

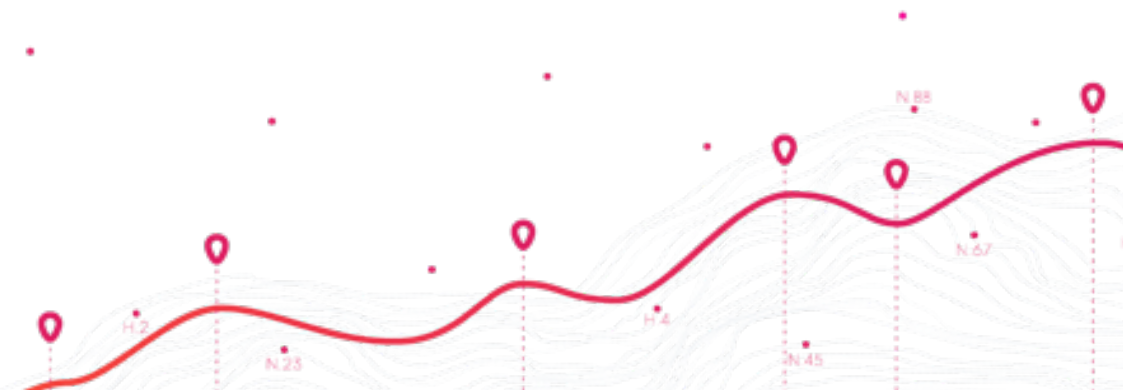
# City of Rancho Cordova

## Visual Arts Needs & Opportunities Assessment

August 2019



**AMS**  
PLANNING  
& RESEARCH

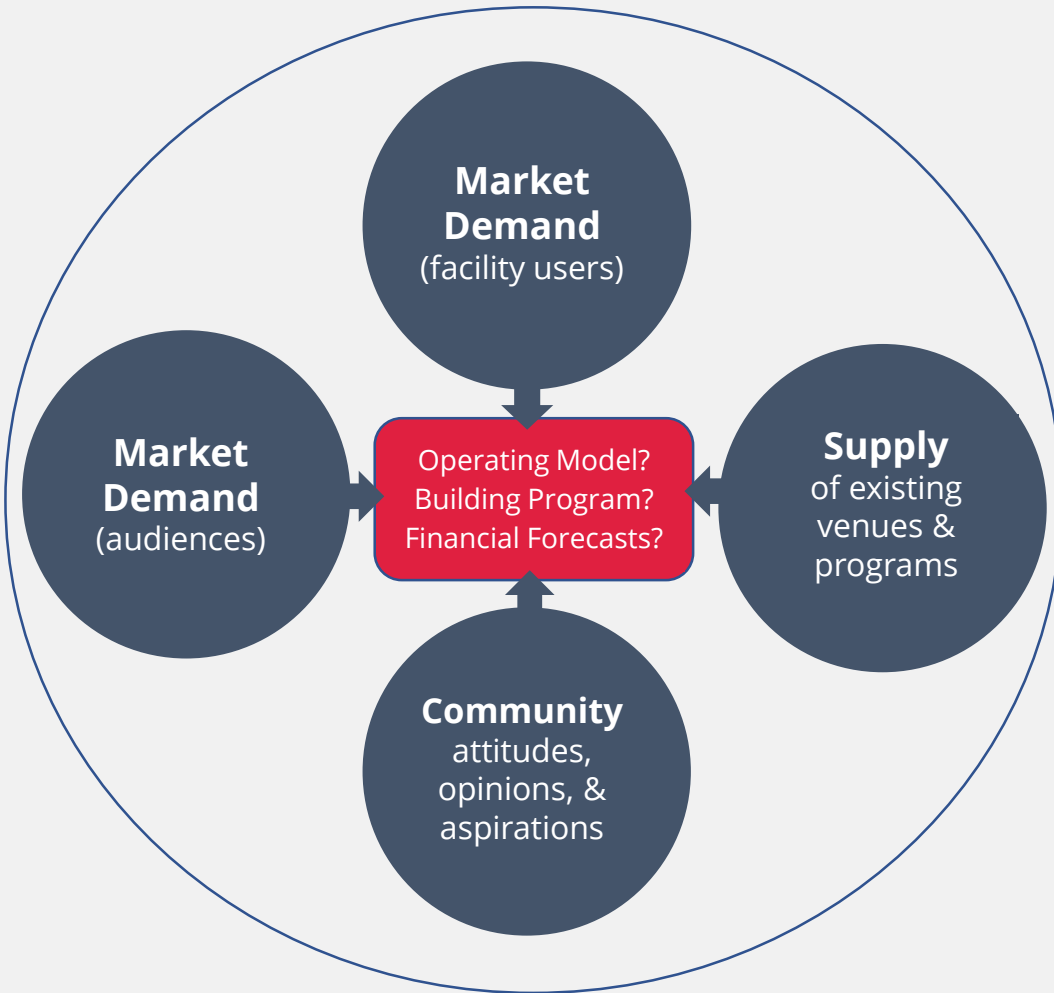


# Agenda

1. Study Process
2. Survey Findings
3. Interview Findings
4. Discussion
5. Looking ahead

# Scope of work – Phase 1

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



- ✓ Review background information
- ✓ Affirm planning goals
- ✓ Conduct interviews



- ✓ Market analysis
- ✓ Survey prospective facility users
- ✓ Inventory existing venues



- ✓ Case studies
- ✓ Develop recommendations
- ✓ Socialize/confirm findings & direction

# Scope of work – Phase 2

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



## Report out

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

### Activity Profile

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

### Site & Space

- Interface with architects to define spaces and consider site factors

### \$ Cost \$

- Develop an order-of-magnitude capital cost estimate

## Scope of work – Phase 2 *Modified*

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



### Interviews

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



### Survey

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



### Report out

Report back to working group.  
Consider next steps and opportunities.



# Survey Findings

# Survey Methodology

AMS prepared an on-line needs assessment survey that was distributed to prospective facility users. The survey was intended to gather information about potential interest in using a new visual arts facility in Rancho Cordova. It was NOT intended to gather public opinion.

Information gathered included:

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

Distributed via emails and virally:

- City's own list
- SMAC & Creative Edge
- Verge Center for Contemporary Art
- UpCycle Kindness

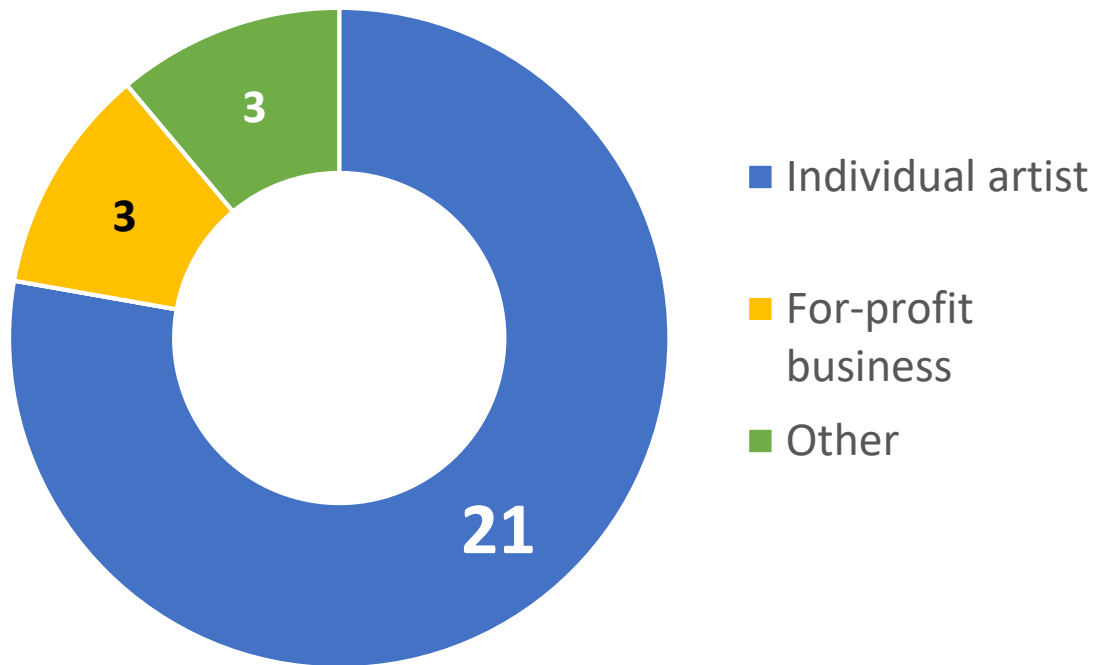


FACILITY NEEDS SURVEY

# Respondent Types

Of 23 responses, 21 are individual artists

*Which of the following best describes your organization?*

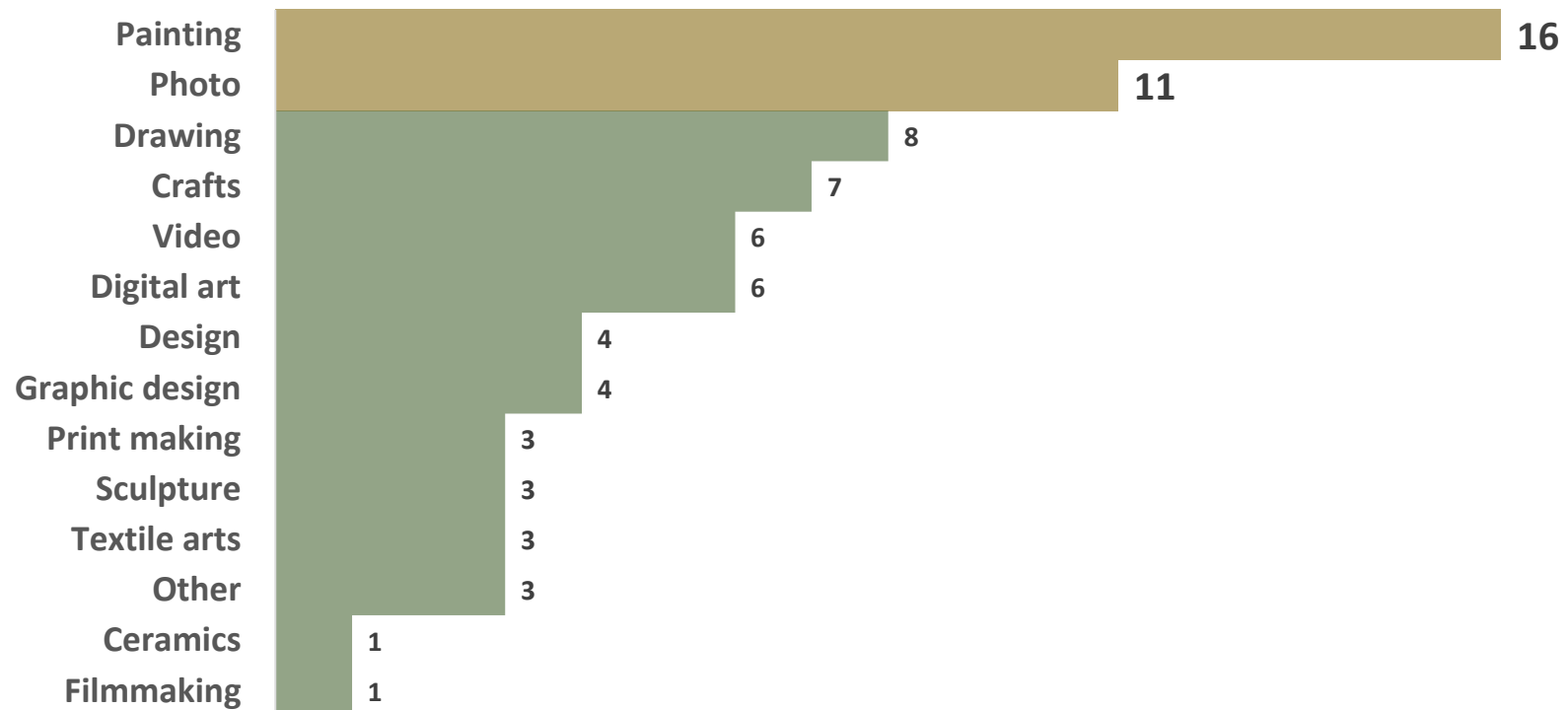




# Means of Expression

Painting and Photography are the most common visual arts media

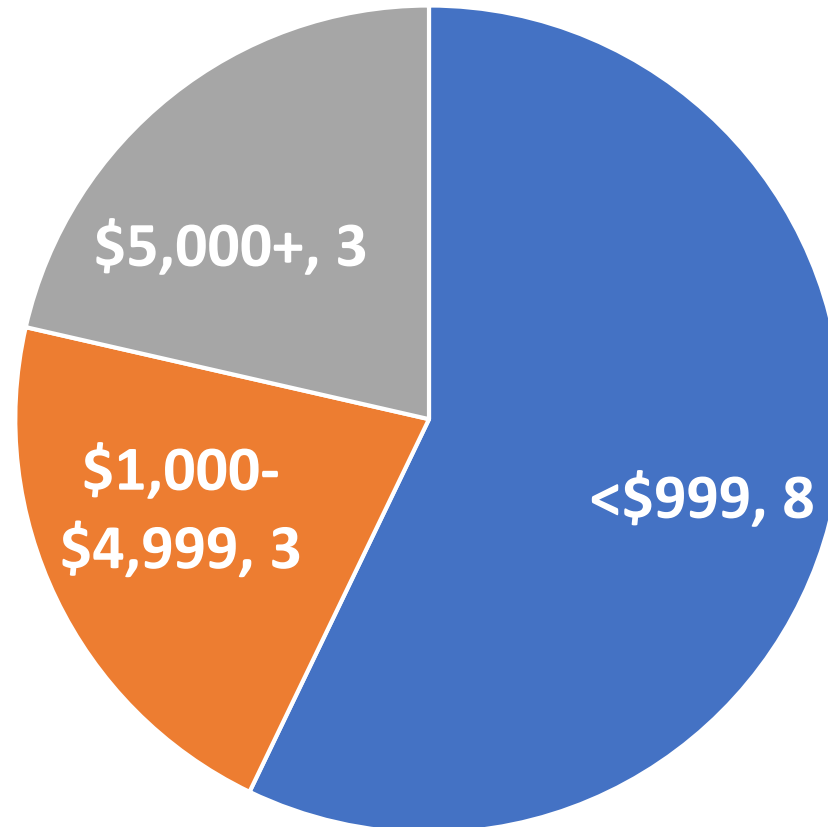
*What types(s) of media do you or your organization work in?*



# Annual Budget

Most respondents operate with annual budgets under \$1,000

Please indicate your annual budget size



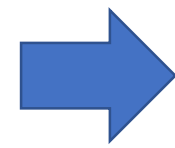


FACILITY NEEDS SURVEY

## Respondents' Current Activity Varies

467

# annual exhibitions



4,286

annual attendance

630

# annual workshops/classes



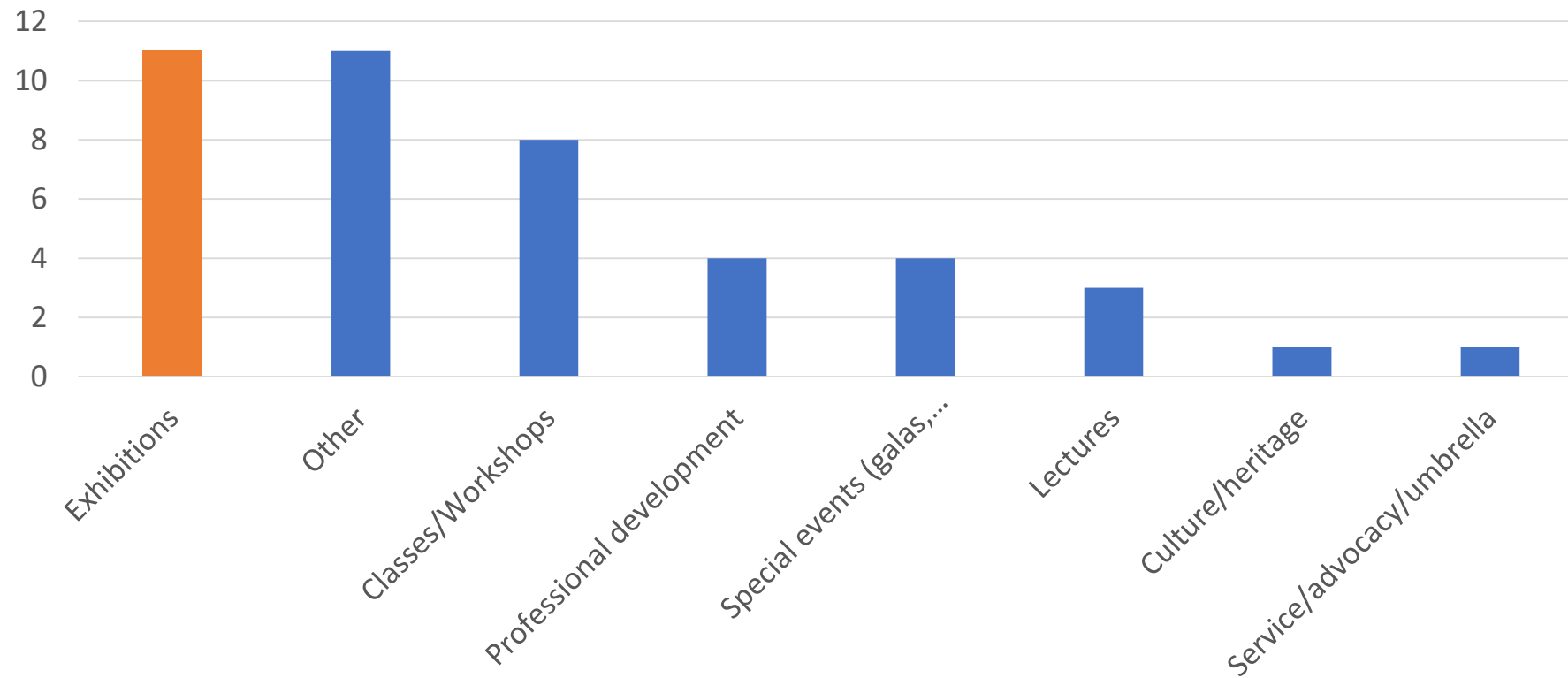
1,120

annual attendance

# Respondent Programming and Activity

Respondents primarily exhibit their work; some offer classes and workshops

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

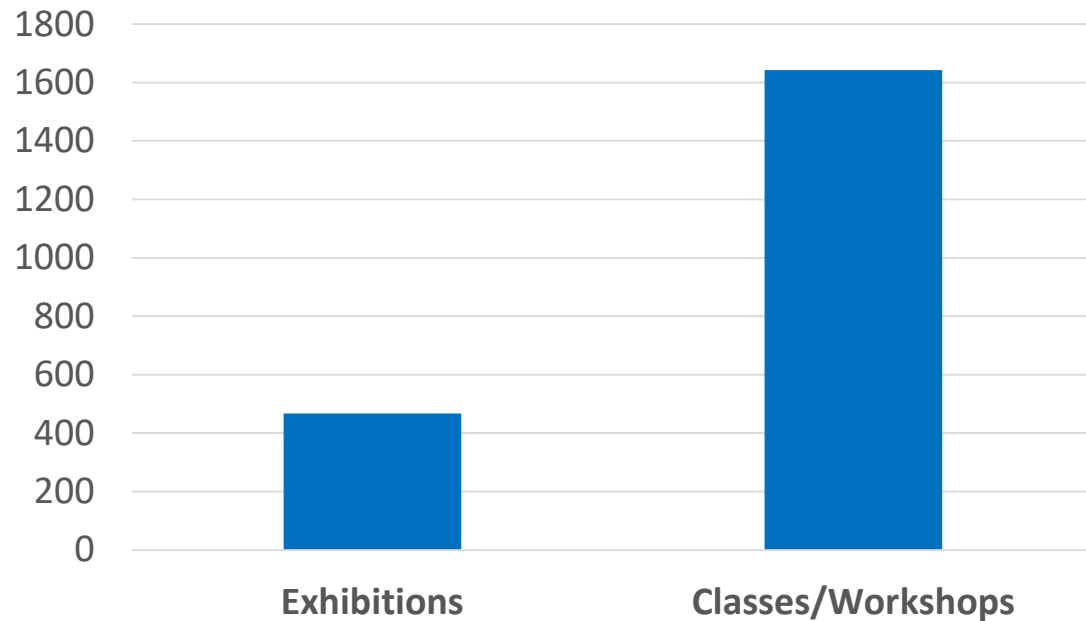


OTHER

- Craft Fairs
- Memorial Service
- Videos
- Self-Use
- Personal Growth
- Hobby
- Music/Arts Events
- Facebook Photography

# Activity Levels

11 respondents reported their use of exhibition space and classroom space, which amounts to over 2,000 total activities a year



## Common Admission Pricing

**Exhibitions:** \$0-\$200

**Classes/Workshops:** \$30-\$300



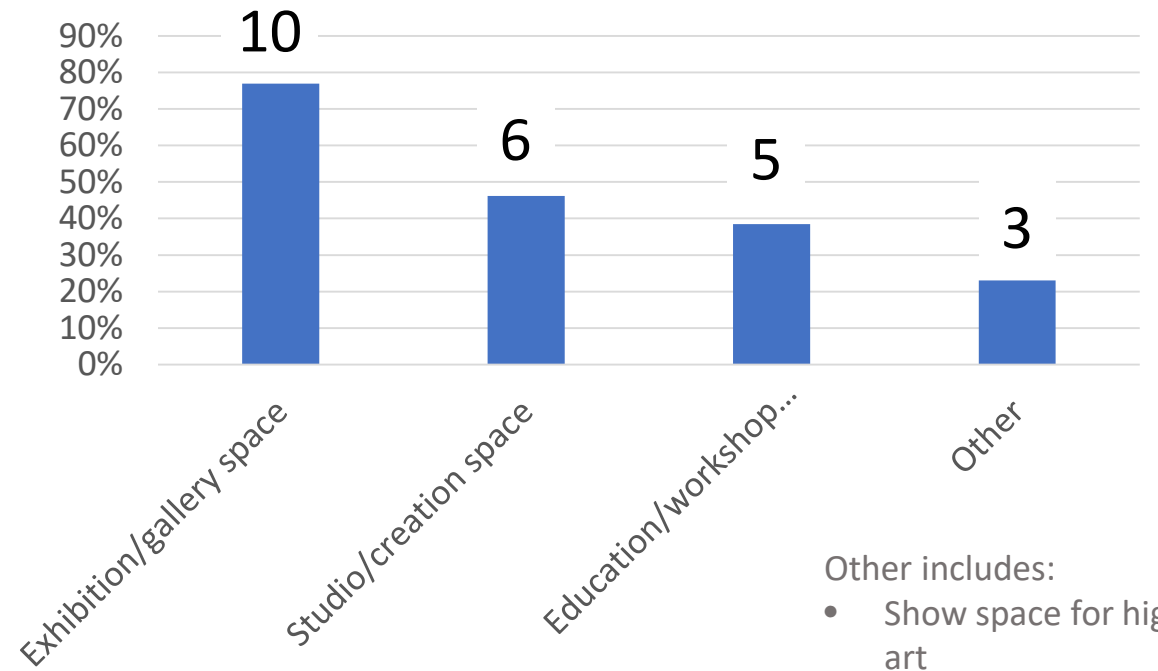
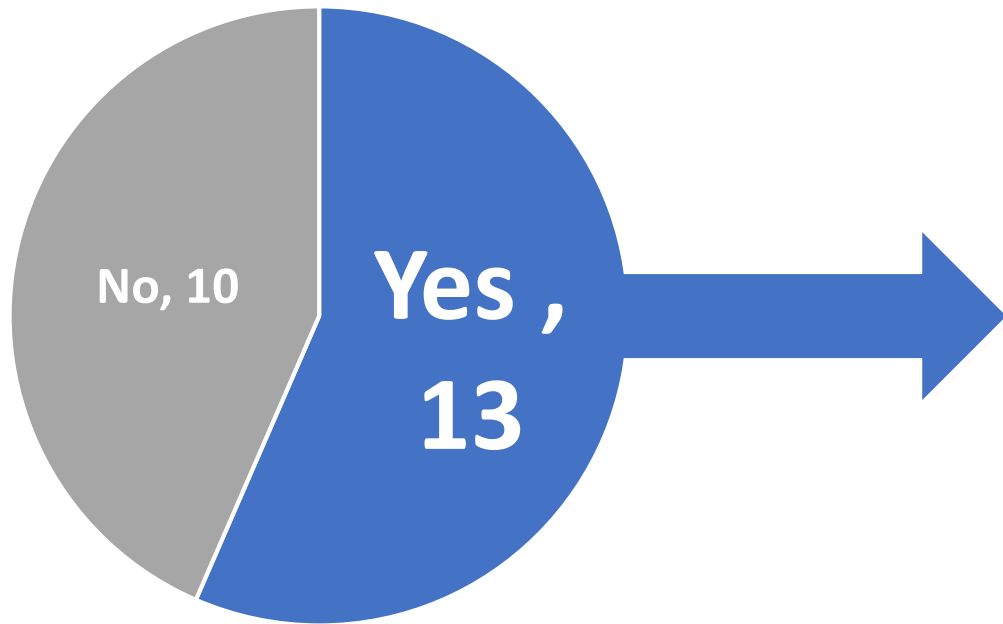
**Very few respondents reported that they rent space for exhibitions, workshops, or fabrication, likely due to limited financial resources**

FACILITY NEEDS SURVEY

# Interest in Renting

Over half of respondents indicated they are interested in renting space for visual arts practice in Rancho Cordova, particularly for exhibition and creation

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

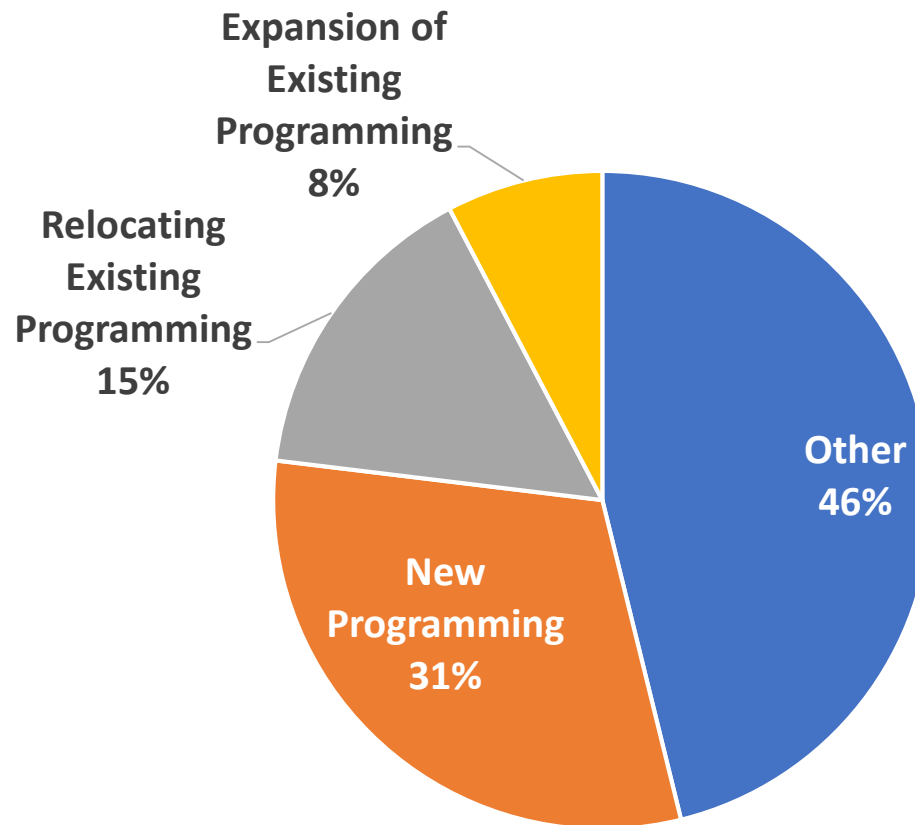


Other includes:

- Show space for high end art
- Live-in artist spaces
- Meeting and study space

## Purpose for new space

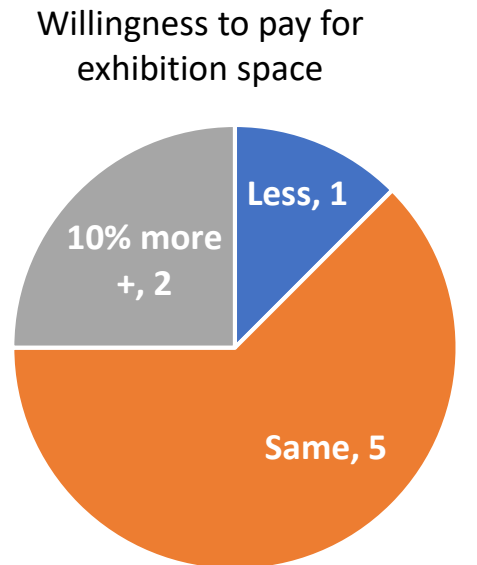
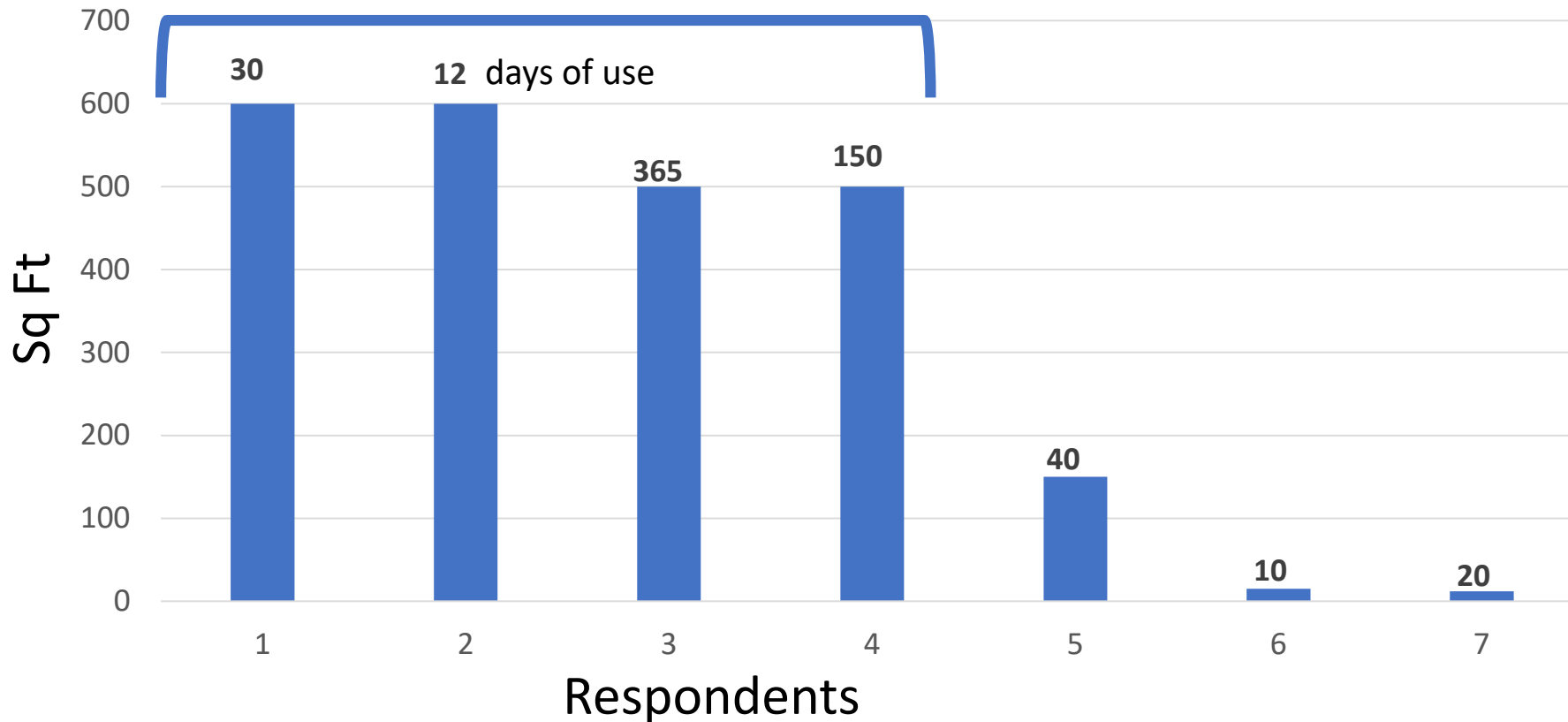
Respondents mention several purposes for a new space, but many would add new programs



Other verbatims include collaborations with other artists, craft sales, teaching paint classes, and new programming in addition to expansion of existing programs

# Capacity Required and Use Days

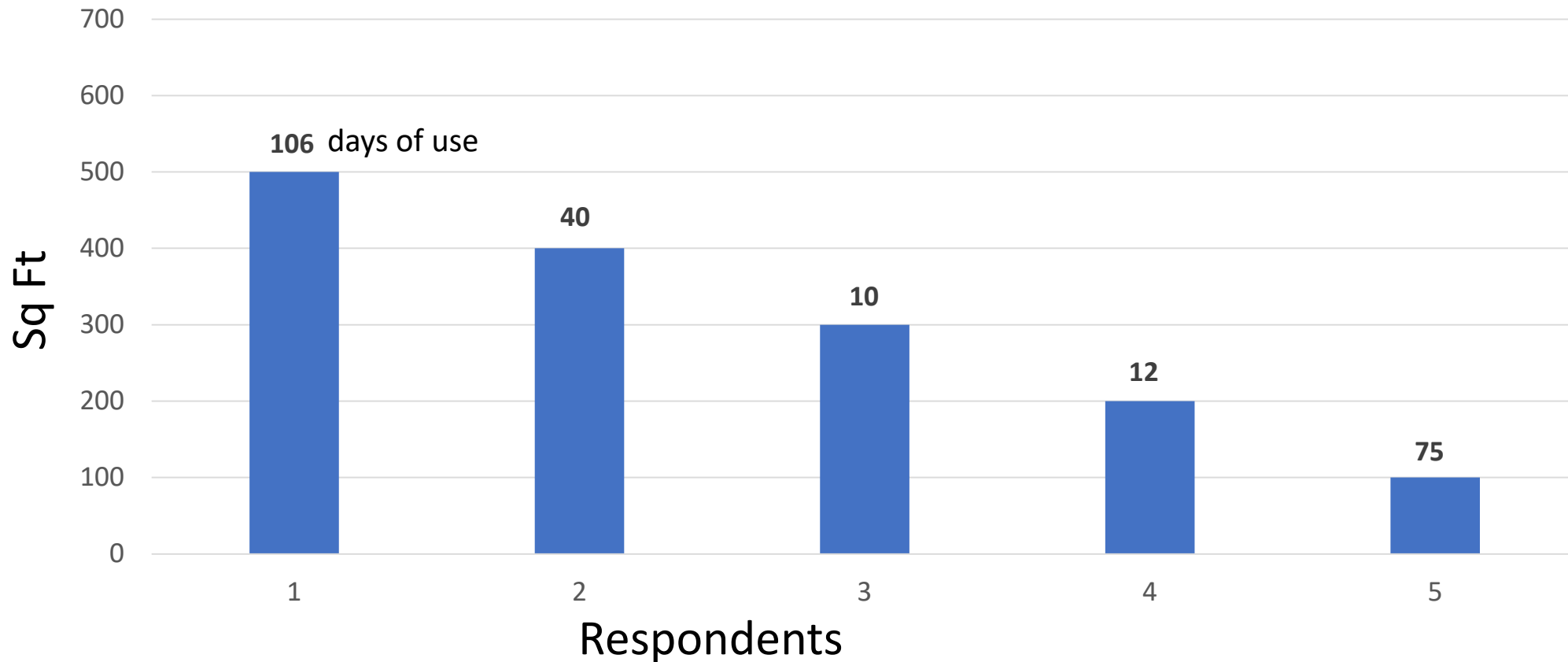
Exhibition space between 500-600 square feet would service the most use, and most will pay the same or more than they do now





# Capacity Required and Use Days

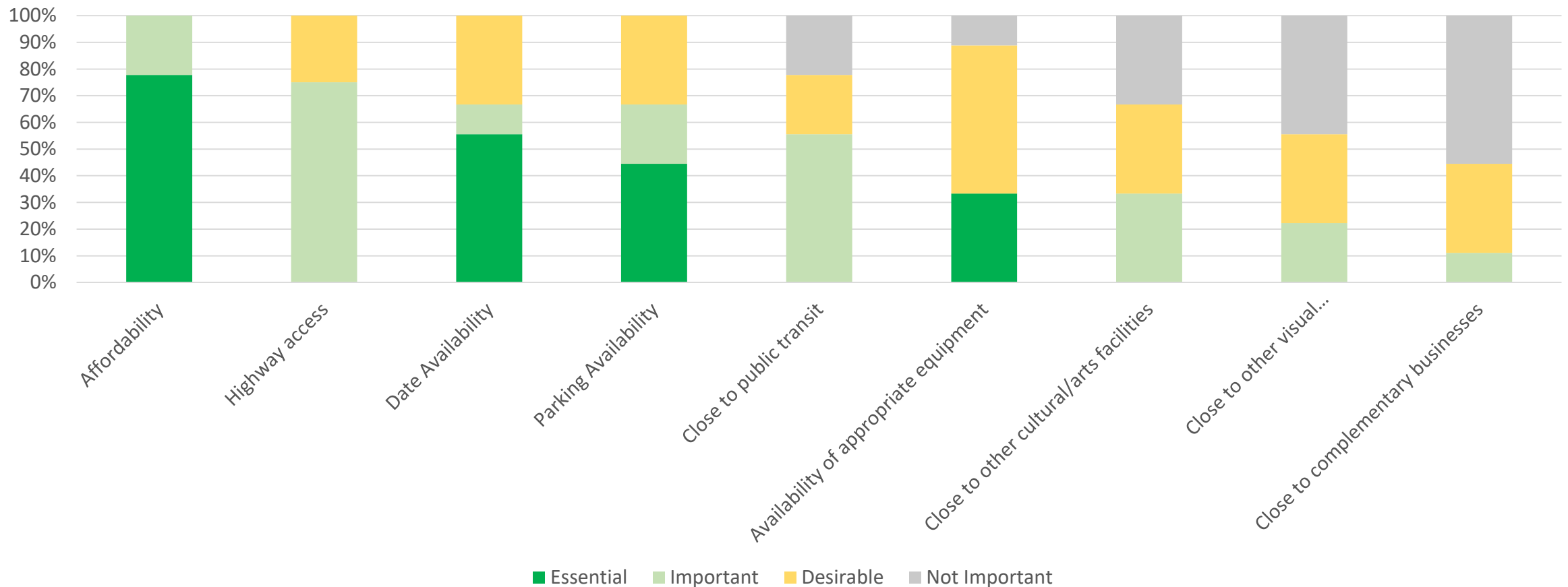
Requirements for education space are more varied, ranging from 100 - 500 square feet



# Rental Factors

Most respondents express that affordability, accessibility, and availability are the most important factors; location is less important

How “essential, important, desirable, or not important” are the following specific factors in choosing a space to rent?



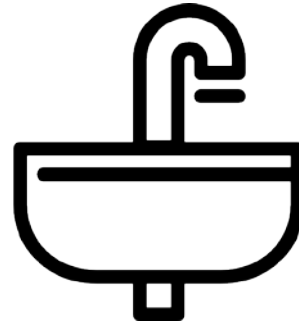
FACILITY NEEDS SURVEY

# Space Requirements

Many respondents mention the need for typical visual art studio amenities in a new space



Internet Access



Sinks



Drains



Darkroom



Appropriate Lighting

## Summary

- **Survey response was limited**
  - Respondents consist of individual artists with very small budgets
  - Many use media of painting & photography
- **Notable demand for exhibition space & teaching/learning space**
  - 500-600 square feet would serve the greatest number of respondents
  - Demand for classroom and workshop space more varied
- Respondents express the importance of **affordable and available** space with **good access**

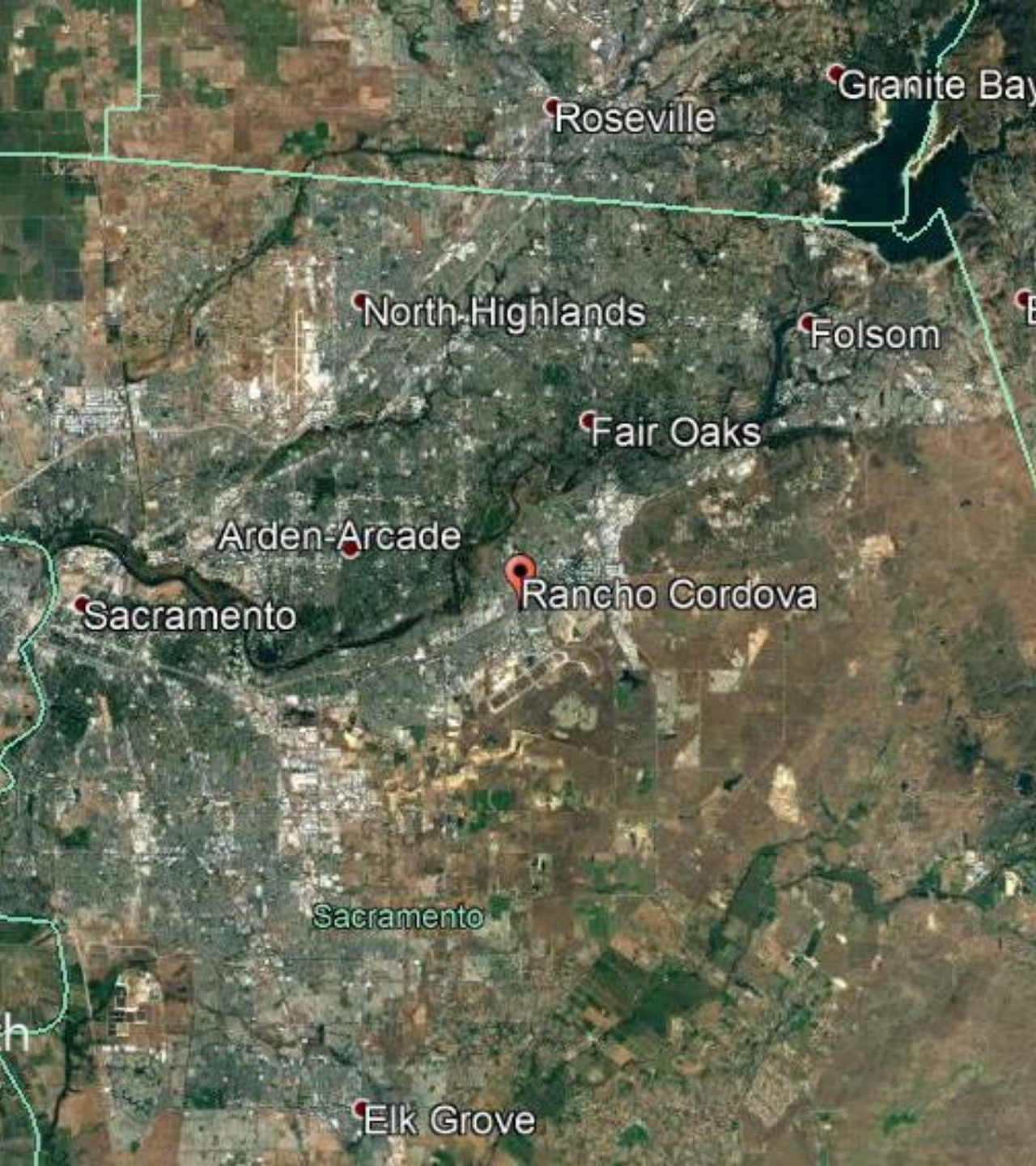


# Interview Findings

## Representative Sample

Qualitative input from some of the region's most connected and active practitioners

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



Qualitative Input

## The region is underserved

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



## Qualitative Input

### Rancho could do something awesome!

- Everyone brought up the idea of an arts center – totally unique and needed in region
- Studios for rent – range of \$1.00-\$1.50 per square foot would be considered a good deal; studios can be small, medium, and large ranging from 100 sq. ft. to 400
- Most believe that a facility in Rancho could support 6 to 12 studios
- Classes can be taught by resident artists – gives them income; gives city cost recovery
- Specialized spaces for teaching and professional use would be in high demand– ceramics, printmaking, glass, textiles, photography
- Several urged addition of flexible event and performance space to encourage community interaction, access, and rental business. Indoor and outdoor.





Qualitative Input

## Northern California examples

Davis Art Center

Merced Multicultural Arts Center

Richmond Art Center

Walnut Creek Center for Community Arts

Sebastopol Center for the Arts

### NOTABLE COMMENTS

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



What does it all  
mean?

Directions

# Class Space



## Classes



Summer Arts Camp



Ceramic Arts (8)



Culinary Arts (1)



Dance (22)



Drama (1)



Drawing & Painting (10)



Fiber Arts (3)



Foreign Languages (3)



Healing Arts (7)



Martial Arts (6)

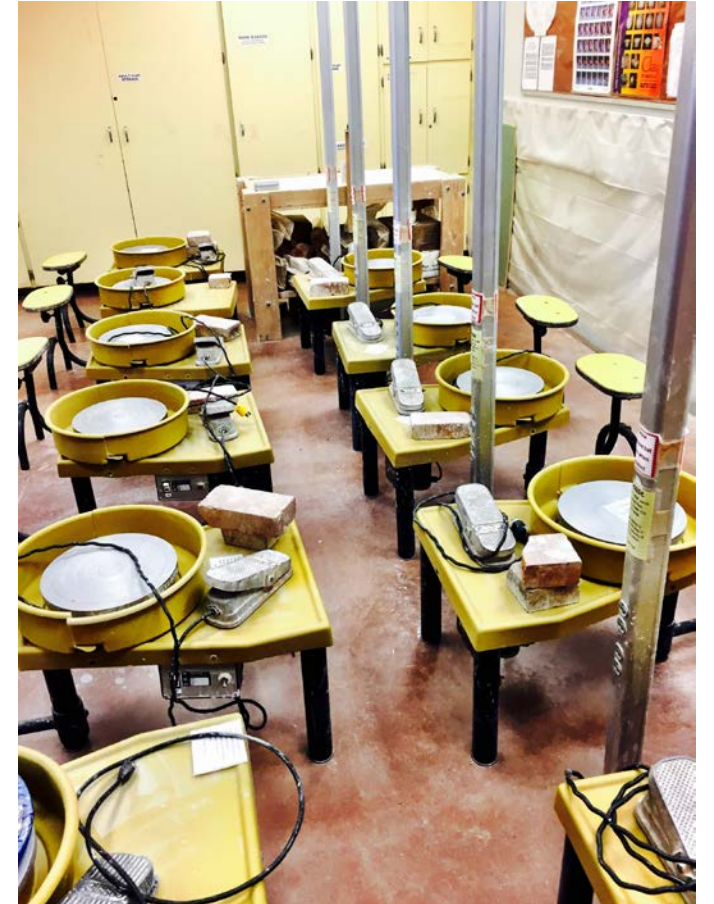


Music (4)



Directions

# Community Maker Space & Studios



Directions

# Private & Shared Studios



Directions

# Gallery & Retail



Directions

# Rehearsal Space



Directions

# Meeting / Event / Performance Space





Directions

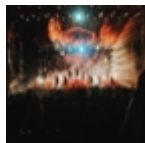
# Outdoor Space





# Discussion

# Thank you



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