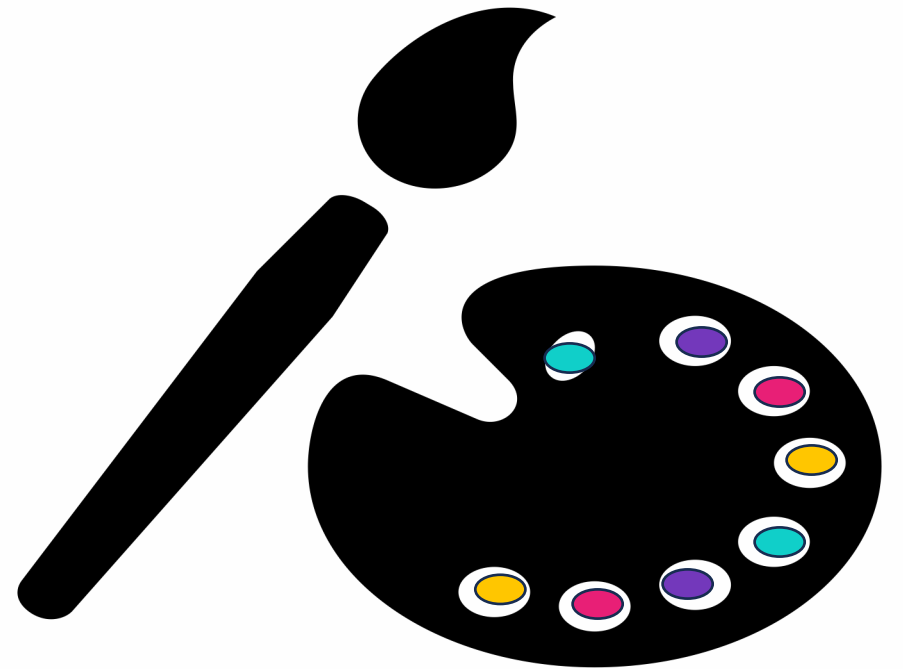


Las Vegas Arts District Survey Findings



Who participated?

302 Respondents

52 Arts District
Artists/Creative Businesses

33 Arts District Non-Arts
Business Owners

3 Arts District Event Hosts

9 Arts District Commercial
Property Owners

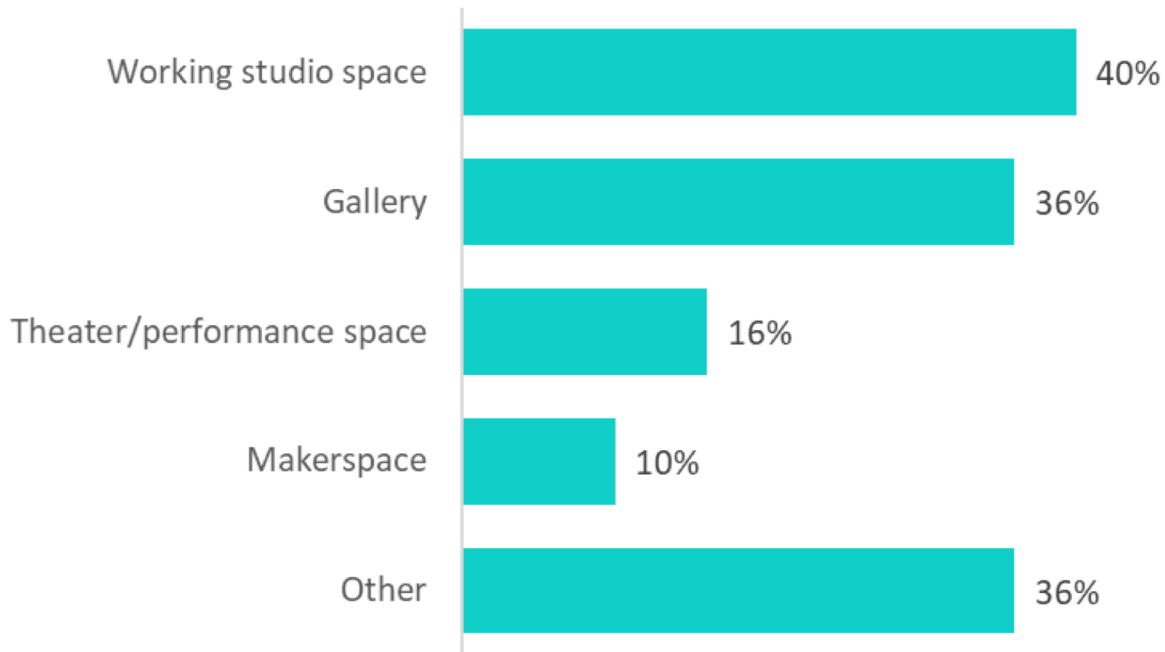
18 Arts District Residents

91 Non-District Artists

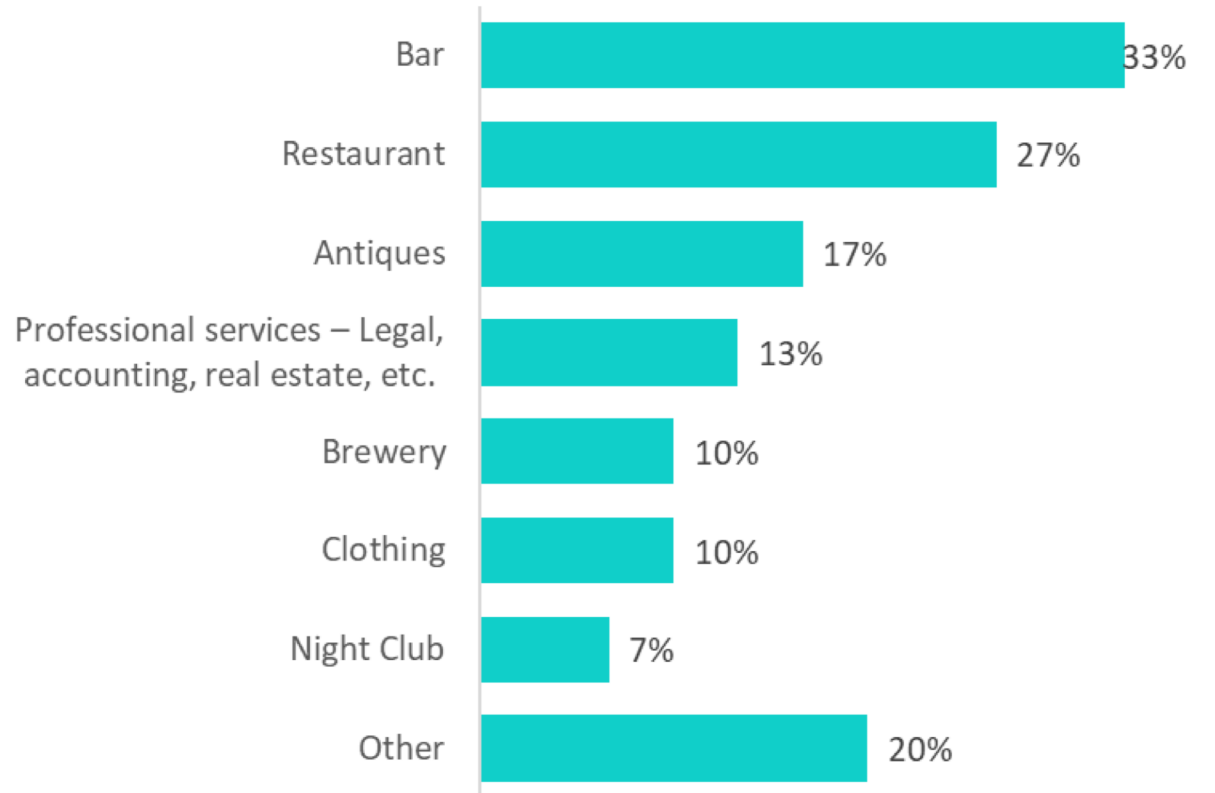
96 Arts District Visitors

Types of Businesses

Arts/Creative Businesses



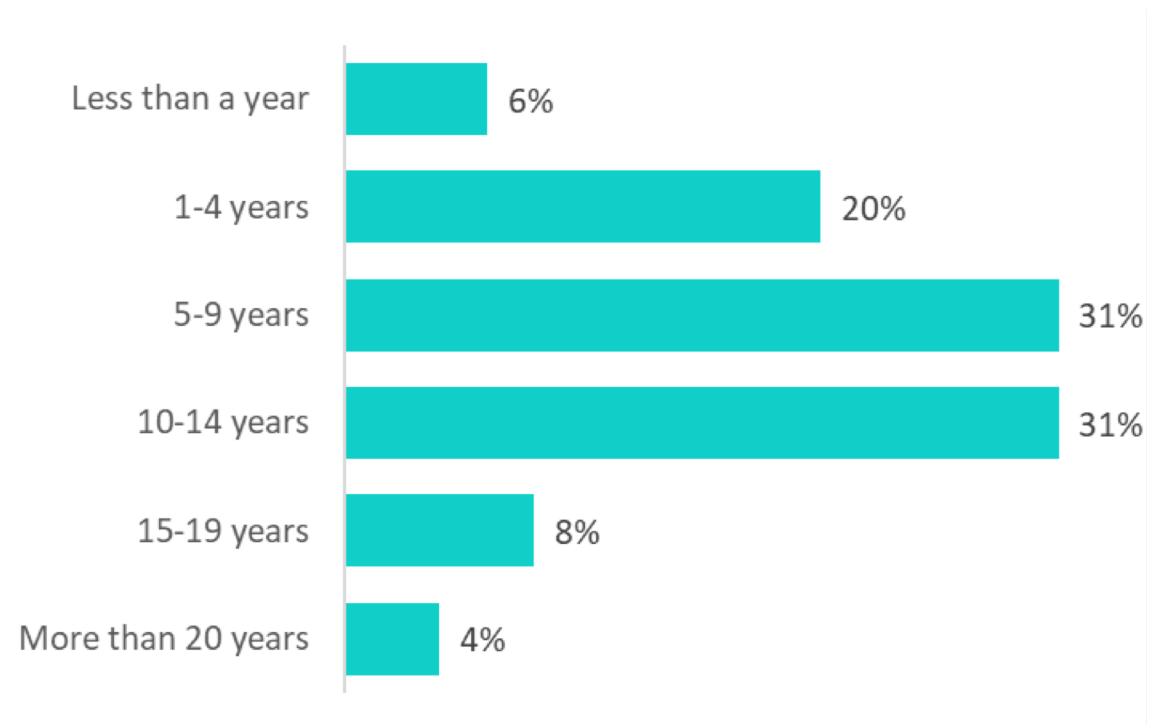
Non-Arts Businesses



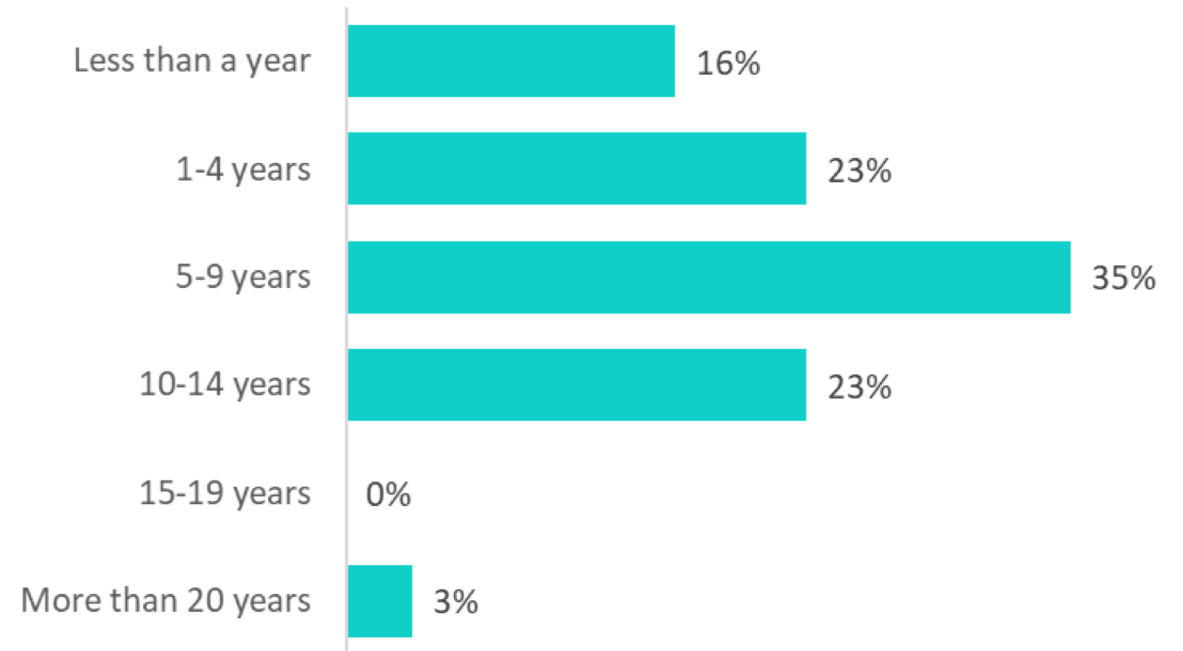
Other types of arts/creative businesses include interior design/architecture, tattoo artists, salons, culinary arts, brewers, photography/media studio, fabricator. Other types of non-arts businesses include bakeries, roller skate retail, general retail, and multipurpose/event space.

How long have you been a part of the Arts District?

Arts/Creative Businesses

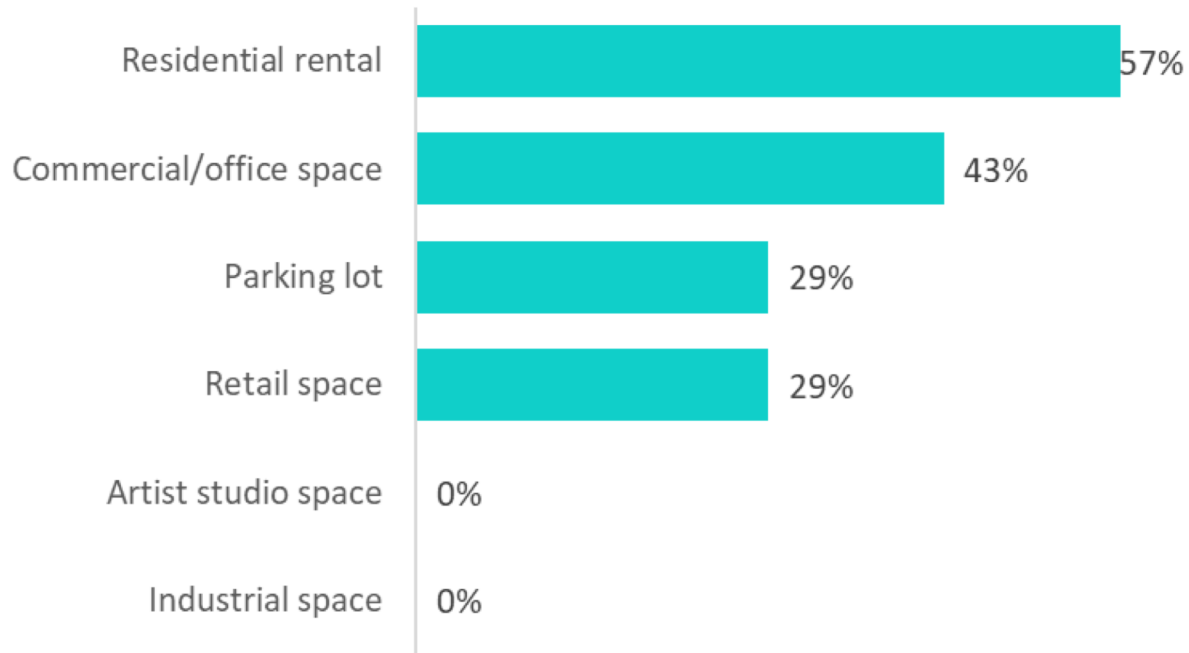


Non-Arts Businesses

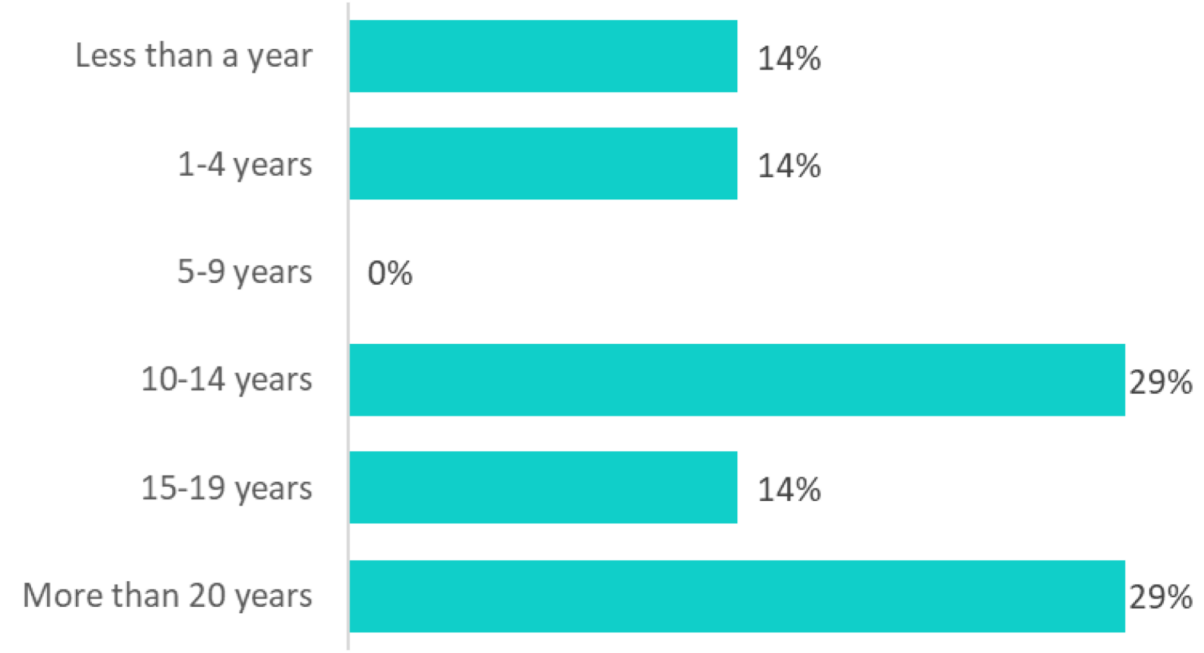


Commercial Property Owners

Types of Commercial Properties



Years as Arts District Property Owner

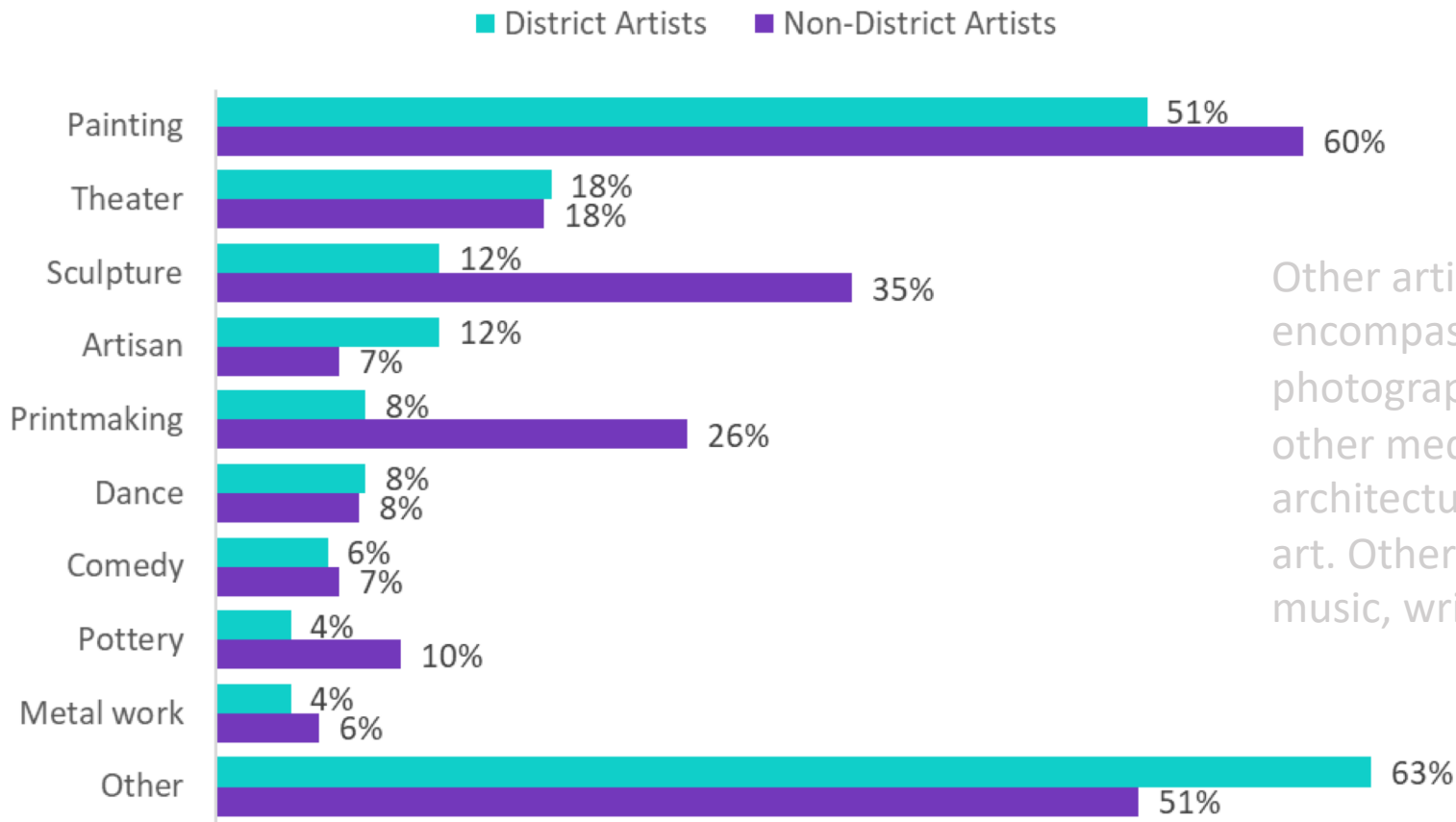


n=8. Tenants include bars, restaurants, professional services, night club, clothing, gifts, beauty, technology, theater/performance space, hotel, corporate/business support.

Lease rates: \$1.65/sqft, \$3/sqft, \$1,000/month

3 plan to continue to operate building as is, 3 plan to renovate, 1 plans to demolish and redevelop

What artistic mediums are practiced by participating artists?



Other artistic mediums practiced by both groups encompass the creative spectrum, from film and photography to audio recording. In the Arts District, other media include culinary arts, tattoo, architecture/interior design, craft brewing and can art. Other media among non-District artists include music, writing, arts education.

*What do you **like most**?*

What are your perceptions of the
district? **Concerns?**

What do you think is missing?

What could make the district **stand
out** as a **cultural destination?**

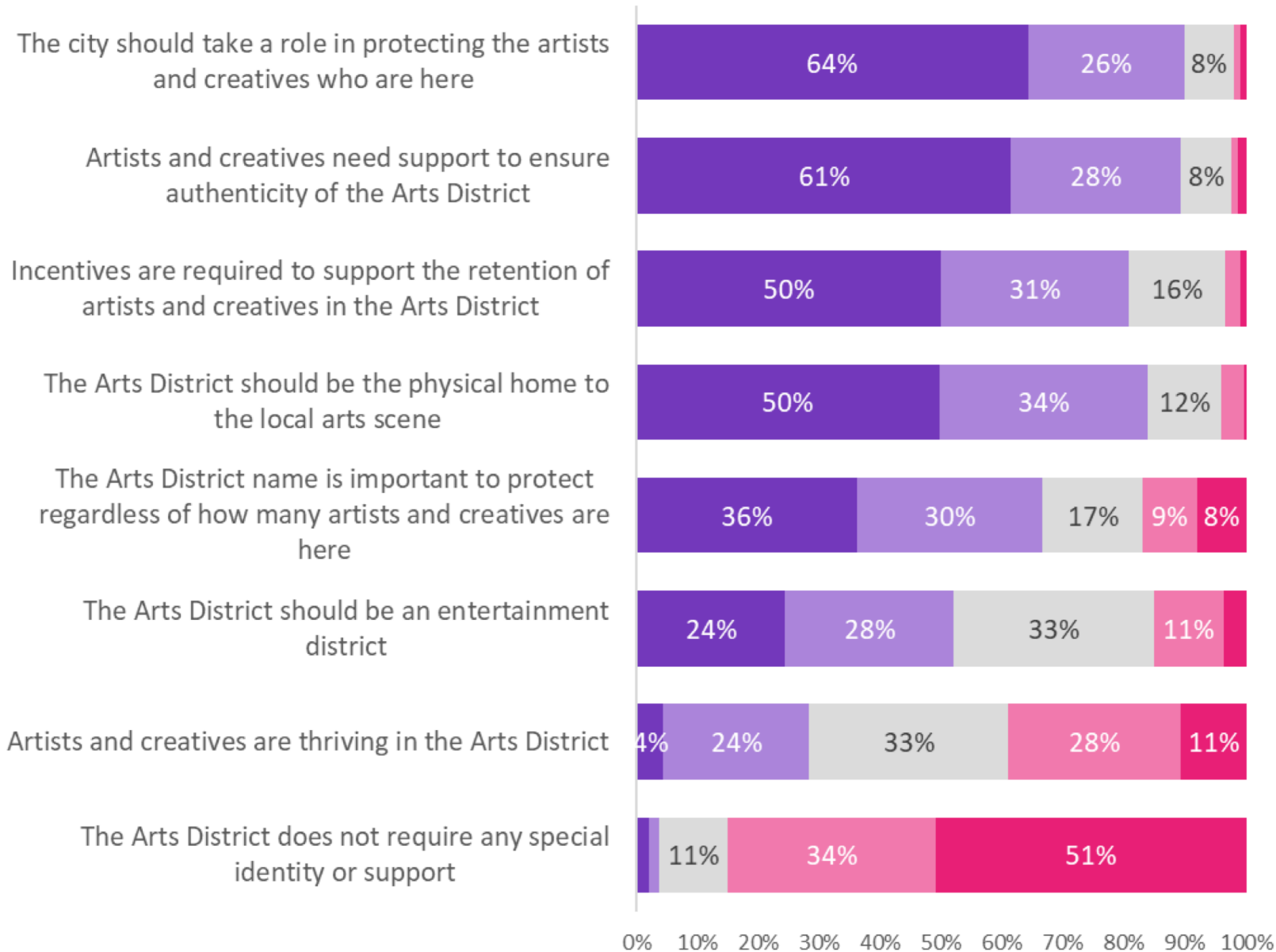
What should be the City's role?

What do you like most about the LVAD?



All Respondents

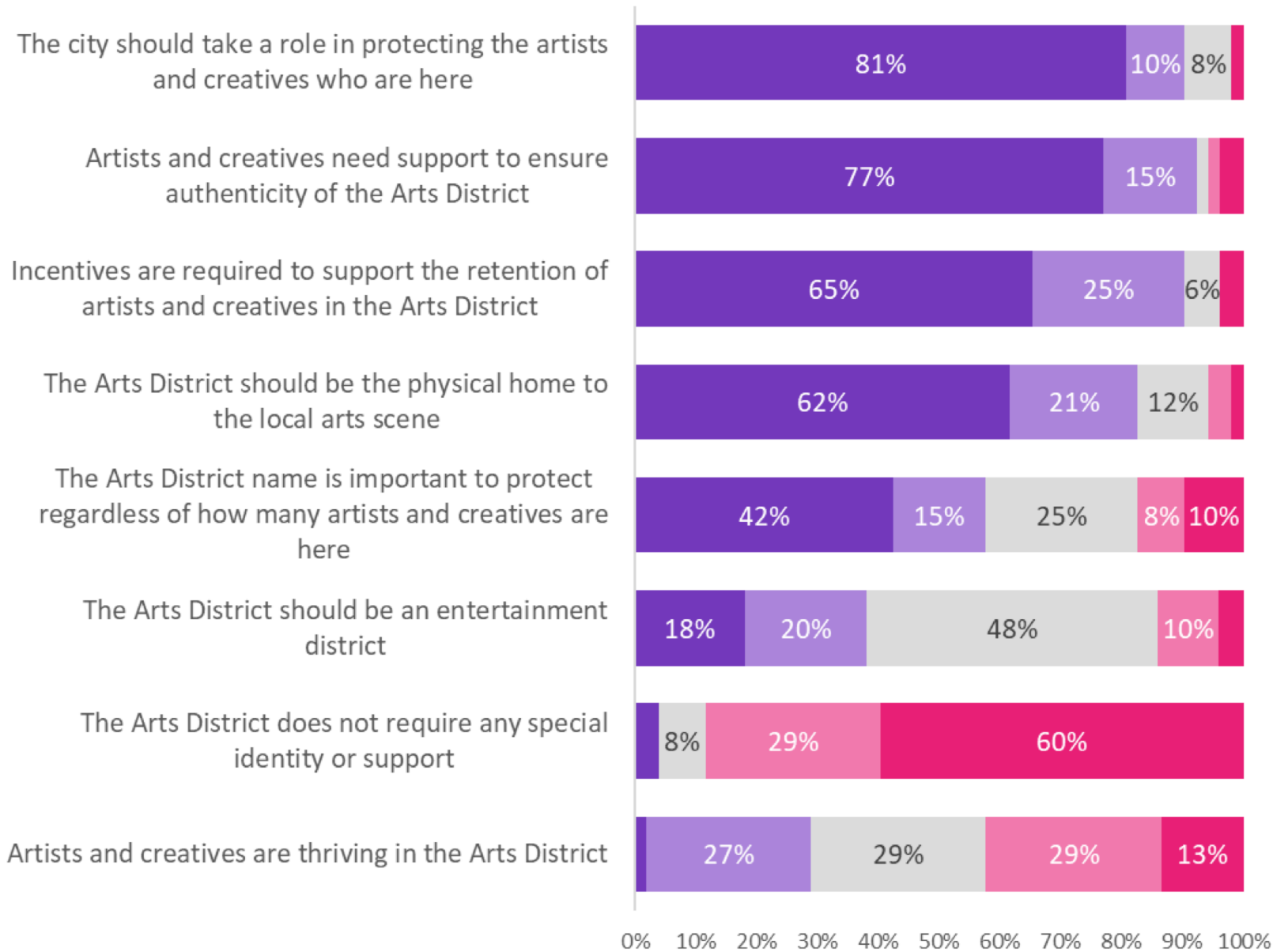
Strongly Agree Agree Neutral Disagree Strongly Disagree



Perceptions about the Arts District

All Respondents
(n=297)

■ Strongly Agree
■ Agree
■ Neutral
■ Disagree
■ Strongly Disagree



Perceptions about the Arts District

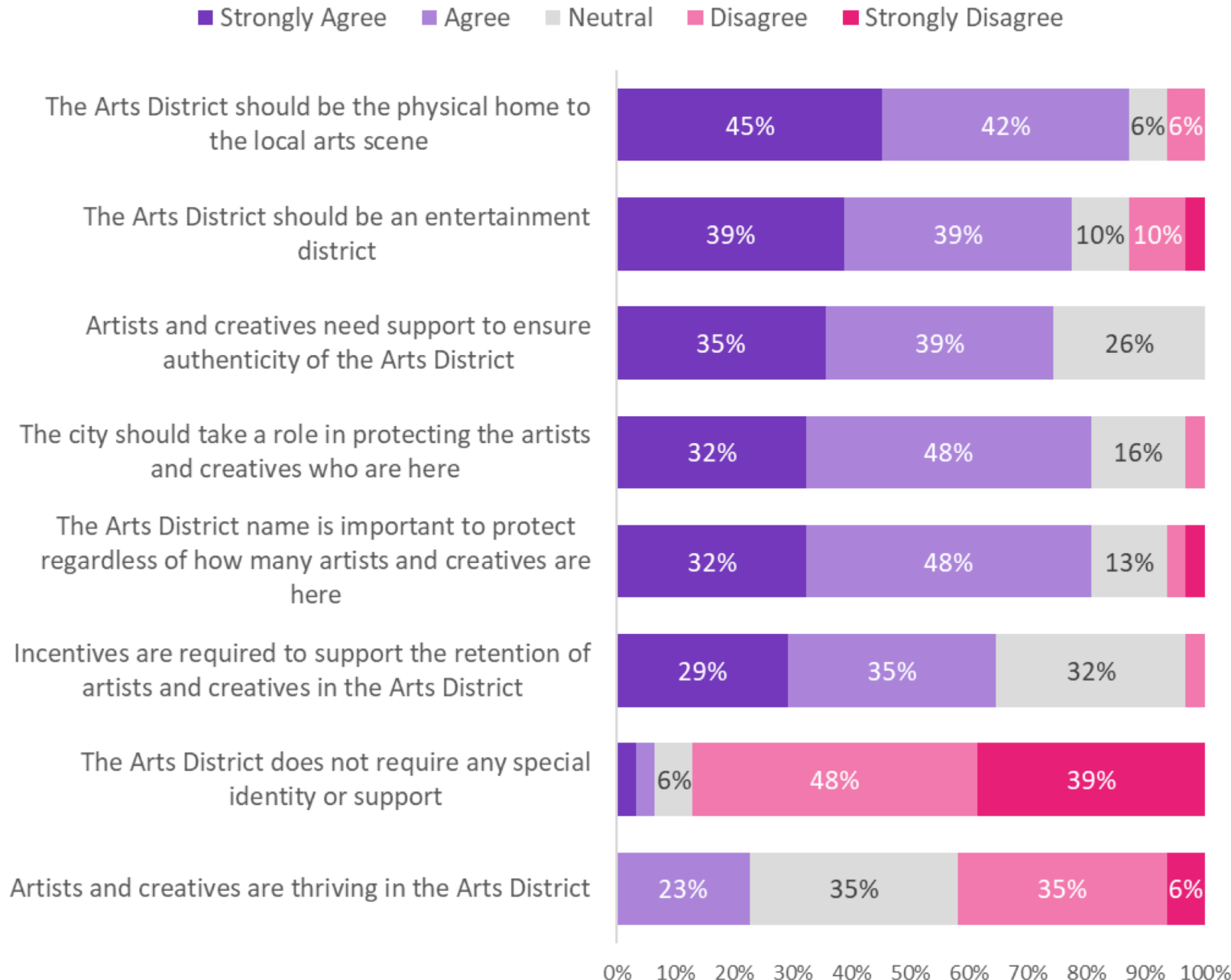
District
 Artists/Creative
 Businesses (n=52)

District artists and creative businesses are much more likely than all respondents to strongly agree with statements that advocate for protecting and supporting artists in the District.

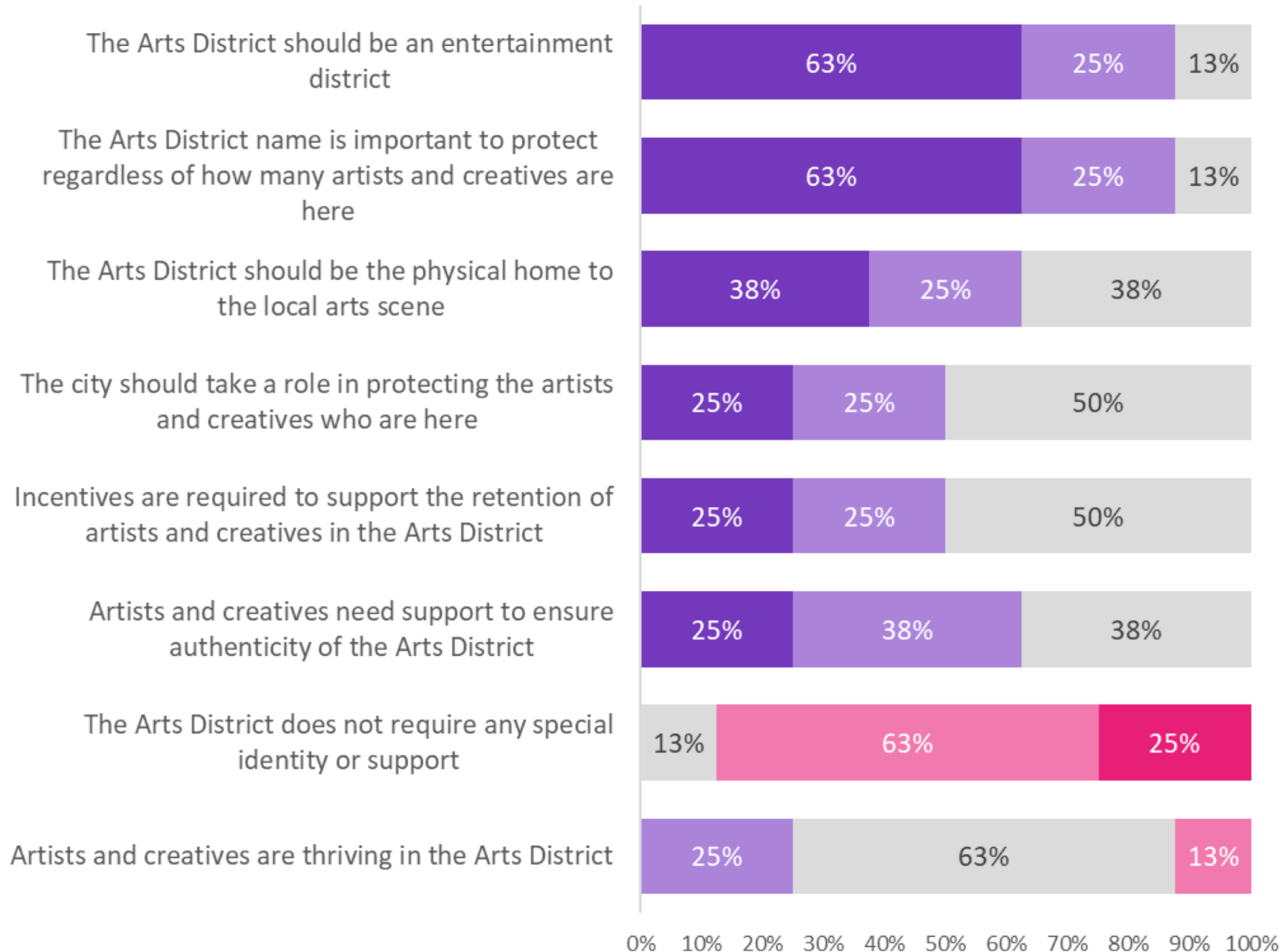
Perceptions about the Arts District

District Non-Arts
Business Owners
(n=31)

More likely to agree that the district should be an entertainment district than respondents overall.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

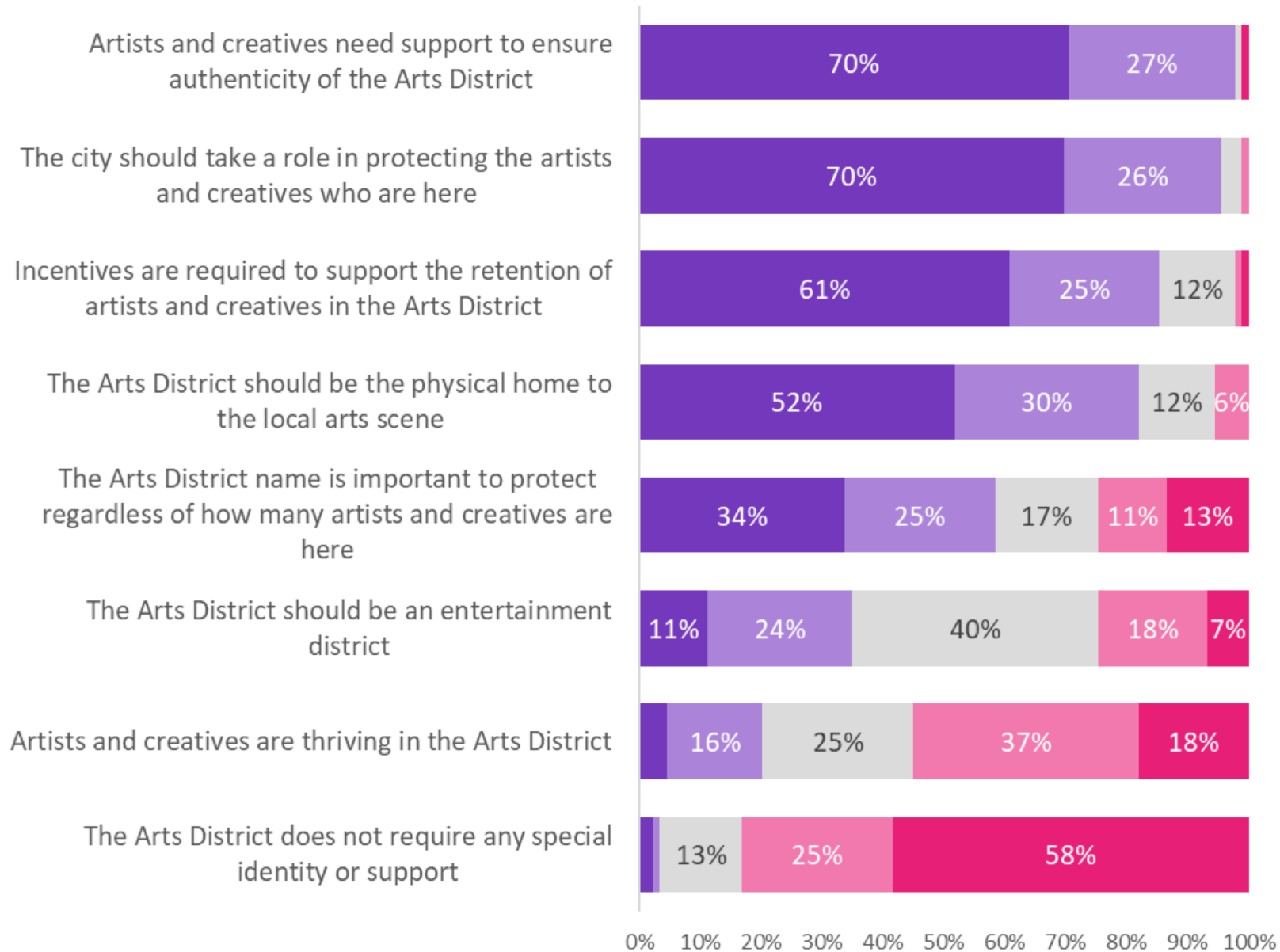


Perceptions about the Arts District

District Property Owners (n=8)

The property owners who participated are more likely than all respondents to agree the Arts District should be an entertainment district. Most likely to be neutral as to whether or not artists and creatives are thriving in the district.

Strongly Agree Agree Neutral Disagree Strongly Disagree



Perceptions about the Arts District

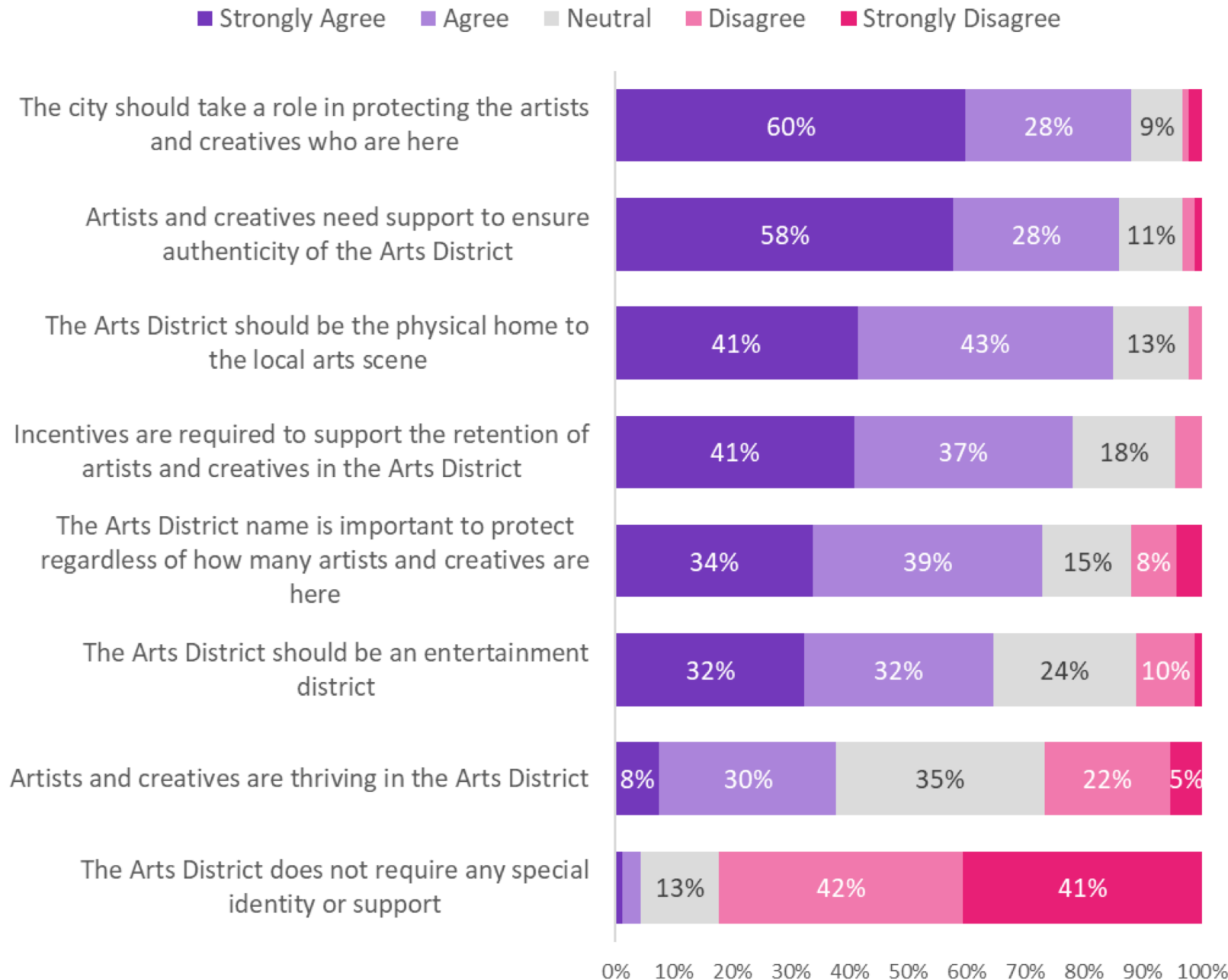
Non-District Artists
(n=89)

Overall, responses from non-District artists are similar to those of District artists and creative businesses.

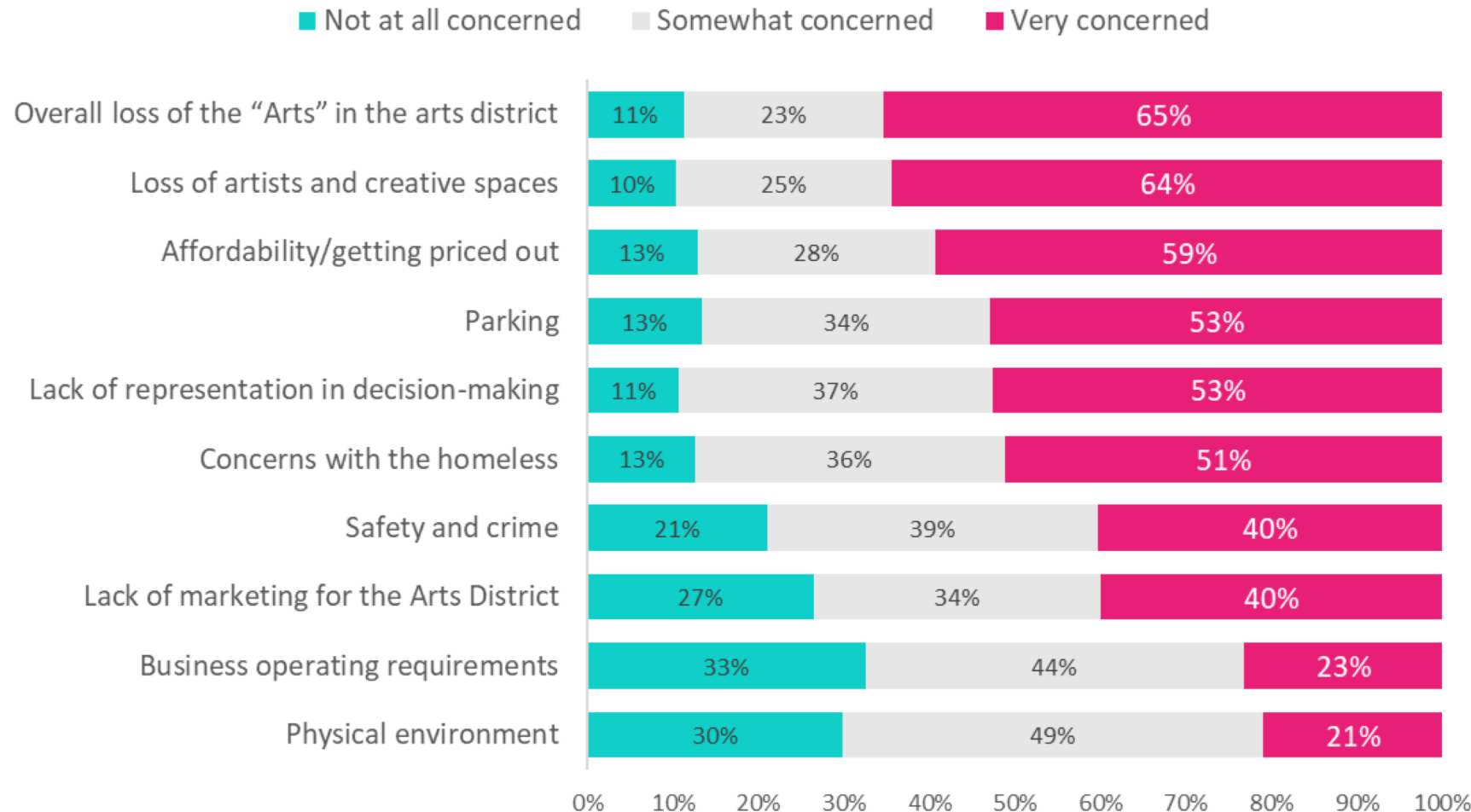
Perceptions about the Arts District

Visitors
(n=93)

More likely than all respondents and other groups to agree that artists and creatives are thriving in the Arts District.



How concerned are you about...?



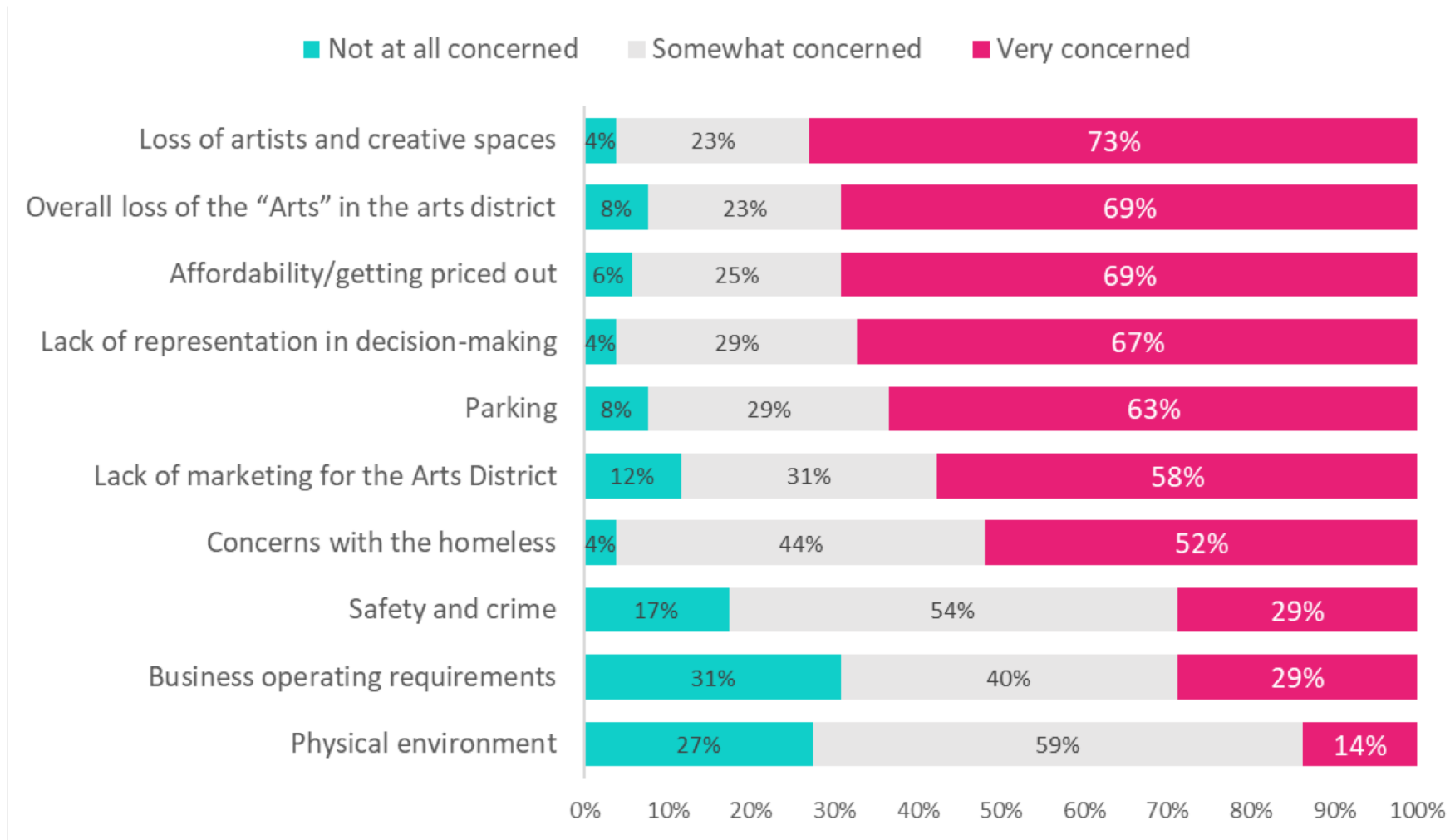
All Respondents (n=329)

KEY FINDING

Most respondents are concerned about the loss of Arts, artists, and creative spaces in the Arts District

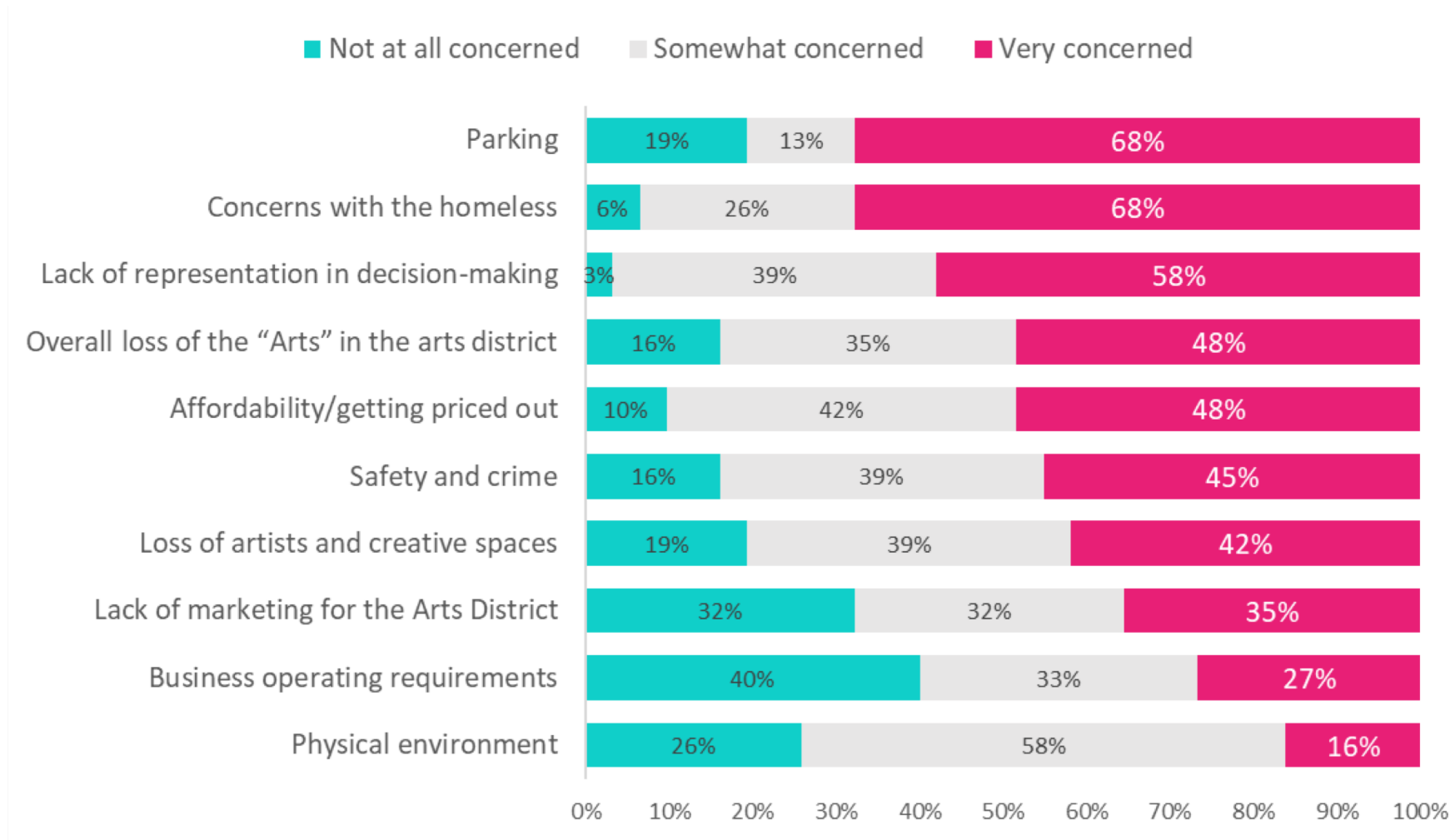
More than half of respondents are also concerned about parking and homelessness, and these are issues of top concern to businesses, property owners, and visitors

How concerned are you about...?



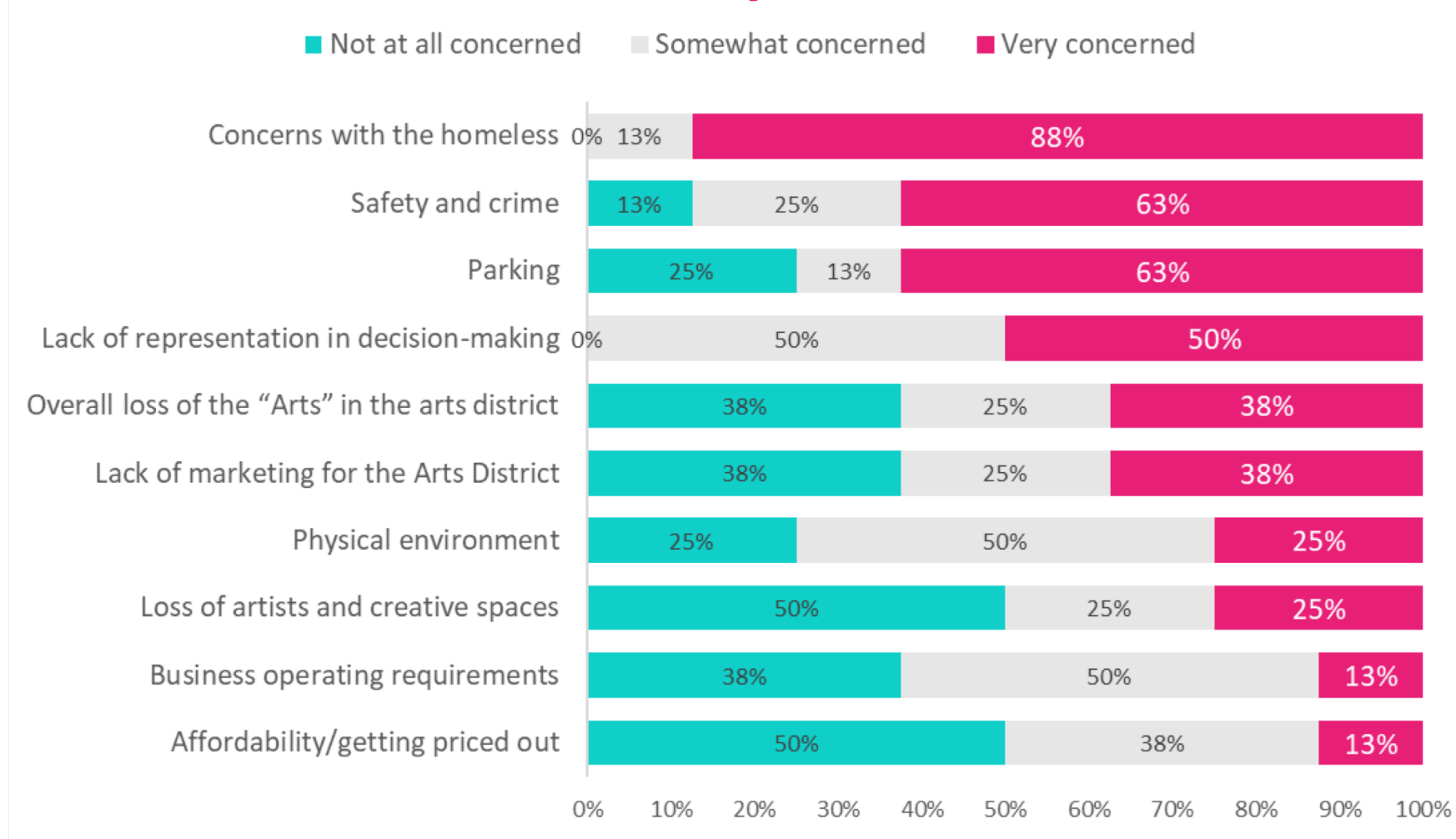
District Artists/Creative Businesses (n=52)

How concerned are you about...?



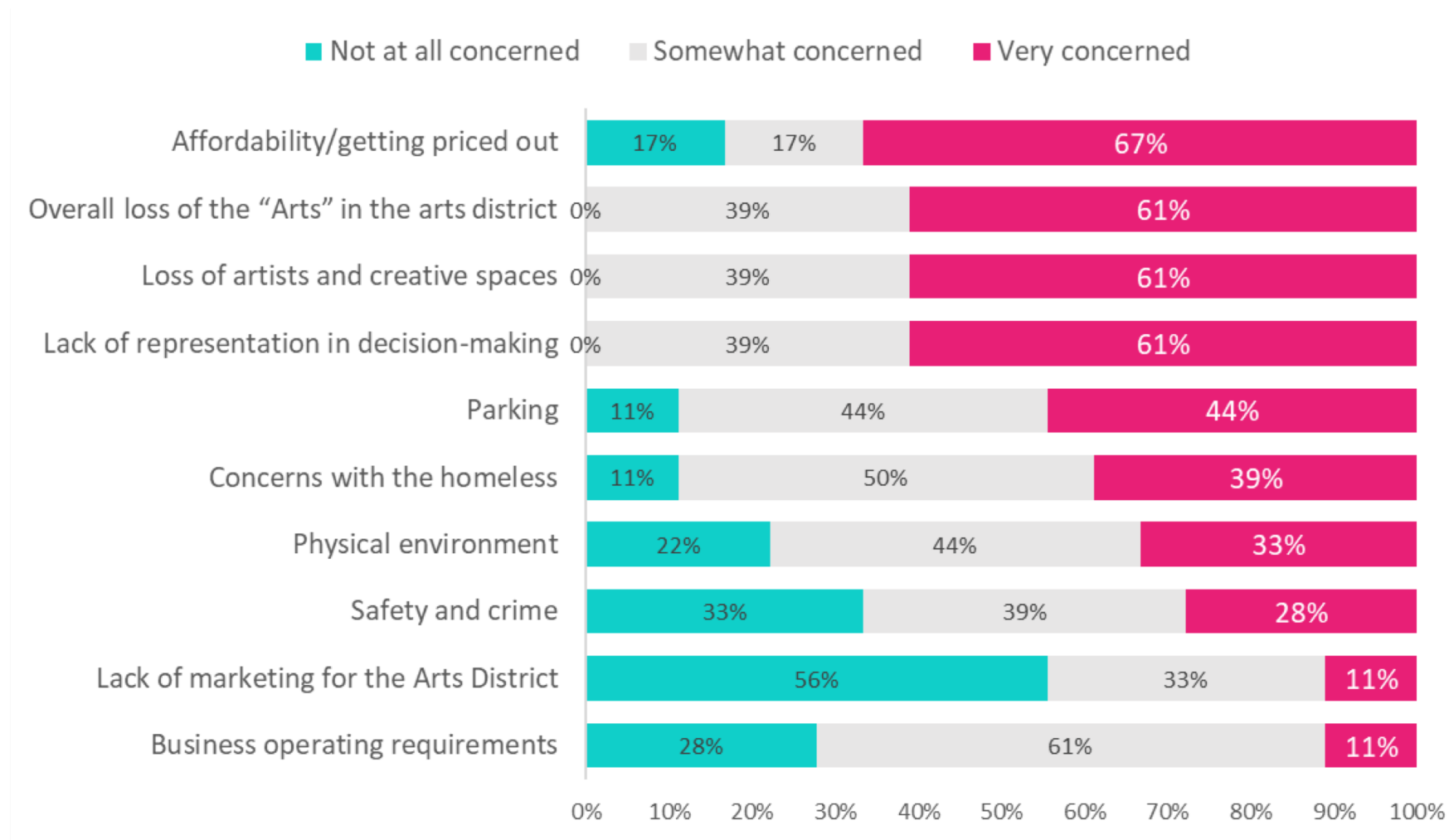
Non-Arts Business Owners (n=31)

How concerned are you about...?



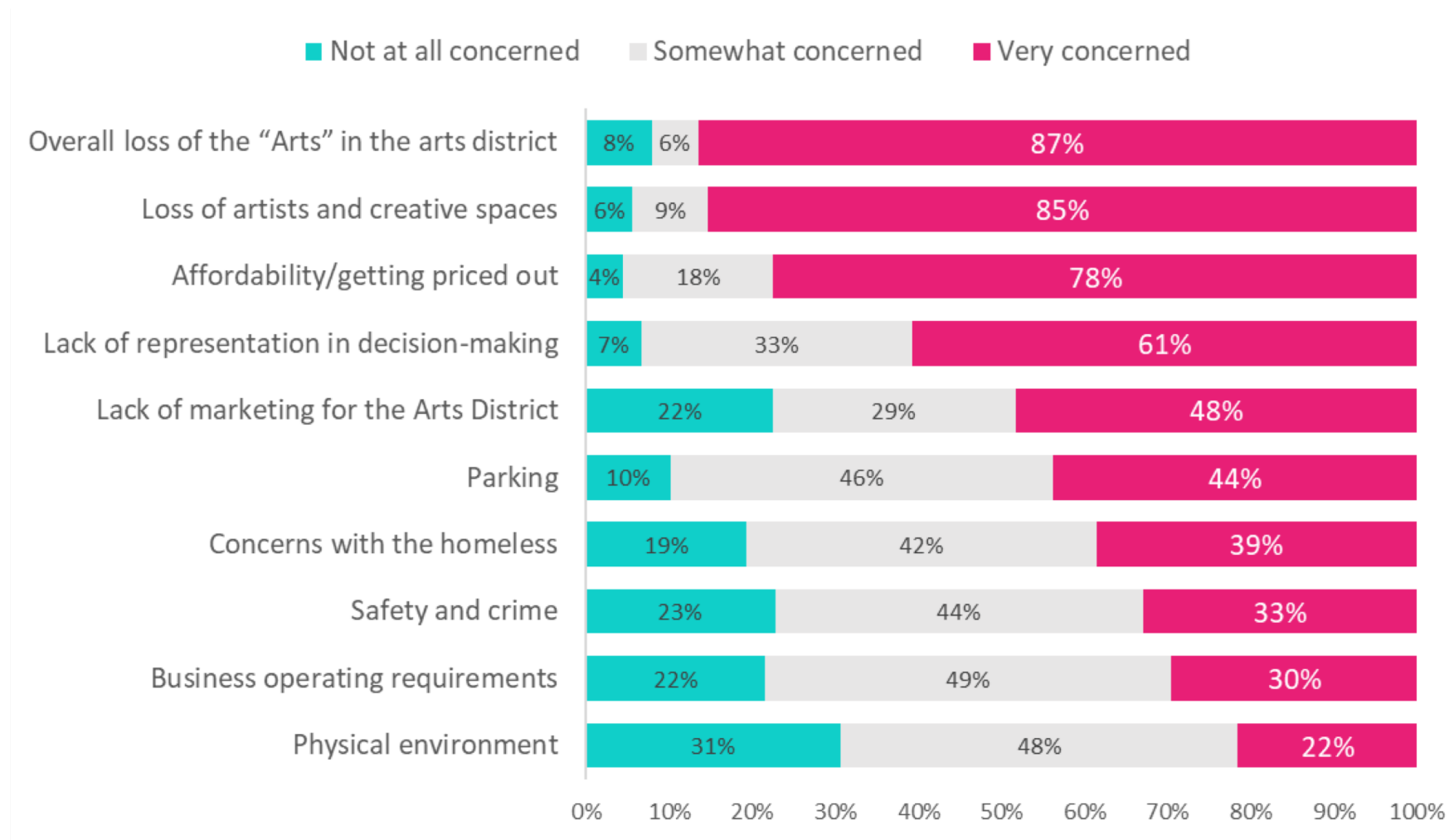
District Property Owners (n=8)

How concerned are you about...?



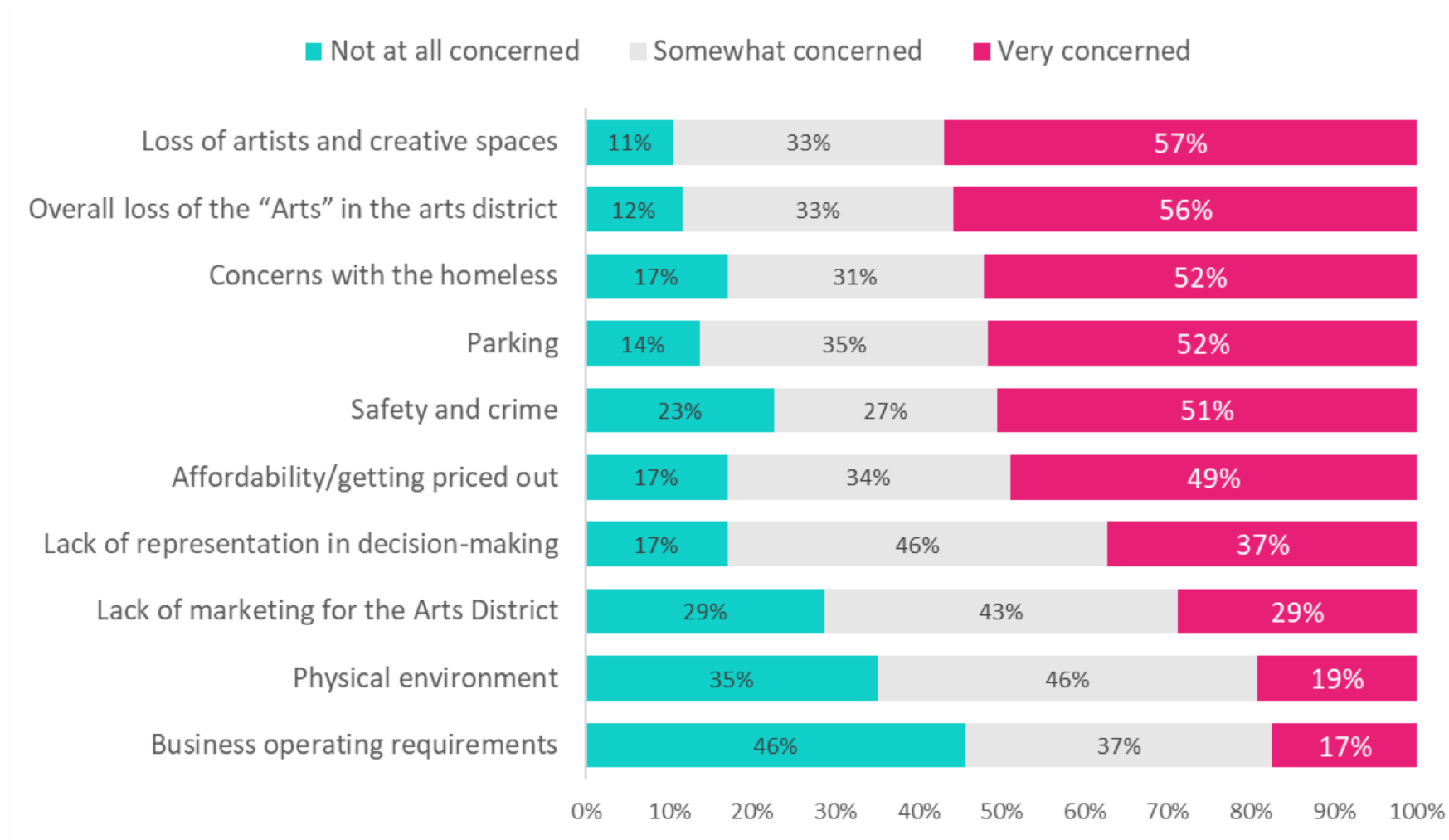
District Residents (n=18)

How concerned are you about...?



Non-District Artists (n=89)

How concerned are you about...?



Visitors (n=95)

What do you think is missing?

- ✓ FREE parking, more parking, a parking garage (for both workers and visitors)
- ✓ Artists!
- ✓ Affordable gallery, studio space
- ✓ Outdoor green space for enjoying outdoors and art, with shade + misters
- ✓ More frequent arts events; 1st Friday is not enough
- ✓ Enforcement of blighted vacant properties
- ✓ More performance space—theater, music, dance
- ✓ Lighting, clean sidewalks, streets
- ✓ Ability for District artists, businesses, property owners to shape the direction of the district—a voice, influence, a vote, town halls, business organization, property owner association
- ✓ Retailers, other businesses open in evening hours (not just 1st Friday)
- ✓ Improve safety and security
- ✓ Events/efforts to attract high-end art buyers to the district

What could make the district stand out as a cultural destination?

- ✍ Transform the warehouse next to Art Square into an open exhibit space for local artists
- ✍ Create outdoor green space/park with music, performance space, sculpture, art park, outdoor films
- ✍ City pay for businesses to hire muralists to paint exterior walls and include QR codes for a self-guided mural walking tour
- ✍ Art Museum
- ✍ Convert city-owned properties to dedicated arts spaces—galleries, artist-run spaces, maker spaces, all ages spaces like Holland Project in Reno
- ✍ Clean up vacant lots, trash, tagging/graffiti, add lighting, address homeless, safety
- ✍ Bring back First Friday or other arts events to Main Street
- ✍ Central performing arts center

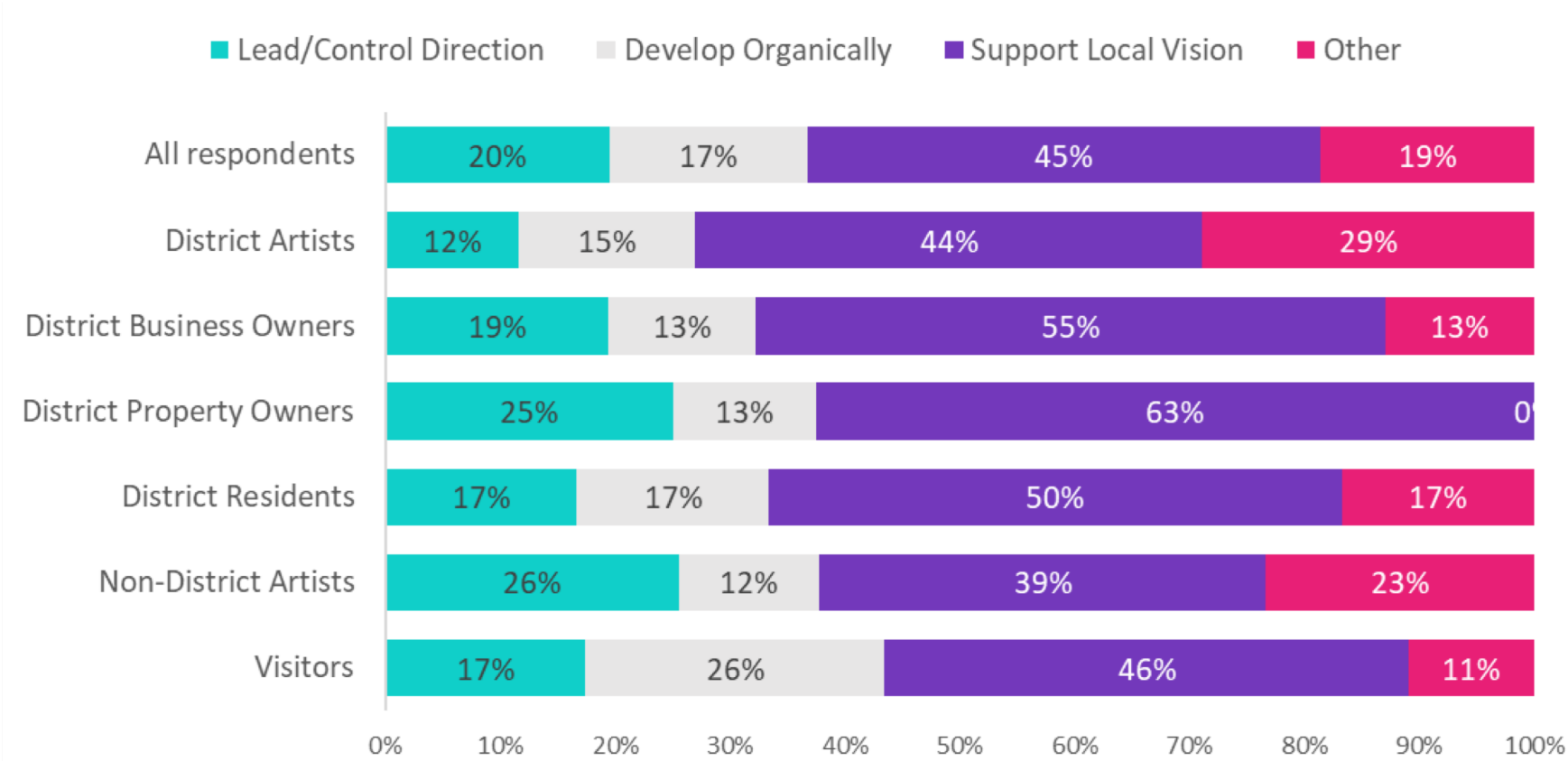
What could make the district stand out as a cultural destination? (continued)

- ✍ Dedicate funding/incentives/tax breaks to support arts-entities so that there's at least one arts business/space on each block
- ✍ Create art walk with compelling sidewalk art (every 20-30 feet on every block) that locals and tourists can't resist taking photos of (and sharing with the world)
- ✍ Transform empty/underutilized space into an arts installation that would attract prominent artists and create national buzz for the district
- ✍ Pedestrian improvements to connect both sides of the district across Charleston Boulevard
- ✍ More arts events, including on Main Street
- ✍ Create something like Disappearing Art with a prize worth participating
- ✍ Artist housing, studios

What could make the district stand out as a cultural destination? (continued)

- ✍ Develop/fund artist in residence programs, could include exchanges with arts districts around the country
- ✍ Incorporate local art into all properties/businesses
- ✍ Develop investment fund dedicated to helping arts businesses grow
- ✍ More outdoor sculpture
- ✍ Create live/work spaces with gallery/studio space on main floor
- ✍ Large arts festival like SXSW
- ✍ Local music in businesses, film and theater events, rooftop theaters
- ✍ Art and film festival, outdoor movie nights throughout the District
- ✍ Expand the footprint of the Arts District to include emerging adjacent areas

How involved should the city be in determining the direction of the Las Vegas Arts District?



I think the city should lead/control the direction of the Arts District to keep it a unique place. I think the city should allow the Arts District to grow and change organically. I think the city should support local stakeholders' vision and direction for the district. Other.

CREATIVE SPACES in the ARTS DISTRICT

Do artists want to stay/move to the district?

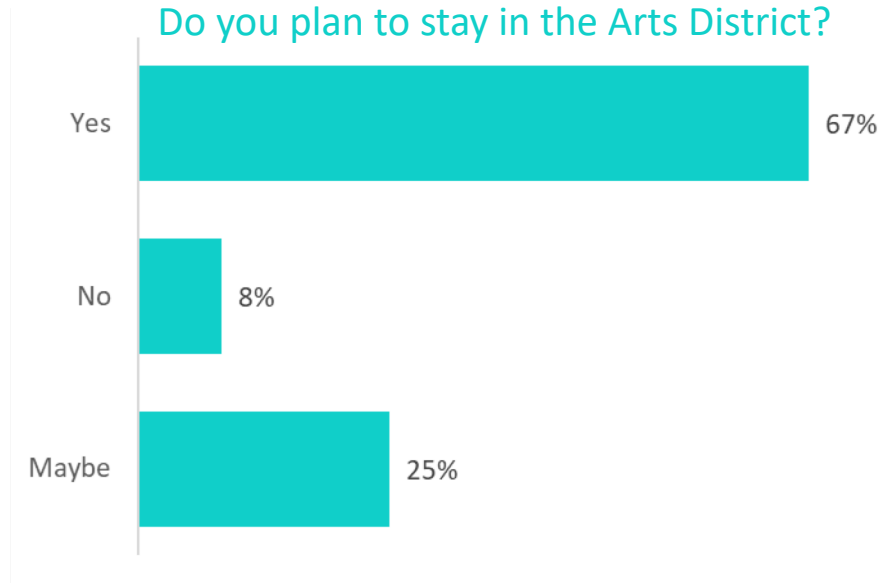
What types of spaces are most desired?

Size of space? Rent?

What support is needed to thrive?

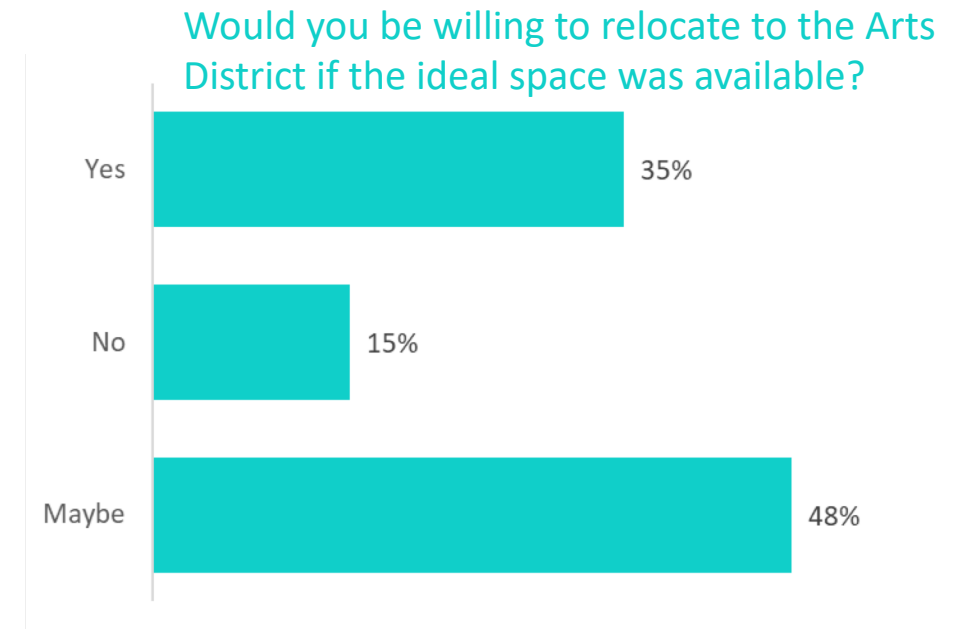
Do Artists/Creative businesses want to stay or move into the Arts District?

District Artists/Creatives



Maybe includes: if space remains affordable, if business improves, if homeless/safety concerns are addressed, if I can find new space, if I can buy my space

Non-District Artists/Creatives

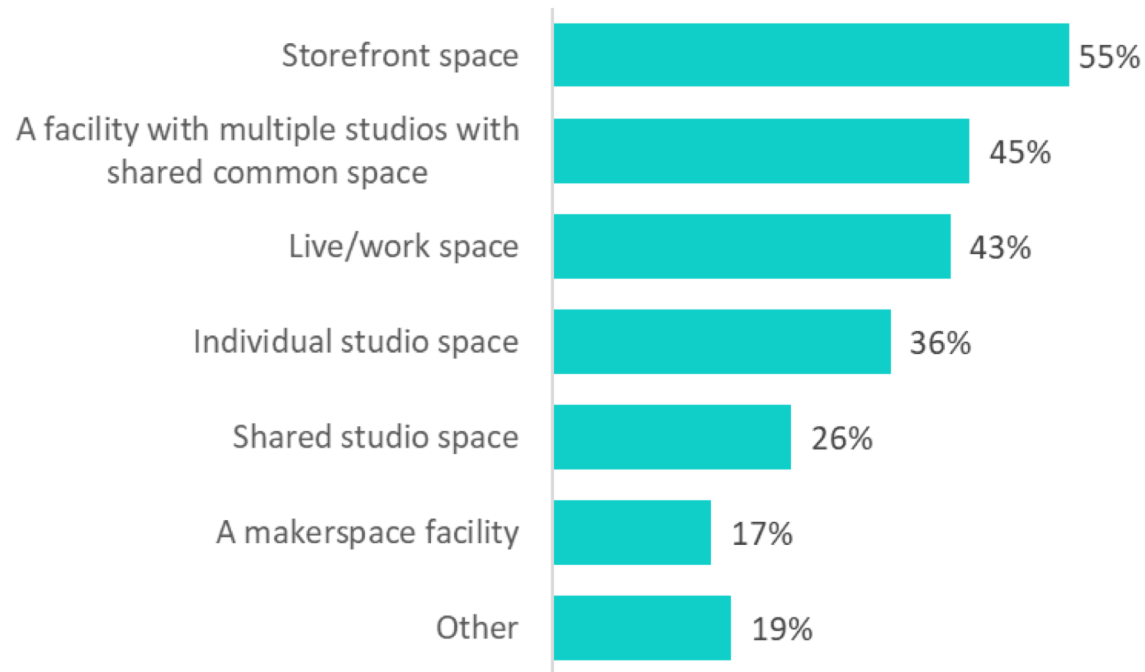


Maybe includes: Affordable space, appropriate space, parking availability, safety concerns, location, housing nearby, cost of license, suitable performance spaces

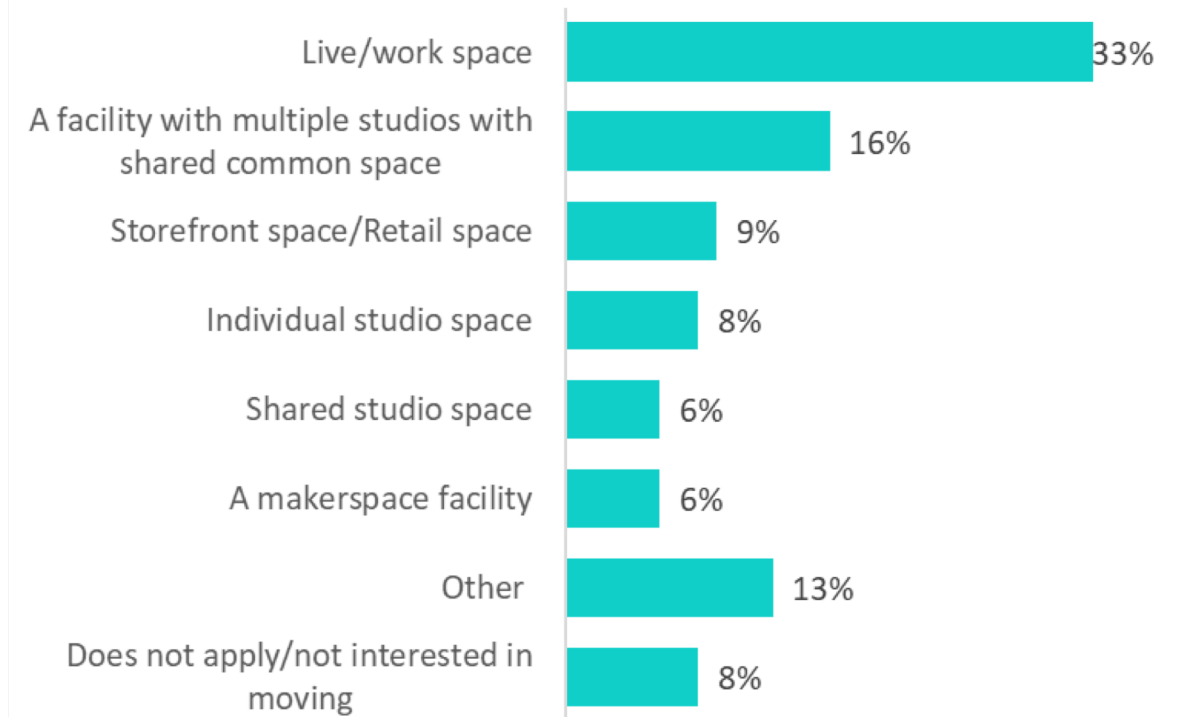
Space for Creative Practice/Business

Ideal Type of Space in the Arts District

District Artists/Creatives



Non-District Artists/Creatives

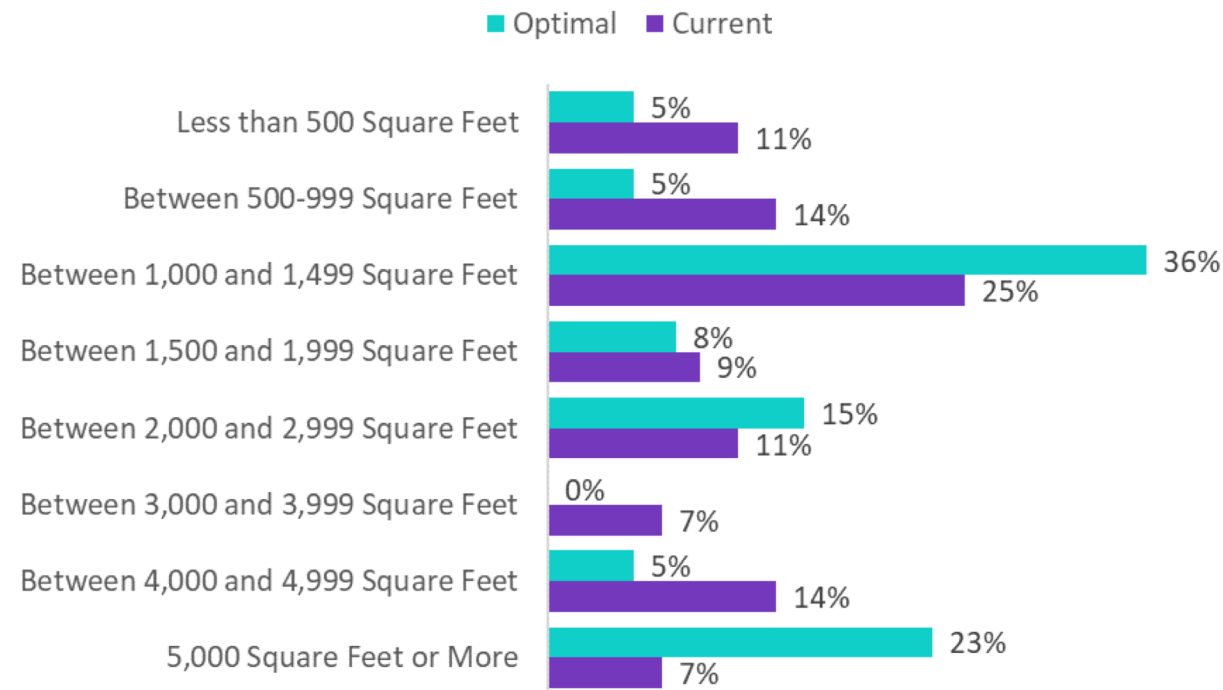


Note: District Artist numbers add to greater than 100% due to multiple response

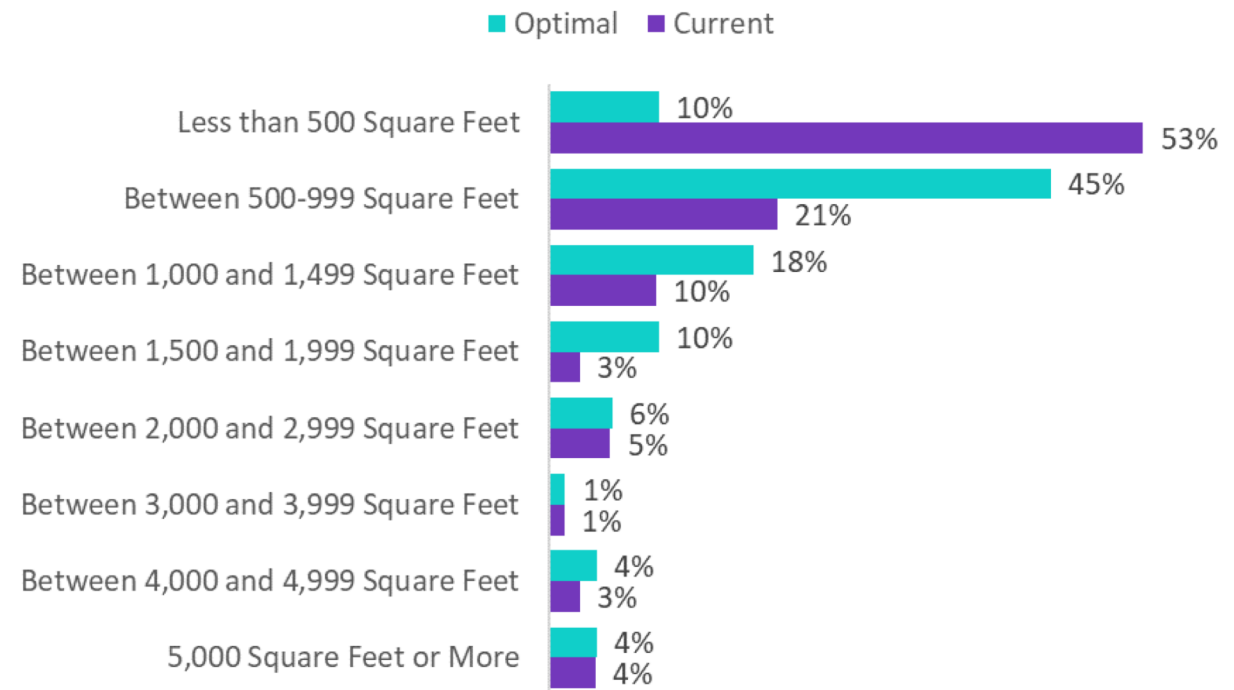
Space for Creative Practice/Business

Current and Optimal Size

District Artists/Creatives



Non-District Artists/Creatives



Note: 80% of non-District artists practice in home studio space.

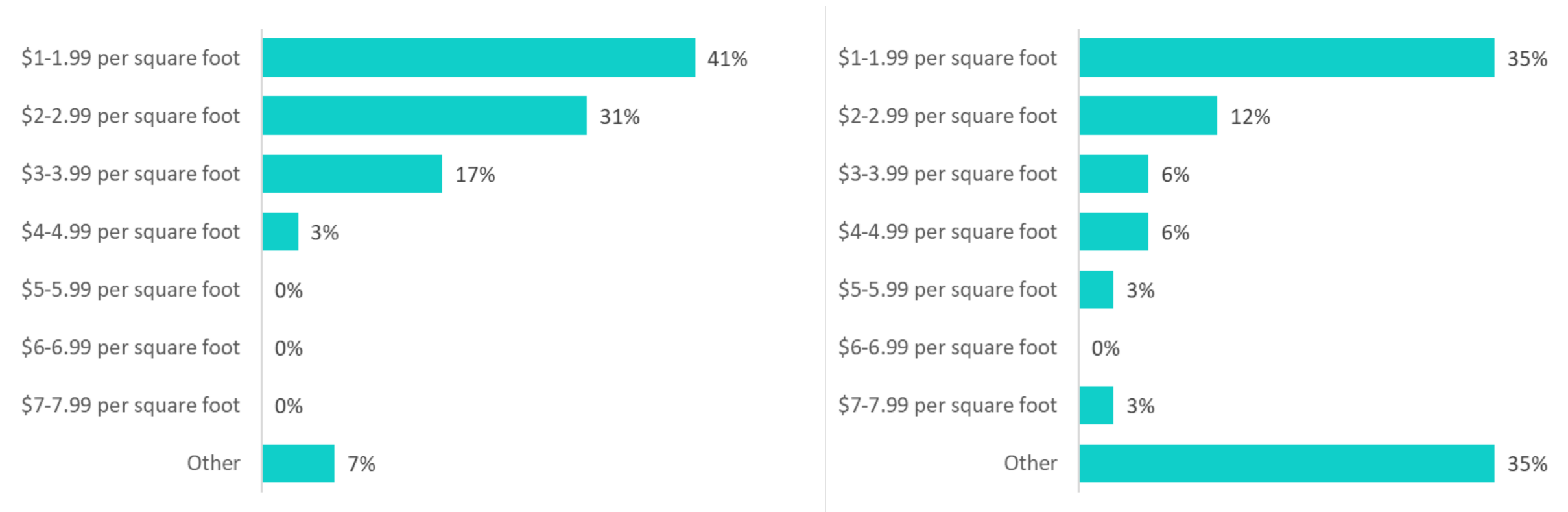
Space for Creative Practice/Business

Current Space Rent

District Artists/Creatives

Non-District Artists/Creatives

How much do you pay in rent (NNN or CAMs included)?



Note: Among District artists the other category includes one who pays \$0.90/sqft and one with donated space. Other responses among non-District artists include working in home studios, donated space, and hourly rental.

Space for Creative Practice/Business

Optimal Rent

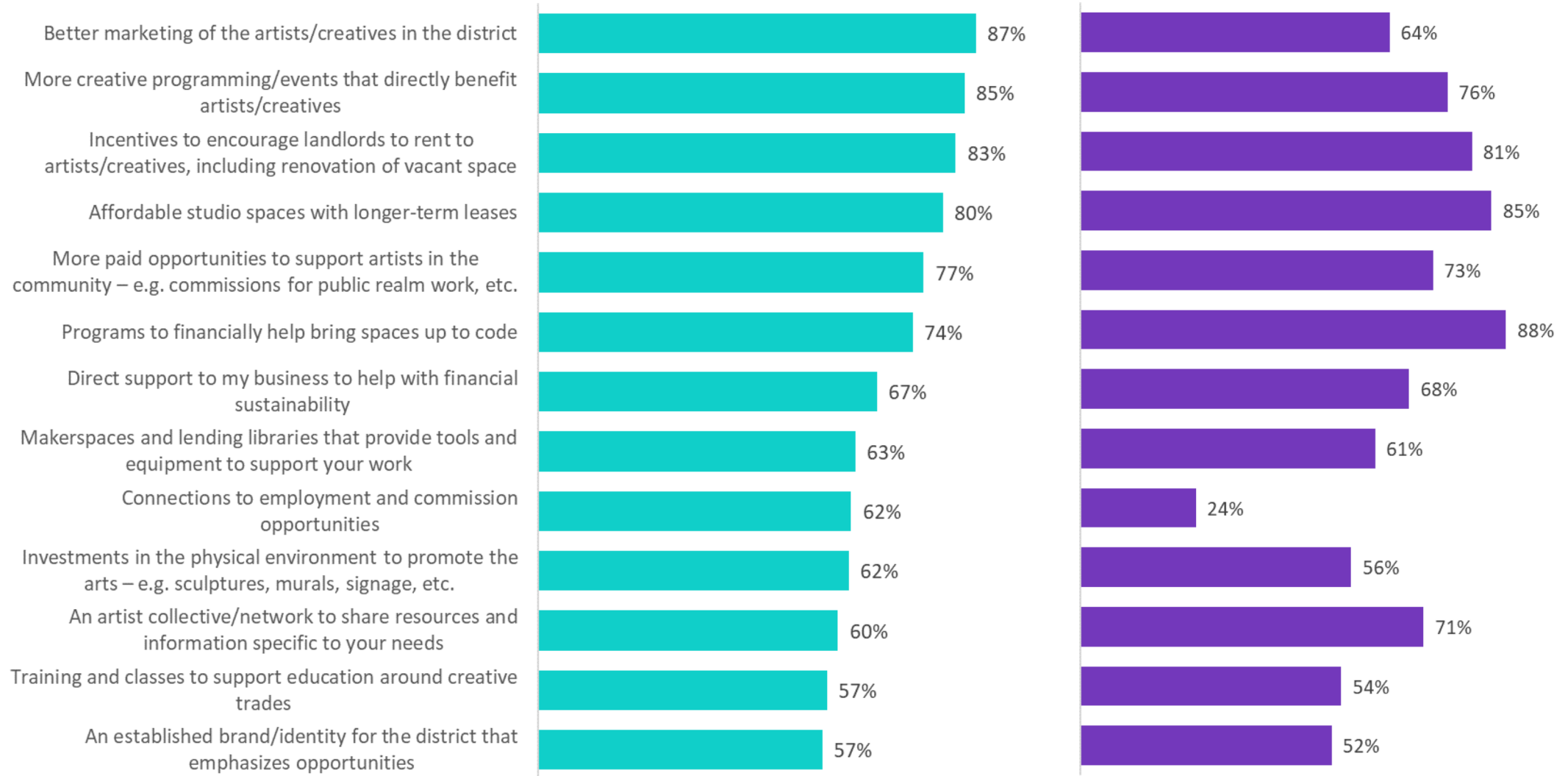
Not surprisingly, estimates of optimal rent ranged widely in both amount and specificity.

- ✓ Optimal rents (including CAM) based on square footage ranged from less than \$1/sqft up to \$3/sqft, typically \$1.50-\$2
- ✓ Maintaining current rent levels (or less)
- ✓ Ranges without reference to sqft of \$200-\$500/month
- ✓ Other current arrangements considered optimal include paying a % of sales as rent, commissions to galleries
- ✓ Some District artists mentioned longer term leases (10 years), stable rents or predictable increases
- ✓ Unlike District artists, a number of non-District artists expressed a desired for shared studio space, and some prefer month-to-month or 12 month commitments

“Very Helpful” Supports to Assist Artist and Greater Arts Scene to Thrive

District Artists/Creatives

Non-District Artists/Creatives



Key Findings

- ✍ The prominence of “arts” in the district feels like it is fading, being pushed out by bars, breweries
- ✍ District artists/creative businesses, other district businesses, commercial property owners want the city’s support to implement a locally-driven vision for the future of the Arts District

-
- ✍ There is support for efforts to retain and attract artists and creative businesses to the district, including galleries, studios, maker spaces, performance spaces, live/work housing
 - ✍ Parking (more, free), homelessness, vacant/blighted properties, lighting deficiencies, placemaking (arches/gateways, sidewalk art), walkability/crossings must be addressed

Key Findings

Create opportunities to activate, energize, and elevate the arts:

- ✍ Events, performances, live “watch the artist” create, small scale to large, but more frequency of active, arts-oriented happenings is needed;
- ✍ Developing an arts-focused outdoor park + performance + display + create space + vendor market with shade, misters
- ✍ Creating spaces and places for artists and creative businesses—storefronts, studio spaces, live/work spaces, galleries, exhibit spaces, artist in residence program and space

Key Findings

- ✍ Embrace the creative, artistic side of non-traditional arts businesses in the District. Craft brewers, chefs, tattooists, hair stylists identified themselves as owners of creative businesses and consider themselves artists/creatives/makers.
-

- ✍ Visitors want to experience a district with a diverse set of offerings, from a great place to eat and drink, arts/creative/maker retail, performances, studios, in an environment that is arts forward.