

Physical Space & the Regional Arts Commission

Additional Disaggregated Data

Presented by Steven Harowitz
Executive Director, Campfire



Steven Harowitz

Executive Director, Campfire

M.Ed. from University of South Carolina

B.A. in Behavioral/Social Sciences and Communications from University of Central Florida

Deborah Grodzicki

Principal, RDL Insights

Ph.D. in Social Research Methodology from UCLA

M.A. in Organizational Psychology from Claremont Graduate University

B.A. in Psychology from the University of Rochester



Purpose of Research: RAC is interested in gaining key information about how people see the role of place in RAC's vision and mission so that RAC can fulfill its master facilities plan component of the strategic plan and determine whether to :

- Keep building and invest in it to become a positive asset
- Sell building, vacate, and rent somewhere else
- Sell building and become a tenant



Initial Research Study	
Send survey	August 11, 2021
Close survey	August 20, 2021
Conduct interviews	August 23, 2021
Conduct focus groups	August 27, 2021
Conduct sensemaking meeting with RAC staff	September 3, 2021
Present findings to RAC Staff and Commissioners at September Commissioner’s Retreat	September 8, 2021
Follow-up Analysis	
Conduct sensemaking meeting with RAC staff	November 10
Present findings to RAC Staff and Commissioners at November Commissioner’s Retreat	November 17

Data Collection Tools

Physical Space & the Regional Arts Commission



Survey

Focus groups

1:1 Interviews

Survey open from August 10-20, 2021

Total N=449 survey responses

14 responses removed because only completed demographics

73% submission rate of those who opened the survey

Question responses were not required

Anonymous and confidential

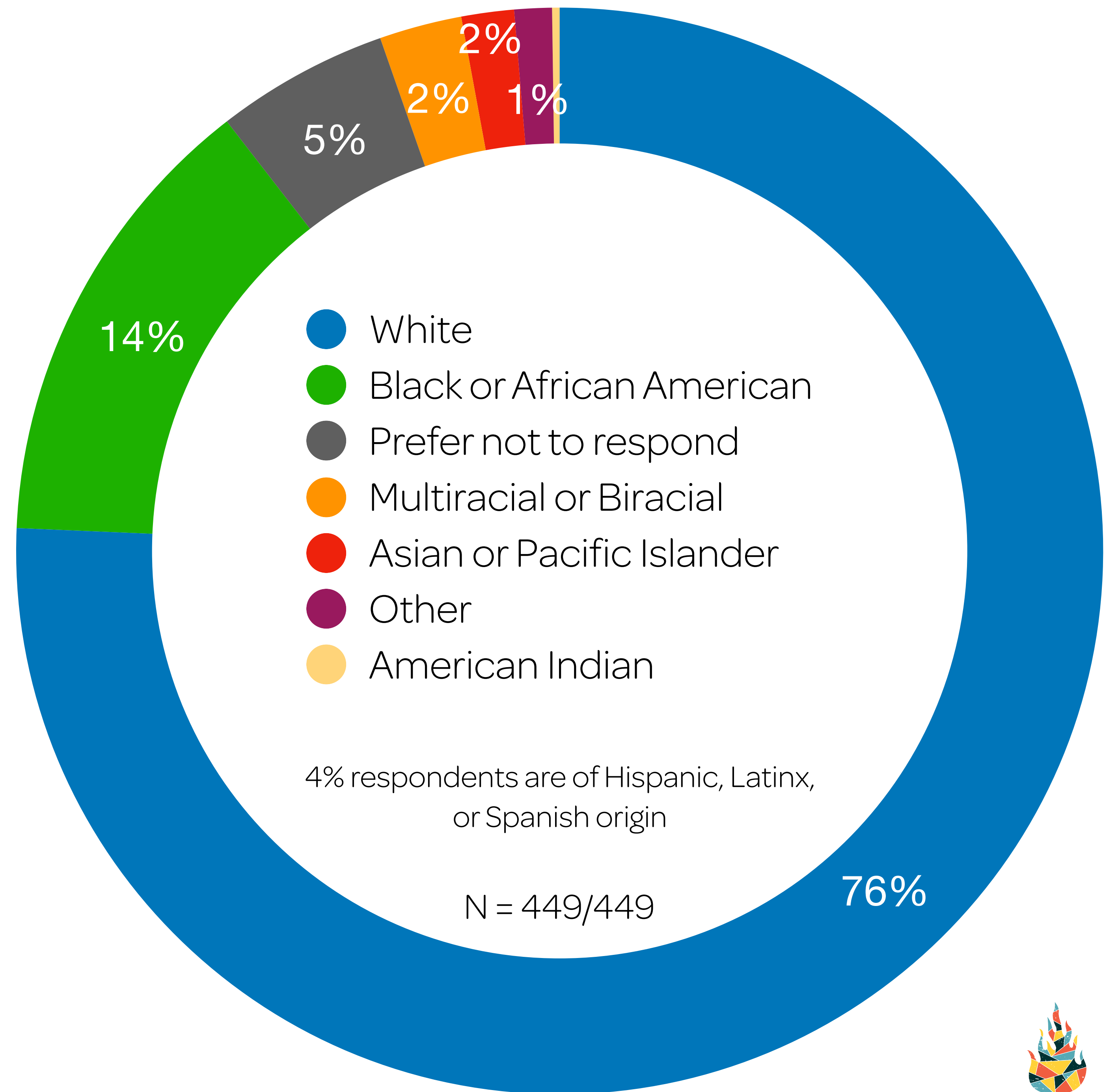


Survey

Race

Gender

Zip Code

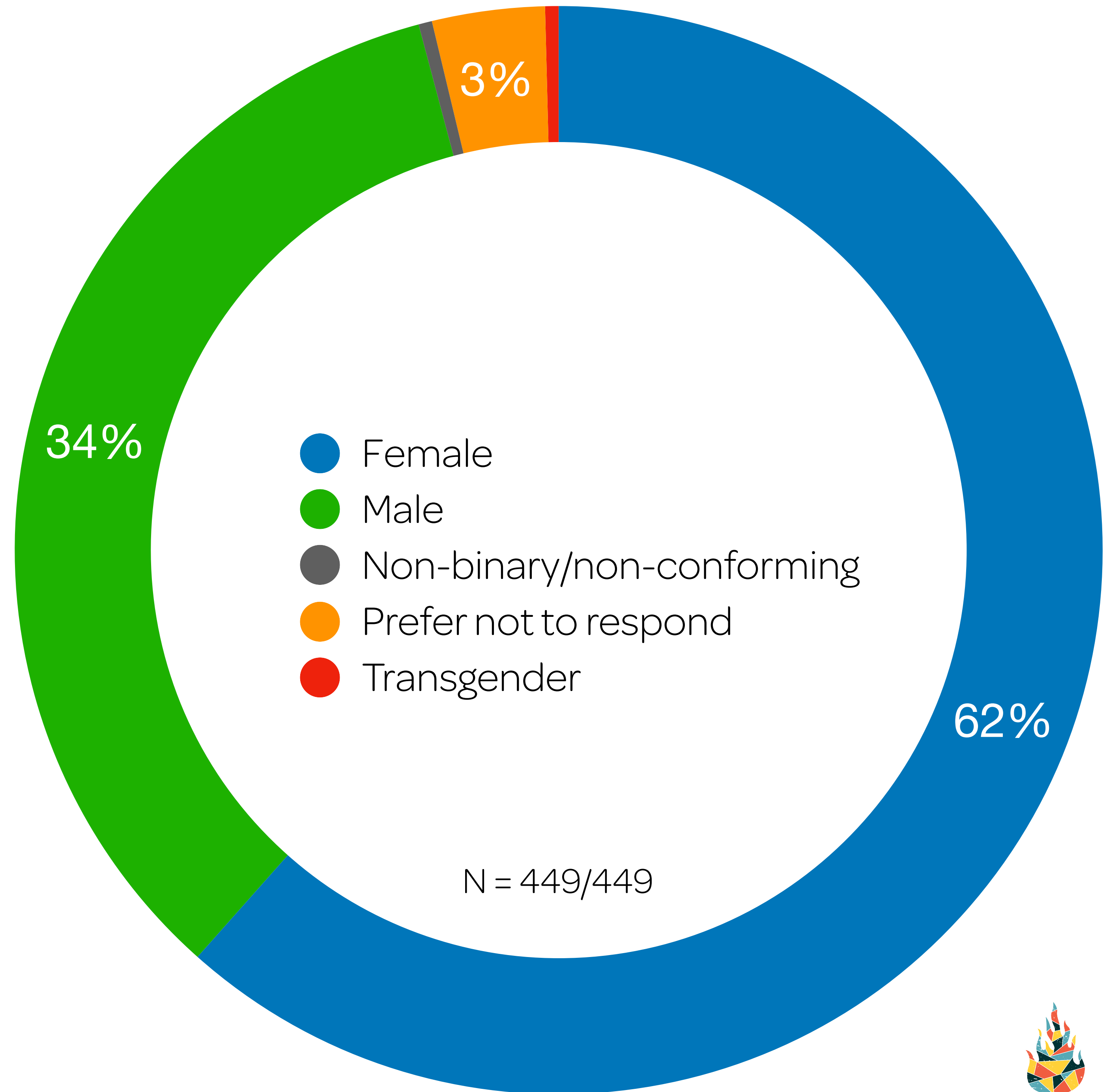


Survey

Race

Gender

Zip Code

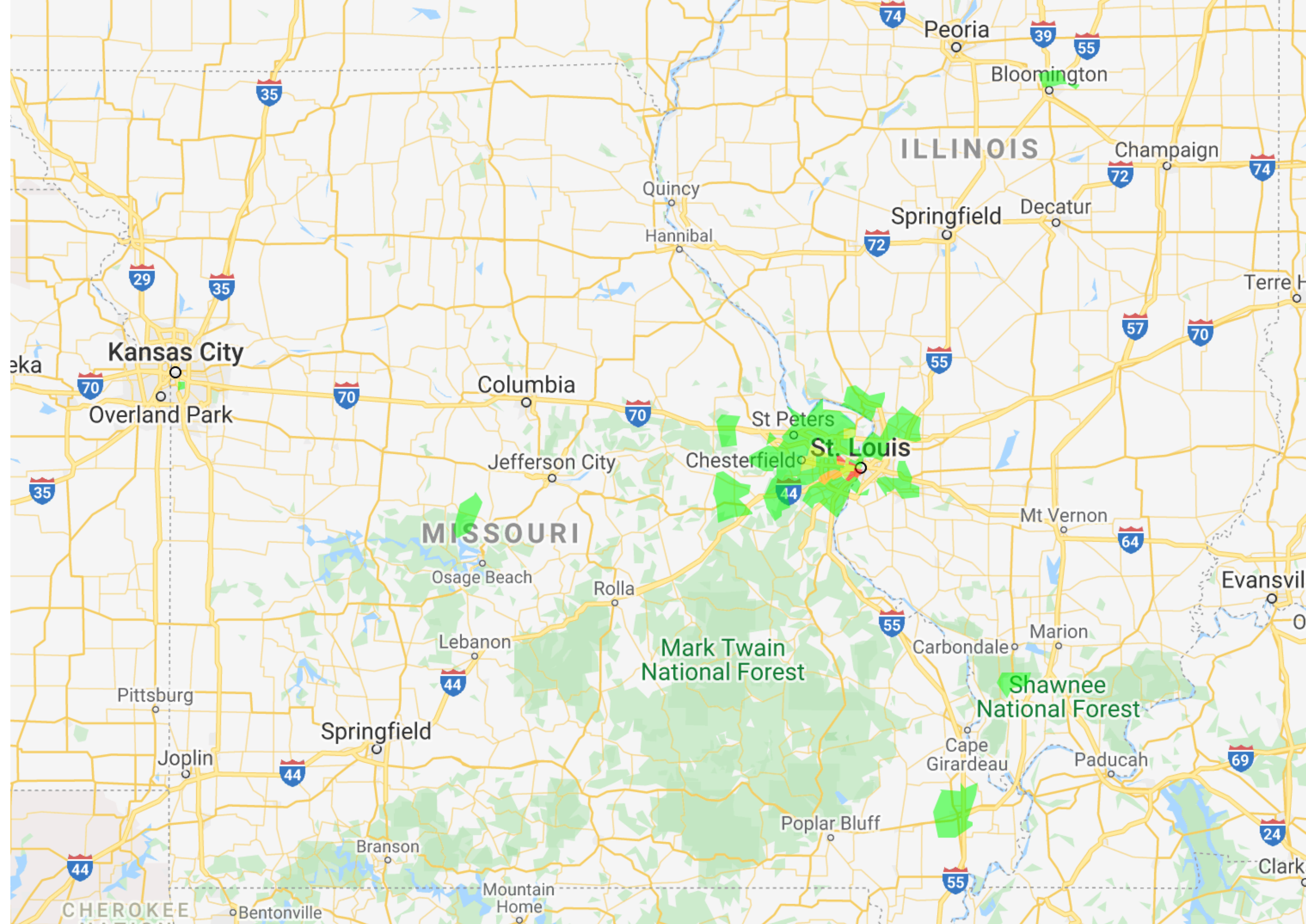


Survey

Race

Gender

Zip Code

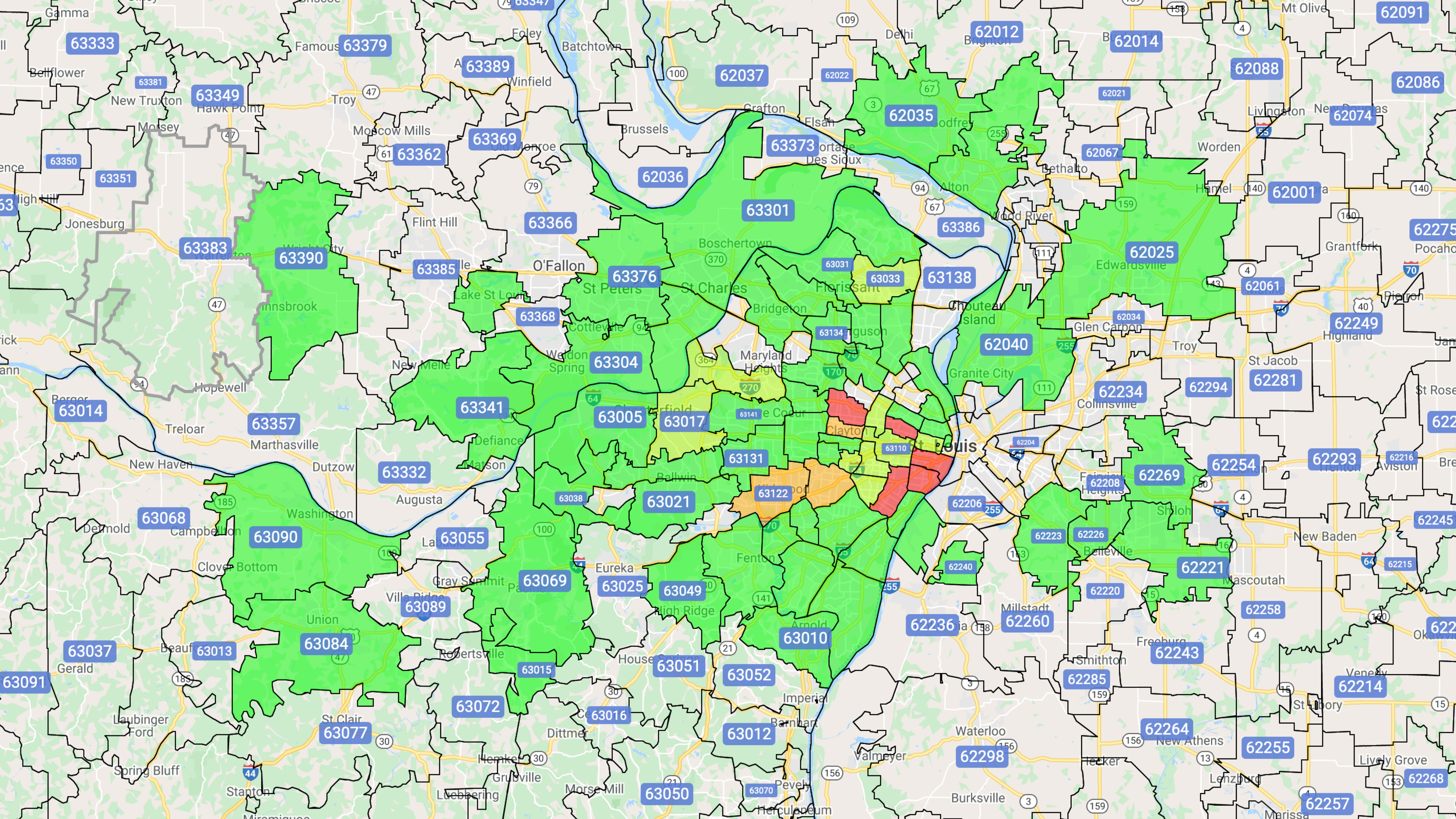


City: Saint Louis, Clayton, University City, Webster Groves, Kirkwood

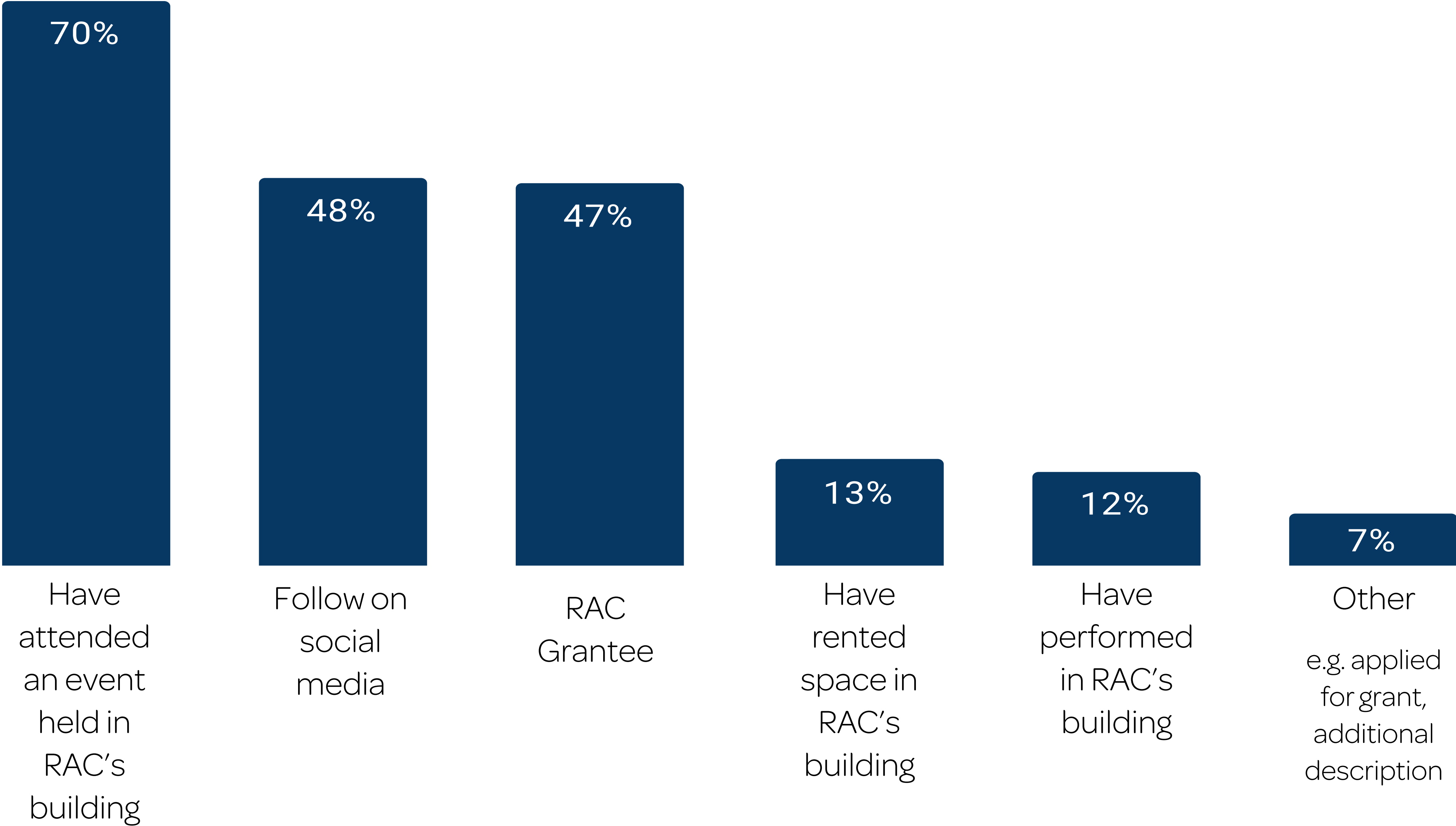
State: Missouri (98%), Illinois (2%)

N = 445/449





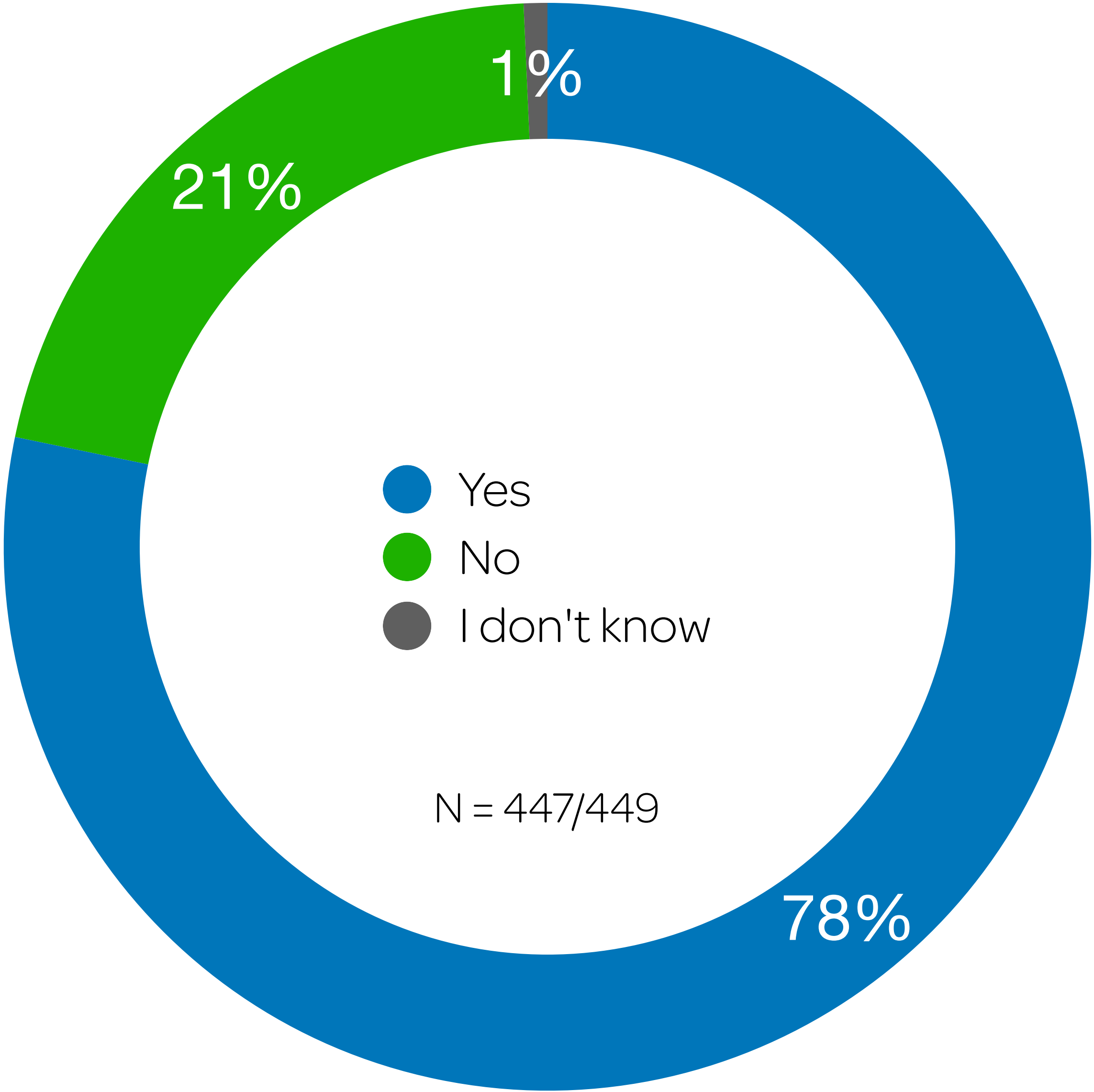
How are you connected to the Regional Arts Commission (RAC)?



N = 446/449



Have you used RAC's building?



1. What is the **role of physical space in the arts and culture** community in St. Louis?
2. How **important** is it for RAC to have a **physical space** in order to live out its mission?
3. How **important** is RAC's current building located in **6128 Delmar** to achieving its mission and work?
4. How **valuable** has RAC building located at **6128 Delmar** been to the arts community?
5. What locations and **place models** are most suitable for the **arts community**? (E.g., Centralized, Decentralized, Hybrid)
6. What **physical space** is needed to **strengthen the arts and culture** community? What are the **current gaps** and how can RAC fill it?



Overarching questions posed to stakeholders and community members through survey, focus groups, and interviews

1. What is the **role of physical space in the arts and culture** community in St. Louis?
2. How **important** is it for RAC to have a **physical space** in order to live out its mission?
3. How **important** is RAC's current building located in **6128 Delmar** to achieving its mission and work?
4. How **valuable** has RAC building located at **6128 Delmar** been to the arts community?
5. What locations and **place models are most suitable for the arts community**? (E.g., Centralized, Decentralized, Hybrid)
6. What **physical space is needed to strengthen the arts and culture** community? What are the **current gaps** and how can RAC fill it?



If RAC moved to [Insert Region], my engagement would....



Increase



Stay the Same



Decrease

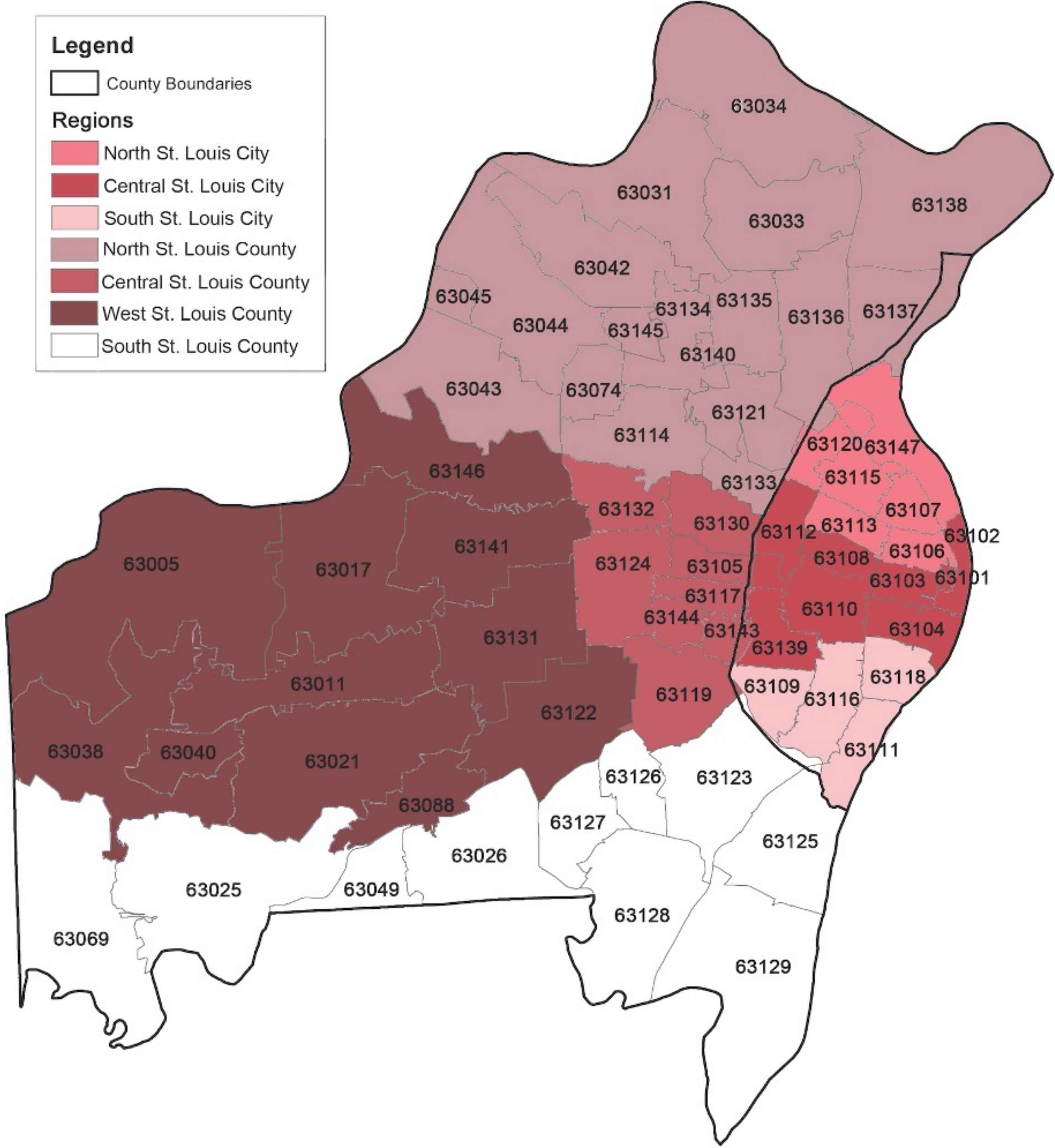


I don't know

Before delving into this data, please keep the following in mind:

1. While there was **no set definition of engagement** given this particular question, **we did provide examples of “engagement” in the survey prior to this question**. Examples of engagement included: follows on social media, performed at the RAC building, grantee, rented a space in the building, attended an event
2. People are **working remotely** which **could explain the large reach in terms of distance**.
3. **Not every region was represented by the same number of respondents**. It is important to keep this in mind when comparing responses across regions.

St. Louis City and County Subregions



Referenced: St. Louis Regional Data Alliance

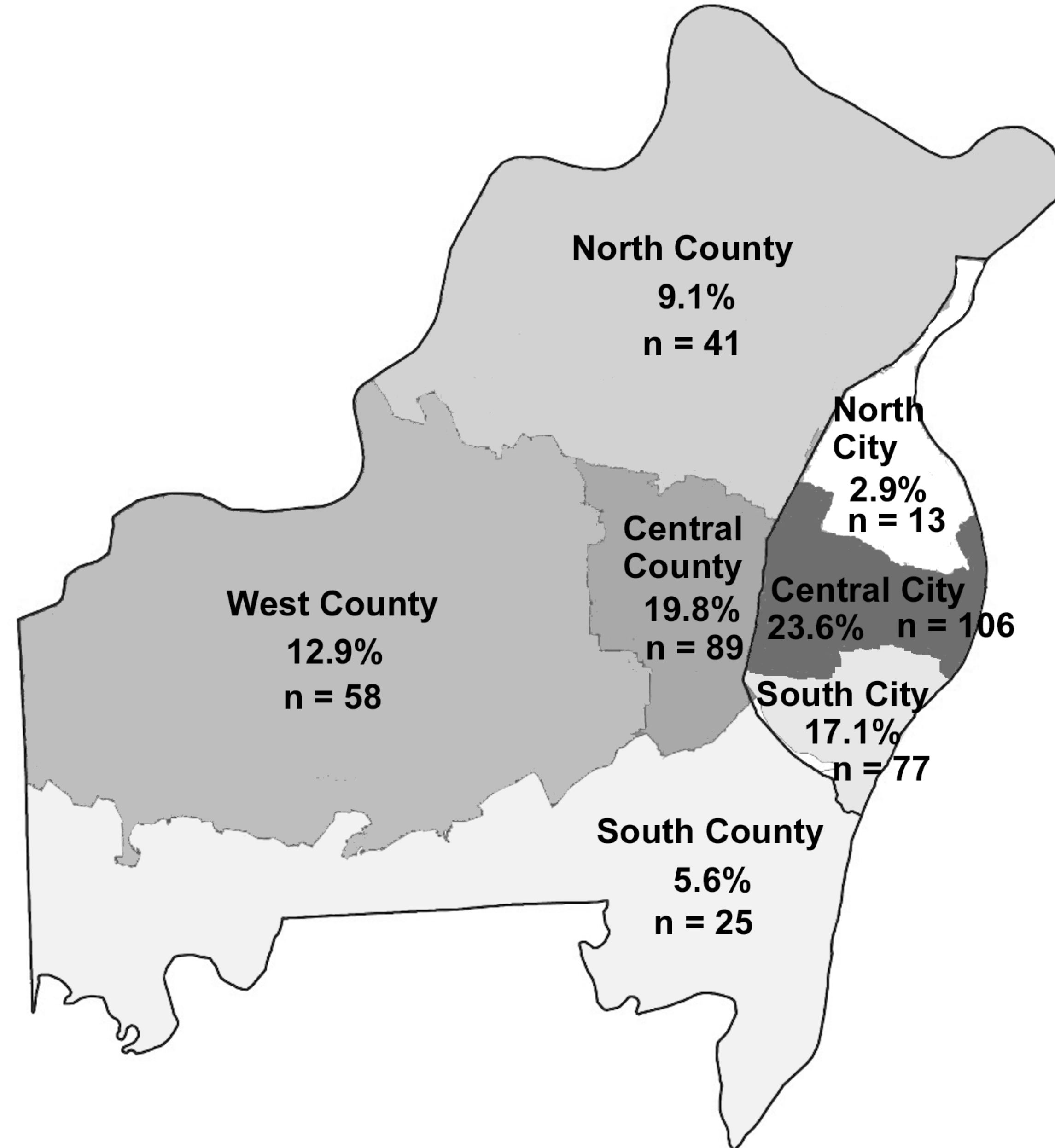


Number and percentage of respondents living in that region

<i>Region</i>	<i>n</i>	<i>Percentage</i>
Central St. Louis City	106	23.6%
Central St. Louis County	89	19.8%
South St. Louis City	77	17.1%
West St. Louis County	58	12.9%
North St. Louis County	41	9.1%
Out of Region	28	6.2%
South St. Louis County	25	5.6%
North St. Louis City	13	2.9%
Out of State	11	2.4%
N/A - Unhoused Individual	1	0.2%
Total	449	100.0%

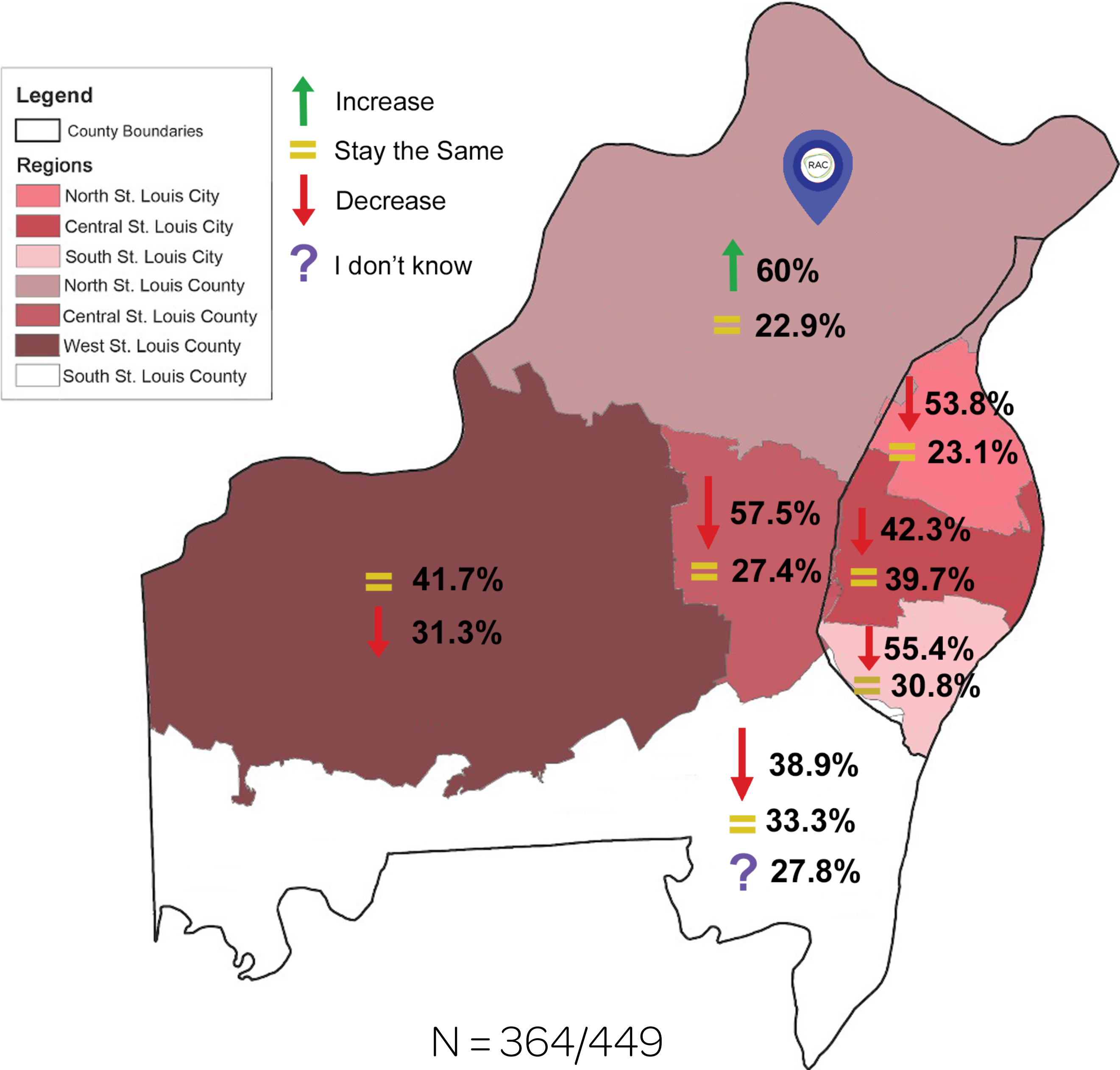
<i>“Out of” Definitions</i>
<p>Out of Region includes respondents with a Zip code beyond St. Louis City and County but still reside in Missouri. (e.g., Arnold, Union, Kansas City)</p>
<p>Out of State includes respondents with a Zip code outside of Missouri, exclusively in Illinois</p>





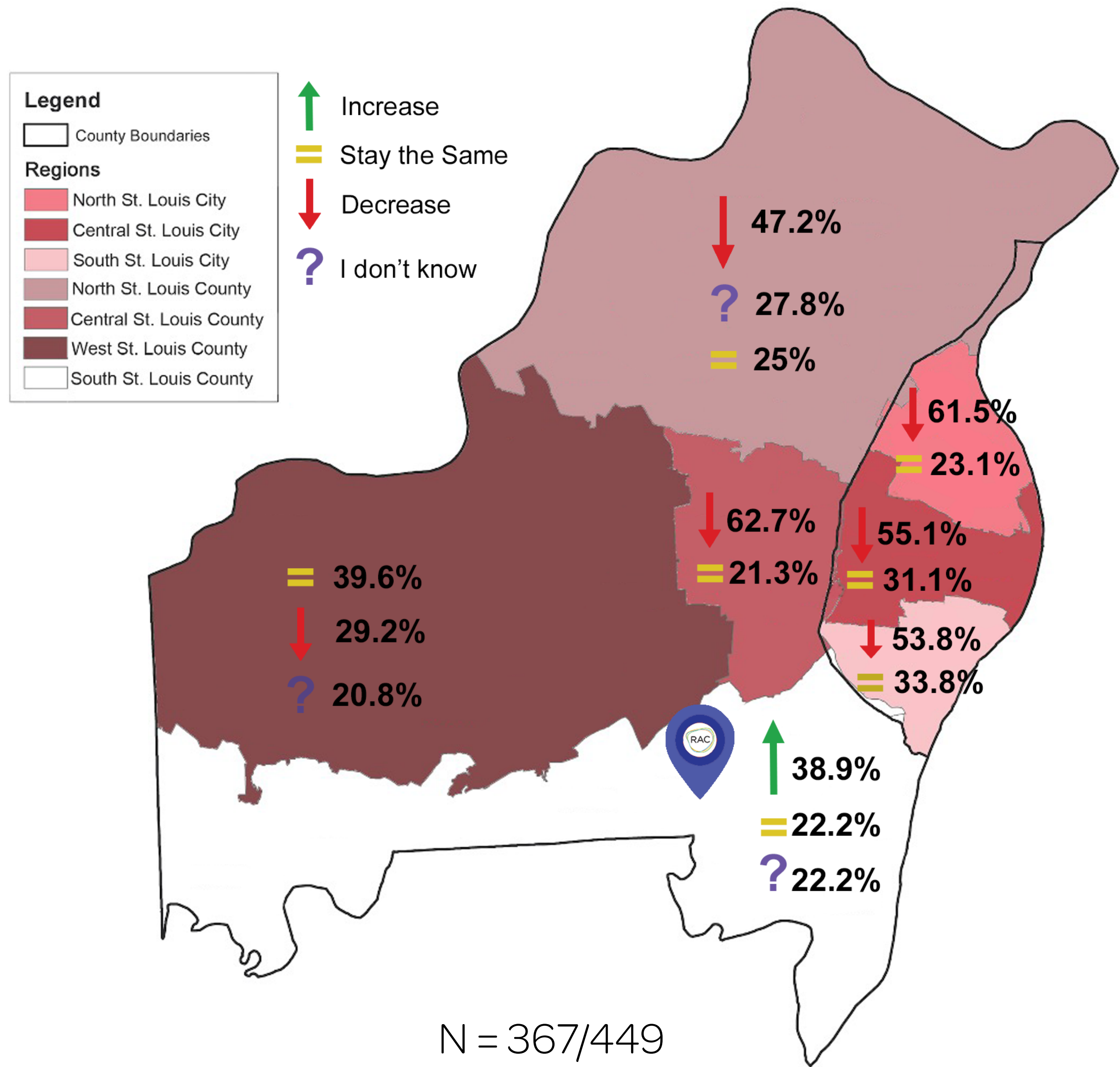
If RAC moved to **North St. Louis County**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region



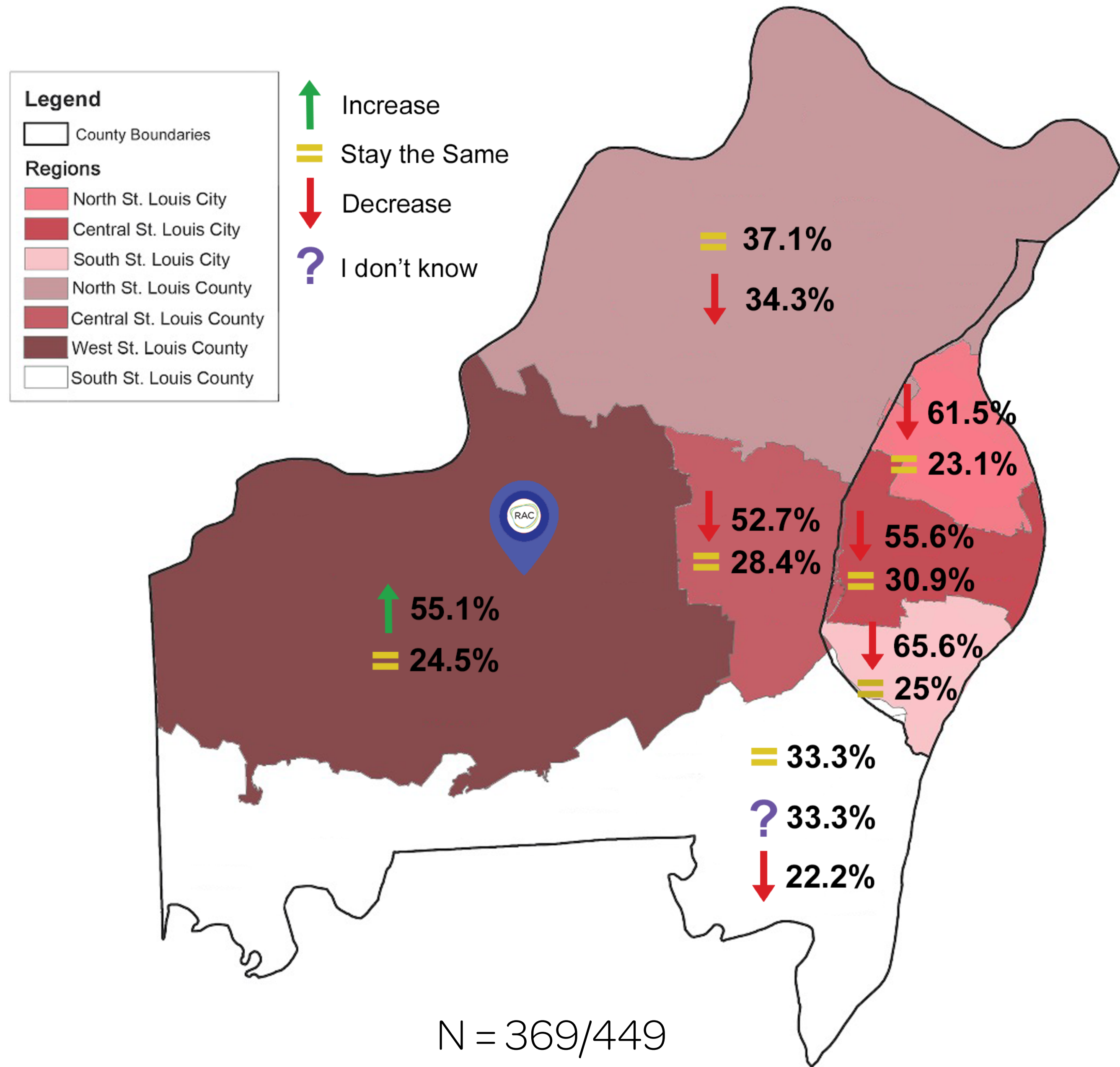
If RAC moved to **South St. Louis County**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region



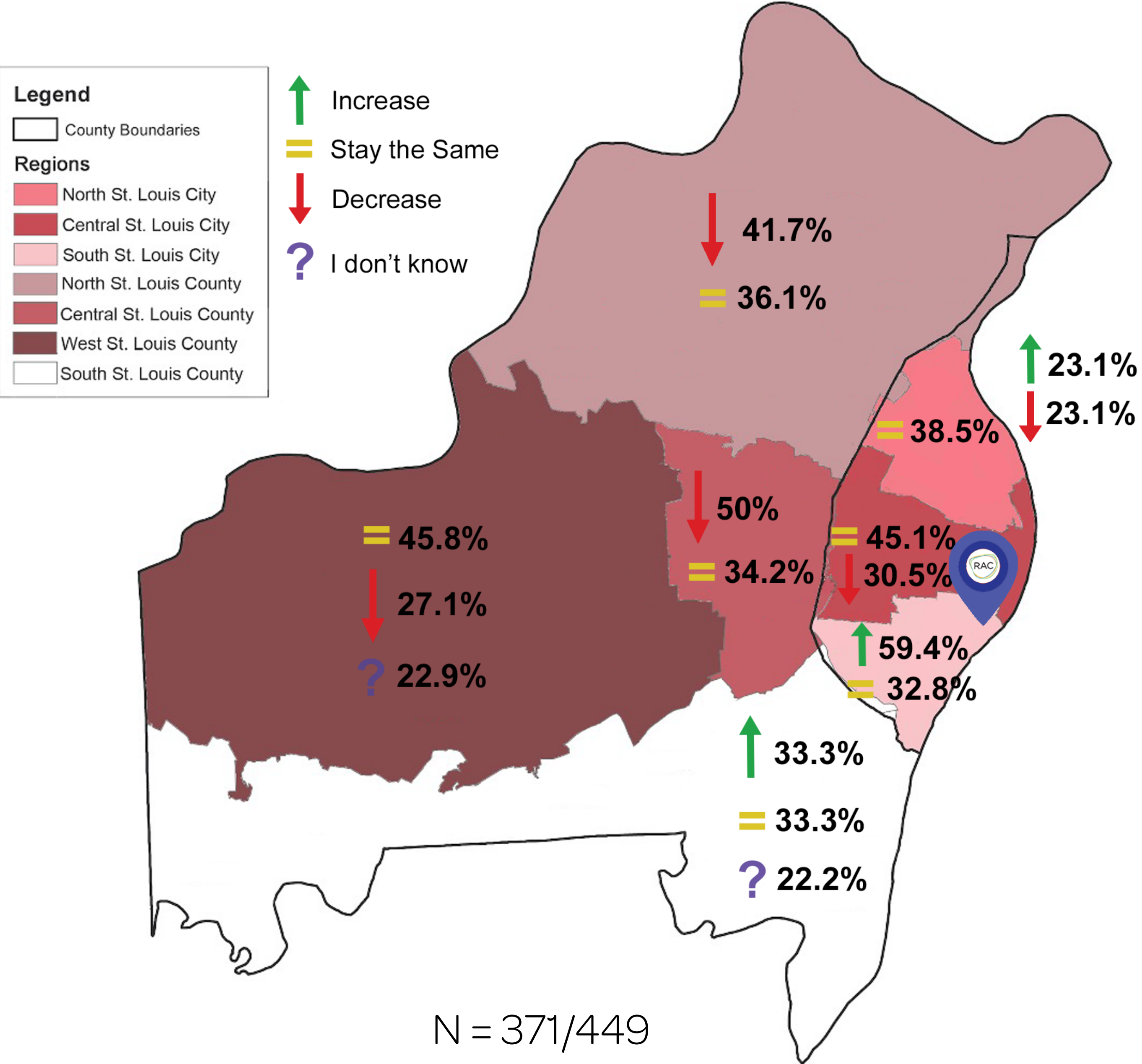
If RAC moved to **West St. Louis County**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region



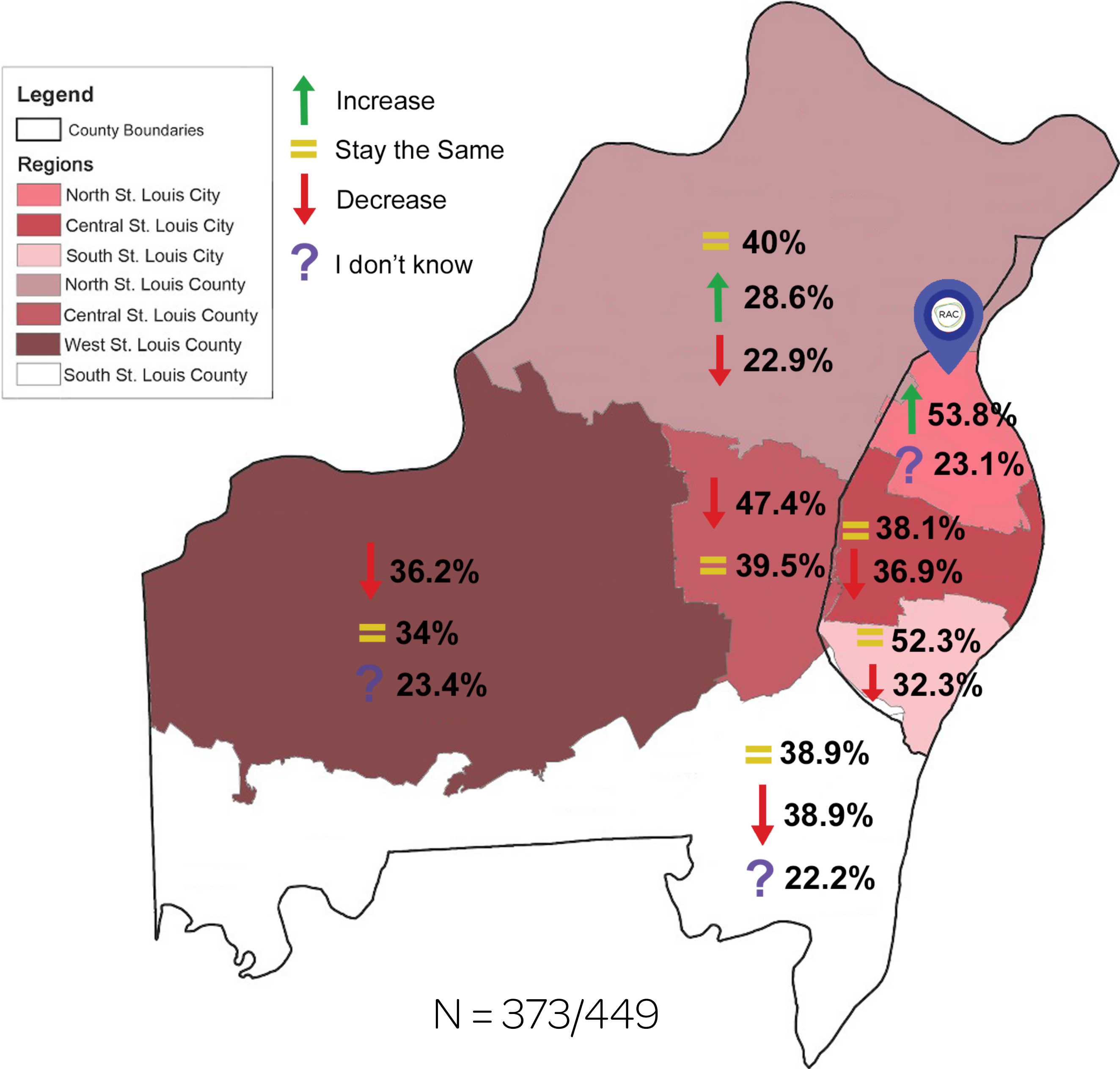
If RAC moved to **South St. Louis City**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region

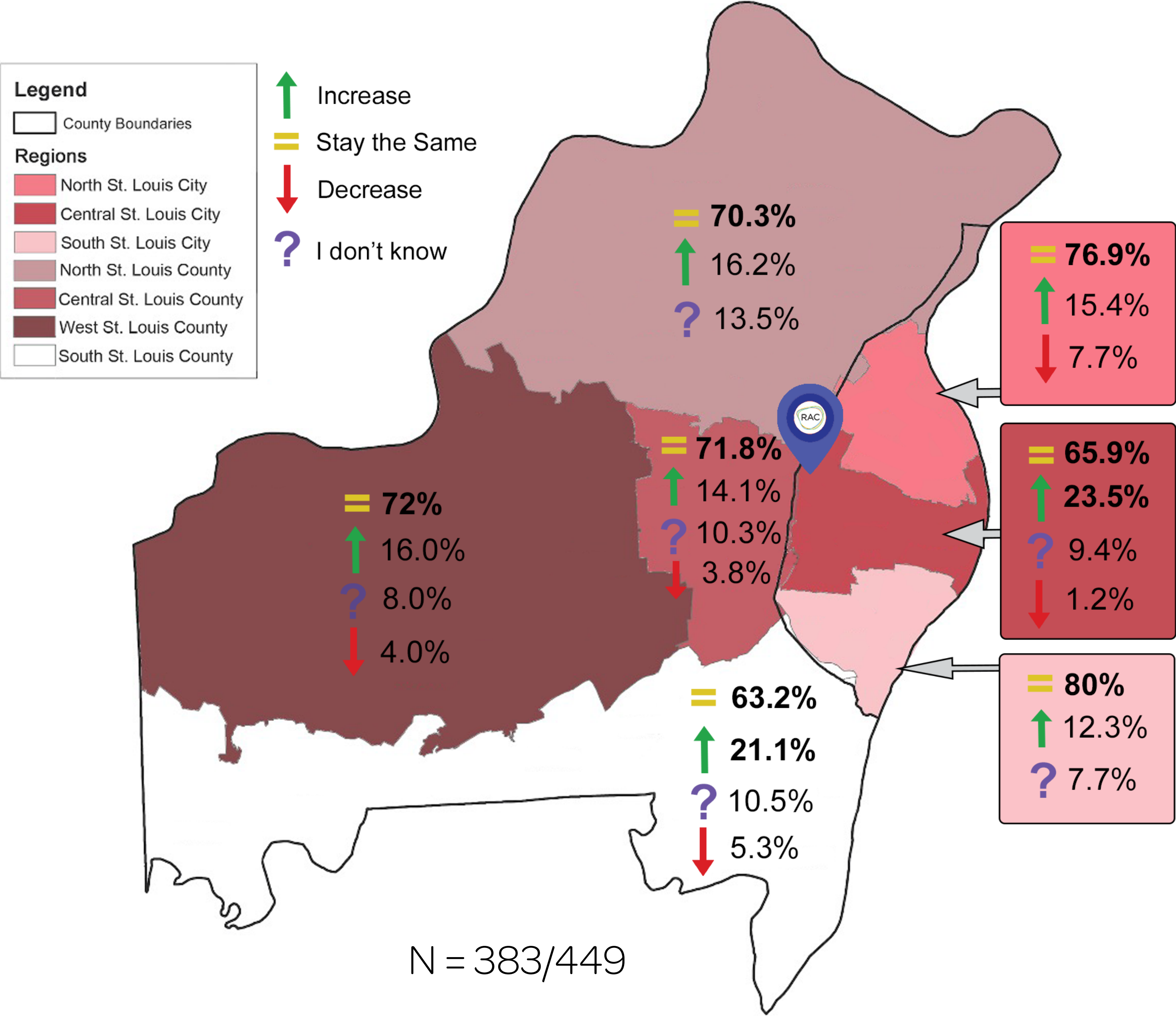


If RAC moved to **North St. Louis City**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region

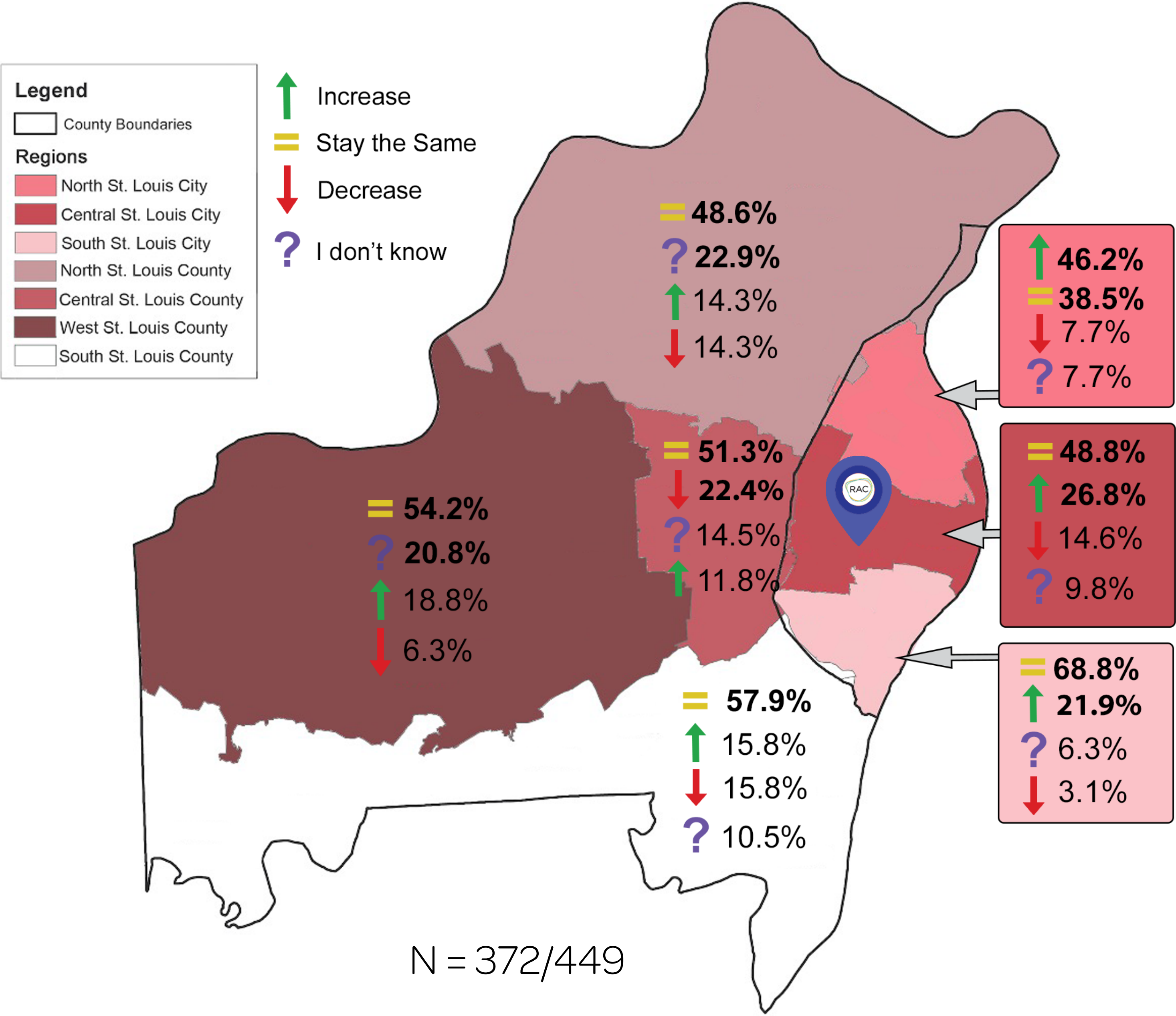


If RAC stayed at **6128 Delmar**, engagement with RAC would...
Percentages reflect majority responses from respondents living in that region

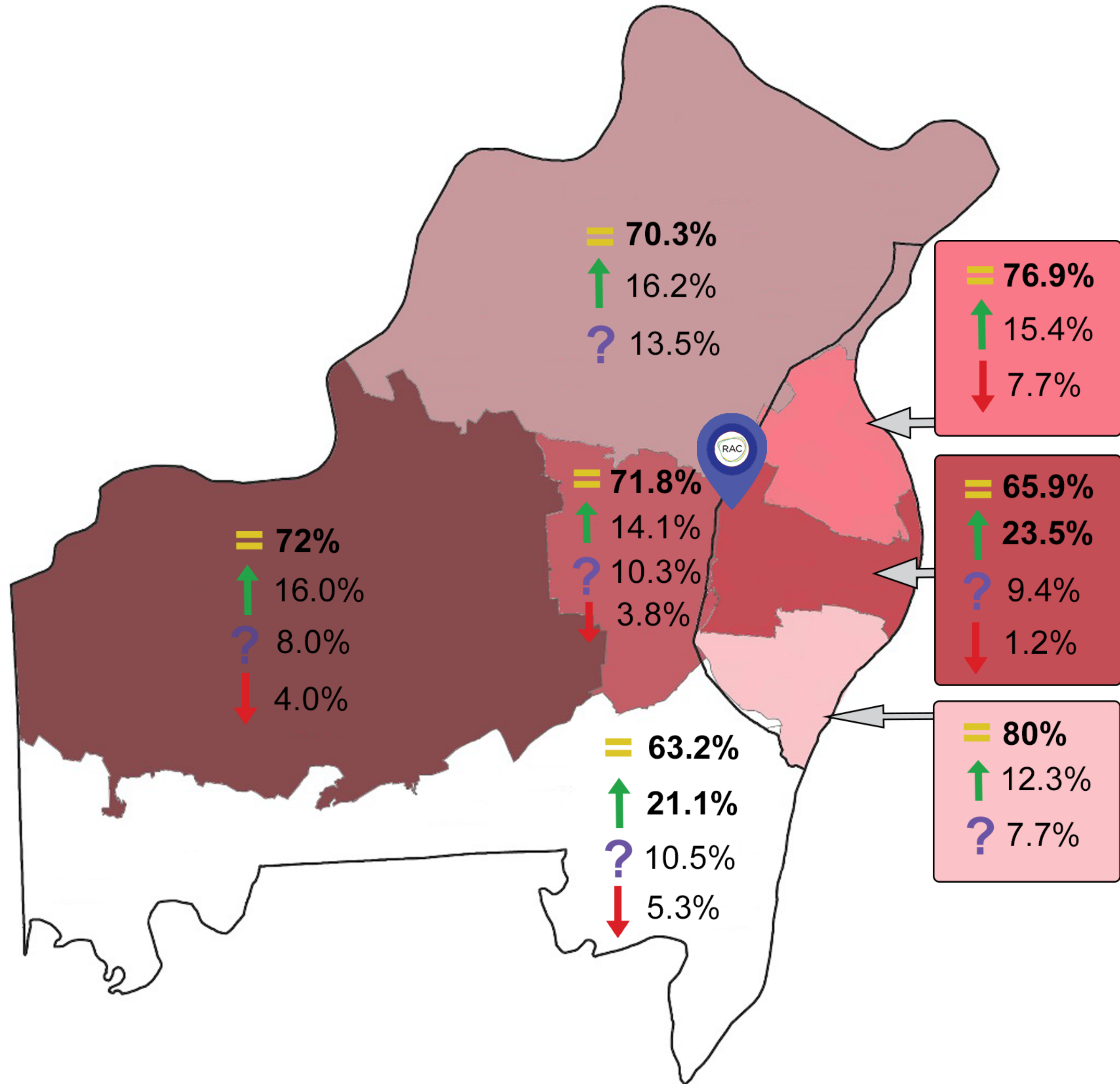


If RAC moved to **Central St. Louis City**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region

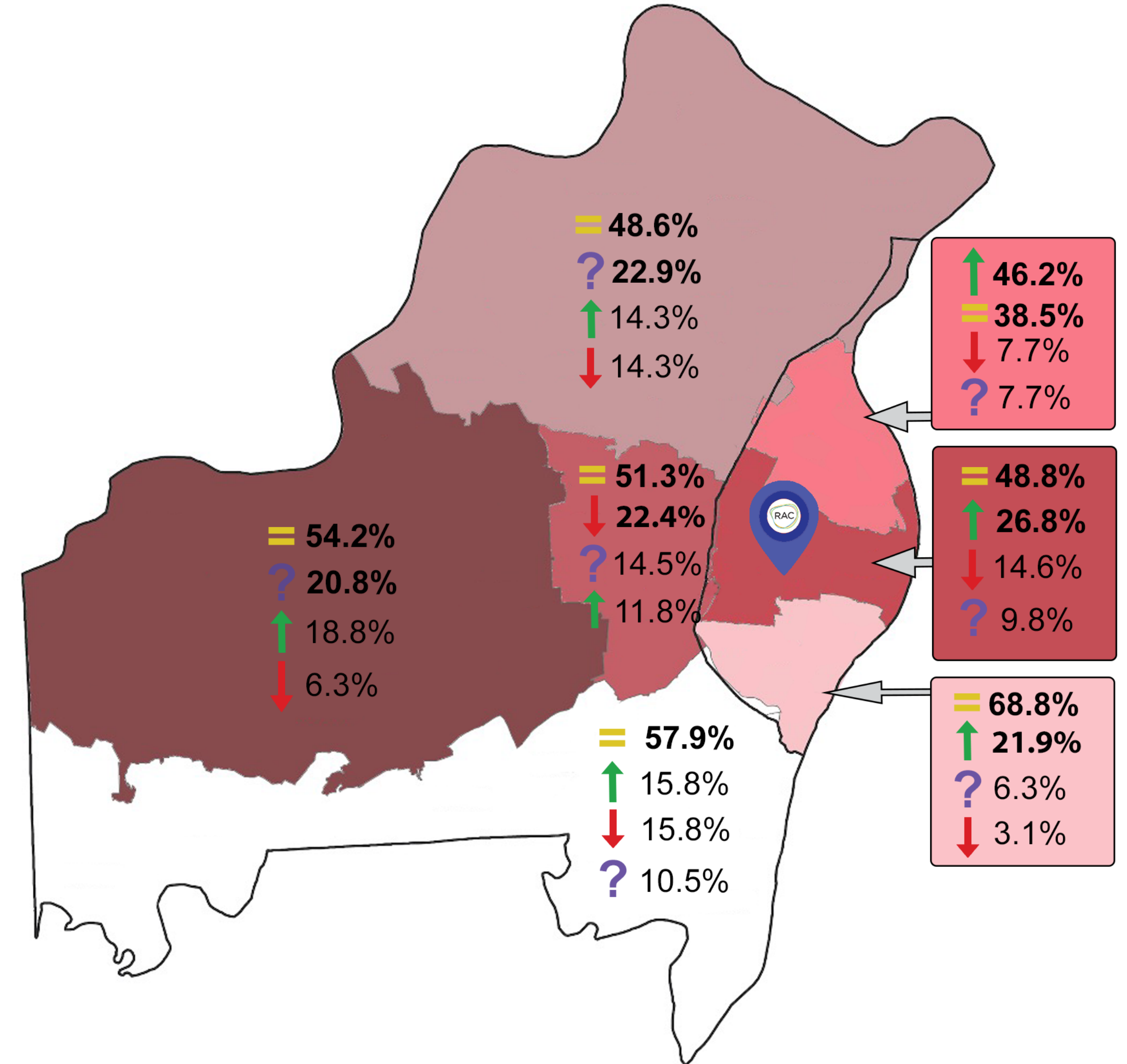


If RAC stayed at **6128 Delmar**



N = 383/449

If RAC moved to **Central City**



N = 372/449



Additional takeaways and considerations

1. There is a **desire for an open, welcoming space** - it currently does not feel like there is an open community space for artists and art administrators to gather and connect with grantmakers.
2. If RAC wants to keep doing productions and gatherings, it will **need better tech and tech support**.
3. It is recommended that **RAC market its building; many people do not know it exists**.
4. Many **people will understand if the building is sold, but they will be sad to lose it**.
5. If RAC **chooses to move**, it should **keep in mind accessibility in terms of transportation**.
6. Community members **appreciate RAC's level of transparency** about its decision-making process and **hope it shares its findings** with the community.
7. It's **important for RAC to first re-evaluate its core values** and then figure out how to **build a physical space that aligns with those values**.
8. There should be **more communication between the Commissioners and community members** (e.g., CAT advisory Committee).

Questions?

Physical Space & the Regional Arts Commission



Appendix

Physical Space & the Regional Arts Commission
Additional Disaggregated Data

Presented by Steven Harowitz
Executive Director, Campfire



<i>Precentages</i>
40% and above are in blue
50% and above are in yellow
70% and above are in green

<i>“Out of” Definitions</i>
Out of Region includes respondents with a Zip code beyond St. Louis City and County but still reside in Missouri. (e.g., Arnold, Union, Kansas City)
Out of State includes respondents with a Zip code outside of Missouri, exclusively in Illinois

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	15.4%	3.8%	4.6%	60.0%	1.4%	0.0%	10.4%	8.7%	18.2%
Decrease	53.8%	42.3%	55.4%	8.6%	57.5%	38.9%	31.3%	34.8%	27.3%
Stay the same	23.1%	39.7%	30.8%	22.9%	27.4%	33.3%	41.7%	34.8%	45.5%
Don't know	7.7%	14.1%	9.2%	8.6%	13.7%	27.8%	16.7%	21.7%	9.1%

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	7.7%	2.6%	6.2%	0.0%	2.7%	38.9%	10.4%	13.0%	9.1%
Decrease	61.5%	55.1%	53.8%	47.2%	62.7%	16.7%	29.2%	30.4%	36.4%
Stay the same	23.1%	32.1%	33.8%	25.0%	21.3%	22.2%	39.6%	47.8%	45.5%
Don't know	7.7%	10.3%	6.2%	27.8%	13.3%	22.2%	20.8%	8.7%	9.1%

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	7.7%	3.7%	4.7%	14.3%	8.1%	11.1%	55.1%	33.3%	9.1%
Decrease	61.5%	55.6%	65.6%	34.3%	52.7%	22.2%	8.2%	20.8%	36.4%
Stay the same	23.1%	30.9%	25.0%	37.1%	28.4%	33.3%	24.5%	20.8%	45.5%
Don't know	7.7%	9.9%	4.7%	14.3%	10.8%	33.3%	12.2%	25.0%	9.1%

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	23.1%	15.9%	59.4%	8.3%	5.3%	33.3%	4.2%	0.0%	9.1%
Decrease	23.1%	30.5%	1.6%	41.7%	50.0%	11.1%	27.1%	39.1%	27.3%
Stay the same	38.5%	45.1%	32.8%	36.1%	34.2%	33.3%	45.8%	52.2%	54.5%
Don't know	15.4%	8.5%	6.3%	13.9%	10.5%	22.2%	22.9%	8.7%	9.1%

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	53.8%	9.5%	9.2%	28.6%	2.6%	0.0%	6.4%	0.0%	9.1%
Decrease	7.7%	36.9%	32.3%	22.9%	47.4%	38.9%	36.2%	41.7%	27.3%
Stay the same	15.4%	38.1%	52.3%	40.0%	39.5%	38.9%	34.0%	41.7%	54.5%
Don't know	23.1%	15.5%	6.2%	8.6%	10.5%	22.2%	23.4%	16.7%	9.1%

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	15.4%	23.5%	12.3%	16.2%	14.1%	21.1%	16.0%	4.2%	36.4%
Decrease	7.7%	1.2%	0.0%	0.0%	3.8%	5.3%	4.0%	12.5%	0.0%
Stay the same	76.9%	65.9%	80.0%	70.3%	71.8%	63.2%	72.0%	62.5%	63.6%
Don't know	0.0%	9.4%	7.7%	13.5%	10.3%	10.5%	8.0%	20.8%	0.0%

	City			County					
Region	North	Central	South	North	Central	South	West	Out of Region	Out of State
Increase	46.2%	26.8%	21.9%	14.3%	11.8%	15.8%	18.8%	12.5%	9.1%
Decrease	7.7%	14.6%	3.1%	14.3%	22.4%	15.8%	6.3%	25.0%	9.1%
Stay the same	38.5%	48.8%	68.8%	48.6%	51.3%	57.9%	54.2%	45.8%	72.7%
Don't know	7.7%	9.8%	6.3%	22.9%	14.5%	10.5%	20.8%	16.7%	9.1%