Physical Space & the Regional Arts Commission

Additional Disaggregated Data

Presented by Steven Harowitz
Executive Director, Campfire
Campfire Project Team

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M.Ed. from University of South Carolina
B.A. in Behavioral/Social Sciences and Communications from University of Central Florida

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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
<table>
<thead>
<tr>
<th>Timeline</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td><strong>Initial Research Study</strong></td>
<td></td>
</tr>
<tr>
<td>Send survey</td>
<td>August 11, 2021</td>
</tr>
<tr>
<td>Close survey</td>
<td>August 20, 2021</td>
</tr>
<tr>
<td>Conduct interviews</td>
<td>August 23, 2021</td>
</tr>
<tr>
<td>Conduct focus groups</td>
<td>August 27, 2021</td>
</tr>
<tr>
<td>Conduct sensemaking meeting with RAC staff</td>
<td>September 3, 2021</td>
</tr>
<tr>
<td>Present findings to RAC Staff and Commissioners at September Commissioner’s Retreat</td>
<td>September 8, 2021</td>
</tr>
<tr>
<td><strong>Follow-up Analysis</strong></td>
<td></td>
</tr>
<tr>
<td>Conduct sensemaking meeting with RAC staff</td>
<td>November 10</td>
</tr>
<tr>
<td>Present findings to RAC Staff and Commissioners at November Commissioner’s Retreat</td>
<td>November 17</td>
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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

4% respondents are of Hispanic, Latinx, or Spanish origin
N = 449/449
Survey
Race
Gender
Zip Code

N = 449/449

- Female: 62%
- Male: 34%
- Non-binary/non-conforming: 3%
- Prefer not to respond: 3%
- Transgender: 3%
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)?

- 70% Have attended an event held in RAC’s building
- 48% Follow on social media
- 47% RAC Grantee
- 13% Have rented space in RAC’s building
- 12% Have performed in RAC’s building
- 7% Other (e.g. applied for grant, additional description)

N = 446/449
How important is it for RAC to have a physical space in order to live out its mission?

Have you used RAC’s building?

- Yes: 78%
- No: 21%
- I don’t know: 1%

N = 447/449
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?
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

Legend
- County Boundaries
- Regions
  - North St. Louis City
  - Central St. Louis City
  - South St. Louis City
  - North St. Louis County
  - Central St. Louis County
  - West St. Louis County
  - South St. Louis County

Referenced: St. Louis Regional Data Alliance
Table 1: Number and percentage of respondents living in that region

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<th>Region</th>
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<td>West St. Louis County</td>
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<tr>
<td>Out of State</td>
<td>11</td>
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<td>N/A - Unhoused Individual</td>
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<td><strong>Total</strong></td>
<td>449</td>
<td>100.0%</td>
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“Out of” Definitions

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

Percentages reflect majority responses from respondents living in that region

Legend
- County Boundaries
- Regions
  - North St. Louis City
  - Central St. Louis City
  - South St. Louis City
  - North St. Louis County
  - Central St. Louis County
  - West St. Louis County
  - South St. Louis County

- Increase
- Stay the Same
- Decrease
- I don’t know

N = 364/449
If RAC moved to **South St. Louis County**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region.

Legend
- County Boundaries
- Regions
  - North St. Louis City
  - Central St. Louis City
  - South St. Louis City
  - North St. Louis County
  - Central St. Louis County
  - West St. Louis County
  - South St. Louis County

- Increase
- Stay the Same
- Decrease
- I don’t know

<table>
<thead>
<tr>
<th>Region</th>
<th>Increase</th>
<th>Stay the Same</th>
<th>Decrease</th>
<th>I don’t know</th>
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<tr>
<td>West St. Louis County</td>
<td>47.2%</td>
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<td>25%</td>
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<tr>
<td>Central St. Louis City</td>
<td>62.7%</td>
<td>55.1%</td>
<td>31.1%</td>
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<tr>
<td>South St. Louis City</td>
<td>39.6%</td>
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<td>20.8%</td>
<td>33.8%</td>
</tr>
<tr>
<td>North St. Louis City</td>
<td>29.2%</td>
<td>22.2%</td>
<td>22.2%</td>
<td>38.9%</td>
</tr>
</tbody>
</table>

N = 367/449
If RAC moved to West St. Louis County, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region.

Legend
- County Boundaries
- North St. Louis City
- Central St. Louis City
- South St. Louis City
- North St. Louis County
- Central St. Louis County
- West St. Louis County
- South St. Louis County

Increase
Stay the Same
Decrease
I don’t know

North St. Louis City:
- 61.5%
- 23.1%
- 52.7%
- 55.6%
- 65.6%
- 33.3%
- 33.3%
- 22.2%

Central St. Louis City:
- 37.1%
- 34.3%
- 28.4%
- 30.9%
- 25%

South St. Louis City:
- 24.5%
- 24.5%

North St. Louis County:
- 55.1%

Central St. Louis County:
- 55.6%

West St. Louis County:
- 33.3%

South St. Louis County:
- 33.3%
If RAC moved to **South St. Louis City**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region

- **Increase**: 41.7%
- **Stay the Same**: 36.1%
- **Decrease**: 23.1%
- **I don't know**: 23.1%

Legend:
- County Boundaries
- **Regions**:
  - North St. Louis City
  - Central St. Louis City
  - South St. Louis City
  - North St. Louis County
  - Central St. Louis County
  - West St. Louis County
  - South St. Louis County

N = 371/449
If RAC moved to **North St. Louis City**, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region

![Map showing percentages of responses](image)

- **Increase**: 28.6%
- **Stay the Same**: 47.4%
- **Decrease**: 36.2%
- **I don’t know**: 34%

N = 373/449
If RAC stayed at 6128 Delmar, engagement with RAC would...

Percentages reflect majority responses from respondents living in that region

Legend
- County Boundaries
- Regions
  - North St. Louis City
  - Central St. Louis City
  - South St. Louis City
  - North St. Louis County
  - Central St. Louis County
  - West St. Louis County
  - South St. Louis County

Increase
Stay the Same
Decrease
I don't know

N = 383/449
If RAC moved to **Central St. Louis City**, engagement with RAC would...

*Percentages reflect majority responses from respondents living in that region*

Legend:
- County Boundaries

Regions:
- North St. Louis City
- Central St. Louis City
- South St. Louis City
- North St. Louis County
- Central St. Louis County
- West St. Louis County
- South St. Louis County

Increase
- **54.2%**
- **20.8%**
- **18.8%**
- **6.3%**

Stay the Same
- **51.3%**
- **22.4%**
- **14.5%**
- **11.8%**

Decrease
- **57.9%**
- **15.8%**
- **15.8%**
- **10.5%**

I don’t know
- **46.2%**
- **38.5%**
- **14.3%**
- **7.7%**

N = 372/449
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
## Percentages

- 40% and above are in blue
- 50% and above are in yellow
- 70% and above are in green

## “Out of” Definitions

<table>
<thead>
<tr>
<th>Definition</th>
<th>Description</th>
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</thead>
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<td>Out of Region</td>
<td>Includes respondents with a Zip code beyond St. Louis City and County but still reside in Missouri. (e.g., Arnold, Union, Kansas City)</td>
</tr>
<tr>
<td>Out of State</td>
<td>Includes respondents with a Zip code outside of Missouri, exclusively in Illinois</td>
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</tbody>
</table>
### Table 1: Engagement with RAC in Different Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>City</th>
<th>County</th>
<th></th>
<th></th>
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<tr>
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<td>15.4%</td>
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<tr>
<td>Decrease</td>
<td><strong>53.8%</strong></td>
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<tr>
<td>Stay the same</td>
<td>23.1%</td>
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Appendix - “If RAC moved to North St. Louis County, engagement with RAC would...”
Appendix - “If RAC moved to South St. Louis County, engagement with RAC would…”

<table>
<thead>
<tr>
<th>Region</th>
<th>City</th>
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</table>
### Appendix - “If RAC moved to North St. Louis City, engagement with RAC would...”

<table>
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<th>Region</th>
<th>City</th>
<th>County</th>
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Appendix - “If RAC stayed at 6128 Delmar, engagement with RAC would...”
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<td>Central</td>
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<td>West</td>
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<td>14.5%</td>
<td>10.5%</td>
<td>20.8%</td>
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Appendix - “If RAC moved to Central St. Louis City, engagement with RAC would...”