

MOUNT CLEMENS EXECUTIVE SUMMARY

OVERVIEW

Artspace was contracted by the Mount Clemens Foundation with assistance from the City of Mount Clemens and Anton Art Center to conduct an Arts Market Study to quantify and describe the space needs of artists so that the community can evaluate how best to address those needs. The **Survey of Artists', Makers' and Creatives' Space Needs and Preferences** assessed a broad range of spatial needs including creative live/work, private studio, and shared creative and performing arts spaces.

The Arts Market Study (AMS) is Phase II of a two-part assessment that began in April 2019 with a Preliminary Feasibility Study (PFS). The PFS determined a mixed-use, affordable, arts-centric concept could help strengthen the arts and cultural sector of Mount Clemens and bring revitalization to downtown. Focus groups and meetings with the creative sector at that time revealed residential space as a priority, but also a clear desire for “gallery space”, “studio space”, “fabrication space”, and “gathering/ networking space.”

The AMS tests these preliminary qualitative findings and determines if there is indeed enough demand and interest by the creative sector to warrant investment in new space and if so what types of space(s) to prioritize. The data can also be used to encourage developers, building owners and operators to offer this new space and it can inform development planning decisions around concept design, location, and funding/financing strategies.

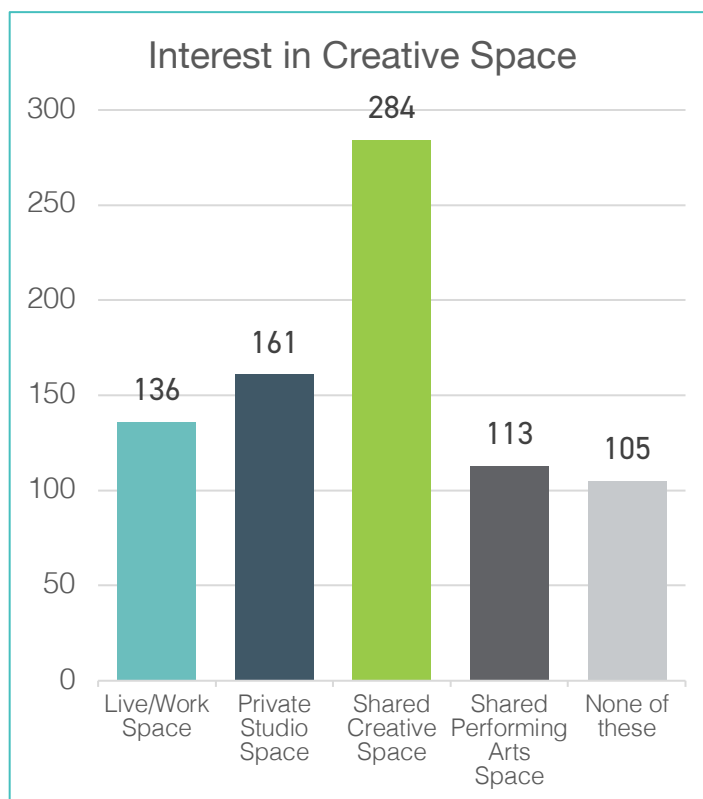
RESPONDENT OVERVIEW

There were **555 total survey respondents** of which **450 (81%)** indicated an interest in at least one type of space in Mount Clemens. The Arts Market Study achieved broad geographic responses from current Mount Clemens residents (21%), former residents (15%), and those who have never lived in Mount Clemens (65%). See page 12 for a map of respondents' zip codes.

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting and Drawing – **38%**
2. Crafts/Fine Crafts – **23%**
3. Mixed Media/Multimedia – **21%**
4. Photography – **19%**
5. Art Gallery/Exhibition – **18%**

Note: Respondents could select up to 4 options



There was a wide representation of arts, cultural, and creative industries, as well as a mix of races and ethnicities as self-reported by respondents. Shared creative space was revealed overwhelmingly as the top space need type, followed by private studio space.

RECOMMENDATIONS

The Arts Market Study data demonstrates demand for variety of creative spaces in Mount Clemens and therefore a variety of project models and space solutions can be explored by local stakeholders. For example, private studios and shared creative spaces can be offered in underutilized buildings; developers can introduce private studio and/or live/workspaces into existing project concepts; or an entirely new Artspace live/work facility can be developed. In all cases the following recommendations are a starting place for planning.

Respondent Race and Ethnicity		
White/Caucasian	481	87%
Black/African American	21	4%
Multiracial/Multiethnic	20	4%
Hispanic/Latinx	16	3%
Indigenous American	6	1%
Not Listed	6	1%
Asian American or Asian	5	1%
Total	555	100%



- **21-34 affordable artist live/work housing for households qualifying at or below 60% of AMI.**
- See page 13 for more information.



- **Up to 18 new private studio spaces** in addition to live/work. Fewer if shared and short-term private studio spaces are offered, more (up to 30) if live/work housing is not.
- **Affordability:** At least half priced at \$200 or less a month.
- Create mostly small and moderately sized studios; 200-500 square feet
- See page 19 for more information.



For **shared creative spaces**, data supports a first phase of concept planning and financial testing of:

- Shared gallery/exhibition space
- Shared general purpose, occasional-use private studios
- 1 general purpose multi-user with space for teaching/classroom
- 1 flexible space, with a piano for small performances, rehearsals and teaching
- Ceramics and/or clay studio/kiln
- See page 23 for more information.

More details around these recommendations are found in the findings section beginning on page 12. Feasibility of new space must consider factors beyond market demand. These recommendations are conservative to consider the possible impact of overlapping space interests. Artspace's recommendations are based on the survey findings as well as 30+ years of experience in the field of affordable art facility development.