steps that include space program development, site exploration/ identification and financial modeling for a mixed-use creative facility project. Sharing the results of this study with the community and creating city policies that provide incentives for and support affordable space development are also recommended to jump start local developer and building owner participation in the initiative to bring more space online for the creative community.

The great need for affordable space for the creative community in Austin, as determined by the study, is not surprising. Austin is a city that is known for its artistic and creative culture. And anywhere that the arts lead, the cost of real estate is known to rise. Securing space that meets the needs of these creative pioneers for the long term is essential to Austin's future.

Sincerely,

Artspace Projects, Inc.

Swan Research and Consulting

Interpretation and Recommendations Summary
For Austin, TX

Prepared by:

artspace

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

Swan
Research and Consulting

The space needs and preferences surveys made available to creative organizations and businesses, as well as individuals in the Austin area uncovered not only a deep need for affordable space, but a need for a great diversity of spaces. Given the depth of the arts community in Austin and the inevitable rise in real estate costs often encountered in areas of high cultural activity, this finding is consistent with what we would have anticipated. Where the data began to get interesting is in the details. Patterns began to emerge among individual artists and arts organizations/businesses need for shared spaces. We discovered what the average artist who needs studio space, can actually pay. Arts organizations and creative business shared their interest in being a part of multi-use facility and provided information that can help shape such a project. We learned that many artists need space where they can affordably live and also create their work and practice their crafts. And we learned that some artists can afford to pay market rate costs for studio space or housing, but have certain needs and preferences for that space. All of this information, detailed in the Technical Report and explored below can be used by City officials, private developers, building owners and others interested in encouraging or providing all types of spaces for the creative community in Austin.

SURVEY OF ORGANIZATIONS AND BUSINESSES

The Technical Report provides information about the space needs and preferences of creative organizations and businesses interested in space in a multi-use facility in Austin. This information can be used for the planning of a mixed-use creative facility as well as to encourage building owners and developers to make a variety of spaces available for the creative community. It can also help the City develop and target incentives for the creation of new space and, in turn, the formation and retention of arts hubs and districts.

DEMAND FOR SPACE

The data clearly demonstrates a strong need for, and interest in, space serving the arts, cultural and creative communities (see Figure 9). Eighty seven percent of the responders are interested in some type of space, with 112 interested in relocating to a facility. There is also a healthy mix of nonprofit arts/cultural organizations and for profit creative and arts related businesses (see Table 34 and 35). This offers an opportunity for a vibrant mixed-use facility and also suggests opportunities for smaller focused hubs of activity. For instance, a creative business incubator or a nonprofit center could be developed in Austin to fill a space void.

ARTS AND CREATIVE/CULTURAL FIELDS

There is a predominance of performing arts related respondents (theater arts and music), and organizations/businesses involved in arts education/instruction (see Table 36). In keeping with Austin's reputation as a strong visual arts community, we also see a high response from those involved in Art gallery/Curatorial work. We are pleased that a variety of organizations and businesses heard about and responded to the survey. The greater the diversity of the interested respondents' areas of creative involvement, the greater the opportunity will be for a vibrant and impactful project.

ORGANIZATION/BUSINESS CAPACITY

There is also great variety in the size of organizations and businesses (per their annual budget and staffing, see Tables 41 and 38) as well as how long they have been in operation (see Table 37). As with the variety of fields represented, we are pleased to see this mix. A project serving both start-up/fledgling organizations as well as those that are more established has a better chance of financial and operational feasibility. Organizations that have reached a greater stability could act as anchor tenants in a mixed-use project.

It is notable that over half (54%) have no full time employees and that the majority have volunteers (with 40% having six or more volunteers serving as staff). This indicates to us that while many are long-standing organizations, many have strained capacity. This profile of the struggling performing arts organization is further supported by the number of organizations involved in the performing arts, and the number of events held by so many (while daily visitors remains low, see Table 39), and the number interested in occasionally renting shared event and performance spaces (see Table 49). While the report does not include specific information about the individual respondents, a confidential spreadsheet retained by Artspace, does offer greater description and contact information for those interested in space. It is recommended that project leaders meet individually with interested performing arts organizations and convene group meetings as a project moves forward into a planning phase. The goal would be to build a program that could help support these organizations that have similar space needs and challenges (affordable performance and rehearsal space, storage space and so on). A performing arts incubator would be an interesting concept to explore.

SOLE USE AND SHARED SPACES AND AMENITIES

The types of sole use and shared spaces required by those interested in relocation and long-term and occasional rentals can be found in Tables 44, 45 and 51. As noted in the previous section, it is helpful to identify areas of overlapping need. Theater performing and rehearsal space and teaching/classroom space and a business center, are all types of spaces identified by individual artists as preferred spaces as well. Incorporating these spaces into a new project or developing them in Austin generally would go a long way in helping the local creative community.

Additionally, it is interesting to see the number of organizations/businesses that require artist studio space for their sole use (22%), (Table 44). It may be that there are organizations that support local artists by providing space (note that 21% of organizations practice in advocacy/artists services & support/technical assistance, Table 36) and it may be that individual artists who also identify as small businesses took the survey for organizations and businesses (as they are encouraged to do). If a new project brings on line new studio spaces serving individual artists as well as needs expressed by those taking the survey of organizations and businesses, there may be some overlap of accommodation. It is advised to check in with individual respondents of the organization/business survey who indicated a need for studio space, prior to creating space.

SURVEY OF INDIVIDUAL ARTISTS AND CREATIVES

DEMAND FOR AFFORDABLE STUDIO SPACE and LIVE/WORK SPACE

The Report states that 770 individuals responded to the Survey of Artists' Space Needs and Preferences of which 332 are interested in relocating to an affordable artists' live/work community in Austin. 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 report, only 50 percent of the interested households currently qualify based on HUD 2013 income limits, see Table 7 of the 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.

<u>Based upon this threefold redundancy formula the data supports the creation of up to 111 new, affordable live/work units in Austin.</u>

The survey also asked about neighborhood preferences (Figure 5). 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 at Mueller Town Center suggests a maximum of 65 units, while a project in the Saltillo District would support only 37 units. We do recognize that these are preferences only and there is the possibility that an artist would choose to relocate to a project that is not in a location they prefer, rather than not relocate to an arts community at all. That said, creating a project in a more highly preferred location is preferable to the extent feasible. If the project were to include studio/working space as well, note that there are strong similarities between the preferences of this interest group and those interested in live/work space, a favorable finding for mixed-use projects.

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. 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.

When considering the demand for renting studio, creative work or rehearsal space, we use the number of artists interested only in studio, creative work or rehearsal space and not those who also expressed interest in live/work space. Two hundred and eight artist respondents are interested only in the studio, creative work or rehearsal option. Should a new creative live/work project offering the maximum number of live/work units come on line, we recommend creating no more than 70 additional individual studio/creative work/rehearsal 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. Information about neighborhood preferences for non live/work space can be found in Figure 7 of the report. There is similarity between the responses of those interested in live/work and those interested in other types of rental space, with East Austin being slightly more preferred in the latter. But in general, a single facility offering a variety of space options could find a home in a number of neighborhoods.

PREFERRED FEATURES, SHARED WORK SPACES AND AMENITIES

Tables in the "Studio, Creative Work and Rehearsal Space Rental" section of the report (beginning on page 23) give a fuller picture of the types of spaces preferred by these interested artists as well as neighborhood location preferences and should be reviewed in detail. For instance by referring to Table 26, developers can learn about the artists' requirements for working space/studio square footage and compare this to what artists are able to pay for that space (Table 29). It is encouraging that many of the artists are interested in small and modestly sized studio/working spaces. 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 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 large spaces would be marketable, but the emphasis should be on spaces that are 500 square feet or less. Preleasing any larger, more expensive spaces is recommended.

Table 27 offers information about preferred design features and Table 28 provides information about shared amenities. In order for new studio space (live/work and studio only options) to be attractive to these artists, the top ranking feature and amenity preferences should be accommodated within any new space or facility.

It is also helpful to look across respondent subsets to view overlapping preferences. For instance, the top four types of preferred shared spaces reported by those interested in live/work and those interested in studio/work space are consistent (see Tables 10 and 28). Those who are interested in occasional space rentals (see Table 32) also have overlapping space needs but put slightly greater emphasis on performance space (both flexible/black box and formal/proscenium style) as well as dance studio/rehearsal space and classroom/teaching space, than those in the prior subsets. Including spaces to serve the greatest needs across all subsets and offering the space to both residents and non-residents will help ensure that the space can be created in a financially sustainable model.

Interestingly, a shared-use business center (also in the top four for artists interested in renting studio space and those interested in live/work space) was selected by sixty-nine of the organizations interested in relocation to the proposed facility (see Table 45). Here again, overlapping needs point to the types of support spaces that would serve the greatest needs among these creative community respondents. Any future developer should closely examine the overlapping needs between individual and organizations when choosing which types of spaces to create.

Some types of shared spaces will obviously require more capital or operational funding and management oversight than others. If the specialized spaces will serve many artists however, funders may be more likely to help support the additional expense. The data available in the 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 (86% without children residing at home and 88% of households comprised of one or two adults).

When making a final decision about the composition of units in a project, consideration is given to such things as the market need and neighborhood preferences, funding priorities and competitive scoring criteria, operating budget and what the site or existing building can accommodate. When calculating unit composition based only on the results of the market survey, a three-fold redundancy method can be employed (see Table 12 of the report). This approach results in a maximum of 12 efficiency/studio units, 37 one-bedroom units, 46 two-bedroom units, and 15 three-bedroom units.

AFFORDABILITY FOR STUIO SPACE AND HOUSING

Table 25 of the report describes, for those who currently own or rent studio space outside their home, the amount these artists are currently paying for studio only space. Table 29 describes what they would be willing to pay for new studio space as part of a new arts facility in Austin. Twenty eight percent (28%) of artists are currently paying very low monthly amounts for their studio/working space ($200 or less) while 35% are paying over $400 per month. Comparing this to what artists are willing to pay for studio space in addition to housing, the rents skew even lower with fifty-nine percent (59%) willing to pay only $250 or less per month. A project that offers live/work options where space is combined but the overall rent is lower than what artists would currently pay to rent living and working space separately, could be very attractive. Offering shared use studio space (like rehearsal space) could also serve these artists well. Also, offering a live/work option may put studio/working space within reach of many artists who do not currently rent space or have space that they only use for their art. See Tables 23 and 24 for more information about artists' current working arrangements.

Should a new arts facility or any other new studio/working space development project in the Austin area offer studio-only spaces, the rental rates noted in Tables 25 and 29 should be used for operating budget assumptions. While there are opportunities for offering higher priced studio spaces ($500 a month or more) there are fewer artists in this market able to pay that amount and the price point may be commensurate with larger studio sizes (e.g. renting on a square foot basis will make larger spaces more expensive). For some though, there may also be a need for larger studio spaces (e.g. for rehearsals), but the ability to pay the higher rental amounts may be limited. In general, keeping prices as affordable as possible to artists is important to sustaining a healthy artist community in Austin.

Because artist capacity to actually pay for space is a key factor in a project's feasibility, it is encouraging to see the number of artists (60 total) who do currently pay over $50 per month for space (see Table 25). Providing these artists new space that meets their needs, while providing new opportunities for other artists to venture into a studio only market would be a great benefit to the local creative community.

Fifty percent (50%) or 166 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 7). It is common in our national surveys for this number to be at 50% or above. And with the depth of interested respondents we remain comfortable with the 3:1 redundancy formula and our maximum unit count recommendation.

The current HUD unit rental rates in Travis County for efficiencies are as low as $384 a month (for those qualifying at or below 30% of AMI) and three bedrooms can rent as high as $1142 (for households earning between 50% and 60% of AMI). These rental rates are in range of what artist respondents are <u>currently</u> paying for their housing costs only (not studio/workspace too). Table 20 of the report breaks down current monthly rent amounts being paid, with seventy-nine percent (79%) paying between $1 and $1200 for their housing. This is just a thumbnail comparison, as the actual HUD rental rates paid would be informed by the project's operating budget (although we try to price units below the maximum allowable by HUD), the size of the unit, and the household's size and income (what rental units they qualify for). Final rents charged also include an allowance for utilities costs. But in general rents for live/work space should be more affordable or similar to what artist households are currently paying for their living space and the space should generally be larger and more flexible than what is available in the marketplace. With the added benefit of combined living/working space, shared amenities and special arts-friendly design features and policies, the project should present great value to local artists and their families.

Table 15 of the report describes how much interested artists would be willing to pay monthly for new live/work space (rather than what they are currently paying for housing). Eighty-six percent (86%) of interested artists fall within close range ($400-$1200) of the same current HUD rents (from $384 for an efficiency unit set aside for a household earning 30% or less of AMI up to $1142 for a three-bedroom unit set aside for households earning between 50% and 60% of AMI). There is a slight disparity between what artists are currently paying and what they are willing to pay. We can speculate that in some instances artists are simply willing to pay more for combined live/work space because of the added value. It may represent savings to them if they are also currently renting separate studio space. Or they may be willing to pay less, because they are hoping to reduce their overall rental costs in the future. It is important to note that we did not give respondents the option to select space less than $400 a month, which may have forced some artists who are currently paying less than $400 or not paying anything at all, to choose the higher amount. In general the data in this chart continues to support the maximum affordable rents that would be charged in a project funded with Low Income Housing Tax Credits and other subsidized housing sources targeting households at or below 60% of area median income.

Table 7 (household incomes) and Table 15 (the amount households would be willing to pay for combined live/work space) appears to also support a market for live/work space that is not subsidized for low-income households. Moderate (120% of AMI) and in some cases, market rate housing could be considered for this or other Austin area projects, based upon income levels and household sizes reported. This information could help Austin area developers interested in renting space to the creative community, price their living/working spaces appropriately.

DIVERSITY

While the interested respondents to this survey are generally more ethnically diverse than the total respondent pool, we encourage continued outreach during future space development phases to ensure that artists of all backgrounds have an opportunity to become involved in a new project. As an example, the 2011 census data for Austin County describes 68% of Austin residents as White and 9.8% of residents as Black. The percentage of total responding artists describing themselves as White is 77% and Black/African American is only 3.1%(Appendix D). This is not unusual for a survey of this nature and simply points to the need for ongoing outreach to 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, neighborhood newspapers, and barbershops could be informed, 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 as well as other affordable space options that may arise from this study.

OTHER CONSIDERATIONS AND THOUGHTS

- Soundproofing is an important feature (and highly common in our surveys). While soundproofing every studio or live/work space may not be feasible, considering sound-attenuating options is advisable as is including shared rehearsal and studio spaces that can accommodate performing artists' rehearsal and recording needs.

- While not top-ranking there are a number of artists (24% of those interested in work space rental) who would be interested in co-working space. This type of space is becoming very popular in cities of all sizes. A mixed-use project might be a great opportunity for a co-working space provider to become an anchor tenant.

- Local artists, organizations and creative businesses would be well served by new affordable space in Austin. While in some communities we see respondents who are interested in moving into a community for new space, the vast majority of interested respondents currently live or operate within the City of Austin. Affordable space will help to retain local artists and bring back those that left, key to Austin maintaining its reputation as an arts friendly city.

- Preferences for neighborhoods were highly consistent among individual artists and organization/business respondents. While there were some slight variations, it is clear that East Austin, Mueller Town Center, Downtown and South Austin locations would be the preference for many.

- Given the depth of need, Austin could easily support a single mixed-use arts facility in addition to multiple, affordable smaller creative space developments.

- The interest in Theater/Performance space includes flexible, black box style and proscenium style spaces. Many would be satisfied with space that served 249 seats or less. This should be the target size if performance space is considered as part of a new mixed-use project. A planning phase for new performance space would include fundraising feasibility, operation/management planning, as well as one-on-one discussions with potential users and Actors Equity Association.

- Forty-two percent of interested organizations/businesses have plans to relocate; many will relocate within one to two years (Table 49). This indicates that if a project incorporating non-residential space uses moves forward, beginning discussions with potential tenants should begin sooner rather than later. It also highlights an opportunity for property owners and developers that have leasable space now or will soon.

- Given the number of individual artists who would use public transportation if available (81.6%) and the 40% who are interested in car sharing (Table 14), any new project should be located in close proximity to transit and consider an arrangement with a car-sharing provider.

- The individual artists expressed strong interest in rent-to-own and condominium options for live/work space (Table 11). Austin may present a good opportunity to explore homeownership models.

Survey of Artists' Space Needs and Preferences

Survey of Arts, Creative, and Cultural Organizations and Businesses

Technical Report

AUSTIN, TX
June 2013

Prepared by Swan Research and Consulting for —

Funding provided by —

Table of Contents

Introduction

The City of Austin and The Austin Playhouse have partnered with Artspace Projects, Inc., the nation's leading non-profit real estate developer of the arts, to assess the space needs of artists and individuals working in the arts and creative industries, as well as arts and cultural organizations, and creative and arts-friendly businesses in Austin and the surrounding region. This assessment will provide data to assist nonprofits, developers and others in the creation of affordable new space where artists of all disciplines and creative individuals may live, work, and pursue their art, as well as space where arts, cultural and creative organizations and businesses can thrive. The City of Austin is exploring ways to encourage the creation of new spaces for the arts community in Austin, and the Austin Playhouse is considering the creation of affordable live/work space as a component of their new facility at the Mueller Town Center.

Potential new arts facilities may provide:

- Affordable, well-designed spaces where artists and others working in the arts, cultural and creative industries can live and conduct their arts pursuits.
- Studio and working spaces for artists in the area.
- Administrative, performance, rehearsal, exhibit and other spaces and resources for local arts, creative and cultural organizations and businesses.
- Commercial spaces for creative and arts-friendly businesses.

The data from this assessment was collected using two surveys; a survey of artists and creative individuals and a survey of arts, creative, and cultural organizations and businesses located in and around Austin, TX. Individuals and organizations representing a wide range of arts and cultural industries were invited to participate. Specific information regarding the methodology used is provided in Appendix A.

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

- *Assess* the demand for creative spaces in various areas of Austin; in particular, unique spaces where artists and individuals involved in the arts, cultural and creative industries can live and work or rent studio or other creative space on an ongoing or occasional basis, and where arts and cultural organizations and businesses may share functional spaces and resources.
- *Articulate* specific design elements and building features that artists and creative individuals prefer or require, and the types of spaces and amenities desired by arts, creative, and cultural organizations and businesses.
- *Describe* the survey respondents, including the arts, cultural and creative industries in which they are engaged, their current arrangements, and their ability to pay for new space.

This report summarizes the data obtained from those who completed the surveys, with a focus on those who indicated an interest in affordable live/work space, studio and other creative space, and a potential new, multi-use arts facility in Austin.

Executive Summary

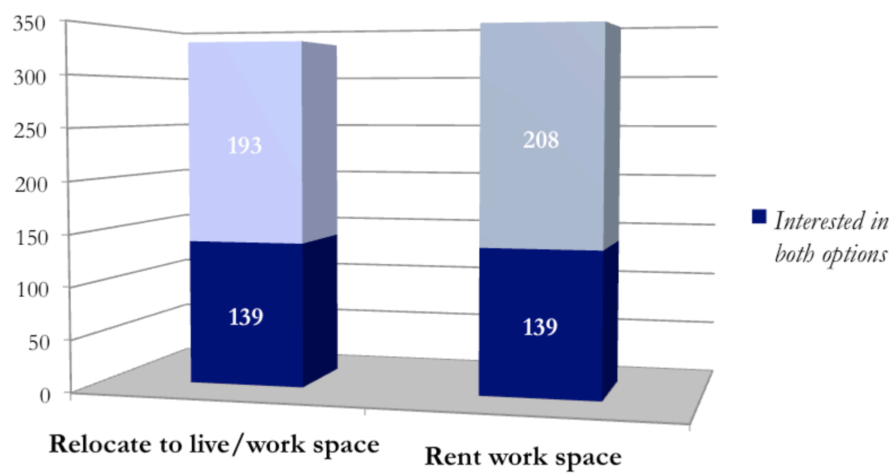
The results of the Survey of Artists' Space Needs and Preferences and the Survey of Arts, Creative, and Cultural Organizations & Businesses reflect a need for spaces of all types including:

- Residences for artists and creative individuals (referred to as "artists" throughout this report) and their families, specially designed to provide both live and work space;
- Studio and creative work spaces for artists to rent on an ongoing or occasional basis;
- Permanent spaces for arts and cultural organizations and creative and arts-friendly businesses;
- Event, performance, rehearsal, and educational spaces for organizations to rent on a short-term or occasional basis.

Seven hundred seventy (770) individuals completed the Survey of Artists' Space Needs and Preferences. Respondents representing 145 separate organizations or businesses completed the Survey of Arts, Creative, and Cultural Organizations & Businesses.

Three-hundred, thirty two (332) of the artist survey respondents (43%) expressed interest in **relocating to an affordable artists' live/work community** in Austin, TX (Figure 1). Nearly all of the interested artists currently reside in Austin (91%) or have lived there in the past but may be attracted to the opportunity to be part of a distinctive arts and cultural community.

Figure 1: Interest in Arts Facility - Artists



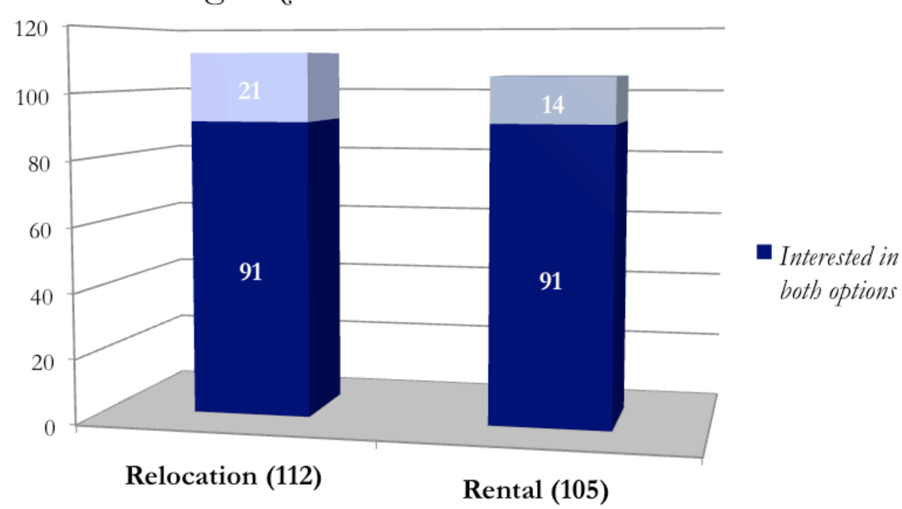
Demand is also evident in the response of 347 artists (45% of the respondents) who expressed an interest in **renting studio, creative work, or rehearsal space** (referred to as "studio space" throughout this report) **on an ongoing basis** in a new, multi-use arts facility in Austin. Two hundred eight (208) of these artists are interested only in renting studio space, while 139 expressed interest in ***both*** live/work space and studio space (It is likely that the 139 artists interested in both relocation and studio space would choose ***either*** studio space rental ***or*** live/work space, but not both).

There is also demand for an arts facility that offers studio spaces that could be rented on an occasional or single-use basis. Three-hundred five (305) of the respondents (40%) expressed interest in **renting studio space on an occasional basis** in Austin. One-hundred twenty six (126) of these respondents were ***only*** interested in renting studio space on an occasional basis, while 179 also expressed interest in live/work space and/or ongoing studio space rental in a new, multi-use arts facility. (For the 179 artists interested in both occasional studio space rental ***and*** other space, it is reasonable to assume that they may choose occasional studio space rental ***as well as*** ongoing studio space rental or relocation to live/work space in Austin).

A multi-use arts facility would also be attractive to a variety of arts, creative, and cultural organizations and businesses. One hundred twenty-six (126) of the organization and business representatives who responded to the Survey of Arts, Creative, and Cultural Organizations and Businesses (87%) indicated an interest in utilizing ***some type of space*** in a new, multi-use arts facility in Austin (These organizations and businesses will be referred to as "the interested organizations" throughout this report).

One hundred twelve (112) of these organizations would be interested in relocating to, expanding into, or launching a new enterprise in a new, multi-use arts facility in Austin, while 105 would be interested in renting space on a short-term or occasional basis (Figure 2). Ninety-one (91) would be potentially interested in ***both*** relocation and short-term rental.

Figure 2: Interest in Arts Facility - Organizations & Businesses



Interested Artists

Artists Interested in Relocating to Live/Work Space (332):

- These artists are familiar with the city of Austin. Nearly all of the interested artists currently reside in Austin (91%) or have lived there in the past (8%).
- The interested artists represent a wide range of arts, cultural and creative industries. The most common are theater arts, painting/drawing, and music.
- Nearly 40% of the interested artists are 30 years of age or younger, while 45% are between the ages of 31 and 50.
- Most (63%) are female. Approximately three-quarters (74%) of the interested artists are White/European American, 11% are Hispanic American/Latino, and 6% are multiracial/multiethnic.
- The large majority of interested artists (80%) have attained at least a Bachelor's degree, and 24% have obtained an additional post-graduate degree.
- Thirty-seven percent (37%) of the interested artists reside as single adults. The large majority (86%) currently do not have children in the home.
- Thirty-one percent (31%) of the interested artists have household incomes of $25,000 or less per year. One-half report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY 2013: Travis County (Austin-Round Rock-San Marcos, TX MSA). Forty percent (40%) of the interested artists earn less than 10% of their income from their art, while 30% derive more than half of their income from their art or creative work.
- With respect to live/work spaces, nearly 90% indicated an interest in renting space with the option to buy it later or would accept a traditional rental arrangement. Sixty percent (60%) selected condominium ownership as an acceptable option.
- The interested artists require living spaces of varied sizes. Most (75%) require one or two bedroom units, while 15% would require three or more bedrooms.
- Adequate parking is also important, as nearly all (94%) of the interested artists would want at least one parking space with their unit.
- The interested artists identify internet access as the most important design feature in their live/work space. Natural light, soundproofing, high ceilings, and additional storage are also important.

- With respect to the types of space and amenities that might be shared with others in the live/work community, preferred spaces/amenities include general purpose studio space, a business center, rehearsal space, gallery space, and a black box or flexible theater/performance space.
- Live/work units priced in the range of $500 - $1,000 per month will be practicable for two-thirds (67%) of the interested artists.

Artists Interested in Ongoing Studio Space Rental (347):

- The large majority (93%) of the artists interested in studio space rental currently reside in Austin.
- The most common arts, cultural and creative industries of those interested in renting studio space are theater arts, painting/drawing, and film/video/ television/digital/web-based entertainment production.
- Most (64%) do not currently have space they use specifically for their art or creative work. Over one-third (38%) use space within their home for their art or creative work, while 19% currently rent or own studio or work space outside their home. Thirty-six percent (36%) do not have the space they need for their art or creative work.
- Sixty-two percent (62%) need spaces of 500 square feet or less, while 12% require more than 800 square feet.
- Many (59%) of the artists interested in renting studio space could afford $250 or less per month for that space (paid in addition to costs for housing). Twenty-two percent (22%) could pay $500 or more each month.

Artists Interested in Occasional Studio Space Rental (305):

- Almost all of those interested in renting studio space on an occasional basis (99%) currently reside in Austin or have lived there in the past.
- These artists represent a wide range of arts, cultural and creative industries. The most common are theater arts, music, and film/ video/television/digital/web-based entertainment production.
- Theater/performance art rehearsal space was of interest to approximately half of these respondents (49%). Other preferred types of space/ amenities include a black box or flexible theater/performance space, a formal seating or permanent stage theater/performance space, classrooms/teaching space, general purpose studio space, and a dance studio/rehearsal space.

INTERESTED ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS AND BUSINESSES (126)

Use of Space

Ninety-one (91) of the 126 interested organizations and businesses expressed interest in ***both*** relocation and rental of space. These organizations may be interested in one option or the other, or in a combination of space lease and short-term rental.

Organization Types

Half are 501(c)(3) or other nonprofit organizations and 35% are for-profit businesses. Most (58%) are primarily arts and cultural organizations, one-quarter are creative businesses, and 18% are arts-related organizations or businesses.

Arts Activities

The interested organizations and businesses represent a wide range of arts, cultural and creative industries. The most common are arts education/instruction, theater arts, music, and art gallery/curatorial.

Age of Organizations

Space is needed by newly emerging organizations but also by well-established groups. One-third (33%) have been in existence for more than ten years, while 48% have been in business for 5 years or less.

Size of Organizations

Many of the interested organizations have no paid staff, or only 1 or 2 full-time or part-time employees. Over one-third (37%) have annual operating budgets under $10,000 or annual budgets that have not yet been determined. These organizations may be interested in the opportunity to be part of a creative arts community that shares facilities and costs. A minority are large, well-funded groups (13% have annual operating budgets greater than $250,000) that may be interested in an arrangement that allows for both common and discrete spaces. Given the diverse nature of these organizations, many see relatively few visitors on a typical day, while a minority experience a high amount of daily foot traffic and/or produce many public or private events.

Space Needs

Many different types of space are required. Of the 112 organizations and businesses interested in ***relocation*** to a new, multi-use arts facility, 41% require administrative space for their sole use. Other types of space required by many of the interested organizations for their sole use include storage space (28%) and studio space for individual artists (22%). With respect to spaces required for shared use, the majority (75%) would like event space. Other shared spaces required by many of the interested organizations include a business center (62%), classrooms/teaching space (57%), a conference/meeting room (57%), administrative space (55%), and a flexible, black box theater/performance space (50%).

The types of space most commonly required by the 105 organizations and businesses interested in ***short-term or occasional rental of space*** are event space (56%), flexible, black box theater/performance space (48%), theater/ performance space with formal seating and/or a permanent stage (47%), classrooms/teaching space (42%), and rehearsal space (41%).

Current Plans

Many of the interested organizations are growing and expanding and anticipate increases over the next three years in their operating budget, audience/visitor/constituency population, the range of services provided, space requirements, and number of staff.

Forty-six percent (46%) of those interested in relocation have existing plans to expand or open additional space, 42% indicate they plan to relocate their organization or business, and 38% currently have plans to launch a new enterprise.

Summary of Survey Results – Artist Space Needs and Preferences

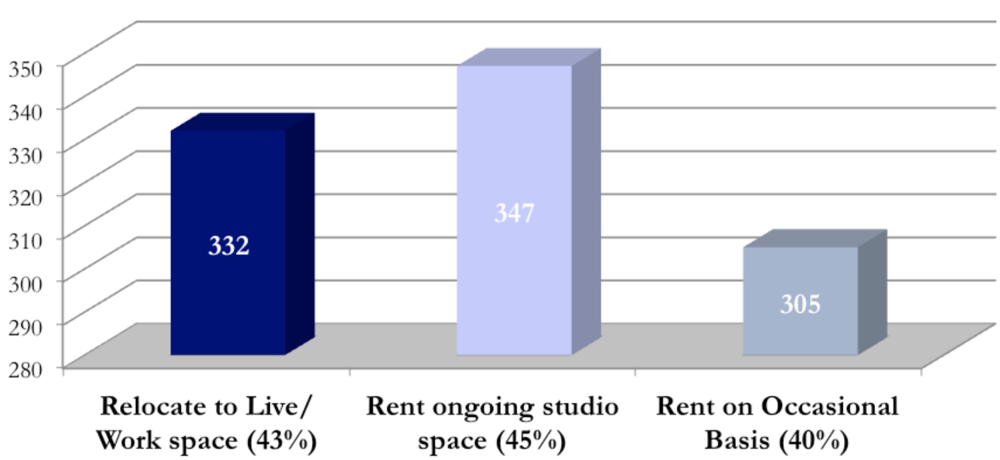
The 770 respondents who completed the Austin Survey of Artists' Space Needs and Preferences were asked three key questions regarding the development of new arts spaces:

- ***Would you relocate to an affordable artists' live/work community in Austin, TX, specifically designed for artists and their families?***
- ***Would you rent studio, creative work or rehearsal space in a new multi-use arts facility in Austin?***
- ***Would you rent studio, creative work or rehearsal space on an occasional basis in Austin?***

The data in this section of the report show the space needs and preferences, current living and work space arrangements, and descriptive information for the groups of artists who responded affirmatively to these questions. (Note: There is overlap among these groups – that is, a respondent could indicate interest in one, two or all three types of space.). Data is also provided for the entire survey sample.

The level of interest in each type of space is presented in Figure 3. Forty-three percent (43%) of the survey respondents expressed interest in relocating to live/work space in an affordable artists' live/work community in Austin, 45% were interested in renting studio, creative work or rehearsal space on an ongoing basis in a new multi-use arts facility in Austin, and 40% expressed interested in renting studio, creative work or rehearsal space on an occasional basis in Austin.

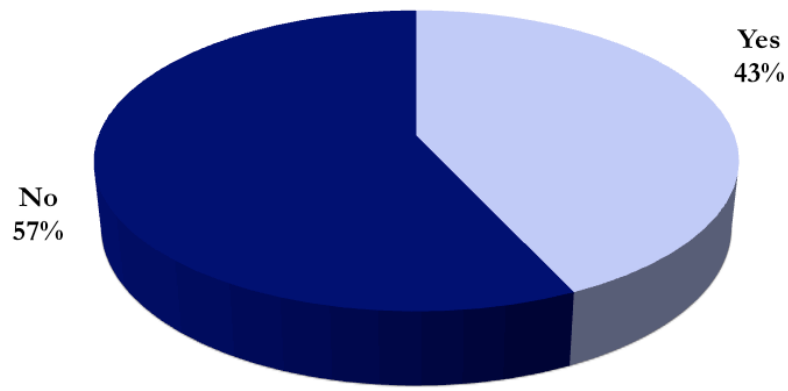
Figure 3: Interest in All Types of Space



RELOCATION TO A LIVE/WORK COMMUNITY: INTERESTED ARTISTS

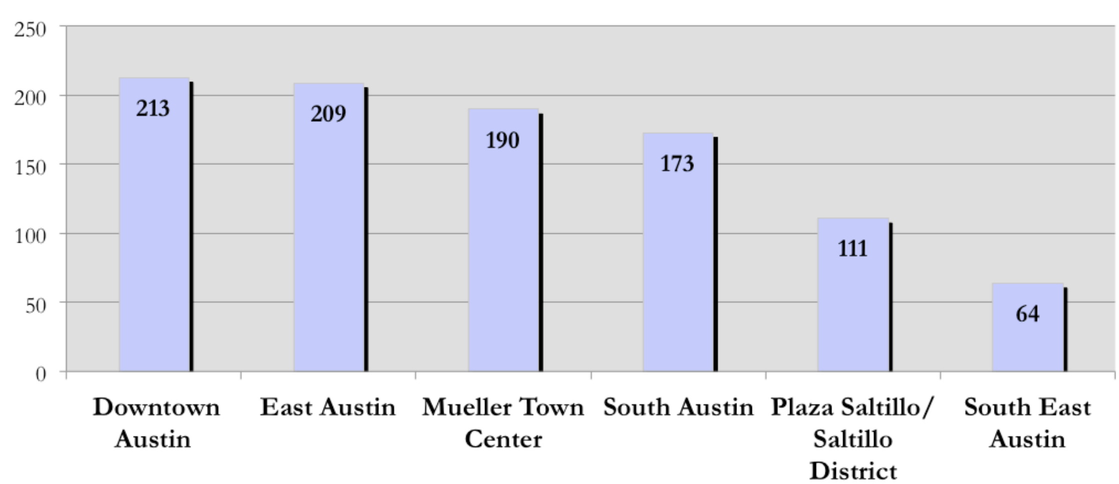
Three-hundred, thirty two of the survey respondents (43%) expressed an interest in relocating to the proposed live/work community in Austin (Figure 4).

Figure 4: Would you relocate to an affordable artists' live/work community in Austin?



Nearly two-thirds of the respondents who indicated they would relocate to an affordable artists' live/work community expressed interest in Downtown Austin and East Austin (64% and 63%, respectively; Figure 5). Over half would consider the Mueller Town Center (57%) and South Austin (52%). (Additional areas identified by the interested artists are provided in Appendix C.)

Figure 5: Areas of Austin for Relocation



Nearly all of the interested artists currently reside in Austin (91%) or have lived there in the past (Table 1). (Detailed current residence data is provided in Appendix B).

Table 1: Austin Residence

Austin Residence	"yes" responses #	%
No	5	1.5
Yes, but not currently	25	7.5
I currently live in Austin	302	91.0
Total	332	100.0

Survey respondents were asked to select, from a list provided, the arts, cultural or creative industries in which they are most involved. Approximately one-third of the interested artists are involved in theater arts (Table 2). Twenty percent (20%) are involved in painting/drawing, 18% in music, 15% in arts education/instruction, 15% in film/video/television/digital/web-based entertainment production, and 14% in writing/literary arts. (Additional arts, cultural and creative industries identified by the interested artists are provided in Appendix C).

Table 2: Arts/Cultural and Creative Industries

	"yes" responses		total responses	
Arts/Cultural and Creative Industries *	**#**	**%**	**#**	**%**
Theater arts (acting, directing, production, etc.)	116	34.9	258	33.5
Painting/Drawing	66	19.9	145	18.8
Music (vocal/instrumental/composition)	58	17.5	138	17.9
Arts education/instruction	49	14.8	105	13.6
Film/Video/Television/Digital/Web-based entertainment production	48	14.5	125	16.2
Writing/Literary arts	45	13.6	88	11.4
Performance art	38	11.4	69	9.0
Photography	36	10.8	77	10.0
Mixed media	31	9.3	67	8.7
Dance/Choreography	29	8.7	61	7.9
Crafts/Fine crafts	27	8.1	67	8.7
Arts administration/Arts advocacy	26	7.8	68	8.8
Graphic arts/design	26	7.8	70	9.1
Sculpture	26	7.8	58	7.5
Design	25	7.5	53	6.9
Fiber/Textile arts/Fashion/Costume design	25	7.5	50	6.5
Digital arts (computer/multimedia/new media, etc.)	24	7.2	59	7.7
Installation art	19	5.7	42	5.5
Art gallery	18	5.4	52	6.8
Comedy (stand-up/sketch/improv)	17	5.1	45	5.8
Printmaking	17	5.1	33	4.3

**Respondents may have selected multiple industries; table includes options selected by at least 5% of interested artists..*

The majority (63%) of the interested artists are female (Table 3).

Table 3: Gender

Gender	"yes" responses		total responses	
	#	%	#	%
Male	124	37.3	303	39.4
Female	208	62.7	467	60.6
Total	332	100.0	770	100.0

Nearly 40% are 30 years of age or younger, and 45% are 31 to 50 years of age (Table 4).

Table 4: Age

Age	"yes" responses		total responses	
	#	%	#	%
20 years or younger	6	1.8	7	0.9
21 – 30 years	123	37.0	214	27.8
31 – 40 years	104	31.3	234	30.4
41 – 50 years	44	13.3	133	17.3
51 – 60 years	41	12.3	129	16.8
61 – 70 years	7	2.1	38	4.9
Over 70 years	7	2.1	15	1.9
Total	332	*99.9	770	100.0

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

Approximately three-quarters (74%) of the interested artists are White/European American, 11% are Hispanic American/Latino, and 6% are multiracial/multiethnic (Table 5). (Other ethnicities specified by the interested artists are provided in Appendix C)

Table 5: Ethnicity

Ethnicity	"yes" responses		total responses	
	#	%	#	%
Native American/American Indian	3	0.9	5	0.6
Black/African American	11	3.3	24	3.1
Hispanic American/Latino	37	11.1	64	8.3
Asian American/Pacific Islander	8	2.4	21	2.7
White/European American	247	74.4	590	76.6
Multiracial/Multiethnic	21	6.3	39	5.1
Other	5	1.5	27	3.5
Total	332	*99.9	770	*99.9

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

The large majority of the interested artists (80%) have a Bachelor's degree, and 24% have obtained a post-graduate degree (Table 6).

Table 6: Education

Highest Level of Education	"yes" responses		total responses	
	#	%	#	%
High School/GED	7	2.1	11	1.4
Some college course work or 2-year degree	59	17.8	118	15.3
Bachelor's degree	140	42.2	335	43.5
Some post-graduate work	48	14.5	101	13.1
Post-graduate degree	78	23.5	205	26.6
Total	332	*100.1	770	*99.9

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

Table 7 contains information regarding the annual household incomes of the interested artists by household size. The shaded area denotes the number of interested artists who fall at or below sixty percent of the median income for the region encompassing the city of Austin. One-half (50%) of the interested artists report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY 2013: Travis County (Austin-Round Rock-San Marcos, TX MSA). Thirty-one percent (31%) of the interested artists have household incomes of $25,000 or less per year. Ten percent (10%) have annual household incomes greater than $75,000.

Table 7: Income by Household Size (# of Interested Artists)

	---Household Size---					
Annual Household Income	1	2	3	4	5 or more	Total
Under $10,000	11	4	1	3	0	19
$10,000 - $15,000	21	7	1	0	0	29
$15,001 - $20,000	13	11	4	1	1	30
$20,001 - $25,000	12	8	2	2	0	24
$25,001 - $30,000	10	21	2	0	3	36
$30,001 - $35,000	8	13	2	3	1	27
$35,001 - $40,000	14	14	5	2	0	35
$40,001 - $45,000	5	8	6	1	1	21
$45,001 - $50,000	4	12	1	0	0	17
$50,001 - $55,000	5	10	6	1	0	22
$55,001 - $60,000	2	4	1	2	0	9
$60,001 - $65,000	1	5	3	1	0	10
$65,001 - $75,000	3	6	3	1	0	13
$75,001 - $85,000	1	6	1	1	0	9
$85,001 - $100,000	2	6	1	1	1	11
Over $100,000	3	3	1	4	2	13
Prefer Not to Answer	2	3	1	1	0	7
Total	117	141	41	24	9	332

**Shaded area denotes incomes at or below 60% of the regional median income. The FY2013 median income for a household of 4 is $73,200*

Forty percent (40%) of the interested artists currently earn less than ten percent of their income from their art or creative work (Table 8). Thirty percent earn more than half of their income from their art or creative work.

Table 8: Percentage of Income from Art or Creative Work

	"yes" responses		total responses	
% of Income from Art/Creative Work	#	%	#	%
Less than 10%	131	39.5	345	44.8
10% - 25%	70	21.1	153	19.9
26% - 50%	30	9.0	69	9.0
51% - 75%	28	8.4	56	7.3
76% - 100%	73	22.0	147	19.1
Total	332	100.0	770	*100.1

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

Relocation to a Live/Work Community: Needs and Preferences for Live and Work Space

The data provided in this section summarizes the interested artists' responses to questions regarding their preferences and needs for ***new*** live/work space.

The interested artists were asked to select, from a list provided, the three design features that are most important for their studio or work space. The features selected most often include internet access, natural light, soundproofing, high ceilings, and additional storage (Table 9). (Additional important work space features identified by the interested artists are provided in Appendix C)

Table 9: Preferred Workspace Features

Important Features*	"yes" responses #	"yes" responses %
Internet access (wired for high-speed Internet/ethernet jack)	193	58.1
Natural light	153	46.1
Soundproofing	99	29.8
High ceilings	96	28.9
Additional storage	91	27.4
Oversized doors/Freight elevator	46	13.9
Special ventilation	45	13.6
Sprung floors	40	12.0
Storefront/Direct street access for retail sales	35	10.5
Plumbing/Special plumbing	27	8.1
Special electrical wiring	25	7.5

**Respondents may have selected multiple features; table includes options selected by at least 5%of interested artists.*

The interested artists were also asked to identify their top three choices with respect to the types of space and amenities they would consider sharing with other residents in the live/work community (Table 10). Preferred spaces and amenities include general purpose studio space, a business center, rehearsal space, gallery space, and a black box or flexible theater/performance space.

Table 10: Preferred Spaces and Amenities in a Live/Work Facility

Types of Space/Amenities*	"yes" responses	
	#	%
General purpose studio space	122	36.7
Business center (including copier, fax machine, postage meter, etc.)	106	31.9
Rehearsal space (theater, performance art, etc.)	104	31.3
Gallery space	97	29.2
Theater/Performance space (black box, flexible space)	95	28.6
Co-working space (shared office for freelancers, start-ups, etc.)	75	22.6
Storage (closet/locker)	72	21.7
Classrooms/Teaching space	69	20.8
Recording studio	63	19.0
Dance studio/rehearsal space	57	17.2
Sound proof practice rooms	57	17.2
Outdoor work area	56	16.9
Paint room	56	16.9
Film/Video screening room	53	16.0
Woodworking shop	49	14.8
Printmaking facilities	48	14.5
Kitchen (prep and/or demonstration)	45	13.6
Scene/Prop/Costume shop	45	13.6
Collection or archival storage space	41	12.3
Retail space	37	11.1
Conference room	34	10.2
Traditional or digital dark room	34	10.2
Metalworking shop	33	9.9
Ceramics studio/Kiln	25	7.5
Glass hot shop	5	1.5
Other	19	5.7
None of the above	2	0.6

**Respondents may have selected multiple types of space/amenities.*

When asked about their preferences regarding ownership or rental arrangements, nearly 90% indicated they would be interested in renting space with the option to buy it later or would accept a traditional rental arrangement (Table 11). Over half (60%) of the interested artists would be interested in owning a condominium. None of the respondents would be interested in owning shares in a housing cooperative.

Table 11: Live/Work Ownership and Rental Options

Acceptable Rental/Ownership Arrangements*	"yes" responses #	%
Renting your space	294	88.6
Renting your space with option to buy	294	88.6
Owning a condominium	199	59.9
Owning shares in a housing cooperative	0	0.0

**Respondents may have selected multiple arrangements.*

Three-quarters of the interested artists would require one or two-bedroom units (Table 12). Fifteen percent (15%) would be interested in three or more bedrooms.

Table 12: Bedrooms Needed x Household Size

	-------------------Size of Household---------------				Total	
# of Bedrooms Required	One	Two	Three	4 or more	#	%
None (Studio/Efficiency)	24	6	1	4	35	10.5
One	52	47	9	3	111	33.4
Two	39	71	17	10	137	41.3
Three	2	16	12	14	44	13.3
Four or more	0	1	2	2	5	1.5
Total	117	141	41	33	332	100.0

Ninety-four percent (94%) of the interested artists indicated they require space for parking (Table 13). Many (48%) require one parking space adjacent to their residence and 45% need two or more spaces for parking.

Table 13: Parking Spaces

Number of Parking Spaces Needed	"yes" responses" #	%
None	21	6.3
One	160	48.2
Two	141	42.5
Three or more	10	3.0
Total	332	100.0

The interested artists were asked about their interest in a variety of transportation options, assuming service and support could be provided (Table 14). Most (82%) of the interested artists would use public transportation systems, 44% would carpool, and 40% would use a car-sharing program.

Table 14: Alternative Transportation

Transportation Option*	"yes" responses #	"yes" responses %
Public transportation systems (e.g., bus, Metro rail, etc.)	271	81.6
Carpooling	147	44.3
Car sharing	134	40.4
Bike sharing program	115	34.6
None of the above	40	12.0

**Respondents may have selected multiple transportation options.*

The interested artists were asked to indicate the maximum amount they could pay monthly in combined housing and studio costs (Table 15). Over half (53%) could afford $800 or less per month for combined live/work space. Fourteen percent (14%) could pay $1,300 or more per month.

Table 15: Affordable Housing and Work Space Costs

Combined Live/Work Space Maximum Monthly Amount (excluding utilities)	"yes" responses #	"yes" responses %
$400	25	7.5
$500 - $600	64	19.3
$700 - $800	86	25.9
$900 - $1,000	72	21.7
$1,100 - $1,200	38	11.4
$1,300 - $1,500	29	8.7
Over $1,500	18	5.4
Total	332	*99.9

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

Relocation to a Live/Work Community: Current Studio/Creative Work Space

When asked about their current studio or work space, many of the interested artists (64%) indicated that they currently do not have space they use specifically for their art or creative work (Table 16).

Table 16: Current Studio/Creative Work Space

Have space used only for art or creative work?	"yes" responses #	%
Yes	121	36.4
No	211	63.6
Total	332	100.0

The interested artists were asked about their current studio or work space arrangement (Table 17). Many (43%) use space within their home for their art or creative work. Thirty-five percent (35%) indicated they do not have the space they need for their art or creative work.

Table 17: Current Studio or Creative Work Space Arrangement

Work Space Arrangements	"yes" responses #	%
I have space within my home that I use for my art or creative work	143	43.1
I don't have the space I need for my art or creative work	116	34.9
I rent or own studio or other work space outside my home	37	11.1
My work space is provided free of charge	30	9.0
My work does not require designated space	6	1.8
Total	332	*99.9

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

Relocation to a Live/Work Community: Current Living Arrangements

The survey respondents were asked questions about their current living arrangements.

Thirty-seven percent (37%) of the interested artists do not live with other adults (Table 18). The large majority (86%) do not have children residing with them in their home.

Table 18: Current Household Composition

	"yes" responses	
Number of Adults	**#**	**%**
One - I am the only adult	123	37.0
Two	169	50.9
Three or more	40	12.0
Number of Children (under 18)	**#**	**%**
None	284	85.5
One	28	8.4
Two	14	4.2
Three or more	6	1.8
Total	332	*99.9

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

Most (71%) of the interested artists currently rent or lease their living space (Table 19). Eight percent (8%) do not rent or own the space in which they live (may live with others, reside at a college or university, etc.).

Table 19: Current Home Rental/Lease vs. Ownership

	"yes" responses	
Rent/Lease vs. Own	**#**	**%**
Rent/Lease	236	71.1
Own	69	20.8
Do not rent or own	27	8.1
Total	332	100.0

Of those interested artists who currently rent/lease or own their living space, 48% currently pay $800 or less per month for their housing. Approximately 30% pay $801 to $1,200 per month (Table 20).

Table 20: Current Housing Costs

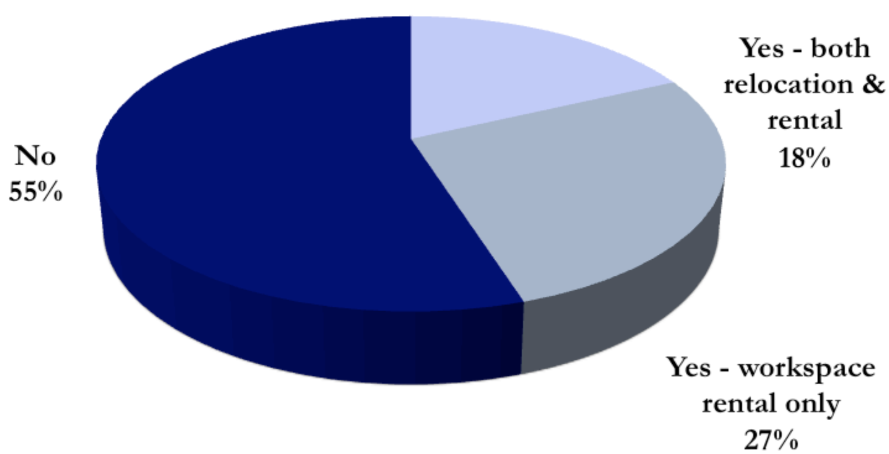
Monthly Housing Costs (excluding utilities)	"yes" responses (305)	
	#	%
$0 – I currently don't pay for housing	5	1.6
$1 - $400	26	8.5
$401 - $600	50	16.4
$601 - $800	70	23.0
$801 - $1,000	60	19.7
$1,001 - $1,200	36	11.8
$1,201 - $1,500	31	10.2
$1,501 - $2,000	18	5.9
Over $2,000	9	3.0
Total	305	*100.1

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

STUDIO, CREATIVE WORK AND REHEARSAL SPACE RENTAL

Three-hundred forty seven of the survey respondents (45%) indicated an interest in renting studio, creative work or rehearsal space (studio space) in a new, multi-use arts facility in Austin (Figure 6). Of the respondents interested in studio space rental, 208 were only interested in renting studio space, while 139 were interested in ***both*** studio space rental and potential live/work space. (As noted previously, for the 139 respondents interested in both live/work space and studio space rental, it is reasonable to assume they would choose ***either*** studio space rental ***or*** live/work space, but not both.)

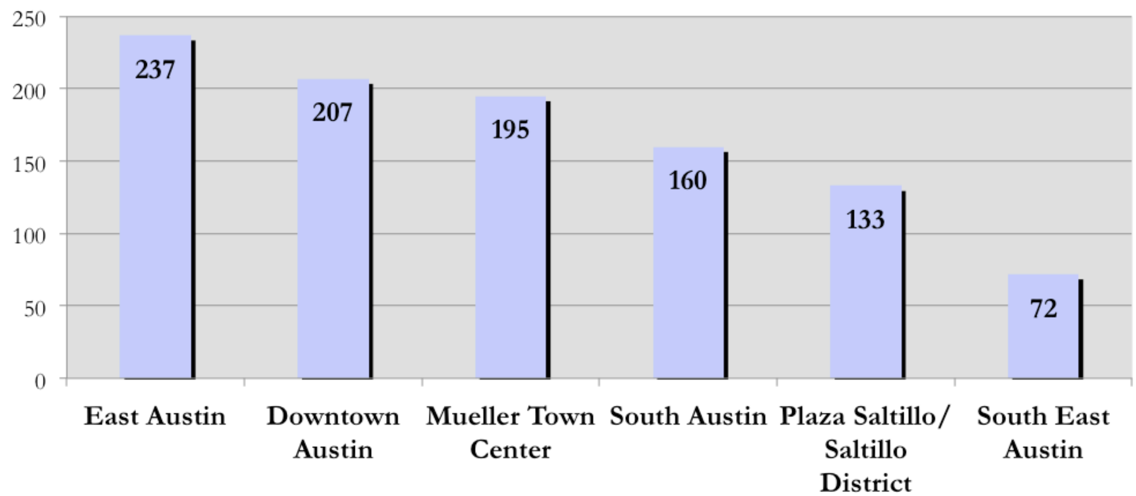
Figure 6: Would you rent studio, creative work or rehearsal space in a new, multi-use arts facility in Austin?



The following tables provide information for all artists who indicated an interest in renting studio space in the new facility (347) as well as for the subset of artists interested ***only*** in studio space rental (208). The data for those artists interested only in studio space rental are highlighted in these tables.

Approximately two-thirds (68%) of the artists who expressed interest in renting studio space in a new, multi-use arts facility would be interested in East Austin (Figure 7). Sixty percent (60%) expressed interest in Downtown Austin and 56% expressed interest in the Mueller Town Center. (Additional areas identified by the interested artists are provided in Appendix C.)

Figure 7: Areas of Austin for Rental



Only 1% of the artists interested in renting studio space have never lived in Austin (Table 21).

Table 21: Austin Residence

Austin Residence	Studio Only "yes" responses #	Studio Only "yes" responses %	All Interested in Studio Space "yes" responses #	All Interested in Studio Space "yes" responses %
I currently live in Austin	195	93.8	322	92.8
Yes, but not currently	12	5.8	22	6.3
No	1	0.5	3	0.9
Total	208	*100.1	347	100.0

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

The most common arts, cultural and creative industries of those interested in renting studio space are theater arts, painting/drawing, and film/video/ television/digital/web-based entertainment production (Table 22). (Additional arts, cultural and creative industries are provided in Appendix C)

Table 22: Arts/Cultural and Creative Industries

	Studio Only "yes" responses		All Interested in Studio Space "yes" responses	
Arts/Cultural and Creative Industries*	#	%	#	%
Theater arts (acting, directing, production, etc.)	56	26.9	101	29.1
Painting/Drawing	39	18.8	77	22.2
Film/Video/Television/Digital/Web-based entertainment production	50	24.0	73	21.0
Music (vocal/instrumental/composition)	32	15.4	49	14.1
Arts education/instruction	26	12.5	48	13.8
Photography	25	12.0	42	12.1
Graphic arts/design	25	12.0	39	11.2
Digital arts (computer/multimedia/new media, etc.)	21	10.1	33	9.5
Art gallery	21	10.1	32	9.2
Design	17	8.2	32	9.2
Crafts/Fine crafts	21	10.1	31	8.9
Writing/Literary arts	16	7.7	30	8.6
Dance/Choreography	16	7.7	29	8.4
Performance art	15	7.2	29	8.4
Sculpture	18	8.7	28	8.1
Arts administration/Arts advocacy	17	8.2	27	7.8
Mixed media	14	6.7	25	7.2
Comedy (stand-up/sketch/improv)	16	7.7	24	6.9
Installation art	13	6.3	24	6.9
Printmaking	12	5.8	23	6.6

**Respondents may have selected multiple industries; table includes options selected by at least 5% of interested artists.*

Studio, Creative Work and Rehearsal Space Rental: Current Space Arrangements

The majority of the interested artists (64%) currently do not have space they use specifically for their art or creative work (Table 23).

Table 23: Current Studio/Creative Work Space

Have space used only for art/creative work?	Studio Only "yes" responses #	Studio Only "yes" responses %	All Interested in Studio Space "yes" responses #	All Interested in Studio Space "yes" responses %
Yes	76	36.5	125	36.0
No	132	63.5	222	64.0
Total	208	100.0	347	100.0

Over one-third (38%) of the artists interested in studio space use space within their home for their art or creative work, while 19% rent or own studio or other work space outside their home. Thirty-six percent (36%) do not have the space they need for their art or creative work (Table 24).

Table 24: Current Studio/Creative Work Space Arrangement

Work Space Arrangements	Studio Only "yes" responses #	Studio Only "yes" responses %	All Interested in Studio Space "yes" responses #	All Interested in Studio Space "yes" responses %
I have space within my home that I use for my art or creative work	81	38.9	133	38.3
I don't have the space I need for my art or creative work	69	33.2	125	36.0
I rent or own studio or other work space outside my home	44	21.2	65	18.7
My work space is provided free of charge	11	5.3	20	5.8
My work does not require designated space	3	1.4	4	1.2
Total	208	100.0	347	100.0

The interested artists ***who indicated that they rent or own studio or creative work space outside their home*** were asked what they pay for that space. Thirty-five percent (35%) pay more than $400 for their space (Table 25).

Table 25: Current Studio/Creative Work Space Cost

	Studio Only (44) "yes" responses		**All Interested in Studio Space (65) "yes" responses**	
Monthly Studio/Creative Work Space Cost	#	%	#	%
$0	1	2.3	2	3.1
$1 - $50	3	6.8	3	4.6
$51 - $100	2	4.5	3	4.6
$101 - $150	5	11.4	10	15.4
$151 - $200	1	2.3	2	3.1
$201 - $300	11	25.0	15	23.1
$301 - $400	4	9.1	7	10.8
$401 - $500	5	11.4	8	12.3
More than $500	12	27.3	15	23.1
Total	44	*100.1	65	*100.1

**Does not equal 100.0% due to rounding*

Studio, Creative Work and Rehearsal Space Rental: Needs and Preferences

Nearly two-thirds (62%) of the artists interested in renting studio space need spaces of 500 square feet or less, while 12% want larger spaces greater than 800 square feet (Table 26).

Table 26: Space Requirements for Studio Space

	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
Minimum Square Footage	#	%	#	%
None (my work requires no dedicated space)	7	3.4	8	2.3
Under 200 sq. feet	29	13.9	55	15.9
200 - 350 sq. feet	63	30.3	102	29.4
351 - 500 sq. feet	37	17.8	58	16.7
501 - 650 sq. feet	17	8.2	32	9.2
651 - 800 sq. feet	13	6.3	24	6.9
801 - 1,000 sq. feet	14	6.7	21	6.1
1,001 - 1,500 sq. feet	8	3.8	10	2.9
More than 1,500 sq. feet	8	3.8	9	2.6
Don’t know	12	5.8	28	8.1
Total	208	100.0	347	*100.1

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

The interested artists were asked to identify the three features most desirable to them in a new studio or work space. The most popular are internet access, natural light, high ceilings, and soundproofing (Table 27). (Additional important work space features are provided in Appendix C)

Table 27: Preferred Studio Space Features

Important Features*	Studio Only "yes" responses #	%	All Interested in Studio Space "yes" responses #	%
Internet access (wired for high-speed Internet/ethernet jack)	108	51.9	187	53.9
Natural light	108	51.9	175	50.4
High ceilings	61	29.3	99	28.5
Soundproofing	61	29.3	96	27.7
Additional storage	29	13.9	68	19.6
Special ventilation	38	18.3	59	17.0
Oversized doors/Freight elevator	30	14.4	51	14.7
Storefront/Direct street access for retail sales	31	14.9	46	13.3
Plumbing/Special plumbing	26	12.5	43	12.4
Sprung floors	23	11.1	40	11.5
Special electrical wiring	20	9.6	26	7.5

**Respondents may have selected multiple features; table includes options selected by at least 5% of interested artists.*

The interested artists were also asked to identify the three types of space and amenities they would be most interested in sharing in a new, multi-use arts facility (Table 28). The most preferred types of space and amenities are general purpose studio space, rehearsal space, a business center, and gallery space.

Table 28: Preferred Spaces and Amenities for Studio Rental

Types of Space/Amenities*	Studio Only "yes" responses #	Studio Only "yes" responses %	All Interested in Studio Space "yes" responses #	All Interested in Studio Space "yes" responses %
General purpose studio space	76	36.5	124	35.7
Rehearsal space (theater, performance art, etc.)	66	31.7	106	30.5
Business center (including copier, fax machine, postage meter, etc.)	55	26.4	104	30.0
Gallery space	62	29.8	101	29.1
Theater/Performance space (black box, flexible space)	49	23.6	89	25.6
Co-working space (shared office for freelancers, start-ups, etc.)	42	20.2	82	23.6
Classrooms/Teaching space	37	17.8	73	21.0
Storage (closet/locker)	39	18.8	71	20.5
Paint room	35	16.8	57	16.4
Theater/Performance space (formal seating/permanent stage)	31	14.9	55	15.9
Film/Video screening room	34	16.3	54	15.6
Printmaking facilities	28	13.5	53	15.3
Dance studio/rehearsal space	27	13.0	51	14.7
Conference room	31	14.9	47	13.5
Outdoor work area	28	13.5	46	13.3
Recording studio	26	12.5	45	13.0
Sound proof practice rooms	25	12.0	44	12.7
Collection or archival storage space	24	11.5	41	11.8
Scene/Prop/Costume shop	23	11.1	41	11.8
Woodworking shop	20	9.6	41	11.8
Retail space	24	11.5	34	9.8
Kitchen (prep and/or demonstration)	17	8.2	31	8.9
Traditional or digital dark room	8	3.8	25	7.2
Ceramics studio/Kiln	15	7.2	24	6.9
Metalworking shop	11	5.3	24	6.9
Glass hot shop	3	1.4	5	1.4
Other	8	3.8	15	4.3
None of the above	0	0.0	1	0.3

**Respondents may have selected multiple types of space/amenities.*

Many (59%) of the artists interested in renting studio space could afford $250 or less per month for that space (paid in addition to costs for housing). Twenty-two percent (22%) could pay $500 or more each month (Table 29).

Table 29: Affordable Studio Space Costs

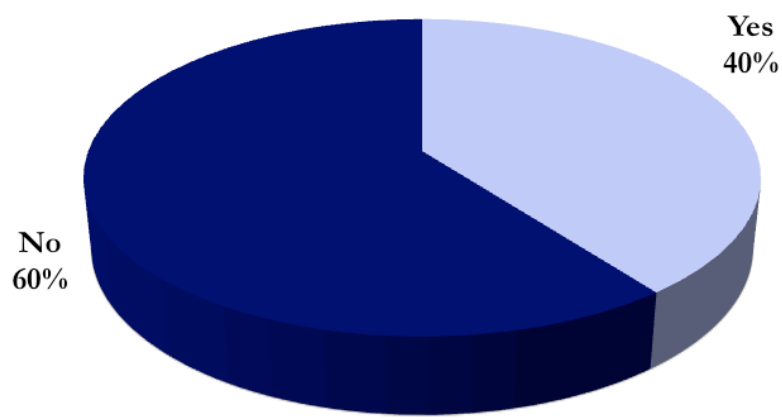
Maximum Monthly Amount for Studio Space (excluding utilities)	Studio Only "yes" responses #	Studio Only "yes" responses %	All Interested in Studio Space "yes" responses #	All Interested in Studio Space "yes" responses %
None	4	1.9	11	3.2
Under $150	58	27.9	100	28.8
$250	60	28.8	95	27.4
$350	26	12.5	48	13.8
$450	9	4.3	16	4.6
$500	24	11.5	37	10.7
$600	6	2.9	12	3.5
$700 - $1,000	17	8.2	23	6.6
More than $1,000	4	1.9	5	1.4
Total	208	*99.9	347	100.0

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

Occasional Studio, Creative Work and Rehearsal Space Rental

Three-hundred five of the survey respondents (40%) indicated an interest in renting studio, creative work or rehearsal space (studio space) on an occasional basis in Austin (Figure 8). One-hundred twenty six (126) of these respondents were ***only*** interested in renting studio space on an occasional basis, while 179 also expressed interest in live/work space and/or ongoing studio space rental in a new, multi-use arts facility. (For the 179 respondents interested in both occasional studio space rental ***and*** other space, it is reasonable to assume that they may choose occasional studio space rental ***as well as*** ongoing studio space rental or relocation to live/work space in Austin.)

Figure 8: Would you rent studio, creative work or rehearsal space on an occasional basis in Austin?



All but two of the artists interested in renting studio space on an occasional basis currently reside in Austin or have lived there in the past (Table 30).

Table 30: Current Residence

Austin Residence	Occasional Rental Only "yes" responses #	Occasional Rental Only "yes" responses %	All Interested in Occasional Rental "yes" responses #	All Interested in Occasional Rental "yes" responses %
No	2	1.6	2	0.7
Yes, but not currently	6	4.8	16	5.2
I currently live in Austin	118	93.7	287	94.1
Total	126	*100.1	305	100.0

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

The most common arts, cultural and creative industries of those interested in occasional studio space rental are theater arts, music, and film/video/television/digital/web-based entertainment production (Table 31). (Additional arts, cultural and creative industries are provided in Appendix C)

Table 31: Arts/Cultural and Creative Industries

	Occasional Rental Only "yes" responses		All Interested in Occasional Rental "yes" responses	
Arts/Cultural and Creative Industries*	#	%	#	%
Theater arts (acting, directing, production, etc.)	61	48.4	148	48.5
Music (vocal/instrumental/composition)	33	26.2	68	22.3
Film/Video/Television/Digital/Web-based entertainment production	22	17.5	63	20.7
Arts education/instruction	19	15.1	45	14.8
Writing/Literary arts	20	15.9	44	14.4
Performance art	14	11.1	35	11.5
Arts administration/Arts advocacy	10	7.9	34	11.1
Painting/Drawing	14	11.1	33	10.8
Comedy (stand-up/sketch/improv)	10	7.9	33	10.8
Photography	11	8.7	31	10.2
Dance/Choreography	12	9.5	25	8.2
Graphic arts/design	10	7.9	25	8.2
Digital arts (computer/multimedia/new media, etc.)	8	6.3	23	7.5
Design	5	4.0	22	7.2
Mixed media	9	7.1	20	6.6
Crafts/Fine crafts	4	3.2	16	5.2

**Respondents may have selected multiple industries; table includes options selected by 5% or more of interested artists.*

The artists interested in renting studio space on an occasional basis were asked to identify the types of space and amenities that would be most important to them (Table 32). Theater/performance art rehearsal space was of interest to approximately half of these artists (49%). Other preferred types of space and amenities include a black box or flexible theater/performance space, a formal seating or permanent stage theater/ performance space, classrooms/teaching space, general purpose studio space, and a dance studio/rehearsal space.

Table 32: Preferred Spaces and Amenities for Occasional Studio Space Rental

Types of Space/Amenities *	Occasional Rental Only "yes" responses		All Interested in Occasional Rental "yes" responses	
	#	%	#	%
Rehearsal space (theater, performance art, etc.)	61	48.4	148	48.5
Theater/Performance space (black box, flexible space)	49	38.9	119	39.0
Theater/Performance space (formal seating/permanent stage)	39	31.0	87	28.5
Classrooms/Teaching space	29	23.0	77	25.2
General purpose studio space	18	14.3	74	24.3
Dance studio/rehearsal space	31	24.6	68	22.3
Film/Video screening room	20	15.9	60	19.7
Business center (including copier, fax machine, postage meter, etc.)	20	15.9	58	19.0
Co-working space (shared office for freelancers, start-ups, etc.)	18	14.3	56	18.4
Gallery space	26	20.6	55	18.0
Recording studio	20	15.9	55	18.0
Sound proof practice rooms	16	12.7	53	17.4
Scene/Prop/Costume shop	23	18.3	51	16.7
Conference room	18	14.3	47	15.4
Storage (closet/locker)	12	9.5	46	15.1
Outdoor work area	8	6.3	27	8.9
Paint room	8	6.3	27	8.9
Woodworking shop	6	4.8	27	8.9
Printmaking facilities	8	6.3	25	8.2
Retail space	11	8.7	22	7.2
Collection or archival storage space	6	4.8	19	6.2
Kitchen (prep and/or demonstration)	8	6.3	19	6.2
Metalworking shop	5	4.0	16	5.2
Traditional or digital dark room	5	4.0	15	4.9
Ceramics studio/Kiln	3	2.4	11	3.6
Glass hot shop	3	2.4	4	1.3
Other	8	6.3	17	5.6

**Respondents may have selected multiple types of space/amenities.*

Interest in Additional Contact or Participation

At the end of the survey, respondents were asked if they were interested in being contacted or wanted to be involved in the study and proposed project. The survey respondents could sign up for additional contact regardless of their interest in relocation to or rental of space in a new, multi-use arts facility.

Of the survey respondents (770):

- 579 (75%) indicated they would be interested in receiving further information about this project and other creative space developments and activities in Austin.

- 328 (43%) indicated they would be interested in volunteering for the project.

- 448 (58%) indicated they would be interested in being added to the email list for an artist live/work facility built above the Austin Playhouse.

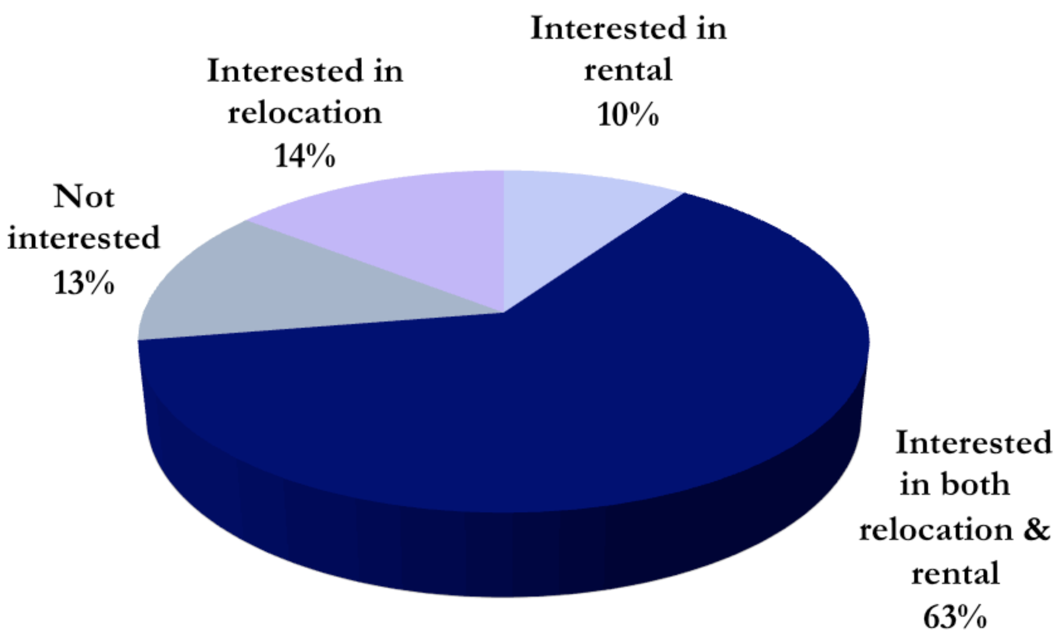
Summary of Survey Results – Arts, Creative, and Cultural Organizations and Businesses

Representatives of 145 organizations and businesses completed the Austin Survey of Arts, Creative, and Cultural Organizations and Businesses. Thirty-three percent (33%) of the survey respondents describe themselves as Owner, 19% as Executive Director/President/CEO/Executive Staff, 15% as Artistic Director/Creative Director, and 13% as Board Chair/Board Member. The following is a summary of the organization and business representatives' responses to the survey.

One hundred twenty-six (126) of the responding organization and business representatives (87%) *indicated an interest in utilizing some type of space* in a new, multi-use arts facility in Austin.

One hundred twelve (112) of the interested organizations are interested in relocation and 105 are interested in renting space on a short-term or occasional basis. Ninety-one (91) are interested in *both* relocation and short-term rental (Figure 9). These organizations may be interested in one option or the other, or in a combination of permanent space and short-term rental. Additionally, the organizations and businesses interested in ***both*** relocation and short-term rental ***may or may not*** be interested in the same type of space whether they relocate or rent space in a new, multi-use arts facility.

Figure 9: Interest in a New, Multi-Use Arts Facility in Austin: Organizations & Businesses



ARTS, CREATIVE AND CULTURAL ORGANIZATIONS AND BUSINESSES INTERESTED IN RELOCATION AND/OR RENTAL

The data in this section pertains to the 126 organizations and businesses that indicated an interest in relocation and/or rental in a new multi-use arts facility in Austin.

Nearly all of the interested organizations and businesses (97%) are currently located within the city of Austin (Table 33).

Table 33: Current Location

City (Primary Location Based on Zip Code)	#	%
Austin	122	96.8
Bastrop	1	0.8
Elgin	1	0.8
Houston	1	0.8
Round Rock	1	0.8
Total	126	100.0

Half are 501(c)(3) or other nonprofit organizations, 35% are for-profit businesses, and 7% have not yet determined their business structure (Table 34).

Table 34: Organization/Business Structure

Organization/Business Structure	#	%
501(c)(3)/Other nonprofit organization	63	50.0
For-profit business (Corporation/LLC/Partnership/Sole proprietor, etc.)	44	34.9
Structure not yet determined	9	7.1
Governmental agency/entity	1	0.8
An organization affiliated with a university or educational institution	0	0.0
Other	9	7.1
Total	126	*99.9

**Does not equal 100.0% due to rounding*

Most (58%) are primarily arts and cultural organizations, one-quarter are creative businesses, and 18% are arts-related organizations or businesses (Table 35).

Table 35: Type of Organization or Business

Organization/Business Type	#	%
Primarily an arts or cultural organization	73	57.9
A creative business	31	24.6
An arts-related organization or business	22	17.5
Not an arts organization, creative business or arts-related organization	0	0.0
Total	126	100.0

The interested organizations and businesses represent a wide variety of arts, cultural and creative industries, the most common of which are arts education/instruction, theater arts, music, and art gallery/curatorial (Table 36).

Table 36: Arts, Cultural and Creative Industries

Arts, Cultural and Creative Industries*	#	%
Arts education/instruction	45	35.7
Theater arts	40	31.7
Music	32	25.4
Art gallery/Curatorial	29	23.0
Arts advocacy/Artists services & support/Technical assistance	26	20.6
Film/Video/Television/Animation/Web-based content production	24	19.0
Performance art	23	18.3
Dance/Choreography	19	15.1
Writing/Literary arts	19	15.1
Digital art (computer/multimedia/new media, etc.)	18	14.3
Mixed media	17	13.5
Photography	16	12.7
Arts administration	15	11.9
Design	14	11.1
Folk and traditional art	14	11.1
Graphic arts/design	13	10.3
Historic society/Preservation/Advocacy	13	10.3
Marketing/Branding	13	10.3
Painting/Drawing	13	10.3
Sculpture	13	10.3
Arts retail (arts supply, costume sale/rental, music store, etc.)	12	9.5
Fiber/Textile arts/Fashion/Costume design	12	9.5
Crafts	10	7.9
Game development and design	9	7.1
Museum/Archival	8	6.3
Metalworking	7	5.6
Woodworking	7	5.6

**Respondents may have selected multiple industries; table includes options selected by 7 or more interested organizations/businesses*

One-third of the interested organizations and businesses are established organizations or businesses that have been in operation for at least 11 years (Table 37). Fourteen percent (14%) have been in operation more than 20 years, while 26% have been in existence for two years or less. Four percent (4%) are not yet in operation.

Table 37: Age of Organization or Business

Years	#	%
Not yet in operation	5	4.0
Less than one year	10	7.9
1-2 years	23	18.3
3-5 years	27	21.4
6-10 years	19	15.1
11-15 years	16	12.7
16-20 years	9	7.1
More than 20 years	17	13.5
Total	126	100.0

Over half (54%) of the interested organizations and businesses have no full-time employees and many (43%) have no part-time employees. The majority have volunteers, and 40% have 6 or more volunteers on staff (Table 38). Forty-two percent (42%) of the interested organizations and businesses have between 1 and 5 full-time employees.

Table 38: Full-Time and Part-Time Employees

# of Employees	Full-Time		Part-Time		Volunteers	
	#	%	#	%	#	%
None	68	54.0	54	42.9	23	18.3
1 – 2	41	32.5	44	34.9	28	22.2
3 – 5	12	9.5	15	11.9	25	19.8
6 – 10	3	2.4	6	4.8	21	16.7
11 -20	1	0.8	5	4.0	13	10.3
More than 20	1	0.8	2	1.6	16	12.7
Total	126	100.0	126	*100.1	126	100.0

**Does not equal 100.0% due to rounding*

Twenty-nine percent (29%) of these organizations and businesses have 1 - 25 daily visitors, customers or patrons at their primary location (Table 39). Over half (52%) do not have any visitors, customers or patrons on a daily basis. Five (5) organizations or businesses (4%) see over 100 visitors, customers, or patrons daily.

Table 39: Daily Visitors/Customers/Patrons

Average Number per Day	#	%
None	65	51.6
1 - 25	36	28.6
26 - 50	11	8.7
51 - 100	9	7.1
101 - 250	3	2.4
Over 250	2	1.6
Total	126	100.0

The survey asked whether the organization or business holds onsite public or private events that attract 20 or more attendees. Ninety-four (94) respondents indicated that they do so, but the number of public or private events hosted annually and the number in attendance varies considerably (Table 40). Many (37) hold 1 to 3 events with more than 300 people in attendance, and 48 hold 1 to 3 events with 51 - 100 people in attendance. Eight (8) organizations and businesses hold over 50 small events annually (attended by 20 to 100 people). Public or private events may include stage productions, workshops, festivals, speaking engagements, and special exhibits.

Table 40: Annual Events x Attendance

	---------------------- # of Annual Events ----------------------						
Attendance	**None**	**1 – 3**	**4 – 10**	**11 – 20**	**21- 50**	**Over 50**	**Total**
Attended by 20 – 50 people	16	37	25	7	6	3	94
Attended by 51 - 100 people	19	48	16	6	0	5	94
Attended by 101 – 300 people	37	37	12	6	2	0	94
Attended by over 300 people	53	37	2	1	1	0	94

Forty-six percent (46%) of the interested organizations and businesses have annual operating budgets of $50,000 or less (Table 41). Thirteen percent (13%) have larger annual budgets over $250,000. Twenty-one percent (21%) have not yet determined their annual budget.

Table 41: Annual Operating Budget

U.S. Dollars	#	%
Annual budget has not yet been determined	26	20.6
Under $10,000	20	15.9
$10K - $50K	38	30.2
$51K - $100K	17	13.5
$101K - $250K	9	7.1
$251K - $500K	11	8.7
$501K - $1M	2	1.6
$1.1M - $3M	3	2.4
Over $3 Million	0	0.0
Total	126	100.0

Representatives of interested organizations and businesses were asked about changes they anticipate in their organization or business in the next three years. Over three-quarters of the interested organizations and businesses are anticipating increases in their operating budget (77%) and audience/visitor/constituency population (78%; Table 42). Over half are anticipating increases in their range of services (65%), their space requirements (62%) and their number of staff (61%) during this period. Most of those not expecting increases anticipate no change over the next three years in these areas.

Table 42: Anticipated Changes over the Next Three Years

	---------------------------# of Organizations-------------------------			
Type of Change	Decrease	Same	Increase	Total
Operating Budget	4	25	97	126
Number of Staff	2	47	77	126
Space Requirements	2	46	78	126
Audience/Visitor/Constituency Population	0	28	98	126
Range of Services	1	43	82	126

Arts, Creative, and Cultural Organizations & Businesses Interested in Relocation: Space Needs and Preferences

This section contains information for those organizations and businesses that expressed an ***interest in relocation*** to a new, multi-use arts facility in Austin.

For the 112 organizations and businesses interested in relocation, 45% are very interested, 30% are extremely interested, and 21% are somewhat interested in a new, multi-use arts facility.

Approximately two-thirds of the organizations and businesses that would relocate are interested in East Austin (68%) and Mueller Town Center (65%; Table 43). Over half (55%) would consider Downtown Austin, and 42% would be interested in South Austin.

Table 43: Location of Interest – Relocation*

Area	Relocation (112)	
	#	%
East Austin	76	67.9
Mueller Town Center (location of Austin Playhouse)	73	65.2
Downtown Austin	62	55.4
South Austin	47	42.0
Plaza Saltillo/Saltillo District	43	38.4
South East Austin	23	20.5
Other	30	26.8

**Respondents may have selected multiple locations.*

The organizations and businesses interested in relocation were asked about their needs for space, both for their sole use and spaces that may be shared with others.

With respect to spaces for sole use, 41% require administrative space (Table 44), 29% want storage space, and 22% would like studio space for individual artists.

Table 44: Types of Space Required for Relocation – Sole Use

Type of Space*	Relocation (112) #	%
Administrative space	46	41.1
Storage space for productions/equipment (for costumes, music stands, props, etc.)	32	28.6
Studio space for individual artists	25	22.3
Conference/Meeting room	16	14.3
Gallery/Display space	16	14.3
Collection or archival storage space	14	12.5
Classrooms/Teaching space	13	11.6
Rehearsal space (multi-use)	13	11.6
Specialized work spaces for artists (e.g. recording studio, traditional/digital dark room, ceramics studio, etc.)	13	11.6
Event space (for receptions, fundraisers, client entertaining, etc.)	12	10.7
Retail space	9	8.0
Scene/Prop/Costume shop	9	8.0
Theater/Performance space (black box, flexible space)	9	8.0
Theater/Performance space (formal seating/permanent stage)	8	7.1

**Respondents may have selected multiple types of space; table includes options selected by 6 or more organizations/businesses interested in relocation*

With respect to ***spaces required for shared use***, the majority require event space (75%; Table 45). Other shared spaces required by many of the interested organizations include a business center (62%), classrooms/teaching space (57%), a conference/meeting room (57%), administrative space (55%), and a flexible, black box theater/performance space (50%).

Table 45: Types of Space Required for Relocation – Shared Use

Type of Space*	Relocation (112) #	Relocation (112) %
Event space (for receptions, fundraisers, client entertaining, etc.)	84	75.0
Business center (shared copier, fax, etc.)	69	61.6
Classrooms/Teaching space	64	57.1
Conference/Meeting room	64	57.1
Administrative space (co-working space with some shared private rooms, wireless, work stations etc.)	62	55.4
Theater/Performance space (black box, flexible space)	56	50.0
Storage space for productions/equipment (for costumes, music stands, props, etc.)	54	48.2
Rehearsal space (multi-use)	53	47.3
Communal space for networking with others in the facility	52	46.4
Reception desk (shared/staffed)	48	42.9
Theater/Performance space (formal seating/permanent stage)	46	41.1
Specialized work spaces for artists (e.g., recording studio, traditional/digital dark room, ceramics studio, etc.)	45	40.2
Gallery/Display space	43	38.4
Ticketing/Box office	43	38.4
Studio space for individual artists	40	35.7
Dance studio/rehearsal space	35	31.3
Collection or archival storage space	34	30.4
Scene/Prop/Costume shop	34	30.4
Retail space	27	24.1

**Respondents may have selected multiple types of space*

Sixty (60) of the organizations and businesses interested in relocation indicated that they require some type of theater/performance space. These respondents were asked about the size of space they need (Table 46). Sixty-two percent (62%) require 99 seats or less, 50% need 100 to 249 seats, and 10% require large venues with 500 seats or more.

Table 46: Size of Performance/Production Space Required for Relocation

Number of Seats Required*	Relocation (60)	
	#	%
99 seats or smaller	37	61.7
100 - 249 seats	30	50.0
250 - 349 seats	15	25.0
350 - 499 seats	7	11.7
500 - 999 seats	4	6.7
1,000 seats or more	2	3.3

**Respondents may have selected more than one option*

The organizations and businesses interested in relocation were also asked about the type of shared programs or special features they would use in a new multi-use arts facility (Table 47). Most require internet services (85%), and 65% would be interested in 24-hour access to the facility. Other special features or programs desired include shared marketing (52%), leasable onsite or adjacent parking (49%) and green building design/LEED certification (46%).

Table 47: Special Programs and Features Desired for Relocation

Type of Program or Feature*	Relocation (112)	
	#	%
Internet access (wired for high-speed Internet/ethernet jack	95	84.8
24-hour access	73	65.2
Shared marketing	58	51.8
Leasable onsite or adjacent parking	55	49.1
Green building design/LEED certification	52	46.4
Security personnel onsite/monitored security cameras	45	40.2
Pooled purchase for contract services (e.g., technology assistance, web design, etc.)	43	38.4
Business development workshops	34	30.4
Child care	24	21.4
Other	22	19.6

**Respondents may have selected multiple programs or features*

The respondents interested in relocation were asked about the amount of space they would require. Consistent with the variety in the types of space needed, the amount of space the interested organizations and businesses require varies widely (Table 48). With respect to administrative or office space, 55% percent require 500 square feet or less. Nearly half (49%) do not require retail/display/exhibit spaces (although some may use other space for these purposes).

Table 48: Amount of Space Required for Relocation

Size of Space	Type of Space					
	Overall	Administrative/ Office	Display/ Exhibit/Retail	Rehearsal	Shop/Studio/ Production/ Other Work Space	Storage/ Other
None**	-	13	43	51	28	8
Included in other space**	-	19	12	8	8	12
Don't know	23	9	19	10	17	13
Less than 100 sq. feet	4	24	11	0	2	21
100 - 250 sq. feet	15	19	4	3	11	24
251 - 500 sq. feet	17	19	3	16	14	17
501 - 750 sq. feet	11	5	8	10	9	6
751 - 1,000 sq. feet	10	2	4	6	13	5
1,001 - 2,000 sq. feet	13	2	4	6	5	6
Over 2,000 sq. feet	19	0	4	2	5	0

The 112 representatives of organizations and businesses interested in relocation were asked about current space plans.

- 42% (47) currently have plans to ***relocate***
- 46% (51) have plans to ***expand or open additional*** space
- 38% (42) have plans to ***launch a new enterprise***

Of those with plans to change their space, most are flexible in the timing of these changes and able to respond whenever space becomes available. Many plan to relocate their space in one to two years (Table 49).

Table 49: Timing of Space Changes for Respondents Interested in Relocation

When?	# of Organizations		
	Relocation	Expansion	New Enterprise
Immediately/As soon as space becomes available	9	9	10
Flexible (whenever space becomes available)	22	27	13
One year	10	7	16
Two years	2	6	1
Three years	2	1	2
Four or more years	2	1	0
Total	47	51	42

ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS & BUSINESSES INTERESTED IN RENTAL: SPACE NEEDS AND PREFERENCES

This section contains information for the 105 organizations and businesses that expressed an ***interest in short-term or occasional rental of space*** in a new, multi-use arts facility in Austin.

Seventy-one percent (71%) of the organizations and businesses who would rent space expressed interested in Mueller Town Center and in East Austin (Table 50). Sixty-three percent (63%) are interested in Downtown Austin.

Table 50: Location of Interest – Rental*

Area	Rental (105)	
	#	%
Mueller Town Center (location of Austin Playhouse)	75	71.4
East Austin	74	70.5
Downtown Austin	66	62.9
South Austin	46	43.8
Plaza Saltillo/Saltillo District	44	41.9
South East Austin	26	24.8

**Respondents may have selected multiple locations.*

These organizations and businesses were asked about the types of space they would be most interested in renting. The types of space selected most frequently for short-term or occasional rental include event space (56%), flexible, black box theater/performance space (48%), theater/performance space with formal seating and/or a permanent stage (47%), classrooms/teaching space (42%), and multi-use rehearsal space (41%; Table 51).

Table 51: Types of Space Required for Short-term or Occasional Rental

Type of Space Required*	Rental (105) #	Rental (105) %
Event space (for receptions, fundraisers, client entertaining, etc.)	59	56.2
Theater/Performance space (black box, flexible space)	50	47.6
Theater/Performance space (formal seating/permanent stage)	49	46.7
Classrooms/Teaching space	44	41.9
Rehearsal space (multi-use)	43	41.0
Gallery/Display space	33	31.4
Conference/Meeting room	30	28.6
Office space (private, for special or short-term projects)	29	27.6
Ticketing/Box office	27	25.7
Dance studio/rehearsal space	26	24.8
Recording studio	19	18.1
Workstation in a co-working environment (access to wireless, work table, etc.)	17	16.2
Scene/Prop/Costume shop	16	15.2
Music practice room	12	11.4
Storage space for productions/equipment (for costumes, music stands, props, etc.)	12	11.4
Studio space for individual artists	12	11.4
Retail space	11	10.5
Collection or archival storage space	9	8.6
Paint room	9	8.6
Metalworking shop	6	5.7
Printmaking facilities	6	5.7
Woodworking shop	6	5.7

**Respondents may have selected multiple options; table includes options selected by 6 or more organizations/businesses interested in rental*

Interested respondents who indicated they require theater/performance space on a short-term or occasional basis were asked about the size of space they need (Table 52). Sixty-two percent (62%) require 99 seats or less and 100 to 249 seats, and 10% require large venues with 1,000 seats or more.

Table 52: Size of Performance/Production Space Required for Rental

Number of Seats Required*	Rental (61) #	Rental (61) %
99 seats or smaller	38	62.3
100 - 249 seats	38	62.3
250 - 349 seats	15	24.6
350 - 499 seats	9	14.8
500 - 999 seats	8	13.1
1,000 seats or more	6	9.8

**Respondents may have selected more than one option*

ADDITIONAL SURVEY INFORMATION

At the end of the survey all respondents were asked about their interest in receiving further information.

- 124 of the organizations and businesses represented (86%) indicated they would be interested in receiving further information about this project and other creative space developments and activities in Austin.

- 99 of the organizations and businesses represented (68%) would be interested in receiving further information about the Austin Playhouse and its new facility project.

Appendix A: Survey Methodology

Artspace Projects Inc. and Swan Research and Consulting designed two surveys for use in this study, utilizing review and input from representatives of the City of Austin and The Austin Playhouse. The Survey of Artists' Space Needs & Preferences (artist survey) was designed for artists and individuals working in the arts, cultural and creative industries, and addressed four areas of interest, including current living and working information; preferences for living and work space; demographic information; and the respondent's personal interest in relocation to an artists' live/work community, and/or rental of studio, creative work or rehearsal space on an ongoing or occasional basis. The second survey, the Survey of Arts, Creative, and Cultural Organizations & Businesses (organization survey), was intended for representatives of arts and cultural organizations, and creative and arts-friendly businesses. This survey included questions about the organization or business, existing plans for relocation and/or expansion, space preferences and needs, and interest in tenancy or rental of space in a multi-use arts facility in Austin.

In October 2013, individuals and organizations were invited to participate in the surveys and provided with the link to access the surveys online. The City of Austin and The Austin Playhouse identified the individuals and organizations through their affiliation with various arts organizations and cultural activities in the city of Austin and the surrounding area. Nearly 2,500 postcards were sent via direct mail, and over 3,000 more were hand distributed by the sponsors and by local and regional arts groups at various events and venues. Potential survey respondents were also notified via email blasts and social network postings, and information regarding the surveys was disseminated at a public meeting, through outreach to universities, and through local print and TV media, websites and internet social networks.

The surveys were available for 10 weeks via the Internet, utilizing the Survey Gizmo survey application. Once the entry website was accessed, the respondent was given the option of completing the artist survey, the organization survey, or both surveys, and then directed step-by-step through survey completion. Respondents who completed the artist survey were assured that their responses would remain anonymous and would be held in confidence. Respondents to the organization survey were informed that their responses would only be reviewed by those directly involved in the project.

Seven hundred seventy (770) individuals completed the artist survey. One hundred fifty-two representatives of arts organizations and creative businesses completed the organization survey. The organization survey was completed by more than one representative from seven organizations resulting in two completed surveys for these entities. The "duplicate" surveys were reviewed and surveys were removed from the final data set so that summary statistics included in this report were based on a single survey from each organization or business (145 in total).

The level of response obtained in these surveys is consistent with similar studies of this kind involving surveys of narrow content and longer length.

The survey samples, as obtained from mailing lists of various arts organizations and businesses, are samples of convenience. While believed to be grossly representative of the target population (all artists and individuals working in the arts, cultural and creative industries, and arts, cultural and creative organizations in and around the area), generalization of the findings to these broader populations should be conducted with utmost caution. Because of the non-random nature of the sample, the data reported include only descriptive statistics. Substantial differences in numbers and percentages are deemed meaningful, as are patterns in the data. As with any measurement tool, some error is inherent; small group differences or percentages should be interpreted carefully.

Appendix B: Current Residence – Interested Artists

Interested Artists Currently Residing in Austin

Zip Code	Live/Work		Studio Rental		Occasional Space	
	#	%	#	%	#	%
78704	41	12.3	48	13.8	46	15.1
78745	21	6.3	23	6.6	24	7.9
78702	20	6.0	26	7.5	16	5.2
78741	20	6.0	13	3.7	13	4.3
78751	20	6.0	20	5.8	12	3.9
78723	17	5.1	20	5.8	14	4.6
78757	16	4.8	16	4.6	15	4.9
78705	15	4.5	9	2.6	5	1.6
78759	15	4.5	14	4.0	18	5.9
78703	14	4.2	18	5.2	14	4.6
78722	12	3.6	19	5.5	16	5.2
78749	12	3.6	7	2.0	6	2.0
78746	7	2.1	10	2.9	6	2.0
78756	7	2.1	8	2.3	10	3.3
78721	6	1.8	3	0.9	6	2.0
78727	6	1.8	4	1.2	5	1.6
78731	6	1.8	5	1.4	5	1.6
78758	6	1.8	7	2.0	8	2.6
78701	5	1.5	8	2.3	5	1.6
78748	5	1.5	11	3.2	9	3.0
78753	5	1.5	4	1.2	8	2.6
78728	4	1.2	5	1.4	4	1.3
78744	4	1.2	3	0.9	1	0.3
78752	4	1.2	4	1.2	2	0.7
78729	3	0.9	2	0.6	2	0.7
78733	2	0.6	1	0.3	2	0.7
78754	2	0.6	1	0.3	0	0.0
78735	0	0.0	3	0.9	5	1.6
78734	0	0.0	2	0.6	0	0.0
78737	0	0.0	2	0.6	3	1.0
78750	0	0.0	0	0.0	3	1.0
78739	0	0.0	0	0.0	2	0.7
Various*	12	3.6	7	2.0	2	0.7
Total	**307**	**92.1**	**323**	**93.3**	**287**	**94.2**

**Zip codes with only one interested artist for any type of space*

Interested Artists Currently Residing in Other Texas Cities

City	Live/Work		Studio Rental		Occasional Space	
	#	%	#	%	#	%
Leander	2	0.6	2	0.6	3	1.0
Wimberley	2	0.6	2	0.6	2	0.7
Bastrop	1	0.3	3	0.9	1	0.3
Brownsville	1	0.3	0	0.0	0	0.0
Buda	1	0.3	0	0.0	0	0.0
Cedar Park	1	0.3	1	0.3	3	1.0
Dallas	1	0.3	1	0.3	0	0.0
Denton	1	0.3	0	0.0	0	0.0
Dripping Springs	0	0.0	0	0.0	1	0.3
Georgetown	1	0.3	1	0.3	0	0.0
Houston	1	0.3	0	0.0	0	0.0
Hutto	0	0.0	0	0.0	1	0.3
Johnson City	1	0.3	0	0.0	0	0.0
Justin	1	0.3	1	0.3	1	0.3
Liberty Hill	0	0.0	1	0.3	0	0.0
Manor	0	0.0	1	0.3	1	0.3
Maxwell	1	0.3	0	0.0	0	0.0
New Braunfels	1	0.3	0	0.0	0	0.0
Pflugerville	1	0.3	1	0.3	1	0.3
Richardson	1	0.3	1	0.3	0	0.0
Round Rock	0	0.0	4	1.2	0	0.0
San Antonio	0	0.0	0	0.0	1	0.3
Total	**18**	**5.4**	**19**	**5.7**	**15**	**4.8**

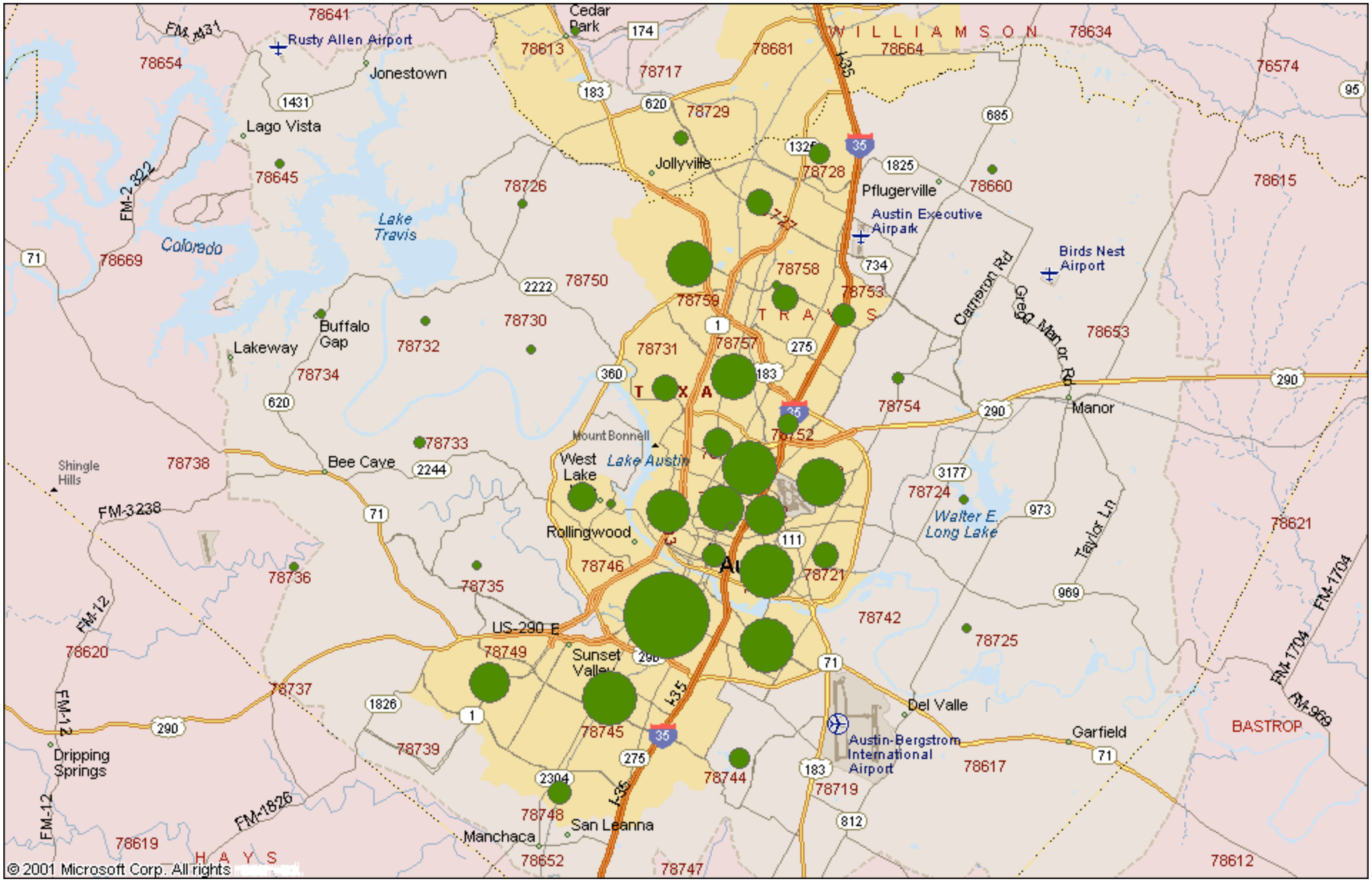
Interested Artists Currently Residing in Other States

City	State	Live/Work		Studio Rental		Occasional Space	
		#	%	#	%	#	%
Various	CA	3	0.9	2	0.6	1	0.3
Indianapolis	IN	0	0.0	0	0.0	1	0.3
Stockbridge	MI	0	0.0	0	0.0	1	0.3
Jersey City	NJ	1	0.3	1	0.3	0	0.0
Brooklyn	NY	2	0.6	0	0.0	0	0.0
Pittsburgh	PA	1	0.3	0	0.0	0	0.0
Clarksville	TN	0	0.0	1	0.3	0	0.0
N/A*	N/A*	0	0.0	1	0.3	0	0.0
Total		**7**	**2.1**	**5**	**1.4**	**3**	**0.9**

**Zip code provided was invalid*

Artists Interested in Relocation: Distribution of Current Residence by Zip Code

Size of circle indicates relative frequency of responses by zip code



Appendix C: Survey Data – Additional Responses of Interested Artists

This appendix contains responses of artists interested in relocating to new live/work space, renting studio, creative work or rehearsal space on an ongoing basis, and/or renting studio, creative work or rehearsal space on an occasional basis, in Austin. These responses were not included in the main report because either the response rate was low, or the response was entered as free text. These additional responses are provided in the following tables.

Artists Interested in Relocation (332):

Survey Question: In which area(s) of Austin would you be interested in relocating to an affordable artists' live/work community? (Select all that apply)

Other Areas of Austin in which Interested Artists are Interested - Relocation

Location	Responses	
	#	%
Affordable, near down town	1	0.3
Allandale, Cherrywood, Hyde Park	1	0.3
Anywhere bus and bike friendly	1	0.3
Anywhere very near UT	1	0.3
Area around 290 east of I35	1	0.3
Brentwood/Crestview	1	0.3
Central Austin	2	0.6
Central Austin/ cameron rd area	1	0.3
Central, near campus	1	0.3
Clarksville	1	0.3
Crestview/ Brentwood/ North Loop	1	0.3
Depends entirely on the space	1	0.3
Hill country	1	0.3
Hyde Park	2	0.6
Hyde Park, Penn Field	1	0.3
Hyde Park/Campus	1	0.3
Laguna Gloria	1	0.3
Lakeway	1	0.3
Lakeway , Beecave	1	0.3
Near North (South of Parmer)	1	0.3

Location	Responses #	Responses %
North Austin	6	1.8
North Austin, near UT	1	0.3
North Central Austin	3	0.9
North Central or Burnet Road area	1	0.3
North Lakeway	1	0.3
North Lamar corridor	1	0.3
North near Hyde park theatre	1	0.3
North or north central Austin	1	0.3
North, Northwest Austin	1	0.3
North/Central Austin	2	0.6
Northwest Austin	1	0.3
Northwest central Austin	1	0.3
Off Mopac on Anderson Lane--retail--no where near downtown traffic!	1	0.3
Old west Austin	1	0.3
Riverside	2	0.6
Rural	1	0.3
South Central Austin	1	0.3
University Area	1	0.3
West Austin	2	0.6
West campus	1	0.3

Survey Question: In what areas of the arts/cultural or creative industries are you most involved?

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

	Responses	
	#	%
Jewelry design/fabrication*	11	3.3
Metalworking*	11	3.3
Woodworking*	11	3.3
Architecture*	9	2.7
Game development and design*	8	2.4
Healing arts/Art therapies*	7	2.1
Ceramics*	6	1.8
Folk and traditional art*	6	1.8
Glass*	6	1.8
Culinary arts*	4	1.2
Body painting	1	0.3
Bookbinding	1	0.3
Found object art	1	0.3
Furniture	1	0.3
Large-scale puppetry	1	0.3
Producing, directing	1	0.3
Prop making	1	0.3
Public sculpture	1	0.3
Spinning	1	0.3
Upholstery	1	0.3
Video and video editing	1	0.3

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

Survey Question: Which of the following best describes you?

Other Descriptions

	Responses	
	#	%
Lebanese	1	0.3
Persian	1	0.3
White-Asian	1	0.3
White/Mid. Eastern	1	0.3
Not specified/Not answered	1	0.3

Survey Question: Of the following, please choose the three that are most important for your studio, creative work or rehearsal space.

Additional Features Identified by the Interested Artists as Important

	Responses	
	#	%
Floor drains*	13	3.9
Wheelchair accessibility*	13	3.9
High-load bearing floors*	12	3.6
Mirrors/Mirrored wall	4	1.2
Air conditioning	2	0.6
Access to water	1	0.3
Adjustable/Moveable lights	1	0.3
Childproofed AKA truly open space	1	0.3
Dark room for screen printing	1	0.3
'Dirty' space for grinding, welding	1	0.3
Dry erase boards, easy access video projection	1	0.3
Free of mold, chemicals, as green as possible	1	0.3
Greenscreen (video)	1	0.3
Large, open, plain space	1	0.3
Must contain a piano	1	0.3
Not only natural light but windows that open	1	0.3
Outdoor workspace	1	0.3
PA system	1	0.3
Parking	1	0.3
Parking for Students	1	0.3
Place to interact with other artists	1	0.3
Quiet healing room	1	0.3
Separated rooms	1	0.3
Sink	1	0.3
Video screening space	1	0.3
Whiteboard	1	0.3
Wood Floors	1	0.3
Work walls to pin work in progress at least 100'x100'	1	0.3

**Feature was provided as an option in the survey.*

Artists Interested in Ongoing Studio Space Rental (347):

Survey Question: In which area(s) of Austin would you be interested in renting studio, creative work, or rehearsal space in a multi-use arts facility? (Select all that apply)

Other Areas of Austin in which Interested Artists are Interested – Studio Rental

Location	Responses #	Responses %
78704	1	0.3
Allandale, Cherrywood, Hyde Park	1	0.3
Anderson Lane off Mopac	1	0.3
Any place with ample parking	1	0.3
Central Austin	2	0.6
Central: Campus or Hyde Park	1	0.3
Clarksville	1	0.3
Clarksville, west Austin	1	0.3
Close to campus, north or west campus would be optimal for school functions	1	0.3
Crestview/ Brentwood/ North Loop	1	0.3
High foot traffic area	1	0.3
Highland Mall area	1	0.3
Hyde Park	2	0.6
Hyde Park / North Central	1	0.3
Hyde Park, Penn Field	1	0.3
Lakeway, Beecave	1	0.3
Midtown	1	0.3
North - Wells Branch / Round Rock	1	0.3
North Austin	10	2.9
North Austin/Hyde Park	1	0.3
North Central Austin	5	1.4
North Central or Burnet Road area	1	0.3
North or central Austin also	1	0.3
North or north central Austin	1	0.3
North, North west, North central	1	0.3
North/central Austin--Burnet Rd.development corridor	1	0.3
Northeast Austin	1	0.3
Northeast or north	1	0.3
Northwest (Arboretum/Domain)	1	0.3
Northwest Austin	9	2.6
Northwest central Austin	1	0.3
NW Austin; Arboretum area	1	0.3

Location	Responses #	Responses %
Oak Hill	1	0.3
S & SE Austin only if 1 mile or less south of river or east of I-35	1	0.3
S Lamar-SFirst Area	1	0.3
SoCo- Congress	1	0.3
South West Austin - Oak Hill, Circle C area	1	0.3
Southwest Austin	1	0.3
West Austin	1	0.3

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

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

	Responses #	Responses %
Fiber/Textile arts/Fashion/Costume design*	17	4.9
Jewelry design/fabrication*	12	3.5
Architecture*	11	3.2
Woodworking*	11	3.2
Healing arts/Art therapies*	9	2.6
Game development and design*	8	2.3
Metalworking*	8	2.3
Ceramics*	7	2.0
Glass*	6	1.7
Culinary arts*	5	1.4
Folk and traditional art*	5	1.4
Arts marketing	1	0.3
Costumes	1	0.3
Curation of exhibits	1	0.3
Dance film	1	0.3
Landscape architecture	1	0.3
Murals	1	0.3
Musical Instrument Bow Making (Archetier)	1	0.3
Puppetry	1	0.3
Site-specific	1	0.3
Special Effects Makeup	1	0.3
Toy Design	1	0.3
Trash art	1	0.3
Video and video editing.	1	0.3

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

Survey Question: Of the following, please choose the three that are most important for your studio, creative work or rehearsal space.

Additional Features Identified by the Interested Artists as Important for Studio Space

	Responses	
	#	%
High-load bearing floors*	16	4.6
Floor drains*	14	4.0
Wheelchair accessibility*	9	2.6
Air conditioning/Air conditioning and heat	4	1.2
Mirrors/Mirrored wall	3	0.9
Ability to have private space (door I could lock)	1	0.3
Availability of piano or keyboard; acoustics; lighting	1	0.3
Climate controlled	1	0.3
Computers with industry software (CAD, paperwork, etc)	1	0.3
Conviviality	1	0.3
Dark room for screen printing	1	0.3
Dry erase boards, easy access video projection	1	0.3
Easels	1	0.3
Elimination of BLACK box in favor of wood and white colors so you can see a dancing body.	1	0.3
Free of mold, chemicals, as green as possible	1	0.3
Good lighting	1	0.3
Greenscreen (video)	1	0.3
Large amount of open square footage	1	0.3
No windows	1	0.3
No/limited light for filming	1	0.3
Outdoor workspace	1	0.3
Parking	1	0.3
Parking for Students	1	0.3
Piano	1	0.3
Quiet healing room	1	0.3
Sandblasting/powdercoat	1	0.3
Tables, stools	1	0.3
Video screening space	1	0.3

**Feature was provided as an option in the survey.*

Artists Interested in Occasional Rental of Studio Space (305):

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

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

	Responses	
	#	%
Fiber/Textile arts/Fashion/Costume design*	15	4.9
Installation art*	13	4.3
Game development and design*	11	3.6
Printmaking*	10	3.3
Art gallery*	9	3.0
Jewelry design/fabrication*	9	3.0
Sculpture*	9	3.0
Healing arts/Art therapies*	7	2.3
Culinary arts*	6	2.0
Metalworking*	6	2.0
Woodworking*	6	2.0
Architecture*	4	1.3
Ceramics*	4	1.3
Folk and traditional art*	3	1.0
Glass*	3	1.0
Bookbinding	1	0.3
Dance film	1	0.3
Improv	1	0.3
Large-scale puppetry	1	0.3
Makeup/hairstylist	1	0.3
Murals	1	0.3
Papermaking	1	0.3
Special Effects Makeup	1	0.3
Terrariums	1	0.3
Video and video editing	1	0.3

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

Appendix D: Survey Data – All Artist Survey Respondents

This appendix provides a summary of responses for all survey respondents (the entire survey sample). The information is presented in the order of the survey and includes the survey questions followed by the total number of responses for each answer. All respondents completed portions of the survey, which are included in this appendix. However, some survey questions were only presented to "interested" artists; the data for those questions have been summarized in the main report and are not included here.

Please tell us about your art/creative work and your current working situation.

In what areas of the arts/cultural or creative industries are you most involved? (Select up to three that most apply)

	Frequency	Percent
Architecture	18	2.3
Art gallery	52	6.8
Arts administration/Arts advocacy	68	8.8
Arts education/instruction	105	13.6
Ceramics	15	1.9
Comedy (stand-up/sketch/improv)	45	5.8
Crafts/Fine crafts	67	8.7
Culinary arts	11	1.4
Dance/Choreography	61	7.9
Design	53	6.9
Digital arts (computer/multimedia/new media, etc)	59	7.7
Fiber/Textile arts/Fashion/Costume design	50	6.5
Film/Video/Television/Digital/Web-based entertainment production	125	16.2
Folk and traditional art	17	2.2
Game development and design	16	2.1
Glass	14	1.8
Graphic arts/design	70	9.1
Healing arts/Art therapies	15	1.9
Installation art	42	5.5
Jewelry design/fabrication	22	2.9
Metalworking	21	2.7
Mixed media	67	8.7

	Frequency	Percent
Music (vocal/instrumental/composition)	138	17.9
Painting/Drawing	145	18.8
Performance art	69	9.0
Photography	77	10.0
Printmaking	33	4.3
Sculpture	58	7.5
Theater arts (acting, directing, production, etc)	258	33.5
Woodworking	20	2.6
Writing/Literary arts	88	11.4
Other, please specify*	32	4.2

**Detailed free-text responses for those who selected "Other" are shown in the following table.*

Other, free-text responses to the question "In what areas of the arts/cultural or creative industries are you most involved? (Select up to three that most apply)"

	Frequency	Percent
Art Fairs	1	0.1
Arts marketing	1	0.1
Body painting	1	0.1
Bookbinding	1	0.1
Costumes	1	0.1
Creative expressions of spirituality	1	0.1
Curation of exhibits	1	0.1
Dance film	1	0.1
Declaiming Spanish Poetry as a tradition	1	0.1
Encaustics	1	0.1
Found Object Art	1	0.1
Furniture	1	0.1
Improv	1	0.1
Landscape architecture	1	0.1
Large-scale puppetry	1	0.1
Makeup/ hairstylist	1	0.1
Murals	1	0.1
Musical Instrument Bow Making (Archetier)	1	0.1
Papermaking	1	0.1
Photo restoration, murals	1	0.1
Producing, directing	1	0.1
Prop making	1	0.1

	Frequency	Percent
Public sculpture	1	0.1
Puppetry	1	0.1
Site-specific	1	0.1
Special Effects Makeup	1	0.1
Spinning	1	0.1
Terrariums	1	0.1
Toy Design	1	0.1
Trash art	1	0.1
Upholstery	1	0.1
Video and video editing	1	0.1

Do you currently have work space you use only for your art or creative work? (i.e., space for creation, rehearsal, etc.)?

	Frequency	Percent
Yes	309	40.1
No	461	59.9
Total	770	100.0

Which best describes your current work situation?

	Frequency	Percent
I rent or own studio or other work space outside my home.	99	12.9
I have space within my home that I use for my art or creative work.	338	43.9
I don't have the space I need for my art or creative work.	239	31.0
My work space is provided free of charge (e.g., member of dance troupe, university student, etc.).	74	9.6
My work does not require designated space.	20	2.6
Total	770	100.0

What do you currently pay monthly, on average, for the studio or work space you rent or own outside your home?

Note: this question was asked only of the 99 respondents who selected "I rent or own studio or other work space outside my home." in the previous question.

	Frequency	Percent
$0	6	6.1
$1 - $50	4	4.0
$51 - $100	8	8.1
$101 - $150	13	13.1
$151 - $200	2	2.0
$201 - $300	20	20.2
$301 - $400	8	8.1
$401 - $500	11	11.1
More than $500	27	27.3
Total	99	100.0

Please tell us about your current living situation.

Do you currently own or rent/lease your living space?

	Frequency	Percent
Rent/Lease	394	51.2
Own	336	43.6
Do not rent or own	40	5.2
Total	770	100.0

What do you currently pay monthly, on average, for your housing, NOT including utilities? (e.g., your monthly rent or mortgage payment)

Note: this question was asked only of the 730 respondents who selected "Rent/Lease" or "Own" in the previous question.

	Frequency	Percent
$0 – I currently don't pay for housing	35	4.8
$1 - $400	46	6.3
$401 - $600	93	12.7
$601 - $800	125	17.1
$801 - $1,000	137	18.8
$1,001 - $1,200	97	13.3
$1,201 - $1,500	96	13.2
$1,501 - $2,000	72	9.9
Over $2,000	29	4.0
Total	730	*100.1

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

Have you ever lived in Austin, TX?

	Frequency	Percent
I currently live in Austin	709	92.1
Yes, but not currently	51	6.6
No	10	1.3
Total	770	100.0

Please tell us about your interest in our proposed project.

Would you relocate to an affordable artists' live/work community specifically designed for artists and their families, if available, in Austin, TX?

	Frequency	Percent
Yes	332	43.1
No	438	56.9
Total	770	100.0

Would you rent studio, creative work or rehearsal space in a new multi-use arts facility, if available, in Austin, TX?

	Frequency	Percent
Yes	347	45.1
No	423	54.9
Total	770	100.0

Would you rent studio, creative work or rehearsal space on an occasional basis, if available, in Austin, TX?

	Frequency	Percent
Yes	305	39.6
No	465	60.4
Total	770	100.0

Please tell us about yourself.

What is your age?

	Frequency	Percent
20 years or younger	7	0.9
21 – 30 years	214	27.8
31 – 40 years	234	30.4
41 – 50 years	133	17.3
51 – 60 years	129	16.8
61 – 70 years	38	4.9
Over 70 years	15	1.9
Total	770	100.0

What is your gender?

	Frequency	Percent
Male	303	39.4
Female	467	60.6
Total	770	100.0

Which of the following best describes you?

(We ask this and other demographic questions to assess our outreach in an effort to ensure that everyone in the creative community has a chance to share their thoughts and opinions)

	Frequency	Percent
Asian American/Pacific Islander	21	2.7
Black/African American	24	3.1
Hispanic American/Latino	64	8.3
Multiracial/Multiethnic	39	5.1
Native American/American Indian	5	0.6
White/European American	590	76.6
Other, please specify**	27	3.5
Total	770	*99.9

**Does not equal 100.0% due to rounding.*
***Detailed free-text responses for those who selected other are shown below.*

Which of the following best describes you?
Other, please specify:

	Frequency	Percent
American MutilCutural	1	0.1
Asian	2	0.3
Asian, European	1	0.1
Indian	1	0.1
International student from East Asia	1	0.1
Lebanese	1	0.1
Middle Eastern / European	1	0.1
Mixed black white	1	0.1
Persian	1	0.1
Scottish	1	0.1
Sephardic	1	0.1
White Latino	1	0.1
White-asian	1	0.1
White/ Mid. Eastern	1	0.1
Not specified/Not answered	12	1.6

Including yourself, how many people share your current living space?

Total adults (18+ yrs.):

	Frequency	Percent
One - I am the only adult	202	26.2
Two	455	59.1
Three	71	9.2
Four or more	42	5.5
Total	770	100.0

Total children (under 18)

	Frequency	Percent
None	616	80.0
One	87	11.3
Two	52	6.8
Three	14	1.8
Four or more	1	0.1
Total	770	100.0

What is the highest level of education you have completed?

	Frequency	Percent
Some high school course work	0	0.0
High School/GED	11	1.4
Some college course work or 2-year degree	118	15.3
Bachelor's degree	335	43.5
Some post-graduate work	101	13.1
Post-graduate degree	205	26.6
Total	770	*99.9

**Does not equal 100.0% due to rounding*

Which range is closest to your gross annual household income (including income from other family/household members)? (PRIVACY NOTICE: Your answer is anonymous and confidential)

	Frequency	Percent
Under $10,000	35	4.5
$10,000 - $15,000	48	6.2
$15,001 - $20,000	49	6.4
$20,001 - $25,000	43	5.6
$25,001 - $30,000	52	6.8
$30,001 - $35,000	45	5.8
$35,001 - $40,000	58	7.5
$40,001 - $45,000	54	7.0
$45,001 - $50,000	37	4.8
$50,001 - $55,000	45	5.8
$55,001 - $60,000	25	3.2
$60,001 - $65,000	28	3.6
$65,001 - $75,000	36	4.7
$75,001 - $85,000	31	4.0
$85,001 - $100,000	59	7.7
$100,001 - $125,000	51	6.6
$125,001 - $150,000	22	2.9
$150,001 - $200,000	18	2.3
More than $200,000	13	1.7
Prefer Not to Answer	21	2.7
Total	770	*99.8

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

What percentage of your income comes from your art or creative work? (not the household's income)

	Frequency	Percent
Less than 10%	345	44.8
10% - 25%	153	19.9
26% - 50%	69	9.0
51% - 75%	56	7.3
76% - 100%	147	19.1
Total	770	100.1

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