artspace

Swan
RESEARCH & CONSULTING

September 30, 2017

Ms. Jen Coates
Town Manager
Town of Ridgway
201 N. Railroad Street
Ridgway, CO 81432

Dear Ms. Coates,

Artspace Projects and Swan Research and Consulting are pleased to provide the Ridgway, CO Arts Market Study, Report of Findings. This report can be used as a reference when conceptualizing and planning the design of new creatives spaces and space-based initiatives for the creative sector, in Ridgway, CO. The Arts Market Study is one of several real estate development feasibility exercises. The resulting data and recommendations should be reviewed in the context of other feasibility factors including, for example: funding opportunities and funder priorities; site options; identifying shared-space operator(s); operational sustainability of new space; and, other existing or planned creative spaces that may be positioned to address the space needs identified in this study.

The report is comprised of two discreet documents. The primary document is the Technical Report prepared by Swan Research and Consulting. It comprehensively details data related particularly to those individuals, organizations and businesses who expressed an interest in new space in Ridgway for their distinct housing, creative work and business/organization space needs.

The secondary document is the Recommendations summary prepared by Artspace Projects. Artspace reviews the Technical Report of findings from a space development perspective and provides a summary of its observations and recommendations for using the data to inform a real estate project. Together these documents offer property owners and developers information that can be translated into a market-based project concept that may be further tested and refined as a project progresses forward.

We appreciate the opportunity to have worked with the Town of Ridgway in the development and implementation of this study. Based on the study findings, there are exciting possibilities for serving the region's creative sector, through new creative space development in Ridgway.

Sincerely,

Artspace Projects, Inc.

Swan Research and Consulting

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Ridgway, CO

Arts Market Study
Report of Findings

September 2017

Recommendations
Prepared by Artspace

Technical Report
Prepared by Swan Research

Swan
RESEARCH & CONSULTING

RECOMMENDATIONS

Based on the:

Survey of Space Needs and Preferences of Individual Creatives' and Creative Organizations and Businesses Technical Report, prepared by Swan Research for the Town of Ridgway and Artspace

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Artspace was contracted to determine if the demand for new space for the creative sector in Ridgway, CO, warrants new space development. If sufficient demand is confirmed, then secondary to that question is to recommend the number and types of spaces and amenities to include, per the needs and preferences identified in the Technical Report. It is one step in a larger feasibility process that also looks at the potential to fund the space(s), to secure a site at an affordable price, and to meet a multitude of community priorities including for example, affordable housing, small business development, and attraction and retention of the creative sector.

The Technical Report prepared by Swan Research comprehensively details the study findings. Artspace uses its experience in the field of affordable art facility development to interpret the Technical Report findings and make its market-based recommendations for new space. There are other factors beyond market need that will influence a final project concept.

Based upon the data collected and reported, Artspace has determined that there is sufficient demand for new space serving the creative sector in Ridgway, CO. Artspace makes the following observations and recommendations to be considered in a next phase of predevelopment work.

HOUSING

- The following project concept models are supported by the data (project size will influence whether only one or more than one project is supported): [1]
    1. Mixed income
    2. 100% affordable,
    3. Non-subsidized/market rate housing for creatives (rent should align with what artists say they can pay, see Table 17 of the Technical Report)

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[1] A mixed income housing project includes housing that is rent restricted and typically available to households with incomes at or below 60% of Area Median Income (AMI) *and* higher rent spaces available to those whose incomes exceed H.U.D set caps. A one-hundred percent affordable facility offers live/work spaces to *only* those qualifying at 60% or below AMI. A non-subsidized housing facility includes no public or private subsidy, is conventionally financed and units are typically rented at market rate.

- Artspace successfully uses a 3:1 formula to determine the maximum number of affordable units supported by the market, for the urban and first-ring housing projects it develops nationally. This is the suggested formula for a <u>mixed-income</u> project in a rural setting as well. Ninety-nine respondents (irrespective of income) are interested in housing for creatives in Ridgway, thus 33 units of mixed-income units are supported (99/3)

  A 4:1 ratio is a more conservative formula used for 100% <u>affordable housing</u> projects in a primarily rural area, because only a subset of the interested respondents would qualify for the subsidized housing and the overall number of creatives to draw from over time, is less than would be found in an urban setting. With 99 total interested respondents (half income-qualify for subsidized housing per the study), 25 units of either 100% affordable housing OR unsubsidized/market rate housing for creatives is supported (99/4)

  In both cases, the formula acknowledges that not every respondent interested in housing will ultimately relocate. For example, 19% of those interested in housing, indicate that another member of their household took the survey and expressed a need for space. This may or may not indicate an overstatement of housing demand. It depends upon whether the current household structures remain constant upon relocation. *Note that in general, we do not expect those who take the survey to be the same creatives who rent space. But we do consider the respondents to be representative of the future market.

  Preference for housing style varies. Some respondents are interested in live/work (83) some are interested in housing-only (47). If a project will only include live/work units then the market suggests up to 28 new spaces (83/3) units (irrespective of income). If a project will be made up entirely of housing-only units then the market suggests up to 16 units (47/3). It may not however, be necessary to be so granular on this point. If given only one option, it is possible that creatives would still consider relocating. In general, live/work is preferred over housing-only and is the recommended focus of future housing for creatives.

- New housing should be comprised primarily of one- and two- bedroom units. When calculating how many of each type of unit to consider, the 3:1 or 4:1 approach can be employed. For example, an affordable housing project concept using the more conservative 4:1 formula might test the following make-up for financial feasibility:
  - 1 studio
  - 9 one-bedroom units
  - 8 two-bedroom units
  - 3 three-bedroom units

  See Table 13 for more information.
  *Note that as demonstrated Table 13, some respondents require more bedrooms than they have household members. We speculate a number of possible reasons for this including for example: households with children residing at home only part of the time; an interest in using one or more bedrooms as a private home office or studio space, or a desire for a bonus/guestroom.

- What is considered affordable rent among these interested respondents varies (see Table 17), but in-general if a project were to use affordable housing sources that restrict rents per HUD guidelines, then most would find the rents affordable. For example, the 2017 HUD published maximum monthly rental rates for Ouray County for those qualifying between 30% of AMI and 60% of AMI are as follows:

  - One-bedrooms range between $412 and $825
  - Two-bedrooms range between $495 and $990
  - Three-bedrooms ranging between $571 and $1,143

  These rents would in effect be further reduced through a utility allowance that is applied to each unit. [2]

- The project concept and selected site should accommodate ample parking for residents on site or nearby. (See Table 14). Nearly all the interested respondents require one or two spaces.

- A new housing facility will serve primarily Ridgway and Ouray County residents (see Table 2) and has the potential to be a multi-generational community (see Table 5).

- Interested households are primarily comprised of adults, but 25% include children under the age of 18. While this is not a large percentage of households with children, it is a slightly higher percentage than we typically find in surveys of this nature nationally. A new housing facility should anticipate households with children and incorporate some family-friendly amenities and features.

- While 81% of the respondents interested in housing identify as a "creative" or as someone who is not a creative but enjoys "creative pursuits", there are 19 respondents who do not and who fall into a category that includes business owners or operators (the businesses may or may not be creative in nature) or leaders of creative organizations, and/or they are not involved in any creative work/activity. This profile of the individuals interested in housing is important if using an "artist/creative preference" when leasing the housing. The definition of a creative would need to encompass administrators and operators to be broad enough to include the 19 respondents who identify as such, but who do not identify as a creative or as enjoying creative pursuits. The preference policy would also need to address how to screen for creatives vs those who enjoy "creative pursuits". If a preference is used, presumably those who identify as not being involved in any creative work/activity would not be eligible for the preference, unless they reside in a household with one or more adults who would be eligible. The redundancy formula we use (4:1 or 3:1) accounts for this variety of creative identity. The project's operational plan will need to clarify who is eligible for any preference that may be used.

[2] A utility allowance is an amount of money that HUD estimates a household will pay for utilities. The figures change annually, vary according to the number of bedrooms in a unit, and are regionally specific. Regulated, affordable rents must be discounted by the set utility allowance (unless the owner pays the utility).

- There is demand for ownership housing models (e.g., single family homes and townhomes or condos). More information can be extrapolated about these subgroups if a project concept is developed around home ownership. The household incomes for many of those interested in single-family homes is provided in Table 22 and can be used to explore whether funding or buyer programs for low-income households would be appropriate to consider.

  If there is interest in creating a home ownership model, we recommend prioritizing single-family homes and/or townhome or condos that are designed as live/work. If both a homeownership model and a multi-use housing project are planned, please refer to the data in the shaded column in Table 22, to calculate demand for the homeownership model. Because there is overlapping interest in space, using this data will prevent inadvertently overestimating demand. For example, a multi-use housing facility with 21 affordable live/works spaces could be built AND up to 13 single family-homes because 51 respondents are interested in this type of ownership-based housing and not housing in a multi-use facility too (51/4 = 13).

- Per the Technical Report Table 10, "one quarter of the interested respondents currently do not earn any of their income from art or creative work" and 26% make less than 10% of their income from their art. It is important to note that some of the respondents interested in affordable artist housing may not have the aspiration to earn income from a creative pursuit.

  Some have identified as not being a creative, but "enjoying creative pursuits" and five are not "involved in any creative work/activity". For those who do aspire to earn or increase revenue from their creative work, residing in a live/work community may help them with that goal. Artspace commissioned a study in 2011 that looked at the impact of five of its live/work art facilities on the resident artists. The resulting report stated that "Co-locating artists in a single building may foster networking and collaboration, often translating directly into artists' ability to land new opportunities to show their work, find clients, obtain employment, or learn new skills to expand their practice." The study also documented increased revenue for some: "After controlling for changes in household size and inflation, artist households living in the Riverside or Tashiro Kaplan projects had average income growth of 27%, 39% and 30% from move-in year to the second, third and fourth year of residence" [3]

  Because few earn all of their income from their creative work, many of the interested respondents likely have other employment and may be members of the areas' general workforce

- Tables 11 and 12 are critical to understanding what types of features and shared amenities to include when creating housing for the creative sector and should be considered when developing the project concept.

[3] For more information on the positive impact of affordable artist communities on creatives, see the study, "Taking a Measure of Creative Placemaking", by Metris Consulting

- If a facility is designed as mixed use, we recommend comparing the information in Table 12 and Table 29 (shared spaces, features and amenities preferred by those interested in ongoing private creative studio/work space) and Table 45 (the preferred shared spaces and specialized equipment of those interested in short-term rental or membership-based shared spaces) and Table 54 (the preferred shared performing arts spaces for those interested in the same). Identifying overlapping interests of these subgroups can help when deciding which types of spaces to prioritize in a new multi-use facility. For example, gallery/exhibition space and classroom/teaching space are among the most preferred shared spaces for three of the four subgroups. We recommend these spaces as a priority consideration for inclusion in addition to other spaces that are highly preferred.

ONGOING PRIVATE CREATIVE STUDIO/WORK SPACE

- Up to 14 new private creative studio/workspaces are supported in addition to new live/work space. This number is calculated using the 57 respondents who are interested in private creative studio/workspace and not live/work space too and applying the 4:1 formula.

- Up to 23 new private creative studio/workspaces are supported in Ridgway if no live/work space is created. This is calculated using the full 93 respondents interested in creative studio/workspace, and again applying the 4:1 formula.

- Curiously there are some respondents who are interested in creative studio/workspace who state that their work does not require dedicated space and/or who are not involved in any creative work or activity. The number is small and we are confident that our conservative approach for quantifying demand accounts for any respondents who may ultimately choose to not rent space, just as it accounts for those who may choose to share space with other creatives.

- When designing new creative studio/workspace, please refer to Table 28 to decide which features to include in those spaces. We recommend referring to the "all-interested" column to identify the most preferred features. Incorporating features like "Storefront/Direct street access for retail sales" will require early planning as the site and project concept will play a large role in viability. Table 29 offers the shared spaces, features and amenities that if incorporated into a facility alongside creative studio/workspace, will make the space most marketable. The entire group of most preferred options, would be reasonable to include.

- Most new private creative studio/workspace should measure 500 sq. ft. or less. Based on the preferences in Table 30, creating spaces that are separated by walls that don't reach the ceiling, is a cost-effective approach that could be considered. While it will not appeal to all, having floor to ceiling walls are not as important to the interested respondents as other priorities. If spaces larger than 500 sq. ft. are created, we recommend pre-leasing those spaces or collecting letters of interest prior to finalizing plans.

- An operating budget should assume most rents at or below $250 per month (generally $.50 - $1.00 per sq. ft.). Lease agreements should be offered as month-to-month arrangements and up to two years for some spaces.

ONGOING PRIVATE COMMERCIAL OR RETAIL SPACE

- A mixed-use or non-residential art facility could include commercial/retail space in addition to private creative studio/workspace. Both types of spaces may be occupied by tenants who work and sell out of their spaces and the features and amenities that are most preferred are similar. Having a storefront/street access location for example, is among the most preferred features of both groups. The notable distinctions are that those interested in private creative studio/workspace will require overall smaller and less expensive spaces for shorter terms. They should also have access to shared creative spaces as an amenity. Shared gallery/exhibition space is among the most preferred shared amenities for this subgroup for example (see Table 29). By comparison those interested in private commercial or retail space can sustain somewhat higher rents (see Table 37) and longer-term leases (see Table 38) and require somewhat larger spaces (see Table 36).

- Those interested in being contacted about their commercial or retail needs provided information for that purpose. We recommend reaching out to those individuals during a development phase to share information about future space, to gather additional information as needed for planning and to secure commitments for space. For concept planning purposes, it would be reasonable to consider up to 15 commercial/retail spaces. For feasibility and sustainability, the spaces should reflect the sizes, costs, lease lengths and most preferred features documented in the Technical Report.

SHARED CREATIVE SPACES

- The greatest demand documented in this study is for shared creative space and specialized equipment. This type of space would be suitable in a mixed-use or a non-residential facility. It could take the form of a multi-use makerspace/art facility that offers a variety of space types and equipment through a membership or other fee structure or as a distinct fee-based creative venture(s) like a ceramic studio or a gallery. In all cases, an operator would need to be identified to create and run a new program or to expand or relocate one that currently exists. Please refer to Table 45 of the Technical Report to see the spaces/equipment that are of greatest interest to this subgroup.

- We recommend prioritizing the spaces/equipment of interest to the most respondents AND those spaces that are also most financially viable and sustainable. Tables 46, 47 and 48 can be used to begin the concept and operational planning of new space programs. Here too, a potential operator will find information about what fee and facility access or membership structure is likely to be the most marketable. In general, the market cannot sustain high access fees (e.g. more than $20 per day or $100 a month)

- Depending upon the types of spaces and equipment created, the needs of both individuals and organizations/businesses may be addressed through shared space and specialized equipment, see Table 44.

- A shared commercial kitchen is of interest to some (46) of the respondents, although not ranked among the most preferred in this or any other interest category. However, because this type of space was specifically discussed during the pre-feasibility visit, we thought it important to note that while not among the most highly preferred shared spaces it is of interest to some survey respondents across multiple categories. For example, some (11) who are interested in commercial retail space prefer as a feature, infrastructure that would support a commercial kitchen (see Table 35). Respondents involved in culinary arts/artisanal foods or spirits also self-identified in several categories, including being among the most frequently selected in the commercial or retail interest sub-sector (see Table 34). We do not recommend prioritizing a commercial kitchen as a shared amenity in a new facility, because of the expense involved in the creation and operation and because it did not rise as a most preferred space type. However, we do believe that enough interest has been documented that a private entity may want to explore options for developing a commercial kitchen for their own use or to serve multiple businesses/organizations. For example, if a future commercial kitchen operator can develop a viable business and operating plan based on identified need, it is possible that financing/funding for equipment can be successful and a lease for space secured in a new facility.

- Introducing shared performing arts spaces into a mixed-use or non-residential facility is recommended as it would serve individuals along with organizations and businesses (see Table 53). Performing arts spaces tend to be necessarily large and on a sq. ft. basis, expensive for the creative sector to rent. Table 54 offers the types of spaces of most interest to respondents. Building flex spaces that can serve multiple uses into a project is one effective and sustainable strategy for introducing shared performing arts space like dance studio/rehearsal space (with sprung floor), rehearsal space (for theatre, performance art, etc.) and classroom/teaching space. Alternatively, an operator such as an existing performing arts group, may want to lease commercial or creative studio/work space and build-out the space for this purpose and sublease to multiple groups.

- Tables 49 and 40, show there are a few respondents who identify as not being involved "in any creative work or activity" and yet they have expressed interest in shared creative spaces. We believe it highly likely that these respondents, unless solely representing the interest of a business or organization they oversee, will not choose to access shared creative spaces in the future. However, the counts are low enough that we remain confident in our assessment that shared creative spaces should be included in new creative space efforts in Ridgway.

ADMINISTRATIVE SPACE

- Office space and conference/meeting room space should be prioritized for a mixed-use or non-residential facility. While some renters of commercial space may convert their private spaces for office uses, there remains a clear demand for a co-working model in Ridgway. Such a model would be most successful if it includes a variety of spaces such as: ongoing private offices spaces, shared office space and meeting/conference room space. See Table 60 for more information. [4]

- Any potential operator of co-working space interested in addressing this need may want to additionally review the need for shared spaces and specialized equipment identified in Table 45 when creating a program and operating plan. For example, although not among the most preferred, there is demand for compatible space and equipment including: office equipment (color copier/printer, etc.), computers with design software, and a networking/meeting/lounge space. Table 63 offers the features of most interest to those who would like private office space (whether rented independently or accessed through a co-working arrangement) and should be reviewed.

- Tables 64, 65, 66 and 67 offer a potential co-working space operator the data necessary to begin conceptualizing a program, including designing a floorplan that could fit within a rented commercial space and developing an operating plan based on what users can pay and the length of commitment they are willing to make. Additionally, there is data to inform how much parking should be included for private office space users. In general, the need is minimal.

- If planning meeting/conference room space, Tables 61 and 62 are helpful. The latter demonstrates that the space does not need to be large. Seating for 20 or fewer people would satisfy 80% of users. The former indicates moderate use of the space with frequency of use ranging mostly between weekly and monthly.

- Those interested in being contacted about their office space needs and those interested in information about meeting space opportunities provided information for that purpose. We recommend reaching out to those individuals during a development phase to share information about future space, to gather additional information as needed for planning and to secure commitments for space.

[4] During the timeframe in which this study was conducted, a co-working space opened in Ridgway. "Proximity Space" [https://ridgway.proximity.space] may or may not address some or all of the needs for co-working spaces. Any business owner or property developer considering creating new co-working and administrative support space/programs in response to the need revealed in this study, should create a business plan that includes a review of existing and planned competitors.

TEMPORARY/SHORT-TERM HOUSING

- There is demand for temporary/short-term housing. The type of housing varies and the frequency of use is moderate, but with 45 respondents expressing interest, we recommend convening a focus group to discuss this topic further. Those interested in being part of a conversation provided their contact information for this purpose. It is possible that a new art facility, whether housing-only, mixed-use or non-residential could include one or two short-term or temporary rentals if the capital can be identified and a sustainable pool of users committed.

DEMOGRAPHICS

- Demographic data is collected from respondents for a few reasons. Importantly it tells us if our efforts to reach a diverse pool of creatives has been successful. It also hints at unique amenities that should be considered for a future project. For example, if many of the creatives interested in housing have young children, a play area may be an important consideration. Following is contextual information that may be useful when viewing demographic data in the Technical Report.

  Age:
  We noted that of those interested in housing, "half are between the ages of 41 and 60" (see Table 5 of the Technical Report). According to the State Demographer's Office, the age groups 45-54 and 55-64 were the two largest segments of Ridgway's population in 2010. It would appear that our sampling is broadly reflective of local demographics with regard to the age of respondents.[5]

  Ethnicity:
  The 2010 census revealed that 92.4% of Ridgway's population identified as White, which is higher than Colorado as a whole. The respondents (who identify as a "creative" or "not a creative but I enjoy creative pursuits") interested in housing meet or exceed the diversity quotient for Ridgway and Colorado generally, with 86% identifying as White/Caucasian. Continued outreach to a diverse pool of creatives is recommended to help ensure that the creatives who populate a project, likewise reflect the broader population and model a diverse and inclusive community.

[5] The State of Colorado Department of Local Affairs offers a Community Profile for Ridgway which can be found at: https://demography.dola.colorado.gov/community-profiles/

Gender:

Female respondents expressed greater interest in an affordable artist housing opportunity than males (see Table 4 of the Technical Report). In Artspace's experience with similar studies nationally, this is not uncommon. While there may be some gender bias at play, it may also be attributable in great part to more females choosing to participate in the study.

Education:

The Technical Report reveals that 68% of the creatives interested in affordable artist housing "have at least a Bachelor's degree". This is similar to other similar studies conducted nationally and to Ridgway's demographic profile. Per the State Demographer's office, "The largest share of the population has a bachelor's degree."

CONCLUSION

The Arts Market Study revealed sufficient demand to justify the creation of new space to serve and support Ridgway's creative sector. Shared creative space and specialized equipment and housing are particularly important and should be prioritized per study findings. A mixed-use, residential-only or non-residential art facility model would each fill a need and find a market in Ridgway if the most preferred types of spaces, amenities and features are included. This study may be used to help refine the project concept and to begin early planning. It may also be used by those who would like to create new businesses or programs to address identified program and space needs (shared creative space and specialized equipment for example). These businesses/programs could coordinate with the project developer to secure commercial space offered in a new facility.

There are exciting opportunities for new space in Ridgway designed and managed to support the creative community. We hope this study is helpful in advancing new initiatives.

Survey of Space Needs and Preferences of Individual Creatives and Creative Organizations & Businesses

RIDGWAY, CO
SEPTEMBER 2017

Technical Report

Prepared by Swan Research and Consulting for —

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Introduction

The Town of Ridgway, CO has partnered with Artspace Projects, the nation's leading non-profit real estate developer of affordable arts facilities, to conduct a study of the space needs and preferences of creative individuals and organizations and businesses in Ridgway and the surrounding area. This opportunity was made possible by the Space to Create, CO initiative, an effort led by the Colorado Office of Economic Development's Colorado Creative Industries, the Colorado Department of Local Affairs, History Colorado, and the Boettcher Foundation. The purpose of the study is to advance plans for a new, creative space facility in Ridgway's downtown creative district. This creative space facility may provide affordable space where creative individuals of all disciplines and creative organizations and businesses may create, live, teach, learn, practice, showcase art/creative products, conduct business, and engage with the public.

Data for the study was collected through a survey of creatives, organizations, and businesses located in Ridgway and the surrounding region. Individuals, leaders of organizations, and business owners and operators were invited to participate. Specific information regarding the survey methodology is provided in Appendix A.

Artspace Projects, Inc. and Swan Research and Consulting, in consultation with the project partners, designed the survey with the following objectives:

- *Quantify* the demand for the following types of spaces in Ridgway:
    - Affordable live/work space in a multi-use creative facility
    - Housing-only units in an affordable multi-use creative facility
    - Private creative studio/work space that may be rented on an ongoing basis
    - Private commercial or retail spaces that may be rented on an ongoing basis
    - Shared creative space(s) and specialized equipment that could be accessed through a paid membership or other short-term or occasional rental arrangement
    - Shared performing arts spaces available through a paid membership or other rental arrangement
    - Office-only spaces or meeting/conference room space that could be rented or accessed through a membership
    - Temporary or short-term housing available to organizations and businesses.

- *Inform* development decisions and ensure that new space(s) meets the needs of the local and regional creative community by articulating specific design elements, amenities, types, number and size of spaces, and building features that creative individuals, organizations and businesses prefer or require.

- *Describe* the creative individuals and characteristics of the represented organizations and businesses, including their current living and working/space arrangements, and their ability to pay for new living, studio, commercial or retail, administrative, and shared creative spaces.

This report is a summary of the data obtained from those who completed the survey, particularly those creatives, organizations and business that indicated a potential interest in new space.

Executive Summary

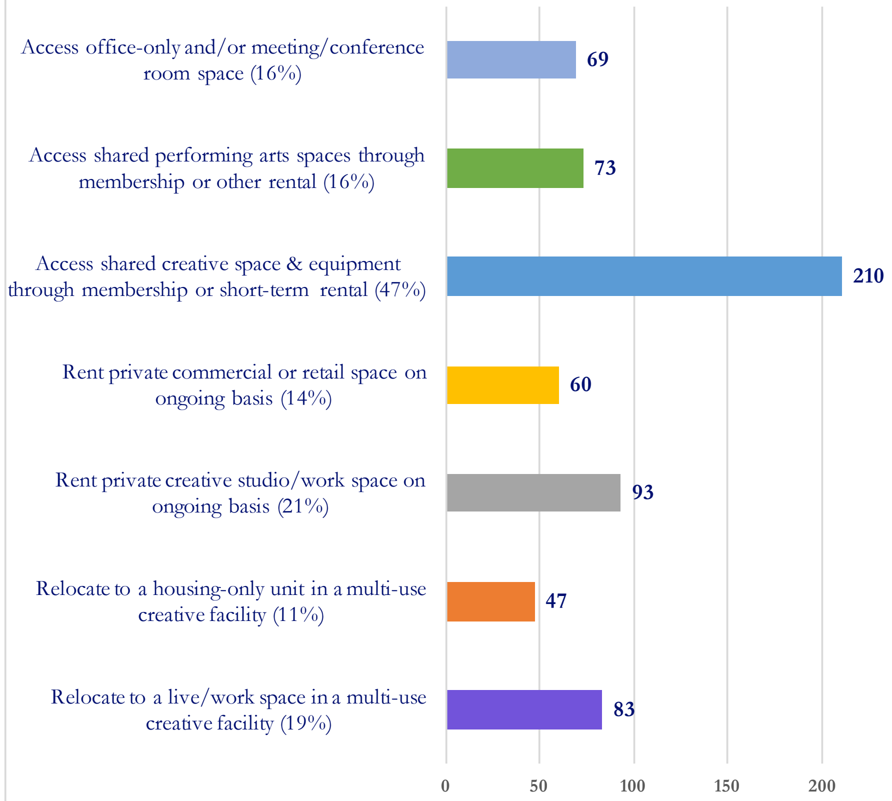
444 respondents completed the Ridgway, Colorado Survey of Space Needs and Preferences of Individual Creatives and Creative Organizations and Businesses. The respondents were asked the following key questions regarding their interest in space, if available for the creative community in Ridgway.

Would you be interested in:

- ***Relocating to a live/work space in an affordable, multi-use creative facility***
- ***Relocating to a housing-only unit in an affordable, multi-use creative facility***
- ***Renting private creative studio/work space on an ongoing basis***
- ***Renting private commercial or retail space on an ongoing basis***
- ***Accessing shared creative space and specialized equipment through a paid membership or other short-term or occasional rental arrangement***
- ***Accessing shared performing arts spaces through a paid membership or other rental arrangement***
- ***Renting or buying a membership to access private or shared office-only space and/or meeting/conference room space***

The largest number of respondents (210; 47%) expressed interest in accessing shared creative space and specialized equipment in Ridgway through a paid membership or other short-term or occasional rental arrangement (Figure 1). 99 of the survey respondents (22%) indicated interest in relocating to a housing-only unit or live/work space in an affordable, multi-use creative facility in Ridgway. 52 of these respondents are interested in live/work space but not a housing-only unit, and 16 are interested in housing-only, but not live /work space. 31 respondents expressed interest in both a housing-only unit and combined live/work space.

Figure 1: Interest in All Types of Space



93 (21%) would rent private creative studio/work space on an ongoing basis in a new facility and 60 (14%) would rent private commercial or retail space on an ongoing basis, while 69 respondents (16%) would rent or buy a membership to access private of shared office-only space and/or meeting/ conference room space. 73 (16%) of those completing the survey would be interested in access to shared performing arts spaces through a paid membership or other rental arrangement. *Survey respondents could select one or more types of space. As a result, there is overlap between these groups.*

275 of the survey respondents (62%) identified themselves as a creative and 92 (21%) do not consider themselves a creative, but enjoy creative pursuits. 117 (26%) own or operate a business that is creative in nature, 46 (10%) own a business that is not specifically a creative business, and 42 (10%) lead a creative organization. *Survey respondents could select one or more of these options and, as a result, there is overlap between these groups.*

79 of the survey respondents identified themselves as solely an owner, operator or leader of a business and/or organization and responded to the survey on behalf of their organization or business. That is, they did not identify themselves as a creative, or as someone who simply enjoys creative pursuits.

45 of the survey respondents (10%) indicated that they are not involved in any creative work/activity.

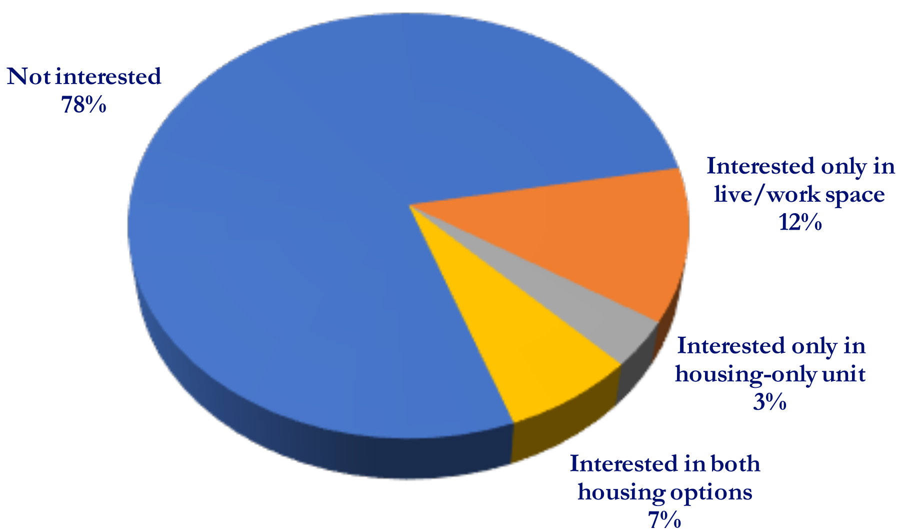
Summary of Survey Results

RELOCATION TO A HOUSING-ONLY UNIT OR COMBINED LIVE/WORK SPACE: INTERESTED RESPONDENTS

Ninety-nine (99) of the survey respondents (22%) expressed interest in relocating to a housing-only unit and/or combined live/work space in an affordable multi-use creative facility, if available for the creative community, in Ridgway (Figure 2). Fifty-two (52) of these respondents are only interested in live/work space and 16 are only interested in a housing-only unit. Thirty-one (31) expressed interest in both a housing-only unit and combined live/work space.

The interested respondents were asked if another member of their household was taking the survey who also indicated interest in living space.

Figure 2: Interest in live/work & housing-only spaces



Some survey questions in this section were asked only of those who identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits." Eighty (80) of the respondents who expressed interest in housing-only and/or live/work space identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits" (see Table 1).

Seventy-two percent (72%) of the 99 respondents interested in housing-only and/or live/work space describe themselves as a creative, and 32% own or operate a creative business (Table 1).

Table 1: Respondents Interested in Housing-only and/or Live/Work Space*

	"yes" responses (99)	
	#	%
I am a creative (I may or may not sell or receive income for my work)	71	71.7
I do not consider myself a creative, but I enjoy creative pursuits	9	9.1
I own or operate a business that is creative in nature	32	32.3
I own a business that is not specifically a creative business	6	6.1
I am a leader of a creative organization	9	9.1
I am not involved in any creative work/activity	5	5.1

**Respondents may have selected multiple options*

Many of the respondents interested in housing-only and/or live/work space (45%) currently reside in the town of Ridgway and 18% live elsewhere in Ouray County (Table 2).

Table 2: Regional Area Residence of Respondents Interested in Housing-only and/or Live/Work Space*

	"yes" responses (80)	
	#	%
I currently live in the town of Ridgway	36	45.0
I currently live in Ouray County (but outside of Ridgway Town limits)	14	17.5
I currently live in the eastern half of San Miguel County	6	7.5
I currently live in the Montrose area	5	6.3
I have lived in the Town of Ridgway, but do not live there currently	9	11.3
I have lived in Ouray County (outside of Ridgway Town limits), but do not live there currently	9	11.3
None of the above	10	12.5

**Respondents may have selected multiple options.*

The most common types of creative work/activities of those interested in housing-only and/or live/work space are painting/drawing, photography, and writing/literary arts/publishing (Table 3). (As noted in Table 1, five interested respondents indicated that they are not involved in any creative work/activity.)

Table 3: Types of Creative Work and Activities of Respondents Interested in Housing-only and/or Live/Work Space*

	"yes" responses (94)	
	#	%
Painting/Drawing	26	27.7
Photography	21	22.3
Writing/Literary arts/Publishing	21	22.3
Crafts/Fine crafts	18	19.1
Fire arts (ceramics/pottery, glass, metalworking/metalsmithing/welding)	17	18.1
Graphic arts/design	14	14.9
Healing arts/Art therapies	14	14.9
Mixed media	13	13.8
Digital arts (computer/multimedia/web design, etc.)	11	11.7
Music (vocal/instrumental/recording/composition)	11	11.7
Jewelry design/fabrication	10	10.6
Sculpture	10	10.6

**Respondents may have selected multiple types of creative work/activities; table includes options selected by at least 10% of interested respondents.*

Approximately two-thirds (68%) of these interested respondents are female (Table 4). This is consistent with what we typically see in similar surveys.

Table 4: Gender*

	"yes" responses (80)	
	#	%
Female	54	67.5
Male	25	31.3
Transgender/Transsexual	0	0.0
Genderqueer	0	0.0
Something else	0	0.0
Prefer not to answer	1	1.3

**Respondents may have selected multiple options.*

Eighteen percent (18%) are 21 - 30 years of age and half are between the ages of 41 and 60 (Table 5).

Table 5: Age

Ethnicity	"yes" responses #	%
20 years and younger	1	1.3
21 – 30 years	14	17.5
31 – 40 years	14	17.5
41 – 50 years	14	17.5
51 – 60 years	26	32.5
61 – 70 years	8	10.0
Over 70 years	3	3.8
Total	80	*100.1

**Does not equal 100% due to rounding.*

The large majority of the interested respondents (86%) are White/Caucasian. Six percent (6%) describe themselves as multiracial/multiethnic (Table 6).

Table 6: Ethnicity

Ethnicity	"yes" responses #	%
Multiracial/Multiethnic	5	6.3
Black/African American	1	1.3
Hispanic/Latino	2	2.5
Asian	0	0.0
Pacific Islander/Native Hawaiian	0	0.0
Native American/American Indian	1	1.3
White/Caucasian	69	86.3
Something else	2	2.5
Total	80	*100.2

**Does not equal 100% due to rounding.*

Approximately two-thirds of the interested respondents (68%) have at least a Bachelor's degree, and 15% have obtained a post-graduate degree (Table 7). Twenty-nine percent (29%) of the interested respondents have completed some college course work or obtained a 2-year degree.

Table 7: Education

	"yes" responses	
Highest Level of Education	**#**	**%**
Some high school course work	1	1.3
High School/GED	2	2.5
Some college course work or 2-year degree	23	28.8
Bachelor's degree	34	42.5
Some post-graduate work	8	10.0
Post-graduate degree	12	15.0
Total	80	*100.1

**Does not equal 100% due to rounding.*

A very small number of the interested respondents (5%) are currently full-time students (Table 8).

Table 8: Student Status

	"yes" responses	
Full-time Student?	**#**	**%**
Yes	4	5.0
No	76	95.0
Total	80	100.0

Table 9 contains information regarding the annual household incomes of the interested respondents by household size. The shaded area denotes the number of interested respondents who fall at or below sixty percent of the median income for the region encompassing the Town of Ridgway. Half of the interested respondents report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY2017: Ouray County, CO). Twenty-nine percent (29%) of the interested respondents have household incomes of $25,000 or less per year while 18% have annual household incomes greater than $60,000.

Table 9: Income by Household Size (# of Interested Respondents)*

	Household Size					
Annual Household Income	1	2	3	4	5 or more	Total
Under $10,000	0	3	0	0	0	3
$10,000 - $15,000	5	3	0	0	0	8
$15,001 - $20,000	6	1	0	0	0	7
$20,001 - $25,000	1	2	1	1	0	5
$25,001 - $30,000	6	2	2	0	0	10
$30,001 - $35,000	4	4	0	0	0	8
$35,001 - $40,000	3	3	1	1	0	8
$40,001 - $45,000	4	1	1	1	0	7
$45,001 - $50,000	0	0	0	0	0	0
$50,001 - $55,000	1	3	0	0	0	4
$55,001 - $60,000	0	2	0	0	1	3
$60,001 - $65,000	0	1	0	0	0	1
$65,001 - $75,000	0	1	2	0	0	3
$75,001 - $85,000	1	0	3	2	0	6
$85,001 - $100,000	0	0	0	1	0	1
Over $100,000	0	2	1	0	0	3
Prefer Not to Answer	2	0	0	0	1	3
Total	33	28	11	6	2	80

**Shaded area denotes incomes at or below 60% of the regional median income. The FY2017 median income for a household of 4 is $73,300 in Ouray County.*

One quarter of the interested respondents currently do not earn any of their income from art or creative work (Table 10). Twenty-eight percent (28%) earn more than half of their income from their art or creative work.

Table 10: Percentage of Income from Art or Creative Work

% of Income from Art/Creative Work	"yes" responses #	"yes" responses %
Less than 10%	26	26.3
10% - 25%	9	9.1
26% - 50%	11	11.1
51% - 75%	7	7.1
76% - 100%	21	21.2
0% - None of my income comes from my art or creative work	25	25.3
Total	99	*100.1

**Does not equal 100% due to rounding*

Relocation to a Housing-only Unit or Combined Live/Work Space: Needs and Preferences for Live and Work Space

The data provided in this section summarizes the interested respondents' answers to questions regarding their preferences and needs for ***new*** live/work and/or housing-only space.

The respondents who expressed interest in live/work space were asked to select, from a list provided, up to four design features that are most important for their live/work space. The features selected most often are abundant natural light, high-speed/high-bandwidth Internet access, a storage room, washer/dryer hook-ups in the unit, and high ceilings over 10 feet (Table 11). (Note: eighteen of the interested respondents (22%) selected the option "Storefront/Direct street access for retail sales". These respondents may have also expressed more formal interest in this type of space when asked at a different point in the survey if they were interested in renting private commercial or retail space on an ongoing basis in Ridgway).

Table 11: Preferred Live/Work Space Features*

	"yes" responses (83)	
Features	**#**	**%**
Abundant natural light	67	80.7
Internet access (high-speed/high bandwidth for large files/graphics use)	57	68.7
Storage room	30	36.1
Washer/Dryer hook-ups in unit (in addition to shared laundry room)	26	31.3
High ceilings (over 10 feet)	25	30.1
Storefront/Direct street access for retail sales	18	21.7
Slop sink	17	20.5
Air conditioning	15	18.1
Special ventilation	14	16.9

**Respondents may have selected multiple features; table includes features selected by at least 10% of interested respondents.*

The 99 respondents interested in housing-only and/or live/work space were asked to identify their top five choices with respect to the types of space, amenities, and features they would consider sharing with others in the facility to which they would relocate (Table 12). High-speed building WiFi was identified as desirable by 73% of the interested respondents. Other preferred spaces and amenities include a rooftop/onsite garden, additional storage, general-use studio/flex space, gallery/exhibition space, and sustainable design.

Table 12: Preferred Shared Spaces, Amenities, and Features in Housing-only and/or Live/Work Space *

Types of Space/Amenities/Features	"yes" responses (99)	
	#	%
Building WiFi (high-speed)	72	72.7
Rooftop/Onsite garden	46	46.5
Additional storage	38	38.4
General-use studio/flex-space	35	35.4
Gallery/Exhibition space	32	32.3
Sustainable design	32	32.3
Fitness room	26	26.3
Networking/Meeting/Lounge space	22	22.2
Outdoor work/programming area	18	18.2
Utility sink with trap	18	18.2
Bicycle parking (indoors/secure)	17	17.2
Building design and features that reflect the area's history	15	15.2
Classroom(s)/Teaching space	15	15.2
Business center (copier, fax, scanner, postage meter, etc.)	10	10.1
Rehearsal space (theater, performance art, etc.)	10	10.1

**Respondents may have selected multiple types of space/amenities/features; table includes space/amenities/features selected by at least 10% of interested respondents.*

Eighty-four percent (84%) of the interested respondents require one or two-bedroom units and 11% require 3 bedrooms (Table 13).

Table 13: Bedrooms Needed x Household Size

# of Bedrooms Required	-------------------Size of Household--------------				Total	
	One	Two	Three	4 or more	#	%
None (Studio/Efficiency)	3	1	0	0	4	5.0
One	22	11	0	3	36	45.0
Two	7	13	10	1	31	38.8
Three	1	3	1	4	9	11.3
Four or more	0	0	0	0	0	0
Total	33	28	11	8	80	*100.1

**Does not equal 100% due to rounding.*

Almost all of the interested respondents (99%) require at least one parking space adjacent to their residence, and 41% need two spaces for parking (Table 14).

Table 14: Parking Spaces

Number of Parking Spaces Needed	"yes" responses	
	#	%
None	1	1.0
One	57	57.6
Two	41	41.4
Three or more	0	0.0
Total	99	100.0

The interested respondents were asked about their interest in a variety of shared transportation options, assuming service, proximity and/or support could be provided (Table 15). Many of the interested respondents would carpool (43%), 34% would use a car sharing program, and over half (54%) would use van transport between Ridgway and another city/town in the region.

Table 15: Alternative Transportation*

Transportation Options	"yes" responses (99)	
	#	%
Van transport between Ridgway and another town/city in the region	53	53.5
Carpooling	43	43.4
Car sharing	34	34.3
Bike sharing	28	28.3
Other	1	1.0
None of the above	21	21.2

**Respondents may have selected multiple transportation options.*

The 53 respondents who expressed interest in van transport between Ridgway and another town/city in the region were asked to/from which towns/cities they would be interested in van transport at least once a week. Montrose was desirable to 81%, and Telluride to 77% of the interested respondents (Table 16).

Table 16: Van Transport: Towns/Cities of Interest*

Towns/Cities	"yes" responses (53)	
	#	%
Montrose	43	81.1
Telluride	41	77.4
Ouray	24	45.3
Grand Junction	16	30.2
Other	3	5.7

**Respondents may have selected multiple towns/cities.*

Table 17 contains information regarding the maximum amount the interested respondents could pay monthly for housing by size of space needed (number of bedrooms required). This housing may or may not include creative work space. Nearly two-thirds of these respondents (64%) could afford $800 or less per month for combined live/work or housing-only space, and 23% could pay $900 to $1,000 per month.

Table 17: Affordable Housing Costs

	----------------Number of Bedrooms Needed----------------				Total	
Maximum Monthly Amount (excluding utilities)	**None (Studio/ Efficiency)**	**One**	**Two**	**Three or more**	**#**	**%**
$400 or less	4	8	3	0	15	15.2
$500 - $600	0	13	5	2	20	20.2
$700 - $800	1	13	10	4	28	28.3
$900 - $1,000	1	7	12	3	23	23.2
$1,100 - $1,200	0	2	3	2	7	7.1
$1,300 - $1,500	0	0	3	0	3	3.0
Over $1,500	0	0	2	1	3	3.0
Total	6	43	38	12	99	100.0

Relocation to a Housing-only Unit or Combined Live/Work Space: Current Creative Work Space Arrangement

The survey respondents were asked about their current art or creative work situation (Table 18). The majority of the respondents interested in housing-only and/or live/work space (66%) use space within their home for their creative work, while many (39%) indicated they do not have the space they need for their creative work. Thirteen percent (13%) rent or own creative studio/work space outside their home on an ongoing basis.

Table 18: Current Creative Work Space Arrangements of Respondents Interested in Housing-only and/or Live/Work Space*

Creative Work Space Arrangements	"yes" responses (80) #	%
I rent or own creative studio/work space outside my home that I use on an ongoing basis	10	12.5
I primarily conduct my creative work from home	53	66.3
I don't have the space I need for my creative work	31	38.8
My creative work space is provided free of charge	4	5.0
My creative work does not require designated space	4	5.0
None of the above	8	10.0

**Respondents may have selected multiple arrangements.*

Relocation to a Housing-only Unit or Combined Live/Work Space: Current Living Arrangements

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

Forty-six percent (46%) of the interested respondents do not live with other adults (Table 19). Three-quarters do not have children residing with them in their home.

Table 19: Current Household Composition

	"yes" responses	
Number of Adults	**#**	**%**
One - I am the only adult	37	46.3
Two	40	50.0
Three or more	3	3.8
Number of Children (under 18)	**#**	**%**
None	60	75.0
One	13	16.3
Two	5	6.3
Three or more	2	2.5
Total	80	100.0

Approximately two-thirds of the interested respondents (69%) currently rent or lease their living space, while 24% own their residence (Table 20). Eight percent (8%) do not rent/lease or own the space in which they live (may live with others, reside at a college or university, etc.).

Table 20: Current Home Rental/Lease vs. Ownership

	"yes" responses	
Rent/Lease vs. Own	**#**	**%**
Rent/Lease	55	68.8
Own	19	23.8
Do not rent/lease or own	6	7.5
Total	80	100.1

**Does not equal 100% due to rounding.*

Of the 74 interested respondents who currently rent/lease or own their living space, 18% pay $401 - $600 per month, 39% pay $601 - $1,000, and 27% pay more than $1,000 for their housing (Table 21).

Table 21: Current Housing Costs

	"yes" responses	
Monthly Housing Costs (excluding utilities)	**#**	**%**
$0	5	6.8
$1 - $400	7	9.5
$401 - $600	13	17.6
$601 - $800	11	14.9
$801 - $1,000	18	24.3
$1,001 - $1,200	5	6.7
$1,201 - $1,500	7	9.5
$1,501 - $2,000	7	9.5
Over $2,000	1	1.4
Total	74	*100.2

**Does not equal 100% due to rounding.*

INTEREST IN OTHER TYPES OF HOUSING

At the end of the survey all respondents were asked if they needed, or had an interest in, other types of space not asked about in the survey. Many of the respondents who expressed interest in live/work and/or housing-only space in an affordable multi-use creative facility indicated that they are interested in other types of housing space as well.

The number of respondents who expressed interest in other types of housing are provided in Table 22. The data in the shaded columns are for those respondents who are interested in other types of housing, but not interested in live/work space or housing-only space in an affordable multi-use creative facility in Ridgway.

Of the 444 survey respondents:

- 97 expressed interest in owning a townhome or condo with live/work space
- 46 expressed interest in owning a townhome or condo with housing-only space
- 95 expressed interest in owning a single-family home
- 23 expressed interest in living in a residential-only building, and
- 68 expressed interest in owning shares in a housing cooperative

It is important to note that survey respondents could select more than one type of space. As a result, there is overlap between these groups, as well as between these groups and those who expressed interest in live/work space and housing-only space in an affordable multi-use creative facility.

Table 22: Interest in Other Types of Housing*

Type of Housing	Interested in Other Housing but Not Interested in Live/Work or Housing-only Space in a Multi-use Facility "yes" responses #	All Interested in Other Housing (444) "yes" responses #
Owning live/work space – a townhome or condo	38	97
Owning housing-only space – a townhome or a condo	19	46
Owning a single-family home	51	95
Living in a residential-only building	4	23
Owning shares in a housing cooperative	35	68

**Respondents may have selected multiple types of housing*

The data provided in the previous section of the report pertains specifically to live/work and housing-only space in an affordable multi-use creative facility, and not to the other types of housing space shown in Table 22.

Eighty-four (84) of the 95 survey respondents interested in owning a single-family home were asked about their income. Table 23 contains information regarding the annual household incomes of these respondents. Fifteen percent (15%) have household incomes of $25,000 or less per year, 36% have annual household incomes between $25,000 and $45,000, and 21% have annual household incomes between $65,000 and $100,000. Twelve percent (12%) have annual household incomes greater than $100,000.

Table 23: Annual Household Income of Respondents Interested in Owning a Single-Family Home*

Annual Household Income	"yes" responses #	%
Under $10,000	3	3.6
$10,000 - $15,000	3	3.6
$15,001 - $20,000	4	4.8
$20,001 - $25,000	3	3.6
$25,001 - $30,000	9	10.7
$30,001 - $35,000	6	7.1
$35,001 - $40,000	6	7.1
$40,001 - $45,000	9	10.7
$45,001 - $50,000	2	2.4
$50,001 - $55,000	2	2.4
$55,001 - $60,000	3	3.6
$60,001 - $65,000	2	2.4
$65,001 - $75,000	5	6.0
$75,001 - $85,000	10	11.9
$85,001 - $100,000	3	3.6
Over $100,000	10	11.9
Prefer Not to Answer	4	4.8
Total	84	*100.2

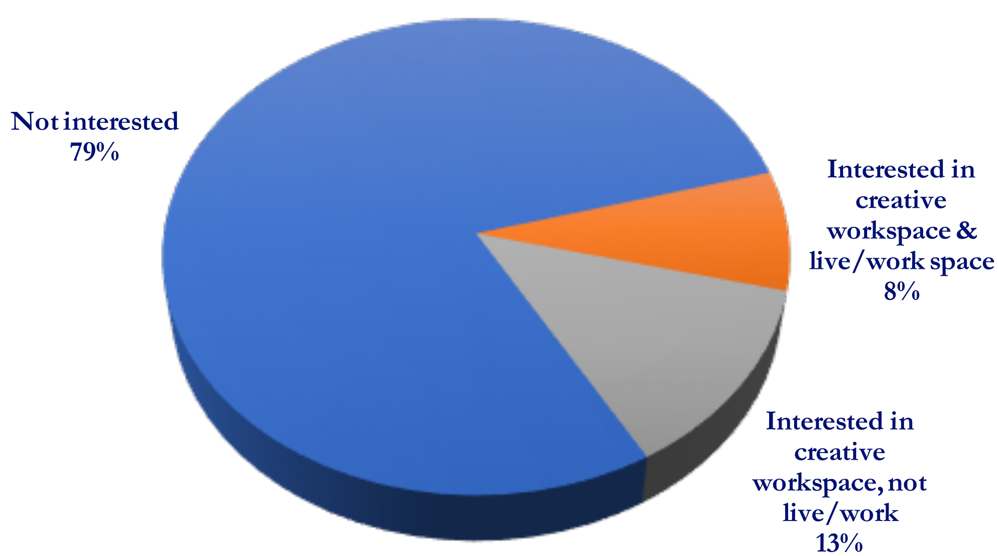
**Does not equal 100.0% due to rounding.*

The FY2017 median income for a household of 4 is $73,300 in Ouray County.

Ongoing Private Creative Studio/Work Space

Ninety-three (93) of the 444 survey respondents (21%) indicated an interest in renting private creative studio/work space on an ongoing basis, if available for the creative community in Ridgway (see Figure 3). Of the creatives interested in ongoing private studio/work space, 57 were not interested in relocating to live/work space, while 36 were interested in ***both*** private studio/work space and potential live/work space. (For the 36 creatives interested in both relocation to live/work space and ongoing private studio/work space rental, it is reasonable to assume they would choose ***either*** studio rental ***or*** live/work space, but not both.)

Figure 3: Interest in renting private creative studio/work space on an ongoing basis



The following tables provide information for all creatives who indicated an interest in renting private studio/work space on an ongoing basis (93) as well as for the subset of creatives interested in private studio/work space, but not live/work space (57). The data for those creatives interested in private studio/work space but not live/work space are highlighted in these tables.

Seventy-nine percent (79%) of those interested in renting private creative studio/work space describe themselves as a creative, and 41% own or operate a business that is creative in nature (Table 24).

Table 24: Respondents Interested in Ongoing Private Creative Studio/Work Space*

	Interested in Studio Space but not Live/Work Space (57) "yes" responses		All Interested in Studio Space (93) "yes" responses	
	#	%	#	%
I am a creative (I may or may not sell or receive income for my work)	43	75.4	73	78.5
I do not consider myself a creative, but I enjoy creative pursuits	4	7.0	5	5.4
I own or operate a business that is creative in nature	23	40.4	38	40.9
I own a business that is not specifically a creative business	5	8.8	5	5.4
I am a leader of a creative organization	6	10.5	10	10.8
I am not involved in any creative work/activity	2	3.5	3	3.2

**Respondents may have selected multiple options.*

The most common types of creative work/activities of those interested in renting private creative studio/work space on an ongoing basis are painting/drawing, crafts/fine crafts, photography, and healing arts/art therapies (Table 25). (As noted in Table 24, three interested respondents indicated that they are not involved in any creative work/activity.)

Table 25: Types of Creative Work and Activities of Respondents Interested in Ongoing Private Creative Studio/Work Space*

	Interested in Studio Space but not Live/Work Space (55) "yes" responses		All Interested in Studio Space (90) "yes" responses	
	#	%	#	%
Painting/Drawing	25	45.5	35	38.9
Crafts/Fine crafts	17	30.9	28	31.1
Photography	15	27.3	24	26.7
Healing arts/Art therapies	13	23.6	17	18.9
Fire arts (ceramics/pottery, glass, metalworking/metalsmithing/welding)	8	14.5	15	16.7
Mixed media	10	18.2	14	15.6
Writing/Literary arts/Publishing	7	12.7	12	13.3
Culinary arts/Artisanal foods or spirits	8	14.5	11	12.2
Digital arts (computer/multimedia/web design, etc.)	6	10.9	11	12.2
Graphic arts/design	5	9.1	11	12.2
Music (vocal/instrumental/recording/composition)	7	12.7	11	12.2
Arts education/instruction/Art history	6	10.9	10	11.1
Art gallery/Exhibition space/Curatorial/Museum	8	14.5	9	10.0
Dance/Choreography	6	10.9	9	10.0
Fabric/Fiber/Textile arts/Clothing/Costume design	7	12.7	9	10.0
Theater arts (acting, directing, production, performance art etc.)	6	10.9	9	10.0

**Respondents may have selected multiple types of creative work/activities; table includes options selected by at least 10% of interested creatives.*

Some survey questions were only asked of those who identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits." The responses to these questions are shown below in Tables 24 and 25. Seventy-eight (78) of the respondents who expressed interest in renting private creative studio/work space on an ongoing basis identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits." Forty-seven (47) of these respondents are interested in private creative studio/work space, but not live/work space.

Forty-six percent (46%) of the creatives interested in renting private studio/work space on an ongoing basis currently reside in the town of Ridgway, and 14% have lived there in the past (Table 26). Eighteen percent (18%) do not live in Ridgway, but reside elsewhere in Ouray County.

Table 26: Regional Area Residence of Respondents Interested in Ongoing Private Creative Studio/Work Space*

	Interested in Studio Space but not Live/Work Space (47) "yes" responses		All Interested in Studio Space (78) "yes" responses	
	#	%	#	%
I currently live in the town of Ridgway	24	51.1	36	46.2
I currently live in Ouray County (but outside of Ridgway Town limits)	10	21.3	14	17.9
I currently live in the eastern half of San Miguel County	1	2.1	4	5.1
I currently live in the Montrose area	6	12.8	9	11.5
I have lived in the Town of Ridgway, but do not live there currently	4	8.5	11	14.1
I have lived in Ouray County (outside of Ridgway Town limits), but do not live there currently	1	2.1	6	7.7
None of the above	4	8.5	8	10.3

**Respondents may have selected multiple options.*

Most of the interested creatives (63%) use space within their home for their creative work, and 39% report that they do not have the space they need for their creative work (Table 27). Approximately one-quarter (26%) rent or own creative studio/work space outside their home on an ongoing basis.

Table 27: Current Creative Work Space Arrangements of Respondents Interested in Ongoing Private Creative Studio/Work Space*

	Interested in Studio Space but not Live/Work Space (47) "yes" responses		All Interested in Studio Space (78) "yes" responses	
Creative Work Space Arrangements	**#**	**%**	**#**	**%**
I rent or own creative studio/work space outside my home that I use on an ongoing basis	13	27.7	20	25.6
I primarily conduct my creative work from home	29	61.7	49	62.8
I don't have the space I need for my creative work	14	29.8	30	38.5
My creative work space is provided free of charge	0	0.0	2	2.6
My creative work does not require designated space	2	4.3	2	2.6
None of the above	3	6.4	4	5.1

**Respondents may have selected multiple arrangements.*

Ongoing Private Creative Studio/Work Space: Needs and Preferences

The interested creatives were asked to identify up to four features most important to them in new private creative studio/work space. The most popular were abundant natural light, high-speed/high bandwidth Internet access, and a utility sink with trap (Table 28). (Note: twenty-three of the interested creatives (25%) selected the option "Storefront/Direct street access for retail sales". Fifteen (15) of these respondents also expressed more formal interest in this type of space when asked at a different point in the survey if they were interested in renting private commercial or retail space for their creative business on an ongoing basis in Ridgway).

Table 28: Preferred Private Creative Studio/Work Space Features*

	Interested in Studio Space but not Live/Work Space (57) "yes" responses		All Interested in Studio Space (93) "yes" responses	
Features	#	%	#	%
Abundant natural light	44	77.2	67	72.0
Internet access (high-speed/high bandwidth for large files/graphics use)	32	56.1	49	52.7
Utility sink with trap	24	42.1	42	45.2
Storefront/Direct street access for retail sales	16	28.1	23	24.7
Special ventilation	12	21.1	22	23.7
Storage room	11	19.3	19	20.4
Industrial-arts compatible (i.e. heavy equipment, use of open flame, etc.)	7	12.3	15	16.1
High ceilings (over 10 feet)	9	15.8	14	15.1
Floor to ceiling walls (not 3/4 walls i.e. 8 ft. walls with a 10 ft. ceiling)	4	7.0	13	14.0
Special electrical wiring (i.e. 20 amp circuits/220 volts)	7	12.3	11	11.8

**Respondents may have selected multiple features; table includes features selected by at least 10% of interested creatives.*

The interested creatives were also asked to identify up to four types of spaces, features and/or amenities they would be most interested in sharing (Table 29). The most preferred types of space, features and amenities were high-speed building WiFi, gallery/exhibition space, additional storage, classrooms/teaching space, a utility sink with trap, and sustainable/green design.

Table 29: Preferred Shared Spaces, Features and Amenities for Ongoing Private Creative Studio/Work Space*

Types of Shared Spaces, Features and Amenities	Interested in Studio Space but not Live/Work Space (57) "yes" responses		All Interested in Studio Space (93) "yes" responses	
	#	%	#	%
Building WiFi (high-speed)	30	52.6	49	52.7
Gallery/Exhibition space	26	45.6	44	47.3
Additional storage	16	28.1	32	34.4
Classrooms/Teaching space	16	28.1	28	30.1
Utility sink with trap (in common area)	17	29.8	28	30.1
Sustainable/Green design	16	28.1	27	29.0
Networking/Meeting/Lounge space	15	26.3	20	21.5
Business center (including copier, fax, scanner, postage meter, etc.)	8	14.0	14	15.1
Rooftop/Onsite garden	7	12.3	14	15.1
Building design and features that reflect the area's history	7	12.3	11	11.8
Community/Flex-use room	6	10.5	11	11.8
Bicycle parking (indoors, secure)	6	10.5	10	10.8

**Respondents may have selected multiple types of space, features and/or amenities; table includes spaces, features and amenities selected by at least 10% of interested creatives.*

Thirty-nine (39%) of the creatives interested in renting ongoing private studio/work space require studio/work spaces of 200 square feet or less, while 29% want spaces between 201 – 400 sq. ft. (Table 30).

Table 30: Space Requirements for Ongoing Private Creative Studio/Work Space

	Interested in Studio Space but not Live/Work Space "yes" responses		All Interested in Studio Space "yes" responses	
Minimum Square Footage	#	%	#	%
Under 150 sq. feet	7	12.3	10	10.8
150 - 200 sq. feet	14	24.6	26	28.0
201 - 300 sq. feet	7	12.3	15	16.1
301 - 400 sq. feet	10	17.5	12	12.9
401 - 500 sq. feet	7	12.3	12	12.9
501 - 800 sq. feet	4	7.0	5	5.4
801 - 1,000 sq. feet	3	5.3	4	4.3
1,001 - 1,200 sq. feet	1	1.8	2	2.2
1,201 - 1,500 sq. feet	2	3.5	2	2.2
More than 1,5000 sq. feet	1	1.8	2	2.2
Don't know	1	1.8	3	3.2
Total	57	*100.2	93	*100.2

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

Thirty-one percent (31%) of these creatives could afford $150 or less per month for private studio/work space (paid in addition to costs for housing), and 20% could pay more than $400 each month (Table 31).

Table 31: Affordable Ongoing Private Creative Studio/Work Space Costs

Maximum Monthly Amount for Studio/Work Space (excluding utilities)	Interested in Studio Space but not Live/Work Space "yes" responses #	%	All Interested in Studio Space "yes" responses #	%
$1 - $50	3	5.3	5	5.4
$51 - $100	9	15.8	14	15.1
$101 - $150	5	8.8	10	10.8
$151 - $200	10	17.5	15	16.1
$201 - $250	7	12.3	12	12.9
$251 - $300	6	10.5	8	8.6
$301 - $350	2	3.5	6	6.5
$351 - $400	1	1.8	4	4.3
$401 - $500	6	10.5	9	9.7
$501 - $800	6	10.5	8	8.6
$801 - $1,000	1	1.8	1	1.1
More than $1,000	1	1.8	1	1.1
Total	57	*100.1	93	*100.2

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

Forty percent (40%) would be interested in renting on a month-to-month basis, while 30% would be interested in a lease term of 6 – 12 months, and 23% in a term of 1-2 years (Table 32).

Table 32: Preferred Lease Terms for Ongoing Private Creative Studio/Work Space

Lease Term	Interested in Studio Space but not Live/Work Space "yes" responses #	%	All Interested in Studio Space "yes" responses #	%
Month-to-month	24	42.1	37	39.8
6 months to 1 year	18	31.6	28	30.1
1 – 2 years	11	19.3	21	22.6
3 – 5 years	4	7.0	6	6.5
6 – 10 years	0	0.0	0	0.0
More than ten years	0	0.0	1	1.1
Total	57	100.0	93	*100.1

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

Interest in Owning Private Studio/Creative Work Space

At the end of the survey, all respondents were asked if they needed, or had an interest in, other types of space not asked about in the survey. Eighty-nine (89) of the survey respondents expressed interest in owning private studio/creative work space. Thirty-seven (37) of these respondents are not interested in renting the private creative studio/work space asked about in this survey.

The data provided in the previous section of the report pertains to private creative studio/work space that could be rented on an ongoing basis. However, it is reasonable to assume that the space needs and preferences related to private studio/creative work space that is owned would be similar.

ONGOING PRIVATE COMMERCIAL OR RETAIL SPACE

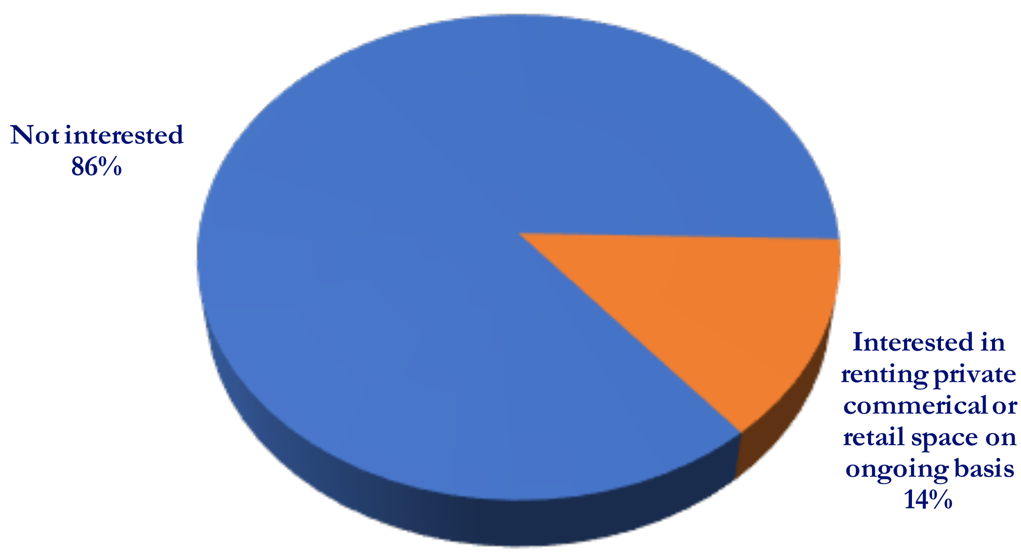
Sixty (60) of the 444 survey respondents (14%) are interested in renting private commercial or retail space on an ongoing basis, if available for the creative community in Ridgway (Figure 4).

Of these 60 respondents:

- 11 are interested ***only*** in renting private commercial or retail space for their creative business, and are not interested in any other type of space.
- 31 are also interested in renting private creative studio/work space on an ongoing basis.
- 14 are also interested in some type of housing option (live/work and/or housing-only)

It is important to note that interest in private commercial or retail space was asked about distinctly and separately from private creative studio/work space and live/work and housing-only space. As such, respondents interested in private commercial or retail space as well as either of these other two types of space would likely use both commercial or retail space and the other type(s) of space in which they expressed interest.

Figure 4: Interest in renting private commercial or retail space on ongoing basis



Sixty-three percent (63%) of those interested in renting private commercial or retail space on an ongoing basis describe themselves as a creative, and 62% own or operate a business that is creative in nature (Table 33).

Table 33: Respondents Interested in Ongoing Private Commercial or Retail Space*

	"yes" responses (60)	
	#	%
I am a creative (I may or may not sell or receive income for my work)	38	63.3
I do not consider myself a creative, but I enjoy creative pursuits	3	5.0
I own or operate a business that is creative in nature	37	61.7
I own a business that is not specifically a creative business	5	8.3
I am a leader of a creative organization	7	11.7
I am not involved in any creative work/activity	1	1.7

**Respondents may have selected multiple options.*

The most common types of creative work/activities of those interested in renting private commercial or retail space on an ongoing basis are photography, painting/drawing, crafts/fine crafts, and culinary arts/artisanal foods or spirits (Table 34). (As noted in Table 33, one interested respondent indicated that they are not involved in any creative work/activity).

Table 34: Types of Creative Work and Activities of Respondents Interested in Ongoing Private Commercial or Retail Space*

	"yes" responses (59)	
	#	%
Photography	15	25.4
Painting/Drawing	14	23.7
Crafts/Fine crafts	13	22.0
Culinary arts/Artisanal foods or spirits	12	20.3
Jewelry design/fabrication	11	18.6
Music (vocal/instrumental/recording/composition)	11	18.6
Fire arts (ceramics/pottery, glass, metalworking/metalsmithing/welding)	9	15.3
Healing arts/Art therapies	9	15.3
Mixed media	9	15.3
Architecture/Landscape architecture	8	13.6
Fabric/Fiber/Textile arts/Clothing/Costume design	8	13.6
Art gallery/Exhibition space/Curatorial/Museum	6	10.2
Sculpture	6	10.2
Woodworking/Woodcarving	6	10.2

**Respondents may have selected multiple types of creative work/activities; table includes options selected by at least 10% of interested respondents.*

Those interested in renting private commercial or retail space on an ongoing basis were asked to identify up to four features/amenities most important to them in new commercial or retail space. The most popular were abundant natural light, high-speed/high bandwidth Internet service, storefront/direct street access, and sink/water access (Table 35).

Table 35: Preferred Features and Amenities for Private Commercial or Retail Space*

	"yes" responses (60)	
Features/Amenities	**#**	**%**
Abundant natural light	36	60.0
Internet access (high-speed/high bandwidth for large files/graphics use)	32	53.3
Storefront/Direct street access	27	45.0
Sink/Water access	25	41.7
24-hour access	20	33.3
Classroom/Teaching/Demonstration space for short-term or occasional rental in	13	21.7
Infrastructure to support a commercial kitchen (plumbing/electrical)	11	18.3
Additional storage space for rent in the facility	10	16.7
High ceilings (over 10 feet)	10	16.7
Event space available for occasional rental in the facility	8	13.3
Shared business center access (including copier, fax, scanner, postage meter, etc.)	8	13.3
Conference/Meeting room access	7	11.7
Onsite parking	7	11.7

**Respondents may have selected multiple features/amenities; table includes features/amenities selected by at least 10% of interested respondents.*

The majority of respondents interested in renting private commercial or retail space on an ongoing basis (65%) require spaces of 500 square feet or less, and 28% need larger spaces between 501 – 1,500 square feet (Table 36).

Table 36: Space Requirements for Private Commercial or Retail Space

	"yes" responses	
Minimum Square Footage	**#**	**%**
Under 200 sq. feet	16	26.7
200 - 500 sq. feet	23	38.3
501 - 700 sq. feet	5	8.3
701 – 1,000 sq. feet	8	13.3
1,001 - 1,500 sq. feet	4	6.7
1,501 - 2,000 sq. feet	1	1.7
2,001 – 3,000 sq. feet	1	1.7
3,001 – 4,000 sq. feet	0	0.0
More than 4,000 sq. feet	2	3.3
Don't know	0	0.0
Total	60	100.0

Thirty percent (30%) could pay $200 or less each month for private commercial or retail space and one-third could pay $501 - $1,000 monthly (Table 37).

Table 37: Affordable Private Commercial or Retail Space Costs

	"yes" responses	
Maximum Monthly Amount for Private Commercial or Retail Space (excluding utilities)	**#**	**%**
$1 - $50	4	6.7
$51 - $100	6	10.0
$101 - $200	8	13.3
$201 - $300	6	10.0
$301 - $400	4	6.7
$401 - $500	6	10.0
$501 - $700	12	20.0
$701 - $1,000	8	13.3
$1,001 - $1,500	4	6.7
$1,501 - $2,000	0	0.0
$2,001 - $3,000	1	1.7
More than $3,000	1	1.7
Total	60	100.1

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

Thirty-seven percent (37%) would prefer a 6 – 12 month lease term for their private commercial or retail space, while 32% would prefer a lease term of 1 – 2 years (Table 38). Twenty percent (20%) would like a month-to-month lease.

Table 38: Preferred Lease Terms for Private Commercial or Retail Space

Lease Term	"yes" responses #	%
Month-to-month	12	20.0
6 months to 1 year	22	36.7
1 – 2 years	19	31.7
3 – 5 years	7	11.7
6 – 10 years	0	0.0
More than ten years	0	0.0
Total	60	*100.1

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

Forty-five percent (45%) of the interested respondents require one parking space, and 35% need two or more spaces for parking (Table 39). Twenty percent (20%) do not require any parking spaces for their commercial or retail space.

Table 39: Designated Parking Spaces Required for Private Commercial or Retail Space

Number of Designated Parking Spaces Needed	"yes" responses" #	%
None	12	20.0
One	27	45.0
Two	17	28.3
Three	0	0.0
Four or more	4	6.7
Total	60	100.0

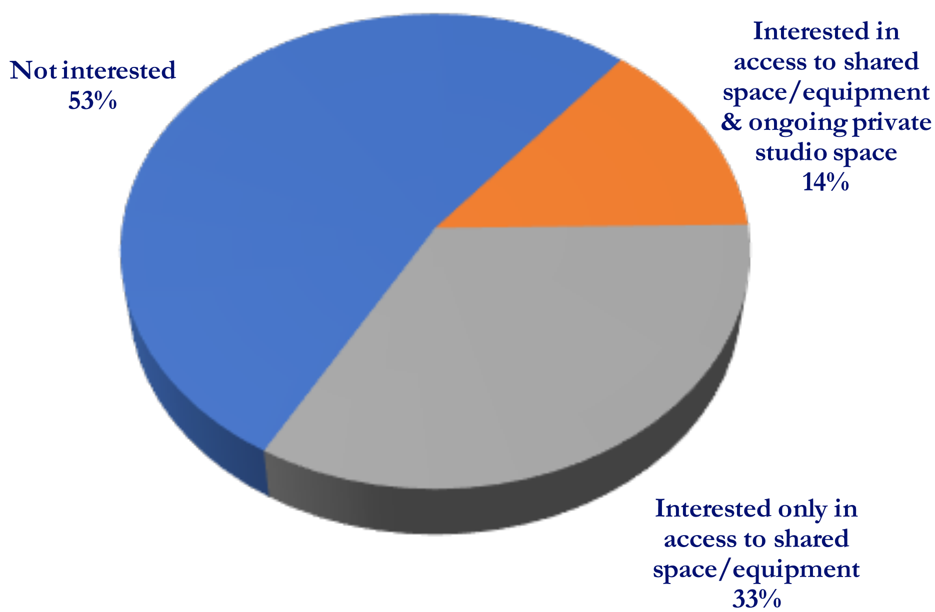
SHARED CREATIVE SPACE AND SPECIALIZED EQUIPMENT

Two-hundred ten (210) of the 444 survey respondents (47%) expressed interest in accessing shared creative space and specialized equipment through a paid membership or other short-term or occasional rental arrangement, if available for the creative community in Ridgway (Figure 5). This was the type of space of greatest interest to survey respondents.

Of these 210 respondents:

- 48 are also interested in some type of housing option (live/work and/or housing-only).
- 61 indicated that they are also interested in renting private studio/work space for creating on an ongoing basis (these 61 respondents may choose to rent ongoing private studio/work space or buy a membership to access specialized shared-use arts studios and creative support spaces, or they may choose to do both).

Figure 5: Interest in access to shared space & equipment through membership or short-term rental



Nearly two-thirds of the respondents interested in accessing shared creative space and specialized equipment (74%) describes themselves as a creative, and 32% note that they own or operate a creative business (Table 40).

Table 40: Respondents Interested in Shared Creative Space and Specialized Equipment*

	"yes" responses (210)	
	#	%
I am a creative (I may or may not sell or receive income for my work)	155	73.8
I do not consider myself a creative, but I enjoy creative pursuits	26	12.4
I own or operate a business that is creative in nature	67	31.9
I own a business that is not specifically a creative business	14	6.7
I am a leader of a creative organization	24	11.4
I am not involved in any creative work/activity	9	4.3

**Respondents may have selected multiple options,*

The most common types of creative work/activities of those interested in accessing shared creative space and specialized equipment are painting/drawing, crafts/fine crafts, and photography (Table 41). (As noted in Table 40, nine interested respondents indicated that they are not involved in any creative work/activity).

Table 41: Types of Creative Work and Activities of Respondents Interested in Shared Creative Space and Specialized Equipment*

	"yes" responses (201)	
	#	%
Painting/Drawing	60	29.9
Crafts/Fine crafts	56	27.9
Photography	56	27.9
Writing/Literary arts/Publishing	40	19.9
Fire arts (ceramics/pottery, glass, metalworking/metalsmithing/welding)	33	16.4
Mixed media	32	15.9
Fabric/Fiber/Textile arts/Clothing/Costume design	31	15.4
Culinary arts/Artisanal foods or spirits	28	13.9
Healing arts/Art therapies	28	13.9
Music (vocal/instrumental/recording/composition)	26	12.9
Graphic arts/design	25	12.4
Arts education/instruction/Art history	23	11.4
Jewelry design/fabrication	22	10.9

**Respondents may have selected multiple types of creative work/activities; table includes options selected by at least 10% of interested respondents.*

Some survey questions were only asked of those who identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits." The responses to these questions are shown below in Tables 40 and 41. One hundred eighty-one (181) of the respondents who expressed interest in accessing shared creative space and specialized equipment identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits."

Forty-one percent (41%) of the respondents interested in accessing shared creative space and specialized equipment currently reside in the town of Ridgway (Table 42), and 35% live elsewhere in Ouray County.

Table 42: Regional Area Residence of Respondents Interested in Shared Creative Space and Specialized Equipment*

	"yes" responses (181)	
	#	%
I currently live in the town of Ridgway	75	41.4
I currently live in Ouray County (but outside of Ridgway Town limits)	63	34.8
I currently live in the eastern half of San Miguel County	7	3.9
I currently live in the Montrose area	16	8.8
I have lived in the Town of Ridgway, but do not live there currently	17	9.4
I have lived in Ouray County (outside of Ridgway Town limits), but do not live there currently	10	5.5
None of the above	10	5.5

**Respondents may have selected multiple options.*

The majority (73%) currently conduct their creative work primarily within their home, and 16% rent or own space outside their home on an ongoing basis (Table 43).

Table 43: Current Creative Work Space Arrangements of Respondents Interested in Shared Creative Space and Specialized Equipment *

	"yes" responses (181)	
Creative Work Space Arrangements	#	%
I rent or own creative studio/work space outside my home that I use on an ongoing basis	28	15.5
I primarily conduct my creative work from home	132	72.9
I don't have the space I need for my creative work	45	24.9
My creative work space is provided free of charge	6	3.3
My creative work does not require designated space	8	4.4
None of the above	7	3.9

**Respondents may have selected multiple arrangements.*

The respondents interested in accessing shared creative space and specialized equipment were asked whether they would use the space and equipment for their personal creative work or for an organization they lead or a business they own. They could select one, two or all three of these options. The large majority (82%) would use this access for their personal use as a creative (Table 44).

Table 44: Use of Shared Creative Space and Specialized Equipment*

	"yes" responses (210)	
	#	**%**
Personal use as a creative	172	81.9
Use by a creative organization respondent leads (including use by staff, students, etc.)	43	20.5
Use by a creative business respondent owns (including use by employees, students, etc.)	46	21.9

**Respondents may have selected multiple options.*

The interested respondents were asked to identify up to five shared spaces and/or types of specialized equipment that would be most important to them or to their business or organization. The most popular were classrooms/teaching space, gallery/exhibition space, and a ceramics studio/kiln (Table 45).

Table 45: Preferred Shared Spaces and Specialized Equipment*

Types of Spaces and Equipment	"yes" responses (210)	
	#	%
Classrooms/Teaching space	76	36.2
Gallery/Exhibition space	65	31.0
Ceramics studio/Kiln	57	27.1
Office equipment (color copier/printer, etc.)	47	22.4
Commercial kitchen (for retail food preparation/classes)	46	21.9
Conference/Meeting room access	40	19.0
Community kitchen (for communal meals, demonstrations, etc.)	38	18.1
Computers with design software (CAD, Photoshop, InDesign, Final Cut Pro, etc.)	38	18.1
Networking/Meeting/Lounge space	38	18.1
Studio space (general-purpose, multiple user)	37	17.6
Studio space (general-purpose, for occasional private use)	36	17.1
Printmaking equipment	32	15.2
Woodworking shop	32	15.2
Photography studio (with equipment)	30	14.3
Outdoor work area	29	13.8
Textile space (loom, spinning wheel, sewing machines, etc.)	27	12.9
Digital fabrication and prototyping equipment (3D Printers/Laser cutters, Machine shop)	22	10.5
Metalworking/Metalsmithing studio	22	10.5
Fine metals/Jewelry making studio	21	10.0
Paint room (sprayers/ventilation)	21	10.0

**Respondents may have selected multiple spaces/equipment; table includes options selected by at least 10% of interested respondents.*

The interested respondents were also asked about the type of membership arrangement they would consider for access to the shared creative space and/or specialized equipment that is most important to them (Table 46). Sixty-four percent (64%) expressed interest in a day-use pass, 62% in monthly unlimited access and nearly half (49%) expressed interest in hourly rental.

Table 46: Membership Arrangements*

	"yes" responses (210)	
	#	%
Hourly rental	103	49.0
Day-use pass	135	64.3
Monthly unlimited access	130	61.9

**Respondents may have selected multiple arrangements.*

Forty percent (40%) of the 135 respondents interested in accessing shared creative space and specialized equipment on a daily basis would pay $11 - $20 for a day-use pass (not including the cost of supplies/materials), and 21% would pay $1 - $10 (Table 47).

Table 47: Shared Creative Space and Specialized Equipment Cost – Day-use Pass

Maximum Daily Amount to Access Shared Creative Space and Specialized Equipment (excluding art making supplies/materials)	"yes" responses	
	#	%
$1.00 - $10.00	28	20.7
$11.00 - $20.00	54	40.0
$21.00 - $30.00	19	14.1
$31.00 - $40.00	9	6.7
$41.00 - $50.00	13	9.6
More than $50.00	11	8.1
Not answered	1	0.7
Total	135	*99.9

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

Thirty-five percent (35%) of the 130 respondents interested in accessing shared creative space and specialized equipment on a monthly basis would pay $90 or less per month for unlimited access (not including the cost of supplies/materials) (Table 48). Forty percent (40%) could afford $91 - $150 per month.

Table 48: Shared Creative Space and Specialized Equipment Cost – Unlimited Monthly Access

Maximum Monthly Amount for Unlimited Access to Shared Creative Space and Specialized Equipment (excluding art making supplies/materials)	"yes" responses #	"yes" responses %
$10 - $20	3	2.3
$21 - $30	10	7.7
$31 - $50	15	11.5
$51 - $70	10	7.7
$71 - $90	8	6.2
$91 - $110	26	20.0
$111 - $130	5	3.8
$131 - $150	21	16.2
$151 - $200	15	11.5
$201 - $300	9	6.9
More than $300	7	5.4
Not answered	1	0.7
Total	130	*99.9

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

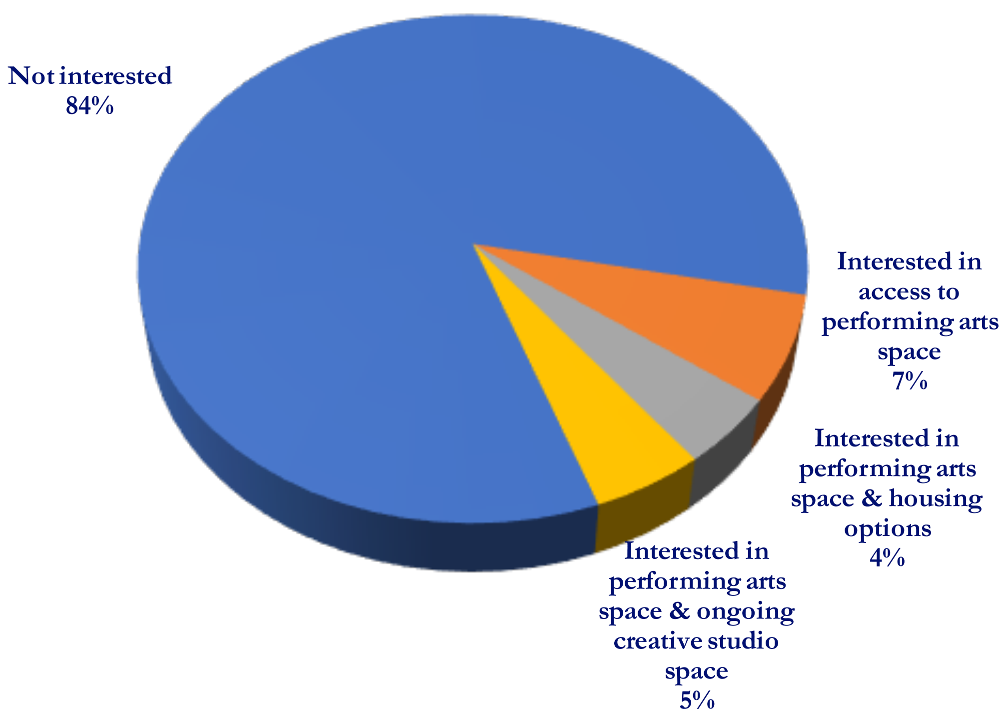
SHARED PERFORMING ARTS SPACES

Seventy-three (73) of the 444 survey respondents (16%) expressed interest in accessing shared performing arts spaces through a paid membership or other rental arrangement, if available for the creative community in Ridgway (Figure 6).

Of these 73 respondents:

- 21 are also interested in some type of housing option (live/work and/or housing-only).
- 22 indicated they are also interested in renting private studio/work space for creating on an ongoing basis (these 22 respondents may choose to rent ongoing private studio/work space or access shared performing arts spaces, or they may choose to do both).

Figure 6: Interest in access to shared performing arts spaces through membership or short-term rental



The respondents interested in accessing shared performing arts spaces are a diverse group. The majority (64%) describe themselves as a creative, 27% indicate they own or operate an arts and/or creative business, and 18% lead a creative organization (Table 49).

Table 49: Respondents Interested in Shared Performing Arts Spaces*

	"yes" response (73)	
	#	%
I am a creative (I may or may not sell or receive income for my work)	47	64.4
I do not consider myself a creative, but I enjoy creative pursuits	12	16.4
I own or operate a business that is creative in nature	20	27.4
I own a business that is not specifically a creative business	4	5.5
I am a leader of a creative organization	13	17.8
I am not involved in any creative work/activity	3	4.1

**Respondents may have selected multiple options.*

The most common types of creative work/activities of those interested in accessing shared performing arts spaces are music, dance/choreography, writing/literary arts/publishing, healing arts/art therapies, and theater arts (Table 50). (As noted in Table 49, three of the interested respondents indicated that they are not involved in any creative work/activity).

Table 50: Types of Creative Work and Activities of Respondents Interested in Shared Performing Arts Spaces*

	"yes" responses (70)	
	#	%
Music (vocal/instrumental/recording/composition)	20	28.6
Dance/Choreography	19	27.1
Writing/Literary arts/Publishing	18	25.7
Healing arts/Art therapies	15	21.4
Theater arts (acting, directing, production, performance art etc.)	14	20.0
Photography	12	17.1
Crafts/Fine crafts	11	15.7
Painting/Drawing	11	15.7
Digital arts (computer/multimedia/web design, etc.)	10	14.3
Fabric/Fiber/Textile arts/Clothing/Costume design	9	12.9
Art/Music therapy	8	11.4
Arts education/instruction	8	11.4
Culinary arts/Artisanal foods or spirits	8	11.4

**Respondents may have selected multiple types of creative work/activities; table includes options selected by at least 10% of interested respondents.*

Some survey questions were asked only of those who identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits." The responses to these questions are shown below in Tables 49 and 50. Fifty-nine (59) of the respondents who expressed interest in accessing shared performing arts spaces identified themselves as a "creative" or as "not a creative, but I enjoy creative pursuits."

Nearly half of the respondents interested in accessing shared performing arts spaces (49%) currently reside in Ridgway and 36% live elsewhere in Ouray County (Table 51).

Table 51: Regional Area Residence of Respondents Interested in Shared Performing Arts Spaces*

	"yes" responses (59)	
	#	**%**
I currently live in the town of Ridgway	29	49.2
I currently live in Ouray County (but outside of Ridgway Town limits)	21	35.6
I currently live in the eastern half of San Miguel County	2	3.4
I currently live in the Montrose area	2	3.4
I have lived in the Town of Ridgway, but do not live there currently	5	8.5
I have lived in Ouray County (outside of Ridgway Town limits), but do not live there currently	0	0.0
None of the above	2	3.4

**Respondents may have selected multiple options.*

The majority of those interested in performing arts spaces (64%) conduct their creative work within their home. Twenty-two percent (22%) rent or own their creative studio/work space outside their home on an ongoing basis (Table 52).

Table 52: Current Creative Work Space Arrangements of Respondents Interested in Shared Performing Arts Spaces*

	"yes" responses (59)	
Creative Work Space Arrangements	**#**	**%**
I rent or own creative studio/work space outside my home that I use on an ongoing basis	13	22.0
I primarily conduct my creative work from home	38	64.4
I don't have the space I need for my creative work	16	27.1
My creative work space is provided free of charge	1	1.7
My creative work does not require designated space	5	8.5
None of the above	7	11.9

**Respondents may have selected multiple arrangements.*

The respondents interested in accessing shared performing arts spaces were asked whether they would use the space for their personal creative work or for an organization they lead or a business they own or operate. They could select one, two or all three of these options. Most (71%) would access this space for their personal creative use (Table 53). Thirty-six percent (36%) would access this space on behalf of a creative organization that they lead.

Table 53: Use of Shared Performing Arts Spaces*

	"yes" responses (73)	
	#	**%**
Personal use as a creative	52	71.2
Use by a creative organization respondent leads (including use by staff, students, etc.)	26	35.6
Use by a creative business respondent owns or operates (including use by employees, students, etc.)	18	24.7

**Respondents may have selected multiple options.*

The interested respondents were asked to identify up to four performing arts spaces and/or types of specialized equipment that would be most important to them or to their business or organization. The most popular were a dance studio/rehearsal space, classroom/teaching space, a sound booth, and rehearsal space (Table 54).

Table 54: Preferred Shared Performing Arts Spaces and Specialized Equipment*

	"yes" responses (73)	
Types of Spaces and Equipment	**#**	**%**
Dance studio/rehearsal space (with sprung floor)	29	39.7
Classroom/Teaching space	26	35.6
Sound booth (voice over/music recording)	25	34.2
Rehearsal space (theater, performance art, etc.)	23	31.5
Music recording studio	20	27.4
Networking/Meeting/Lounge space	20	27.4
Theater/Performance space (black box/flexible)	19	26.0
Conference/Meeting room access	18	24.7
Theater/Performance space (formal seating/permanent stage)	14	19.2
Sound proof practice room	12	16.4
Piano	8	11.0

**Respondents may have selected multiple spaces/equipment; table includes options selected by at least 10% of interested respondents.*

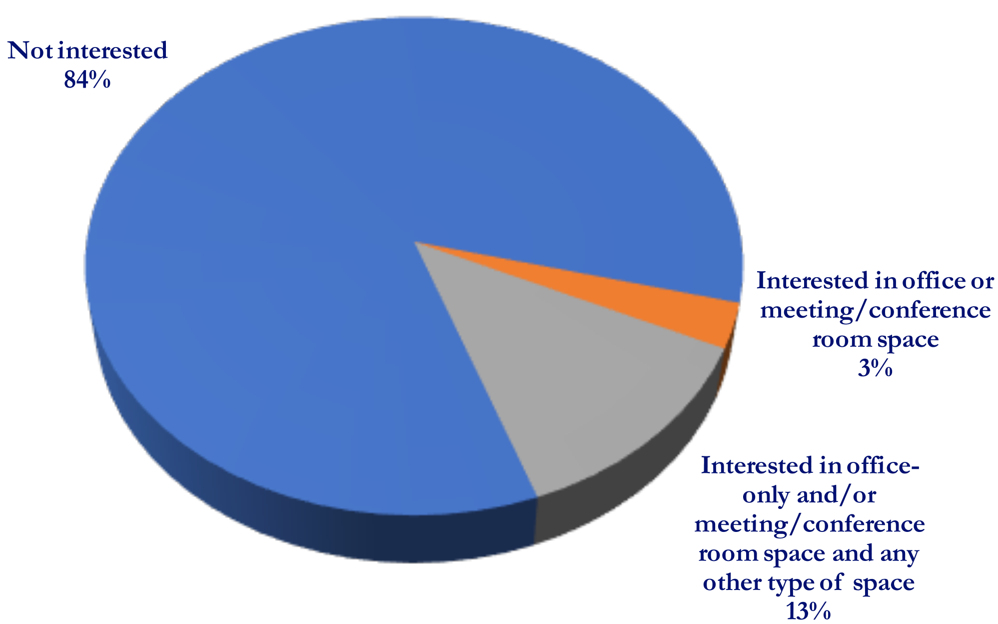
OFFICE-ONLY SPACE AND MEETING/CONFERENCE ROOM SPACE

Sixty-nine (69) of the survey respondents (16%) indicated an interest in renting or buying a membership to access private or shared office-only space and/or meeting/conference room space, if available for the creative community in Ridgway (Figure 7).

Of these 69 respondents:

- 17 would be interested in some type of housing option (live/work and/or housing-only)
- 16 would be interested in renting private commercial or retail space on an ongoing basis
- 20 would be interested in renting private creative studio/work space on an ongoing basis. For these respondents, it is likely that they might utilize both types of space (for example, a respondent might rent ongoing private studio space, but also occasionally rent or purchase a membership to access a meeting/conference room).

Figure 7: Interest in accessing office-only and/or meeting/conference room space



Approximately half of the respondents interested in office-only space and/or meeting/ conference room space (52%) describes themselves as a creative, and 38% note that they own or operate a creative business (Table 55).

Table 55: Respondents Interested in Office-only Space and Meeting/Conference Room Space*

	"yes" responses (69)	
	#	**%**
I am a creative (I may or may not sell or receive income for my work)	36	52.2
I do not consider myself a creative, but I enjoy creative pursuits	12	17.4
I own or operate a business that is creative in nature	26	37.7
I own a business that is not specifically a creative business	15	21.7
I am a leader of a creative organization	10	14.5
I am not involved in any creative work/activity	7	10.1

**Respondents may have selected multiple options.*

The most common types of creative work/activities of those interested in office-only space and/or meeting/conference room space are photography and writing/literary arts/publishing (Table 56). (As noted in Table 55, seven interested respondents indicated that they are not involved in any creative work/activity).

Table 56: Types of Creative Work and Activities of Respondents Interested in Office-only Space and Meeting/Conference Room Space *

	"yes" responses (62)	
	#	**%**
Photography	19	30.6
Writing/Literary arts/Publishing	17	27.4
Healing arts/Art therapies	13	21.0
Crafts/Fine crafts	12	19.4
Digital arts (computer/multimedia/web design, etc.)	12	19.4
Painting/Drawing	10	16.1
Architecture/Landscape architecture	9	14.5
Culinary arts/Artisanal foods or spirits	9	14.5
Fabric/Fiber/Textile arts/Clothing/Costume design	7	11.3
Graphic arts/design	7	11.3
Heritage or folk arts	6	9.7
Mixed media	6	9.7
Music (vocal/instrumental/recording/composition)	6	9.7
Art gallery/Exhibition space/Curatorial/Museum	5	8.1
Art/Music therapy	5	8.1
Arts education/instruction/Art history	5	8.1

**Respondents may have selected multiple types of creative work/activities; table includes options selected by at least 8% of interested respondents.*

Forty-eight (48) of the respondents who expressed interest in office-only space and/or meeting/conference room space indicated that they are a creative, or that they do not consider themselves a creative, but they enjoy creative pursuits. These respondents were asked where they currently reside and about their current creative work space arrangement.

Forty percent (40%) of these respondents currently reside in the town of Ridgway (Table 57), while many (38%) live in another area of Ouray County.

Table 57: Regional Area Residence of Respondents Interested in Office-only Space and Meeting/Conference Room Space*

	"yes" responses (48)	
	#	%
I currently live in the town of Ridgway	19	39.6
I currently live in Ouray County (but outside of Ridgway Town limits)	18	37.5
I currently live in the eastern half of San Miguel County	1	2.1
I currently live in the Montrose area	3	6.3
I have lived in the Town of Ridgway, but do not live there currently	2	4.2
I have lived in Ouray County (outside of Ridgway Town limits), but do not live there currently	3	6.3
None of the above	5	10.4

**Respondents may have selected multiple options.*

Two-thirds primarily conduct their creative work in their home (Table 58). Twenty-three percent (23%) note that they do not have the space they need for their creative work.

Table 58: Current Creative Work Space Arrangements of Respondents Interested in Office-only Space and Meeting/Conference Room Space*

	"yes" responses (48)	
Creative Work Space Arrangements	#	%
I rent or own creative studio/work space outside my home that I use on an ongoing basis	7	14.6
I primarily conduct my creative work from home	32	66.7
I don't have the space I need for my creative work	11	22.9
My creative work space is provided free of charge	2	4.2
My creative work does not require designated space	4	8.3
None of the above	4	8.3

**Respondents may have selected multiple arrangements.*

The respondents interested in office-only space and/or meeting/conference room space were asked whether they would use the space and equipment for their personal creative work or for an organization they lead or a business they own or operate. They could select one, two or all three of these options. Over half (57%) would use the space for their personal creative use, and 35% would access the space for the business they own or operate that has multiple employees/staff (Table 59).

Table 59: Use of Office-only and Meeting/Conference Room Space*

	"yes" responses (69)	
	#	%
Personal use as a creative	39	56.5
Use by a creative organization respondent leads that has multiple staff, students, etc.	16	23.2
Use by a business respondent owns or operates that has multiple employees/staff	24	34.8

**Respondents may have selected multiple options.*

These respondents were also asked how they might access and utilize this space. Two-thirds would rent meeting/conference room-only space on an hourly or membership access basis, and 41% would buy a membership to access shared office space in a co-working environment (Table 60).

Table 60: Office-only and Meeting/Conference Room Space – Access and Utilization*

	"yes" responses (69)	
	#	%
Renting ongoing private commercial space that can be converted for private office uses	15	21.7
Renting/licensing ongoing private office space in a co-working environment	22	31.9
Buying a membership to access shared office space in a co-working environment	28	40.6
Renting meeting/conference room-only space on an hourly or membership access basis	46	66.7
None of these options	4	5.8

**Respondents may have selected multiple options.*

The 46 respondents who indicated they would rent meeting/conference room-only space on an hourly or membership access basis were asked what seating capacity would best meet their needs. Forty-one percent (41%) require up to 10 seats, and 39% require 11 – 20 seats (Table 61).

Table 61: Meeting/Conference Room Seating Capacity

	"yes" responses	
Number of Seats	**#**	**%**
Up to 10	19	41.3
11 - 20	18	39.1
21 – 30	5	10.9
31 - 50	2	4.3
51 - 100	2	4.3
More than 100	0	0.0
Total	46	*99.9

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

These 46 respondents were also asked how often, on average, they would require meeting/ conference room-only space. Twenty-eight percent (28%) would use this space one or more times per week, and approximately one-third (35%) would use it on a monthly or quarterly basis (Table 62).

Table 62: Meeting/Conference Room Space – Frequency of Use

	"yes" responses	
Frequency	**#**	**%**
More than once a week	2	4.3
Once a week	11	23.9
Twice a month	7	15.2
Monthly	10	21.7
Quarterly	6	13.0
As needed, less than four times per year	10	21.7
Total	46	*99.8

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

Thirty-one (31) respondents expressed interest in renting ongoing private commercial space that can be converted for private office uses ***and/or*** renting/licensing ongoing private office space in a co-working environment. These respondents were asked to identify up to four features that are most important for their office-only space. The most popular were high-speed/high-bandwidth Internet access, abundant natural light, and 24-hour access to the facility (Table 63).

Table 63: Preferred Private Office-only Space Features*

Features	"yes" responses (31) #	"yes" responses (31) %
Internet access (high-speed/high bandwidth for large files/graphics use)	27	87.1
Abundant natural light	23	74.2
24-hour access	20	64.5
Conference room access	10	32.3
Shared business center access (including copier, fax, scanner, postage meter, etc.)	10	32.3
Event space available for occasional rental in the facility	7	22.6
Onsite parking	6	19.4
Bike lockers/parking	4	12.9
Sink/Water access	4	12.9

**Respondents may have selected multiple features; table includes options selected by at least 10% of interested respondents.*

These respondents were also asked about the size of the space they need. Over half (55%) would require 150 sq. ft. or less, while 23% need 151 – 300 sq. ft. (Table 64).

Table 64: Space Requirements for Private Office-only Space

Minimum Square Footage	"yes" responses #	"yes" responses %
Under 75 sq. feet	9	29.0
76 - 150 sq. feet	8	25.8
151 - 300 sq. feet	7	22.6
301 – 500 sq. feet	4	12.9
More than 501 sq. feet	1	3.2
Don't know	2	6.5
Total	31	100.0

Fifty-eight percent (58%) of this group could afford to pay $101 - $300 a month for this space (Table 65).

Table 65: Affordable Private Office-only Space Costs

Maximum Monthly Amount for Private Office-only Space (excluding utilities)	"yes" responses #	"yes" responses %
$1 - $50	2	6.5
$51 - $100	4	12.9
$101 - $150	4	12.9
$151 - $300	14	45.2
$301 - $400	1	3.2
$401 - $500	5	16.1
$501 - $800	0	0.0
$801 - $1,000	1	3.2
More than $1,001	0	0.0
Total	31	100.0

Forty-two percent (42%) would prefer a month-to-month lease or license term for their private office-only space, while 48% would prefer a term of 6 months to 1 year (Table 66).

Table 66: Preferred Lease/License Terms for Private Office-only Space

Lease/License Term	"yes" responses #	"yes" responses %
Month-to-month	13	41.9
6 months to 1 year	15	48.4
1 – 2 years	3	9.7
3 – 5 years	0	0.0
6 – 10 years	0	0.0
More than ten years	0	0.0
Total	31	100.0

Approximately one-third (32%) of these respondents do not require designated parking, and 48% need only one designated parking space (Table 67).

Table 67: Designated Parking Spaces Required for Private Office-only Space

Number of Designated Parking Spaces Needed	"yes" responses	
	#	%
None	10	32.3
One	15	48.4
Two	6	19.4
Three	0	0.0
Four or more	0	0.0
Total	31	*100.1

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

Summary of Survey Results – Organizations and Businesses

At the beginning of the survey, respondents were asked to describe themselves and were given the following options, of which they could select as many as applied:

- I am a creative (I may or may not sell or receive income for my work)
- I do not consider myself a creative, but I enjoy creative pursuits
- I own or operate a business that is creative in nature
- I own a business that is not specifically a creative business
- I am a leader of a creative organization

One hundred eighty-nine (189) of the survey respondents indicated that they own and/or operate a business and/or lead a creative organization. Many of these respondents (79) took the survey solely as a business owner or operator and/or representative of an organization. (Note: it is possible that more than one representative of an organization or business completed the survey)

One hundred seventeen (117) respondents (26%) own or operate a creative business, 46 (10%) own or operate a non-creative business, and 42 (10%) lead a creative organization.

All survey respondents were asked about their interest in space, if available for the creative community in Ridgway. The 189 survey respondents who own and/or operate a business and/or lead an organization were also asked about their organization or business.

When asked about the purpose of their business or organization, 107 (57%) indicated that it is primarily related to the selling, production, performance or distribution of their personal creative work. These 107 respondents were asked if their business or organization requires commercial space such as office space for employees, storefront/retail space, meeting space for members, and theatrical storage space (not studio or live/work space) in which to conduct its operations. 46 (43%) of these respondents indicated that their organization or business requires commercial space.

Respondents were asked about the location of their business or organization, if their business or organization is not related to their personal creative work or if their business or organization is related to their personal creative work and requires commercial space for operations (Table 68). Over half of these respondents (57%) indicated that their business or organization is currently located in the town of Ridgway, and 20% are located elsewhere in Ouray County.

Table 68: Regional Area Location of Business or Organization*

	"yes" responses (128)	
	#	%
My business or organization is currently located in the Town of Ridgway	73	57.0
My business or organization is currently located in Ouray County (but outside of Ridgway Town limits)	26	20.3
My business or organization has been located in the Town of Ridgway, but is not located there currently	7	5.5
My business or organization has been located in Ouray County (outside of Ridgway Town limits), but is not located there currently	4	3.1
My business or organization has never been located in Ouray County	23	18.0

**Respondents may have selected multiple options.*

Based on the zip codes of the organizations' and business's primary location as reported by the survey respondents, 84 (66%) are currently located in Ridgway (Table 69).

Table 69: Current Location of Business or Organization – based on Zip Code

	"yes" responses	
City	#	%
Ridgway	84	65.6
Montrose	13	10.2
Ouray	12	9.4
Telluride	8	6.3
Delta	2	1.6
Gunnison	2	1.6
Crestone	1	0.8
Denver	1	0.8
Durango	1	0.8
Norwood	1	0.8
Placerville	1	0.8
Silverton	1	0.8
Walsenburg	1	0.8
Total	128	*100.3

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

This group of respondents was also asked about the annual budget and current space arrangement of their business or organization.

Approximately one-quarter (26%) do not have formal budgets. For those that do, 41% have annual budgets of $50,000 or less, while 8% have budgets of $501,000 or more (Table 70).

Table 70: Annual Budget

	"yes" responses	
	#	%
We are a new business or organization and have never developed a formal budget	15	11.7
We are an active but unincorporated business or organization that has never developed a formal budget	18	14.1
Under $5,000	22	17.2
$5K - $10K	11	8.6
$11K - $50K	19	14.8
$51K - $100K	12	9.4
$101K - $250K	13	10.2
$251K - $500K	8	6.3
$501K - $1M	3	2.3
Over 1 Million	7	5.5
Total	128	*100.1

**Does not equal 100% due to rounding.*

Most of these organizations and businesses (59%) rent or own the space they use and 34% are operated out of a home (Table 71).

Table 71: Current Space Arrangement of Organization or Business*

	"yes" responses (128)	
	#	%
My business or organization rents or owns the space we use	75	58.6
My business or organization is operated within my home	44	34.4
My business or organization does not have the space it needs for its operations	15	11.7
My business or organization shares space with one or more other, unrelated businesses or organizations	21	16.4
None of the above	8	6.3

**Respondents may have selected multiple options.*

The business and organization representatives who indicated that their business or organization rents or owns the space they use were asked how much they pay monthly for this space, not including utilities (Table 72). Of the 75 who currently rent or own their space, 32% pay $500 or less per month, and 41% pay between $501 - $2,000.

Table 72: Current Monthly Rent and Mortgage Costs

	"yes" responses	
Monthly Rent or Mortgage (excluding utilities)	#	%
$0	10	13.3
$1 - $500	24	32.0
$501 - $1,000	14	18.7
$1,001 - $2,000	17	22.7
$2,001 - $3,000	6	8.0
$3,001 - $4,000	1	1.3
$4,001 - $5,000	0	0.0
Over $5,000	3	4.0
Total	75	100.0

TEMPORARY/SHORT-TERM HOUSING

The survey respondents who indicated that they own or operate a business and/or lead a creative organization were asked if their business or organization needs temporary/short-term housing for visiting artists or creatives. Forty-five (45) indicated that they require temporary or short-term housing.

The large majority would need this space seldom (less than 24 nights per year) or occasionally (24 – 90 nights per year.). The interested respondents would utilize a variety of types of housing including multiple housing units for out-of-town performers during a show or season, live/work space where visiting artists can also teach/demonstrate/create, and housing-only space for guest lecturers, single night performers, etc.

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 Ridgway.

Of the survey respondents (444):

- 67% (297) would like to receive further information on this project.
- 30% (135) are interested in volunteering for the project.
- 25% (112) would like to be contacted to discuss short-term housing needs for visiting artists/creatives.
- 23% (104) would like to be contacted specifically about commercial, retail, or office space rental.
- 23% (104) would like to be contacted specifically about meeting space opportunities.
- 41% (184) would like to receive information about the statewide Colorado Space to Create initiative.
- 65% (289) would like to receive information from the Ridgway Creative District.

Appendix A: Survey Methodology

Artspace Projects and Swan Research and Consulting, in collaboration with the Town of Ridgway (the Town) designed the survey used in this study. The survey was conducted as part of Space to Create, a statewide initiative led by the Colorado Office of Economic Development's Colorado Creative Industries, the Colorado Department of Local Affairs, History Colorado and the Boettcher Foundation. The Town was selected as the Space to Create community for Southwest Colorado.

This study was funded by the Boettcher Foundation, the Colorado Department of Local Affairs, and the Town of Ridgway.

The survey addressed several areas of interest including: 1) current individual living and creative working information, 2) current information regarding businesses and organizations, 3) individual respondents' demographic information, 4) individual respondents' interest in living, creative, commercial, retail, administrative and shared-use spaces in Ridgway, 5) interest in temporary or short-term housing in Ridgway for groups, organizations and businesses, and 6) preferences and needs related to the types of spaces in which the respondent expressed interest.

The Town of Ridgway and representatives of its local partners and the creative community participated in a task force to lead the outreach and dissemination efforts for the study. The project partners identified potential survey respondents through their affiliation with creative organizations and cultural activities in the town of Ridgway and the surrounding area. In January 2017, artists and creatively involved individuals, along with others interested in the initiative who live and work in Ridgway and the surrounding region, were invited to participate in a survey and provided with a link to access the survey online. Information regarding the survey was disseminated at a public launch event, through email blasts, and on 400 printed flyers and approximately 2,400 postcards that were posted and passed out in businesses, community organizations, hotels, venues, stores, and coffee shops and at local events. A Space to Create fact sheet that included a link to the survey was created and posted online and distributed at several public meetings. The survey was also promoted by project partners and other creative districts, including distribution of information with utility bills from the Town and the local utility partner, San Miguel Power Association. Social media and personal networking were the most successful outreach methods. Other marketing efforts included two press releases and an article in the Montrose Mirror, an online publication.

The survey was available for 8 weeks via the Internet, utilizing the Survey Gizmo survey application. Four hundred forty-four (444) individuals completed the survey.

The survey's respondents are a sample of convenience, that is, the respondents are self-selected because of their interest in the survey, their accessibility, and their proximity to the project. 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.