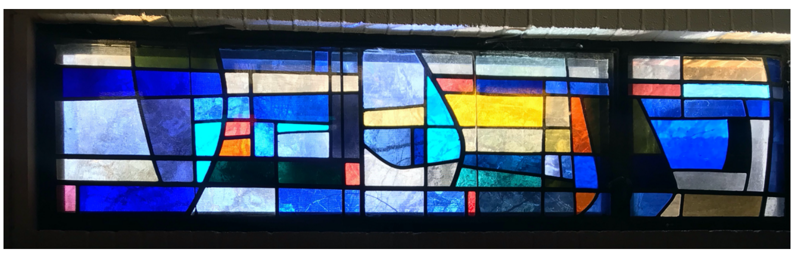
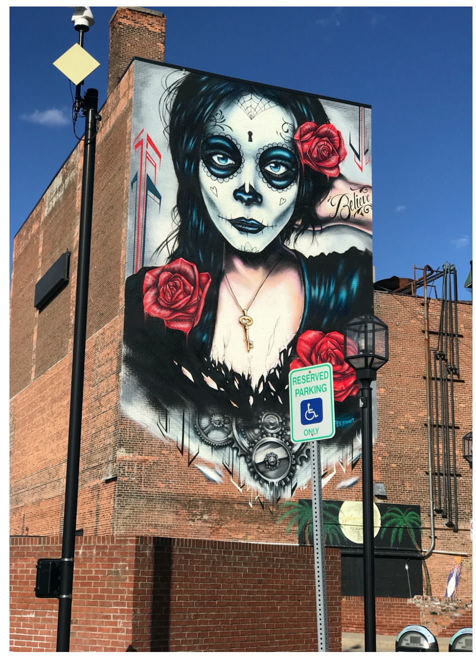
ARTS MARKET STUDY
REPORT OF FINDINGS





ON THE ARTISTS', MAKERS' AND CREATIVES' SPACE NEEDS AND PREFERENCES SURVEY

Prepared For:

Mount Clemens, Michigan // June 2020

ACKNOWLEDGEMENTS:

Artspace would like to thank the Anton Art Center, specifically Executive Director Phil Gilchrist for his thoughtful leadership during this study. This study would not be possible without the dedicated cross-sector volunteer Steering Committee who led the study implementation efforts. Artspace appreciates the opportunity to inform possible new affordable creative space initiative(s) in Mount Clemens, Michigan.

MOUNT CLEMENS STEERING COMMITTEE:

- Phil Gilchrist, Executive Director, Anton Art Center, Co-Chair
- Barb Dempsey, Trustee, Mount Clemens Foundation, Co-Chair
- Olivia Brazer, Office Manager, Macomb Family YMCA
- Linda Davis-Kirksey, President, Davis-Kirksey & Associate
- Greg DeLauro, Grant Coordinator, Anton Art Center
- Ashley Haynes, Artist
- Angel Kitone, Artist
- Mayor Laura Kropp, City of Mount Clemens
- Sean Maxwell, Artist
- Vicky Rad, Director, Macomb County Planning & Economic Development
- Stephen Saph, Owner, Nickel & Saph Insurance, Inc.; Chair, Mount Clemens Downtown Development Authority
- Brian Tingley, Community Development Director, City of Mount Clemens
- Michelle Weiss, Marketing Coordinator, Mount Clemens Downtown Development Authority
- Maria Zardis, Director of Communications and Marketing, Macomb County Planning & Economic Development

FUNDING PROVIDED BY:

The Arts Market Study process and resulting data would not be possible without generous funding from the DTE Foundation and the Community Foundation for Southeast Michigan.

KEY PARTNERS AND SUPPORTERS:

A big thank you is also extended to the Anton Art Center, City of Mount Clemens, Mount Clemens Foundation, Mount Clemens Downtown Development Authority, and Macomb County Planning & Economic Development. Each played a critical role supporting the implementation of this study.

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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.

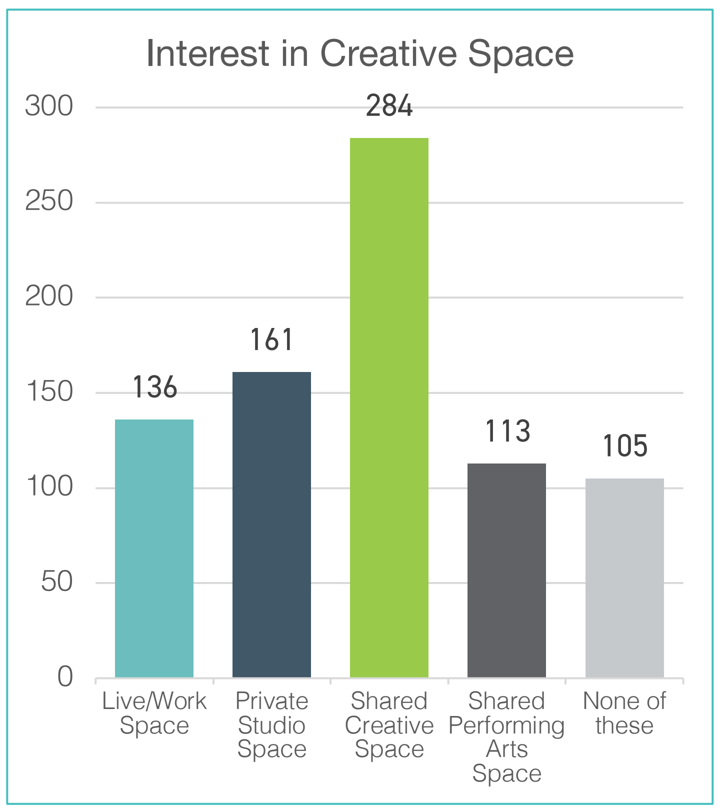
RESPONDENT OVERVIEW

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.

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%**

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.

- **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:

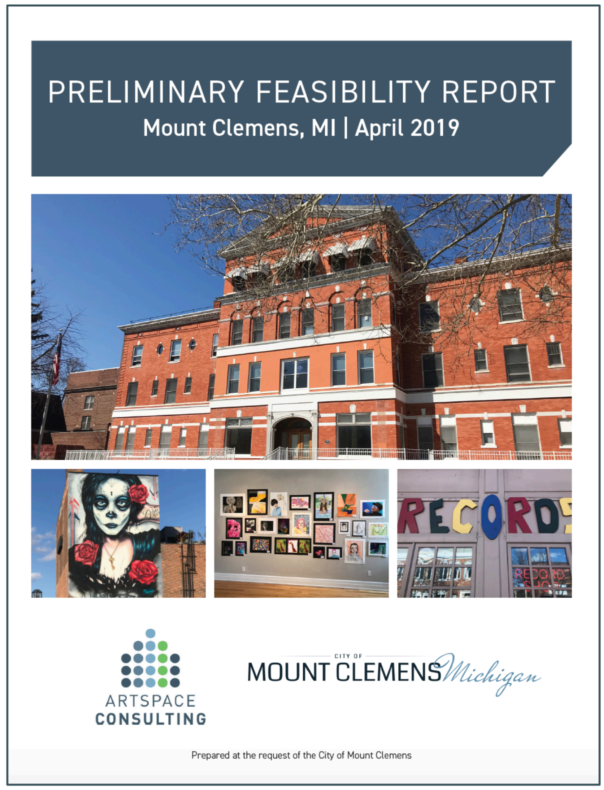
- Shared gallery/exhibition space
- Shared general purpose, occasional-use private studios
- 1 general purpose multi-user with space for teaching/classroom
- 1 flexible space, with a piano for small performances, rehearsals and teaching
- Ceramics and/or clay studio/kiln
- See page 23 for more information.

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.

INTRODUCTION

The Arts Market Study (AMS) in Mount Clemens, Michigan follows the Preliminary Feasibility Study (PFS) conducted in April 2019. The PFS included a two-day visit by Artspace staff Wendy Holmes, Senior Vice President and Aneesha Marwah, Project Manager, both from the Artspace Consulting department. The PFS is a feasibility assessment of the six key areas Artspace considers essential to successful community-led development. Those include: how an arts-centric project could **align with broader community goals; local leadership** support; assessment of **potential sites** and the site tour; **funding and financing** opportunities; the **arts market** and its need for new space; and the **project concept** for a potential new arts facility.

The Arts Market Study goes a step further. It tests assumptions formed during the Preliminary Feasibility Study, including the priority Project Concept a mixed-use project with affordable artist live/work housing on the upper floors and commercial spaces for the creative sector on the ground floor. The space concept, is again in context of the top four broader community goals mentioned during the PFS study:



1) Downtown revitalization
2) Anchoring an arts district
3) Supporting creative businesses and nonprofits
4) Historic preservation

The purpose of the AMS study is first to determine if there is enough demand and interest by the creative sector to warrant new spaces, second, to inform the conceptualization of those spaces, and third, to energize the community around advancing the creation of a project. The Arts Market Study includes: an in-depth data collection survey deployed online, this Report of Findings, and the Technical Report Addendum that contains the data and analytics.

THE SURVEY

The online Arts Market Survey was open for seven weeks February 4 – March 24, 2020 and available at ArtspaceMountClemens.org. There were **555 total respondents**. Respondents were asked a series of questions about their art/creative/cultural work, current studio or creative workspace, current living situation, interest in space in a future project, preferences for live/work and private or shared studio/workspace, as well as demographic information. The survey for Mount Clemens specifically asked about respondents' interest in renting the following space options, if available affordably in downtown Mount Clemens:

1. Relocating to live/work housing specifically designed for artists, creative individuals, and their families, referred to as "**live/work housing**" in this report;

2. Renting private studio or creative workspace on an ongoing basis, referred to as "**private studio**" in this report;

3. Shared creative space and/or specialized equipment that can be accessed on a short-term or occasional basis through a paid membership or alternative rental arrangement. Referred to as "**shared creative space**" in this report.

4. Shared performing arts spaces geared to performing artists. Access can be on a short-term or occasional basis through a paid membership or alternative rental arrangement. Referred to as "**shared performing arts space**" in this report.

INTENDED AUDIENCE

The survey results are intended to inform **Artspace's** development team as well as other **real estate developers** and **property owners** interested in developing creative space and/or artist live/work housing. Further, these findings, the design guidelines (page 26), and Technical Report Addendum can be used to advance space planning, financial modeling, and early concept design work of any future project developments.

Advocates for the local arts community, **Anton Art Center, the Downtown Development Authority, and the City of Mount Clemens** can use this information as evidence of the space needs, cultural asset gaps, and space-related challenges of the local creative sector. This in turn can help local leaders in Mount Clemens confidently usher forward projects and identify priority areas for creative space investment.

SURVEY METHODOLOGY

Artspace relies on the expertise of local partners to help promote and spread awareness about the study. The Mount Clemens Arts Market survey launched on February 4, 2020 with a reception and presentation at the Anton Art Center. Artspace provided weekly survey data updates to help the Steering Committee strategically focus its outreach efforts, paying particular attention to the respondent pool's demographics, age, and art forms. The survey was open for seven weeks via the Survey Gizmo online platform and closed on March 24, 2020. During that timeframe, there were **555 respondents** to the survey, surpassing the local goal of 500 responses. The survey outreach was conducted through the following means:

- **Press Coverage:**
  - Press coverage announcing the survey and encouraging participation occurred in print and in on-line editions of the Detroit Free Press (3/2/2020), the Macomb Daily (3/10/2020), Metromode (10/24/2019 and 3/4/2020)
  - Televised coverage was carried by Channel 7 (WXYZ, an ABC affiliate).

- **Printed Outreach:**
  - The Anton Art Center, a partner in the local Artspace efforts, included an article in their publication the Art Center Centerpiece. 100 flyers were created and printed for the Launch Party and to announce the one-week extension of the survey response collection period.
  - 1,000 printed cards that provided the survey address, were distributed throughout Macomb, Wayne, and Oakland counties. Cards were left with local businesses and public facilities such as local public libraries.

- **E-mail Outreach**
  - The dedicated Steering Committee volunteers offered their personal e-mail contact lists to spread the word about the survey and the importance of participation by artists, creative types, and makers.
  - Beyond those personal lists of addresses, e-mails were also sent out to the membership of the following:
    - Macomb County Chamber
    - The Eastpointe – Roseville Chamber
    - The Sterling Heights Chamber
    - Mount Clemens Downtown Development Authority Board members
    - Macomb Cultural and Economic Partnership
    - The Rochester Regional Chamber of Commerce
    - The Anton Art Center sent three eblasts to their list of 2,500 email subscribers
    - Michigan Film and Digital Media Office
    - Michigan Creative Film Alliance
    - The Paint Creek Art Center

        - List of creative businesses (or businesses who may employ creatives) generated by Macomb County Planning & Economic Development.
    - Local businesses involved in the arts sent out e-mail blasts to customers and their contact lists including:
        - Du All Art Supplies
        - Green's Art Supplies
        - Village Fine Art Gallery

- **Social Media Outreach**
    - A member of the Anton Art Center staff created a number of formatted social media graphics and a unique thirty (30) second video that encouraged survey completion. This production was shared with numerous outlets; a number of social media accounts including the accounts managed on behalf of the Mount Clemens DDA (35,365 followers) and Anton Art Center (5,159 followers).
    - Venues and organizations that also promoted the survey by way of social media included the Center for Creative Studies, Essay'd Detroit, and Macomb News Now. Many of the participating organizations posted the video more than once.
    - Members of the steering committee also added the video to their business and personal Facebook pages.

- **In Person Event Outreach**
    - A public Launch Party was held on 2/4/2020 to formally announce the opening for the survey. The Anton Art Center hosted the event. Approximately 150 interested members of the public attended the party. Presentations were delivered by Artspace.

Artspace Survey Launch Event at Anton Art Center

- **Unique Methods**
    - In advance of the start of the survey, the local volunteers that make up the Steering Committee and other local leaders took part in a field trip to visit the Artspace project in Dearborn. This visit allowed members of the Steering Committee to better understand the Artspace concept and allowed for the opportunity to interact with a number of current Dearborn Artspace residents. Meeting with Dearborn residents fostered an appreciation of the impact that an Artspace development has on the artistic community.
    - A cross over between funding for Phases I and II and promotion of the survey can be found by looking to the entities that donated monies for the project. The DTE Energy Foundation, the Community Foundation of SE Michigan, the Mount Clemens DDA, and the Macomb County Dept. of Planning & Economic Development all contributed funding. By approaching each of these entities, members of the Steering Committee are confident that information about the effort was shared with others.
    - The local, volunteer steering committee continued to grow during Phase II. Co-chair Phil Gilchrist continued to introduce and invite additional people to join the efforts. Beyond the primary reason of helping to spread the word about Artspace and the survey, the introductions

of others occurred with the intent of creating greater diversity amongst the members of the committee.

Survey respondents indicated that they heard about the survey through the following means:
Note: Respondents may have selected multiple options

- Email invitation – 210 (32%)
- Social media outlet – 182 (27%)
- Friend/colleague/acquaintance – 131 (20%)
- Survey launch event/public meeting – 56 (8%)
- Other (Anton Art Center, YMCA, Macomb Daily) – 24 (4%)
- Another web-based source – 21 (3%)
- Flyer, poster, postcard – 19 (3%)
- Information media source, not web-based- 12 (2%)
- Postcard in the mail – 10 (2%)

SURVEY DISCLAIMER

The survey respondents are a "sample of convenience," a non-probability sampling method. While believed to be grossly representative of the target population (artists, makers and other creatives living in/around Mount Clemens) generalization of the findings to these broader populations cannot be conducted. It is not anticipated that the respondents who express interest in space will necessarily be the same creatives who would rent new space if available.

The respondents are representative of a need in a healthy, stable, creative market and data is considered relevant for up to five years. Because of the non-random nature of the sample, the data reported includes only descriptive statistics. The total responses included in this report are all completed survey entries, barring any apparent erroneous or duplicate responses which were removed. Due to the nature of data collection, the analysts at Artspace are not able to eliminate the entire possibility of duplicate responses to the survey, given the bounds of confidentiality. Data that is not statistically relevant due to low response numbers are omitted from this report. Small group differences or percentages should be interpreted carefully. Statistical analysis of the Survey Gizmo collected data was conducted via SPSS Statistics software and Microsoft Excel.

ARTSPACE DISCLAIMER

Artspace does not operate shared creative space, rather rents affordable commercial space to organizations or businesses that do**.** In an Artspace mixed-use project, rentable commercial space is typically less than 20% of an overall building's square footage. Local entrepreneurs, non-profits, municipalities and/or creative businesses that currently offer or want to offer the types of shared spaces that are of interest to respondents, should review Section IV of the Technical Report for more information.

Artspace's recommendations are based on 30+ years of experience in the field of affordable art facility development. There are factors besides market demand that will influence a future project concept and feasibility of new space including: funding opportunities and funder priorities; civic leader priorities; projected growth of the area; available sites; and any planned creative space developments for the area.

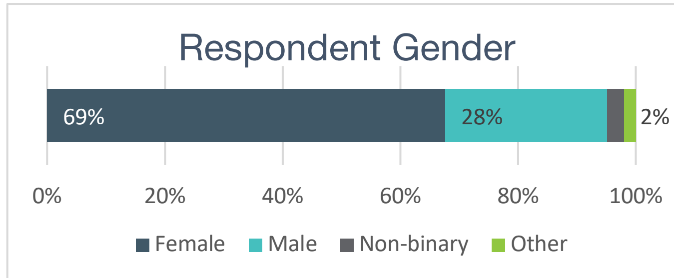
Survey respondents could select multiple types of spaces that they would be interested in renting or relocating to and duplication of interest is possible. For example, an artist may want both live/work housing and private studio space, however it is reasonable to assume an artist expressing interest in both spaces, does not intend to rent both at the same time. Artspace's overall recommendations are conservative to consider the possible impact of overlapping space interests.

Artspace has conducted over 94 Arts Market Surveys across the country reaching more than 40,000 artists. The experience and lessons learned from surveying artists and creatives around the country plays heavily into the market considerations, assumptions, and recommendations in this report.

The primary focus of this report is on the **450 (81%) of respondents who indicated an interest in at least one type of creative space in Mount Clemens.**

555 TOTAL RESPONDENTS

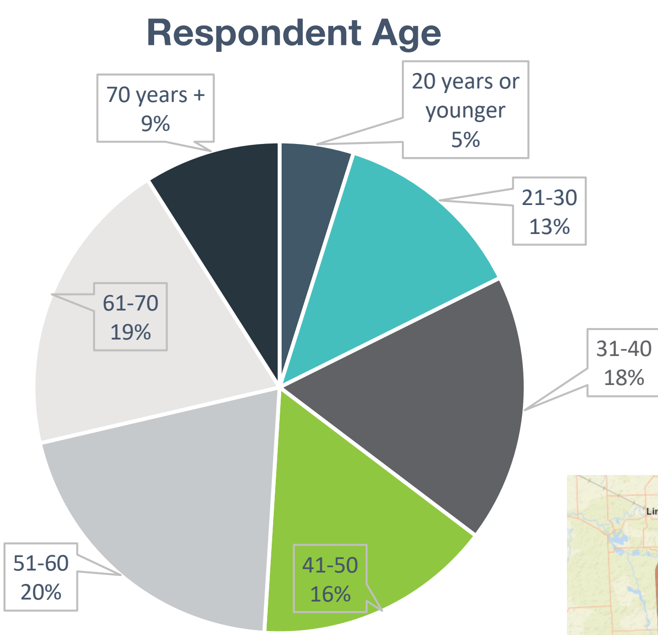
450 (81%) ARE INTERESTED IN AT LEAST ONE TYPE OF CREATIVE SPACE



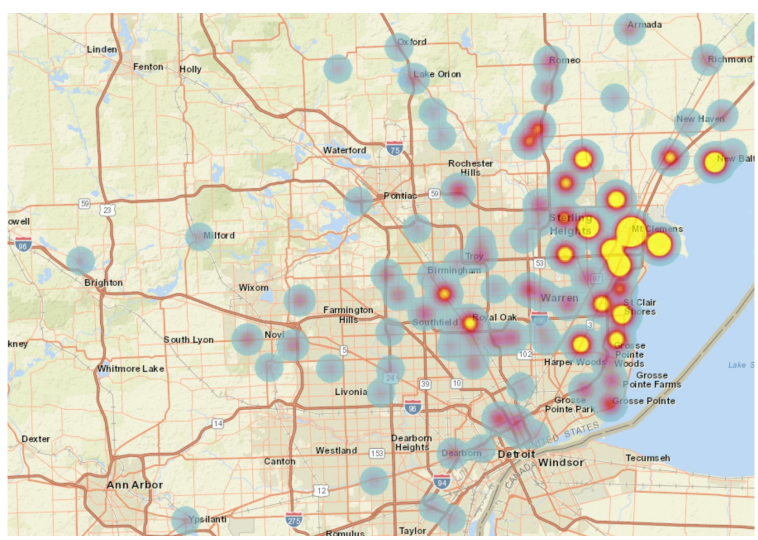
25 Respondents (5%) are veterans of the United States Armed Forces

CURRENT SPACE STATS

- 70% own their living space
- 47% do not have dedicated workspace used only for art or creative work
- 62% use space within their home for their creative work (dedicated or not)
- 24% do not have the space they need for their art or creative work
- 84% earn less than 25% of their income from their art/creative work including
  - 52% earn no income
  - 26% earn between 0-10%
  - 3% earn between 10-25%



RESPONDENT LOCATION



ARTIST SURVEY INTEREST IN:

LIVE/WORK HOUSING

The information on the following pages is solely about the **136 respondents** interested in live/work housing in Mount Clemens

136 (25%) OF THE **555** TOTAL RESPONDENTS ARE INTERESTED IN LIVE/WORK HOUSING

62 (46%) **ARE ONLY INTERESTED IN LIVE/WORK HOUSING**

Definition: Live/Work Housing
Space that meets standard residential codes and is somewhat larger than a typical dwelling unit. For example, 600-800 sq. ft. for an efficiency, and up to 1,400 sq. ft. or larger for a 3-bedroom unit in a typical Artspace project. The space is designed flexibly, incorporating both wide open areas and private rooms, to allow artists and creatives to arrange their living and working environment in a way that best suits their artistic/creative and family needs. The aesthetics favor durable surfaces, allowing residents to create in a variety of mediums anywhere in the space and artist-friendly design features, amenities and management policies are incorporated

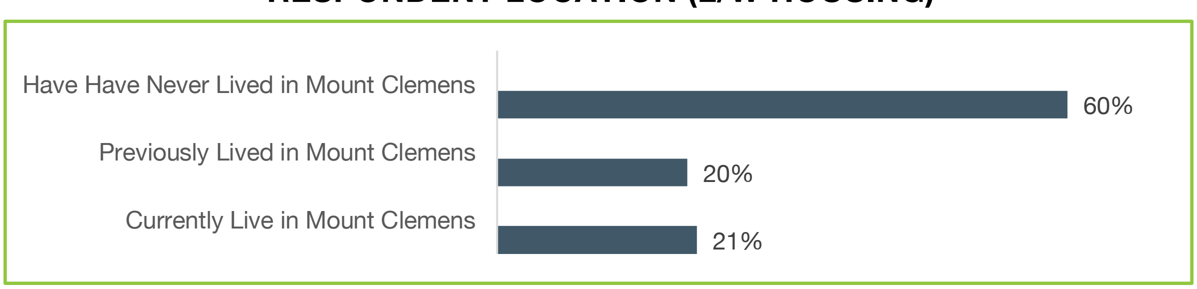
HOUSEHOLD COMPOSITION
- One-person – 55 (40%)
- Two-person – 44 (32%)
- Three-person – 18 (13%)
- Four or more – 19 (14%)
- Children (under 18) – 28 (21%)

52% ARE 40 YEARS OF AGE OR YOUNGER

62% OF LIVE/WORK INTERESTED ARTISTS HAVE A BACHELOR'S DEGREE OR HIGHER

HOUSING TENURE
- **61 (45%)** Currently rent/lease their living space, a higher percentage than total survey respondents
- **41 (30%)** Own their space
- **34 (25%)** Neither rent nor own

RESPONDENT LOCATION (L/W HOUSING)



FINANCING FOR AFFORDABLILTY

To keep live/work housing affordable while ensuring projects remain financially self-sustaining, the Artspace financing model combines public and private resources. A primary public funding tool is the Federal Low-Income Housing Tax Credit (LIHTC) program which drives private equity investment to capitalize projects.

The U.S Department of Housing and Urban Development (HUD) regulates this program. It uses the local median income as a reference point for setting annual household income limits for residents and the maximum monthly rents that can be charged. HUD also sets “utility allowances” that in effect further lower rent and ensure that low income residents are not paying more than they can reasonably afford toward their housing. These limits change annually. The 2020 HUD published maximum household income for those earning 80%, 60%, and 30% or less of the Area Median Income (AMI) and the corresponding rents for Macomb County, Michigan are in the following table. The rents and income limits set by HUD reflect the trends in the whole County, rents are expressed by month and incomes are annual.

2020 HUD Income and Rent Limits for LIHTC Projects in Macomb County

Household Size	Income Max (30% - 60% AMI)	Income Max (80% AMI)	Bedrooms	Max Rent (30% - 60% AMI)	Max Rent (80% AMI)
1	$16,500-$33,000	$44,000	Efficiency	$412-$825	$1,100
2	$18,840-$37,680	$50,240	1-bedroom	$441-$883	$1,178
3	$21,210-$42,420	$56,560	2-bedroom	$530-$1,060	$1,414
4	$23,550-$47,100	$62,800	3-bedroom	$612-$1,224	$1,633

Source: Novogradac & Co. Rent and Income Calculator; Novoco.com, 2020

89 (65%) of creatives interested in live/work housing self-identified as income qualifying at 80% or below AMI per HUD guidelines. **67 (49%) income qualify at 60% of AMI** and 34 (25%) report incomes that fall at 30% or below AMI qualifying them for deeply subsidized units. The median income from the self-reported data of creatives interested in live/work housing is $35,001-$40,000. The HUD income limits correspond to household size, so taking in account the size of the household is very important. **The table on the following page shows how a development for residents earning up to 60% of AMI would be appropriate in Mount Clemens, aligning well with the LIHTC program**. Also, of note, 16 respondents (12%) indicated incomes over $85,000, indicating a small opportunity for conventionally financed artist housing as well.

$78,500 – 4-PERSON MEDIAN HOUSEHOLD INCOME FOR MACOMB COUNTY, MICHIGAN (SOURCE: NOVOCO/HUD 2020)

106 (78%) earn less than 25% of their income from their art/creative work including **58 (43%)** who earn no income from their art.

Income by Household Size for Respondents interested in affordable artists' live/work housing								
Annual Household Income	**1**	**2**	**3**	**4 or more**	**Total**	**Income Qualify 30% AMI**	**Income Qualify 60% AMI**	**Income Qualify 80% AMI**
Prefer Not to Answer	2	1	3	0	6	0	0	0
Under $10,000	3	1	2	1	7	7	7	7
$10,000 - $15,000	9	2	1	1	13	13	13	13
$15,001 - $20,000	5	2	2	0	9	9	9	9
$20,001 - $25,000	4	2	3	2	11	5	11	11
$25,001 - $30,000	5	1	4	1	11	0	11	11
$30,001 - $35,000	4	0	1	2	7	0	7	7
$35,001 - $40,000	7	1	3	1	12	0	5	12
$40,001 - $45,000	4	2	1	1	8	0	2	8
$45,001 - $50,000	1	0	5	2	8	0	2	7
$50,001 - $55,000	4	0	1	0	5	0	0	1
$55,001 - $60,000	3	1	5	1	10	0	0	1
$60,001 - $65,000	0	0	0	1	1	0	0	1
$65,001 - $75,000	1	2	1	1	5	0	0	1
$75,001 - $85,000	1	2	2	2	7	0	0	0
$85,001 - $100,000	1	0	5	2	8	0	0	0
$101,000 - over $400,000	1	1	5	1	8	0	0	0
Total	**55**	**18**	**44**	**19**	**136**	**34**	**67**	**89**
% of respondents who income qualify at 30% AMI								**25%**
% of respondents who income qualify at 60% AMI								**49%**
% of respondents who income qualify at 80% AMI								**65%**

RENTAL AFFORDABILITY

In addition to questions about household income, Artspace asked creatives, what is the maximum amount they would consider paying monthly for live/work housing. This is to understand how to model the live/work rent structure. If using affordable housing resources like LIHTC, there are restrictions on household size relative to the number of bedrooms in a unit. For example, a one-person household may not be allowed, by HUD to rent a three-bedroom unit. The maximum rental rates for any future project are set by HUD and vary according to bedroom count and household income.

Max Amount Willing to Pay for Rent on a Monthly Basis		
Max monthly rent	**Total**	
	#	**%**
$400	23	17%
$500 - $600	34	25%
$700 - $800	38	28%
$900-$1,000	27	20%
$1,100 - $1,200	8	6%
$1,300 - $1,500	4	3%
Over $1,500	2	1%
Total	136	100%

Respondents were also asked what they currently pay in monthly housing costs (for those renting and owning), excluding utilities and the median was reported as $701-$800. This indicates that housing prices may already be affordable in the community. This can be problematic if the 60% AMI units are too expensive for lower income households. See the allowable income limit range on page 14.

RECOMMENDATIONS FOR LIVE/WORK HOUSING

Artspace estimates the market demand for a 30% - 60% AMI targeted Low-Income Tax Credit live/work housing development to be 21-34 units for creatives in Mount Clemens. This is a conservative estimate and the methodology accounts for the many factors that Artspace has seen influence the demand for live/work housing.

Live/Work Housing Demand for Mount Clemens				
Factor	**Count**		**Discount Multiplier**	**Discount Number**
	#	**%**		
Total Interested Artists	136	100%		
Incomes above 60% AMI	69	51%	2/3	45
Current Homeowners	41	30%	1/2-2/3	21-27
Have never lived in Mount Clemens	81	60%	1/4	20
Households with more than one survey respondent (“yes” and “unsure” responses)	52	39%	1/4-1/3	13-17
Current Full-Time Students	13	10%	1/4-1/2	3-6
Est. Market Support	**21-34 units**			

- **Income Qualification:** The number of interested respondents who self-identified as income qualifying at or below 60% of AMI is 49%. Given that the incomes provided by respondents are unverified and household compositions may change, there are still a considerable number of respondents potentially over-income, thus discounted by a 2/3 multiplier. HUD’s published income limits are revised annually. If funding sources support up to 80% AMI, the market will support more live/work housing.

- **Homeownership:** 41 (30%) of respondents who want live/work housing currently own their residences. These interested creatives may be less likely to relocate to a rental situation from their ownership situation; thus, demand was discounted by 1/2-2/3.
- **Relocation:** 60% (81) of the interested respondents have never lived in Mount Clemens and another 27 (20%) do not currently live there. Artspace assumes that respondents outside of an area may overstate their interest in relocating and discounted this by 1/4.
- **Duplication:** 24 (18%) indicated someone else in their household was also taking this survey and expressing interest in live/work housing, and 28 (21%) were unsure. This is very important caveat as we think about these respondents potentially renting units as a household. This suggests a possible reduction in demand by an estimated 13-17 units (1/4-1/3), if those households remain intact upon relocation.
- **Student Interest:** Interested creatives who are currently full-time students are 10% (13 respondents) and their household incomes/ location preferences/ compositions are all likely to change post-graduation. With that in mind demand was reduced by1/4-1/2 (3-6 units).

OTHER NON-QUANTIFIABLE FACTORS

- **Overstatement of Interest:** While not quantifiable, enthusiasm for new space and the project concept may influence an affirmative response, but not result in actual relocation.
- **Rental Affordability:** Residents would have to consider LIHTC rents affordable, which is based upon paying up to 30% of one's income in rent annually. This can be seen is as a high amount to spend on housing to many. Housing units must be priced affordably for the market (including utility allowances) regardless of the HUD maximum allowable rents.
- **Available rental property:** Given what current renters are paying in the market, there may be naturally occurring affordable housing that is non-income qualifying already available. The artist live/work facility design and creative community concept must be compelling to a future resident even when the existing housing options are readily available and affordable.
- **Drop off:** An Artspace development can take years to come together, the identified market demand is generally reliable for up to five years, barring any significant changes to the local creative population or influx/outflux trends.
- **Future Household Composition Changes:** Respondents household compositions may change during the project development phase and some respondents may no longer be eligible or interested. However, the survey methodology assumes that respondents are representative of need and interest, rather than being the specific household that would relocate in the future.

The design of space and other development decisions (location, amenities etc.) may impact leasing and the effect of any adverse decisions are not considered in this calculation. Market need is only one of many factors that shape a project concept. A development team may choose to increase or decrease a final unit count after a review of all project feasibility factors, including the site, financing methods, and the related LIHTC Qualified Allocation Plan (QAP), if applicable.

UNIT SIZES

Artspace's live/work units are generally about 150-200 SF larger than traditional affordable housing and have flexible floor plans to accommodate for workspace. Average Artspace unit sizes are:

- **Average efficiency:** 700 sf – 800 sq. ft.
- **Average 1BR:** 800 sq. ft. – 1,000 sq. ft.
- **Average 2BR:** 1100 sq. ft. – 1,200 sq. ft.
- **Average 3BR:** 1400 sq. ft. – 1,600 sq. ft.

The live/work and building amenities and features most preferred by the creatives interested in live/work housing and other design considerations are further explained on page 26. Addressing these preferences through design, is important to the marketability of any future development.

RETAINING AND ATTRACTING THE CREATIVE SECTOR

Of the 136 respondents who indicated that they would relocate to live/work housing designed for artists and their families, 28 are currently residents of Mount Clemens. **16 (57%) of the 28 Mount Clemens residents responded that they have considered leaving, and 94% of them (15 creatives) would be encouraged to stay for the opportunity to have affordable live/workspace.**

ARTIST SURVEY INTEREST IN:

PRIVATE STUDIO SPACE

The following statistics are about the **161 respondents** interested in private studio space on an ongoing basis.

161 (30%) OF THE 555 TOTAL RESPONDENTS ARE INTERESTED IN PRIVATE STUDIO SPACE

- **115 (71%)** INTERESTED IN ONLY PRIVATE STUDIO SPACE AND NOT LIVE/WORK
- **46 (29%)** INTERESTED IN BOTH PRIVATE STUDIO SPACE AND LIVE/WORK

OF THE 161, 85 (53%) DO NOT HAVE SPACE THAT THEY ONLY USE FOR THE ART/CREATIVE WORK

91 (57%) HAVE STUDIO/WORKSPACE WITHIN THE HOME

53 (33%) DON'T HAVE THE SPACE THEY NEED FOR THEIR ART/CREATIVE WORK

Definition: Private Studio Space

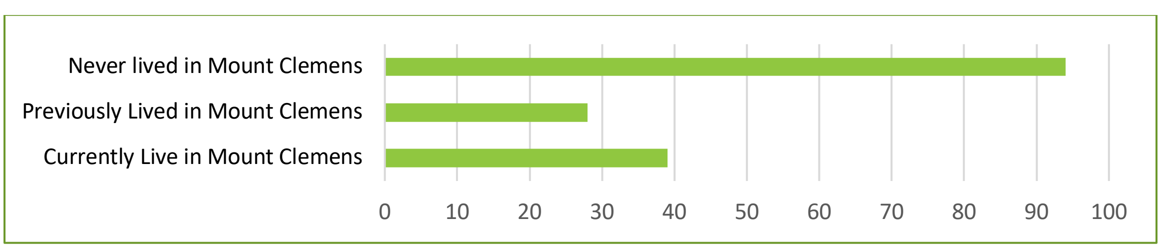
Space designed for the creation or practice of art (e.g., for visual arts, performing arts, or other creative work space needs). This space is not code compliant for residential use but may be in a building that includes residential space. Space is rented on a long-term (annual lease) basis.

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting/Drawing – **39%**
2. Crafts/Fine Crafts – 24%
3. Mixed Media – **22%**
4. Art gallery/curatorial – **22%**
5. Photography – 21%

(Note: Respondents could select up to 4 options)

RESPONDENT LOCATION (PRIVATE STUDIO INTEREST)

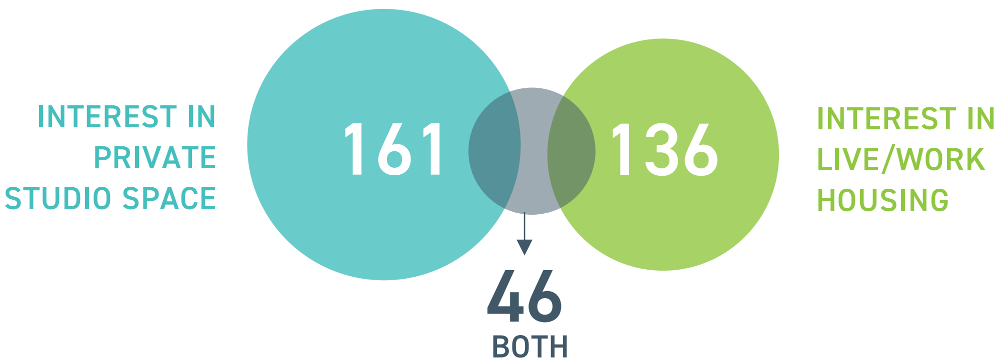


DETERMINING THE NEED FOR PRIVATE STUDIO SPACE

Private studio space is rented long-term under an annual lease agreement by a single renter who may or may not choose to share space with other artists. From a lessor's perspective, it is commercial or industrial space that is adaptable to the needs of the artist/creative. This space can be rented by a small creative business for the creation or sharing of their work, or by an individual for similar artistic or creative purposes.

When calculating the demand for private studio space, Artspace uses the number of respondents <u>only</u> interested in private studio space and not live/work housing too **(115 respondents).** Top priority shared amenity and design feature preferences are based on the responses of all those interested in private studio space **(161 respondents)**. The assumption is an artist is **<u>unlikely</u>** to rent both live/work and private studio space. In Mount Clemens, (71%) of the 161 respondents, want only private studio space.

RECOMMENDATIONS FOR PRIVATE STUDIO SPACE



There is demand for **up to 18 private studio spaces, if live/work housing is also built, or up to 30 spaces if it is not**. However, there is also overlapping interest in short-term private and shared studio/creative workspaces (see Shared Creative Space section beginning on page 23), which if built and leased would decrease demand for long-term private studio space. Artspace's demand model is conservative and attempts to account for the many factors that can impact the decision to rent long-term private studio space outside of one's home such as choosing a less costly option like sharing a studio space with other artists or renting short-term spaces instead.

The factors considered in the Artspace demand calculation are in the table below. While workspace may be made available for under $1.00 SF, affordable, new construction clean studio/creative workspace may be difficult to lease sustainably for less, and thus rental rate is included as a factor in our calculation. Those labeled "other factors" are important to consider but harder to quantify and include for example:

- Amenities and square footage that is required by interested respondents, may not be feasible to provide affordably.
- Income fluctuation, leading to shorter studio renting tenure and greater tenant turnover.

Private Studio Space Demand for Mount Clemens							
Factor	**Total Interested Artists Count**		**Only Interested in Studio Space (not L/W too)**		**Discount Multiplier**	**Discount # (Total Interest)**	**Discount # (Only Studio Space)**
	#	**%**	**#**	**%**			
Total Interested Artists	161	100%	115	100%			
Currently Have Dedicated Workspace	76	47%	58	50%	1/2	38	29
Have never lived in Mount Clemens	94	58%	70	61%	1/3	31	23
Overlapping Interest in Short-Term Studio Space)	68	42%	59	51%	1/4	17	15
Ability to pay min. $1/SF	49	30%	31	27%	1/2	25	16
Other factors	N/A	N/A	N/A	N/A	1/8	20	14
Est. Market Support	**Up to 30 studio spaces**		**Up to 18 studio spaces**			131	97

The value of this recommendation relies on a diverse selection of private studio space options that reflect the sizes, rental costs, amenities, and features preferred by interested artists/creatives.

STUDIO SIZES & RENTAL RATES

Understanding what interested respondents can afford and how much space they need is critical to the marketability and self-sustainability of new space. The following table provides a summary of this information which asked all respondents interested in studio space what is the minimum square footage necessary for your private studio space and what is the maximum monthly amount you would consider paying not including utilities, if paid separately from housing. Artspace considers $1/square foot a sustainable affordable rent. That amount is shaded in light green in the table below.

Monthly Rent	Minimum Square Footage Needed										Total
	Under 200 SF	200 - 350 SF	351 - 500 SF	501 - 650 SF	651 - 800 SF	801 - 1,000 SF	1,001 - 1,500 SF	1501-2000 SF	Over 2,000 SF	Not Sure	
$1 - $50	5	5	2	1	0	0	0	0	1	1	**15**
$51 - $100	8	16	0	1	0	0	1	0	0	2	**28**
$101 - $150	8	8	2	2	2	0	1	0	0	1	**24**
$151 - $200	0	8	4	1	1	1	1	0	0	0	**16**
$201 - $250	2	5	9	2	1	0	2	0	0	2	**23**
$251 - $300	1	4	3	4	0	1	0	0	0	1	**14**
$301 - $350	2	2	3	2	0	1	0	0	0	0	**10**
$351 - $400	0	3	2	4	1	1	0	0	0	1	**12**
$401 - $500	0	4	4	0	0	1	1	0	0	1	**11**
$501 - $750	0	2	0	1	0	1	0	0	0	1	**5**
More than $750	0	0	1	0	0	1	0	0	1	0	**3**
Total	**26**	**57**	**30**	**18**	**5**	**7**	**6**	**0**	**2**	**10**	**161**
Total ($1/SF)	**13**	**20**	**7**	**1**							

Based on the data and the summary statistics, a draft program plan for up to **30 private studio spaces** should consider units of varying sizes and price points. For example:

- **5 studios up to 200 square feet.**
- **11 studios 200 - 350 square feet.**
- **6 studios between 351-500 square feet.**
- **7 studios over 500 square feet.**
- Rents that **do not exceed $300 gross per month**, regardless of studio size.
- At least half of the studio spaces should rent **at or below $200/month.**

MOST REQUESTED PRIVATE STUDIO SIZE*
54% (87) would be served by
200-500 square feet
**A variety of sizes are needed*

If planning for studios larger than 650 square feet or more than $300/month, Artspace recommends pre-leasing, collecting letters of interest, and/or developing a waiting list before construction.

Respondents interested in private studio space indicated design feature and shared amenity preferences. Developers interested in building private studios are encouraged to address these preferences which are described on page 26 and in Section III of the Technical Report.

In all cases, studio and creative work-only space should be developed conservatively. Despite the strong interest, investment in studio space is inherently riskier than housing. Phasing in new space, rather than immediately building to the maximum is the recommended approach.

ARTIST SURVEY INTEREST IN:

SHARED CREATIVE SPACE AND SHARED PERFORMING ARTS SPACE

284 (51%)

OF THE 555 RESPONDENTS ARE INTERESTED IN ACCESS TO SHARED CREATIVE SPACE

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting/Drawing - **38%**
2. Crafts/Fine Crafts – **28%**
3. Mixed Media - **23%**
4. Photography **– 20%**

**Respondents could choose up to 4*

Definition: Shared Creative Space and Specialized Equipment

Space that may be available through a paid membership (e.g. makerspace or co-working space model) or rented for a fee on an hourly, daily, weekly or another short-term basis. Space may be available for a single renter's exclusive use during the rental period (e.g. film-screening room or classroom) or shared with others at the same time (e.g. ceramics studio, dark room, business center). Some spaces may include equipment (e.g. woodworking tools, 3D printers, computers with design software, kilns, torches for metalworking etc.) Classes or training may also be incorporated into the overall space program.

113 (26%)

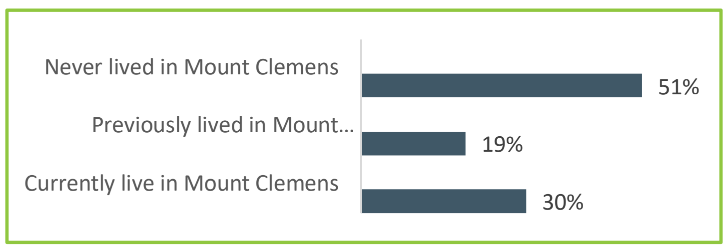
OF THE 555 RESPONDENTS ARE INTERESTED IN ACCESSING SHARED PERFORMING ARTS SPACE

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Music - **30%**
2. Painting/Drawing – **23%**
3. Mixed Media **– 20%**

**Respondents could choose up to 4*

RESPONDENT LOCATION (SHARED PERFORMING SPACE)



Definition: Shared Performing Arts Space

Space that accommodates the needs of those in the performing arts or other complementary industries. Like shared creative space, the space and specialized equipment may be available for short-term, private rentals (e.g. hourly, daily, weekly, monthly) or accessible to multiple users at the same time through a membership or other rental arrangement.

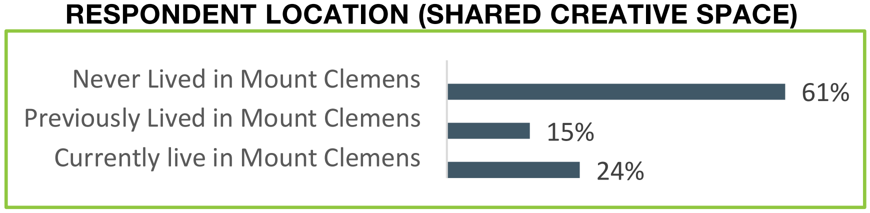
artspace

INTEREST IN SHARED CREATIVE SPACE

These spaces and associated programs are typically offered to artists through an organization/operator that has leased long-term space from the property owner for that purpose, i.e. Artspace. *Collaborative* shared space examples include: co-working or makerspaces designed for specific uses such as ceramics, 3D printing, culinary arts, or woodworking. *Private short-term rentals* examples include: storage, conference rooms, general use studio, or a screening room. The intent is to offer artists access to space and/or equipment that is too expensive or impractical for individual artists to lease or own. Shared creative space can exist in the context of a multi-use facility, or independently.

68 (24%) of the creatives who are interested in shared creative space are current residents of Mount Clemens and 43 (15%) are previous residents. Developing new shared creative space would first address a local need for space, but also attract outsiders to Mount Clemens.

RESPONDENT LOCATION (SHARED CREATIVE SPACE)



With 284 total respondents expressing interest, shared creative space ranks by far as the most needed space type of those asked about in this survey. The creatives are involved in a wide variety of industries and correspondingly have a variety of space needs. While 52 of these respondents also expressed an interest in live/work housing, it is anticipated that most specialized shared space needs will remain constant even if new live/work housing, or private studio space is created. A clear exception is the overlapping interest in shared general-purpose studio space (multi-user and occasional private use) with ongoing private studio space.

RECOMMENDATIONS FOR SHARED CREATIVE SPACE

MOST PREFERRED TYPE OF SHARED SPACES*

- Gallery/Exhibition space – 106 (37%)
- Studio space (gen-purpose, multiple users) – 97 (34%)
- Studio space (gen-purpose, occasional private use) – 85 (30%)
- Ceramics and/or clay studio – 80 (28%)
- Photography studio – 70 (25%)

Artspace recommends including, to the extent feasible shared creative space in any new multi-use facility. A multi-use facility would be enhanced by general purpose flexible studio space that offers short-term private use studios and a shared studio for multiple users. Additionally, at least 20% of respondents prefer the following types of space/specialized equipment: computers with design software. classroom/teaching space, woodworking shop and equipment. Any interested developer, including Artspace, would need to find an organization/business or individual who could lease this sort of commercial space and sustainably operate the preferred programs. Some of these needs can also be met through existing programs and studios in the area.

A full list of types of spaces/specialized equipment preferred by respondents can be found in the Technical Report Section IV and can be referenced for other spaces/program ideas.

INTEREST IN SHARED PERFORMING ARTS SPACE

These spaces operate similarly to shared creative space but are focused on the performing arts. The spaces and associated programming are typically offered by an organization or business that leases commercial space from the property owner. *Collaborative* shared spaces may include for example: costume, prop and set design shops, or storage. Examples of *Private short-term rentals* include: rehearsal or performance space; or sound proof practice or recording studio space. Performing arts space can be expensive for artists due in part to the volume of space required for rehearsal and performance and the technical requirements. Shared performing arts space can exist in the context of a new multi-use facility, or as a stand-alone venture.

RECOMMENDATIONS FOR SHARED PERFORMING ARTS SPACE

The interest in shared performing arts space (113 respondents) is less than the interest for shared creative space (284 respondents), but still sizeable. It is useful to consider the most preferred shared performing arts space and the shared creative space needs independently.

MOST PREFERRED TYPE OF SHARED PERFORMING ARTS SPACE

- Rehearsal Space – 34 (30%)
- Music Recording Space – 31 (27%)
- Theater/Performance (black box/flexible) – 30 (27%)
- Soundproof practice room – 28 (25%)
- Theater/Performance space – 27 (24%)
- Networking/Meeting space – 24 (21%)

**Respondents could choose up to four options. These spaces would be accessible on a short-term lease basis or paid membership*

The nature of many types of performing arts spaces is that they are often costly to build and operate while generated income is seldom enough to offset the expense. Users also tend to require the spaces at similar times (e.g. evenings and weekends) making scheduling difficult and in return creating an inefficient economic model. The more flexible the space and suitable to multiple users and complementary programs the more self-sustaining the spaces become.

Underutilized spaces in Mount Clemens and Macomb County should be the first consideration for meeting this need. A second strategy is leasing commercial space to a performing arts organization that can build out new space for their own and shared uses. A third strategy is to include flexible space in a new development that can be used for rehearsals, as this would address the most preferred shared performing arts space need. Any operator interested in offering performing arts space in the context of a multi-use facility or independently, should review Section IV of the Technical Report.

DESIGNING ARTIST SPACES

Planning for new space requires more than just quantifying interest in live/work housing, private studio, and shared creative spaces. Location, rental costs, shared amenities, size and design features all impact marketability of new spaces. Regional market conditions, funding strategy, available operators of shared spaces and project budget also influence what spaces are created and the amenities and features that are included. Thus, Artspace offers the following design best practices to assist developers of new creative space, informed both by the Mount Clemens survey data as well as Artspace's 30+ years designing artist projects.

DESIGN FEATURES AND AMENITIES

GENERAL GUIDELINES

If buildings are designed to incorporate features and amenities that artists prefer, then the artists are better served, and spaces are more leasable. In the design phase, developers should be mindful of the environment preferences of specific types of art, (e.g., lighting, flooring, heating/cooling, ventilation noise, ceiling height, etc.) All artist spaces need safe and secure storage, the ability to easily load and unload projects, materials, and equipment. This means wide hallways (6-foot width minimum), oversized doorways and elevators with 3,500 pounds capacity. It can also include loading zones and space for package pick-ups. Certain art materials can be toxic, that adds a level of consideration for trash disposal and utility sink drains. The surfaces should be highly durable and low maintenance (e.g., stained/polished concrete, sealed/epoxy coated concrete, ceramic or porcelain tile, or linoleum or wood products, and no carpet.)

LIVE/WORK HOUSING

Live/work housing units should be designed to maximize flexible space. Kitchens should be open, galley, straight, or "L" shaped layouts with no "islands." The sink should be a single, extra deep basin, stainless steel preferred, with no garbage disposal. Ceilings should be a 10-foot minimum to ensure open space. Windows should be large and operable for natural light and fresh air. Communal laundry rooms are a cost-effective approach if funding does not allow for in-unit washer/dryers.

COMMUNITY GALLERY

Live/work housing space in its general conception provides the opportunity for residents to collaborate and help one another, but all artist spaces should have a space that enables collaboration and inspires a sense of community. A space with adequate lighting can provide an opportunity for both the public to enjoy art and artists to present and sell/perform their work. Artists should be allowed to hang, paint, and display their art in the hallways.

Gallery spaces should have floor outlets approximately every 12 feet. Walls should include a ¼ inch layer of plywood behind the gypsum board to aid in hanging artwork; there should be a minimum of 3 feet height of plywood installed, at 40 inches from the floor, up to 76 inches (and if cost and time allowed, add a foot on each side to accommodate large artwork). Walls should be neutral colored and suitable for displaying artwork. Include two types of lighting when possible: general overhead lighting and directional track lighting for the artwork. Install track lights to light the area where art is traditionally hung at a 45-degree angle. Also include separate light switches for both sets of lights and a hanging system.

PERFORMING ARTS SPACE

When designing for the generalized needs of performing artists, the four considerations are unencumbered space (i.e. no posts or pillars); high ceilings; lighting; and sound quality. Specific uses have different requirements such as sprung floors for dancers.

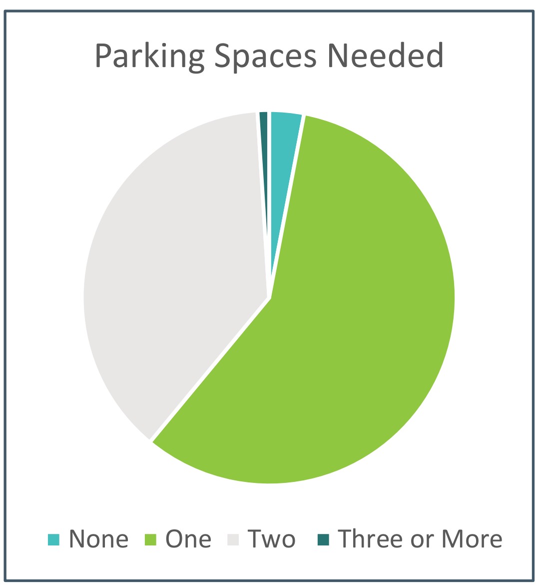
OTHER FEATURES

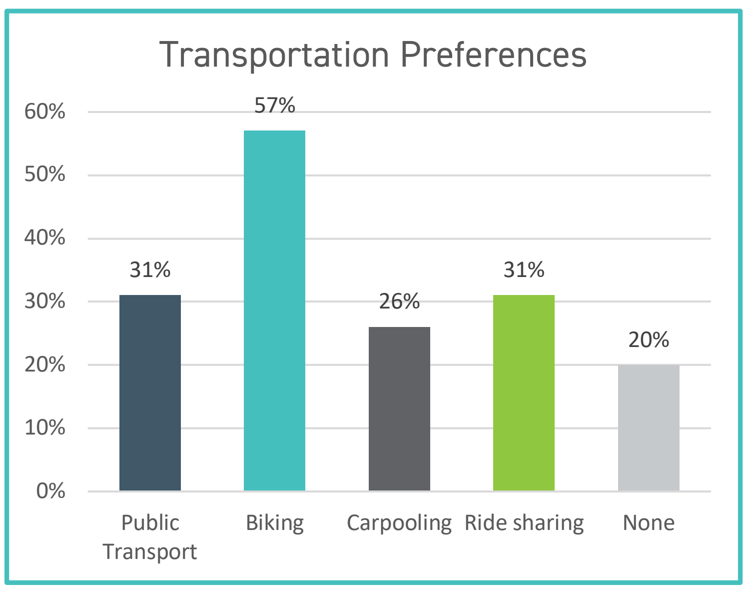
A property management office should be located on the first floor near the main entrance. The exterior of the building should have low maintenance finishes. Consider providing artist designed bike racks for visitors and bike storage for residents. Commercial and communal space public restrooms should be inclusively designed as at least two gender neutral restrooms and include a diaper changing station in at least one unit. Artspace has a plethora of resources on designing artist spaces and is also available to consult with developers looking to create space for artists.

MOUNT CLEMENS SPECIFIC DESIGN FEATURES AND AMENITIES

TRANSPORTATION AND PARKING

Respondents interested in live/work housing (136) were asked what alternative transportation options they would use on a frequent or regular basis if available. Biking (57%), ride sharing (31%), and public transportation (31%) were the most popular responses. Including bicycle parking and building in a walkable environment are recommended. 97% of respondents indicated they need at least one parking space for their household however, 25% (26) of those who would use alternative transportation stated that availability of these options would reduce their parking needs.





Note: Only asked of respondents interested in live/work housing. Respondents could choose more than one option

DESIGN CONSIDERATIONS

BUILDING-WIDE AMENITIES

In addition to Artspace's general design guidelines, survey data informs the program and concept development. When funding is limited it is important to make thoughtful decisions about how to best use resources to benefit the most.

The table below shows the overlapping interest in amenities and short-term spaces among several subgroups of survey respondents. Artspace recommends prioritizing spaces that are of interest to multiple subgroups; can serve multiple uses; and/or, are the least expensive and complicated to create and operate. Full lists of preferred spaces and amenities are in the Technical Report. Amenities preferred by at least 25% of interested respondents are identified below. Careful consideration should be given to the upfront and operational costs and complexity of incorporating the types of spaces listed under "costly amenities" into a facility. Respondents could choose up to 4 or 5 preferred amenities, for each type of space in which they expressed an interest.

Building Amenity	**Space Subgroup**			
	Live/Work Housing	Private Studio	Shared Creative Space	Shared Performing Arts Space
Easy to Incorporate				
Common Area Wi-Fi	X	X		
Gallery/Exhibition Space	X	X	X	
Classroom(s)/ Teaching Space		X		
General-use studio/ flex-space (private and/or shared)	X		X	
Additional Storage	X	X		
Rehearsal Space				X
Community Garden (ground or rooftop)	X	X		
Utility sink with trap	X	X		
Networking/Meeting Lounge	X	X		
Costly Amenities				
Business Center (copier, scanner)		X		
Computers with Design Software			X	
Ceramics/Clay Studio			X	
Photography Studio			X	
Theater Space (black box)				X
Music recording studio				X
Soundproof practice room				X
Fitness Room	X			

Note: Not all space types and amenities were an option for each subgroup to select.

The building amenities that are preferred by at least two interested subgroups and are "easy to incorporate" should be prioritized for a mixed-use project. These are: **gallery/exhibition space, common area wi-fi, general-use studio/flex space, additional storage, community garden, utility sink with trap, and networking/meeting lounge space.** Many of these allow for programming in which non-creatives can participate.

IN-UNIT FEATURES (LIVE/WORK ONLY)

The top in-residence features of survey respondents indicated a need for the following. Respondents could select up to four options.

Abundant natural light – Abundant natural light within the workspace was the most preferred feature among those interested in live/work housing (65%). Any new development should optimize natural light sources to aid the creative work of its future residents.

Wiring for high speed internet – high speed, high bandwidth internet was the second most preferred feature after natural light for artists interested in live/work housing (54%). New space should aim to provide the necessary technological infrastructure to support tenants' creative work.

Washer/Dryer hook-ups in unit: While a project may include shared laundry facilities, interested artists (40%) prefer in-unit washer/dryer access. If offering this feature, consideration should be given to the impact on building water usage.

Storefront/Direct street access for retail sales: A key to an artist financial sustainability is access to the public so that they can sell, perform and share their work. 28% of artists interested in housing prefer an option that will allow them direct access to the outdoors and potential clients, audiences, customers and other members of the public. The project design could consider some storefront options and/or design elements that encourage public access and interaction.

High ceilings: Ceilings that are over 10 feet in height are desirable to those interested in live/work (24%). High ceilings provide space for tenants to create large scale artwork, set up necessary equipment, and move, jump, and lift without obstruction.

Unit soundproofing: Soundproofing is a preferred space feature of those interested in live/work housing (21%), and a soundproof practice room is preferred by 19% of those interested in shared performing arts space. While it may be cost prohibitive to soundproof all the live/work units, consideration could be given to sound attenuating design that limits noise between units. Alternatively, offer soundproof spaces for residents and private studio tenants to share, and that could be rented by non-residents on an occasional or short-term basis, thus also addressing the need for this type of shared performing arts space.

Special ventilation: 14% of respondents interested in live/work housing, indicated a need for special ventilation within their living space. While again, it may be cost prohibitive to install special ventilation in every studio unit, design and engineering should take into consideration the toxic nature of many art materials. Consider allocating a shared private studio(s) space within a building with enhanced ventilation for varnishing, spraying, and where use of other toxic substances is permitted.

CONCLUDING REMARKS

FURTHER SURVEY PARTICIPANT ENGAGEMENT

Respondents indicated an interest in receiving updates about the project and in volunteering to advance the concept. Contact information for those who requested more information on several different topics is provided separately from this report to the Mount Clemens Steering Committee. It can take several years to realize new space and keeping interested parties engaged is important. Periodic and important project updates to those **414 (75%) respondents** who requested further information is highly recommended.

254 (46%) indicated they would be interested in volunteering to advance this project in Mount Clemens, this interest group could also be contacted to test project concept and business plan assumptions as they evolve, including more information about fees or membership rates that can be charged for shared creative spaces. Planning the program early including identifying funding and operating partner(s) is critical to implementing this mixed-use concept.

It is assumed that survey respondents, while broadly representative of the market, may not be the same individuals that ultimately rent new live/work or studio space. For this reason, Artspace recommends that an outreach strategy be developed locally in Mount Clemens to engage new artists who may not have participated in this survey. This will help ensure the longer-term relevance of these findings and support a successful project lease-up. Mount Clemens had a great turnout for the survey keeping this arts community informed will help with advocacy for a project as well.

DIVERSITY AND INCLUSIVITY

Survey Respondent Race and Ethnicity			Mount Clemens 2020 est.
White/Caucasian	481	87%	61%
Black/ African American	21	4%	33%
Multiracial/multiethnic	20	4%	4%
Hispanic/Latino(a)	16	3%	3%
American Indian	6	1%	0%
Not Listed (Other)	6	1%	1%
Asian American	5	1%	1%
Total population	**555**	**100%**	**16,616**

Source: ESRI Community Analyst, 2020

One measure of success of a future project is how inclusive it is and to what extent its residents and tenants reflect the diversity quotient of Mount Clemens and the surrounding area. In spite of best efforts, surveys of this nature are limited in their ability to engage everyone and in return may not truly reflect the diversity of a region in regard to age, gender, race, income, ethnicity, and even art form.

The survey respondent's diversity does not accurately reflect the diversity in Mount Clemens. Survey respondents from across the region identified as Black/African American (4%), and Hispanic/Latino (3%). According to demographic software Esri Community Analyst, in 2020 Mount Clemens' population is estimated as 33% Black/African American and 3% Hispanic/Latino.

In terms of gender, the disparity also exists. 69% of total survey respondents were women, when in 2020, women make up 49% of Mount Clemens' population. While direct comparisons cannot be accurately made from the broader community to the creative sector due to the convenience sampling method of this survey, attention should still be paid to engaging diverse populations as well as men during future outreach. In the experience of Artspace, the community's creative sector is typically as diverse, if not more than the broader population.

For a future project to be demographically relevant and reflective of the community, Artspace highly recommends that ongoing outreach and the make-up of leadership teams be directed toward achieving that goal. It should be noted that a slightly higher percentage of respondents who identified as Hispanic/Latino, multiracial/multiethnic, and Black/African American were interested in live/work housing compared to the overall survey responses. Any outreach on housing should aim to be equitable and specifically engaging to diverse citizens.

NEXT STEPS

There is demonstrated market demand for 21-34 live/work housing units for creatives in Mount Clemens. Artspace recommends using this information to explore site options for a mixed-use development. **An initial development concept should begin with an assumption of up to 34 units of housing. The mixed-use concept can be rounded out with private studios (at a variety of sizes and rent targets); and flexible commercial space that can be made available for shared creative space uses. If there are potential partners or anchor tenant interested in locating in a future building those conversations can also begin in the near future.**

The Technical Report Addendum provides an in-depth breakdown of survey responses and can help drive concept planning regardless of who leads a new space development effort. These reports can be shared with developers and city officials who are working in Mount Clemens and interested in serving and strengthening the creative sector. This data is evidence of the need for new space and that new space will be well received and serve to benefit Mount Clemens.

Artspace appreciates the opportunity to complete this Arts Market Study in Mount Clemens and commends the local stakeholders and Steering Committee for a stellar response rate.