

# Creating Spaces: Performing Artists in Sacred Spaces

## Research in:

Austin, TX  
Baltimore, MD  
Detroit, MI



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Partners for Sacred Places

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# Partners for Sacred Places

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- Founded in 1989
- A nonsectarian, nondenominational national nonprofit dedicated to the sound stewardship and ACTIVE community use of the country's older historic religious properties.
- Roots in Architecture and Heritage
- Over the years, evolved into a community catalyst organization
- National Nonprofit who has worked across the country in urban, suburban, and rural regions



AT THE INTERSECTION  
OF HERITAGE, FAITH,  
& COMMUNITY

**Partners for Sacred Places**

# Making Homes for the Arts in Sacred Places (AiSP)

- Program started in 2011
- Successful programs in Philadelphia, Chicago, Austin, and Baltimore. Started in NYC in Fall 2019
  - 55 total long-term, recurring, and short-term arts-sacred space matches
- Space uses include:
  - Performance, rehearsal, office, storage, and build space
- Engaged over 175 artists/arts organizations and 140 sacred places



# Research Framework

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## HYPOTHESIS

The performance, rehearsal, and administrative space needs of performing artists can be alleviated through a systematic approach to creating home spaces within historic sacred spaces.

## METHODOLOGY

### Performing Artists:

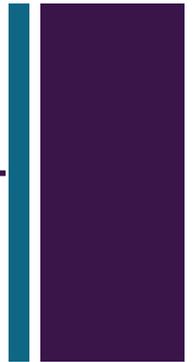
- “Town Hall” Meetings
- Online Surveys
- Focus Groups

### Historic Sacred Spaces:

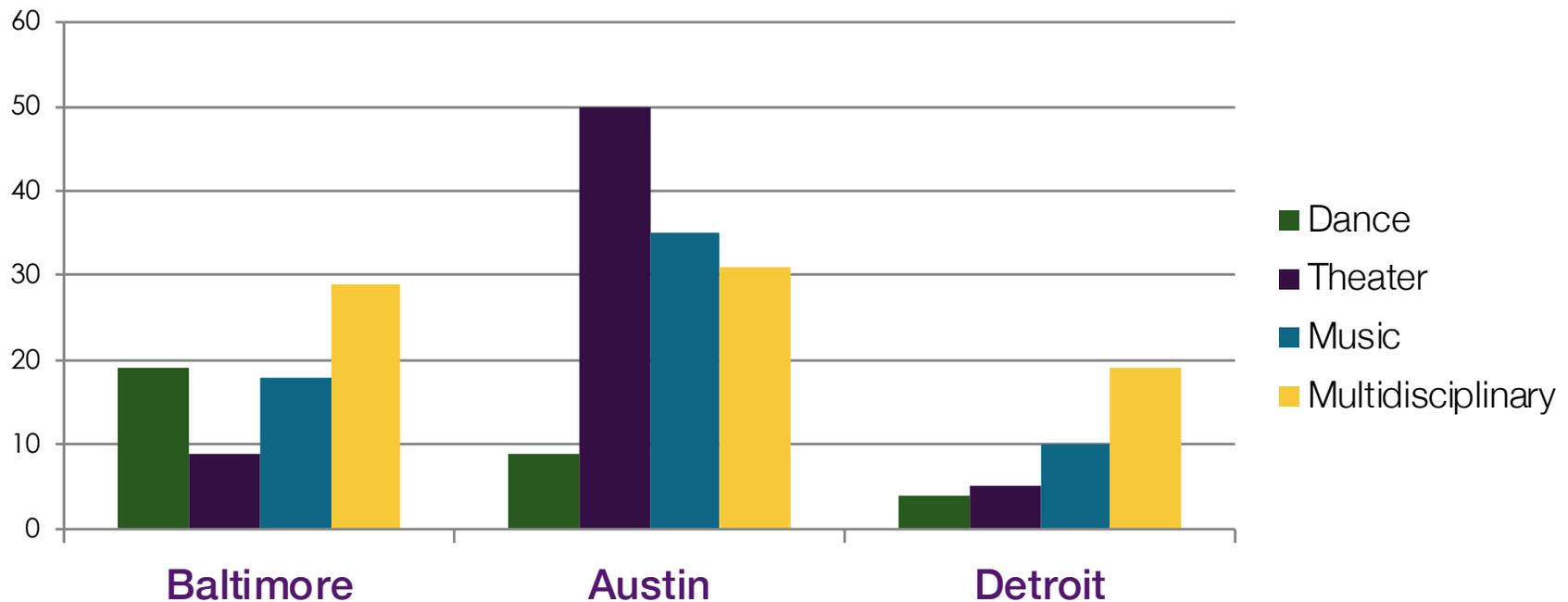
- Structured interviews with congregation and lay leadership
- Space measurement and physical inventory of amenities

# Online Survey: Performing Artists

238 Performing Artists Surveyed

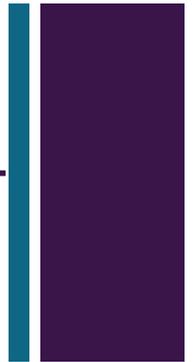


## Artists Surveyed by Discipline (n=238)

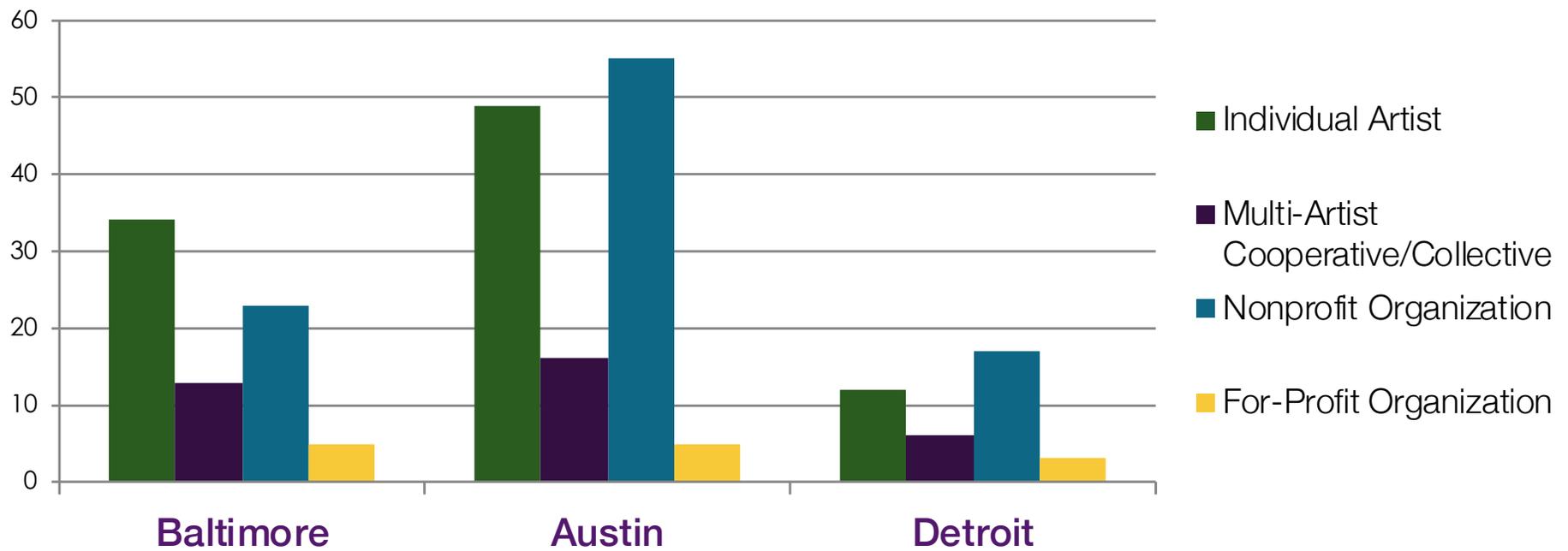


# Online Survey: Performing Artists

238 Performing Artists Surveyed



## Artists Surveyed by Affiliation (n=238)



# Online Survey: Performing Artists

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238 Performing Artists Surveyed

**96.2%**

See a need for more space

**89.9%**

See a home space as critical to artistic identity and audience development

**84.5%**

Receptive to associating their work with a historic sacred space

**84.5%**

Feel that a historic sacred space could enhance the experience of their work

**69.1%**

Feel that a historic sacred space could enhance their brand and image

# Performing Artist Focus Groups

63 Performing Artists in 12 Focus Groups

## Common Themes:

- Artists see a home space as a link to their community
- Artistic content must not be hindered
- Artists seek a program to support creating home spaces



# Performing Artist Focus Groups

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## Performing Artists: In Their Words

*“We’d be able to produce work that is much more based on the community’s input, because we wouldn’t be nomadic. We’d have a more stable audience because we’d be more stable.”*

– Baltimore Artist

*“As an artist, I would like to be totally shackle-free, and I shouldn't be worried I am going to offend someone else's beliefs.”*

– Austin Artist

*“I mean we would get so much stuff done and accomplished [if a program existed]. That would just be like a dream come true.”*

– Detroit Artist

# Historic Sacred Places

## Interviews with Lay and Clergy Leadership

### Common Themes:

- Significant unused/underutilized physical spaces
- Clear need to link spaces to the community
- Limited concerns about artistic content



# Historic Sacred Spaces

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## Lay and Clergy Leadership: In Their Words

*“We don't really have the infrastructure to mount things ourselves, but I see great potential for partnership. To create vibrancy, we see the cultural arts as part of that mix.”*

– Baltimore Congregation leader

*“We want to be a convener of culture and conversation, to open the larger community to interact.”*

– Austin Congregation leader

*“Artists can provide an educational opportunity [to our community].”*

– Detroit Congregation leader

# Historic Sacred Spaces

## Physical Inventory of Spaces and Amenities

### Available Space: Six Historic Sacred Spaces in Each City

	Baltimore	Austin	Detroit
Home Space*	28,989 sq. ft.	4,220 sq. ft.	3,825 sq. ft.
Shared Space**	13,477 sq. ft.	68,564 sq. ft.	14,363 sq. ft.
<b>Total Space</b>	<b>42,466 sq. ft.</b>	<b>72,784 sq. ft.</b>	<b>18,188 sq. ft.</b>

\* Home Space = Space exclusively for use by performing artists.

\*\* Shared Space = space that can be used by artists periodically or semi-regularly, while still used by the sacred space.



# 3 Laboratories for Program Model Exploration

## AUSTIN “GROWTH”

- Rapid population growth is changing the real estate market
- Artists, primarily renters, are being priced out of their spaces
- Artists sense a rift in sacred spaces willingness to help
- Sacred spaces in Austin were most open to supporting artists
- Limited major institutional funders



## BALTIMORE “COMMUNITY”

- Artists pay high rates for spaces
- Free spaces are inadequate
- Limited public transportation hinders access to some regions
- Dancers are rehearsing on concrete floors, and with no HVAC



## DETROIT “DO IT YOURSELF”

- Detroit is a “DIY” city for artists
- Significant amounts of abandoned and vacant property available
- Some artists/collectives seeking to purchase their own spaces
- Other approaches and strategies may be feasible



# 3 Laboratories for Program Model Exploration

<b>AUSTIN “GROWTH”</b>	<b>BALTIMORE “COMMUNITY”</b>	<b>DETROIT “DO IT YOURSELF”</b>
Population 950,715	Population 602,793	Population 672,662
Pop. Change Since 2010 17.8%	Pop. Change Since 2010 -2.9%	Pop. Change Since 2010 -5.4%
Median Household Income \$67,462	Median Household Income \$60,293	Median Household Income \$29,481
Median Home Value \$312,300	Median Home Value \$204,900	Median Home Value \$45,700
Percent of Pop. In Poverty 14.5%	Percent Pop. In Poverty 21.8%	Percent of Pop. In Poverty 36.4%

# NYC Comparison (Ref: Census.gov)

NYC	AUSTIN “GROWTH”	BALTIMORE “COMMUNITY”	DETROIT “DO IT YOURSELF”
Population 8,398,748	Population 950,715	Population 602,495	Population 672,662
Pop. Change Since 2010 2.7%	Pop. Change Since 2010 17.8%	Pop. Change Since 2010 -2.9%	Pop. Change Since 2010 -5.4%
Median Household Income \$60,762	Median Household Income \$67,462	Median Household Income \$60,293	Median Household Income \$29,481
Median Home Value \$570,500	Median Home Value \$312,300	Median Home Value \$204,900	Median Home Value \$45,700
Percent of Pop. In Poverty 18.9%	Percent of Pop. In Poverty 21.8%	Percent of Pop. In Poverty 21.8%	Percent of Pop. In Poverty 36.4%

# Towards a Theory of Change

**PROBLEM**

**OPPORTUNITY**

**IMPACT**

- Artists lack home spaces to develop art form, expand reach, and connect with communities
- Historic sacred spaces face diminished membership and a desire to serve as community resource/asset

Artists and Sacred Spaces Need:

Human & Physical Capital/Capacity

Artists can:

- Engage their communities
- Advance their art form
- Build sustainable careers

Sacred spaces can:

- Become vital community centers
- Provide relevant programs to their communities

Mutual Benefit and Sustainability

# Theory of Change → Program Model

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Partners for Sacred Places has a replicable, scalable program model that can be delivered nationally and plays a key role in ensuring artists' needs and sacred spaces are part of community and economic development.



# Program Model

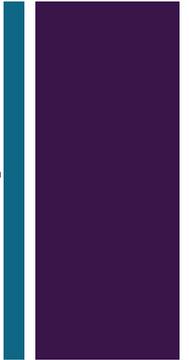
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## Key Components

- Investing in human capital – program coordination and administration
- Collaborating with local arts service organizations
- Training of local arts service organizations (“train the trainer” model)
- Collecting artists’ needs and sacred spaces’ physical assets
- Retaining pro-bono services (legal, financial, architectural)

# NYC Program

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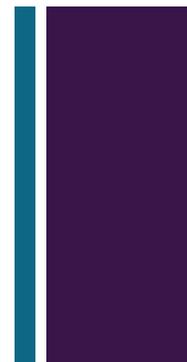
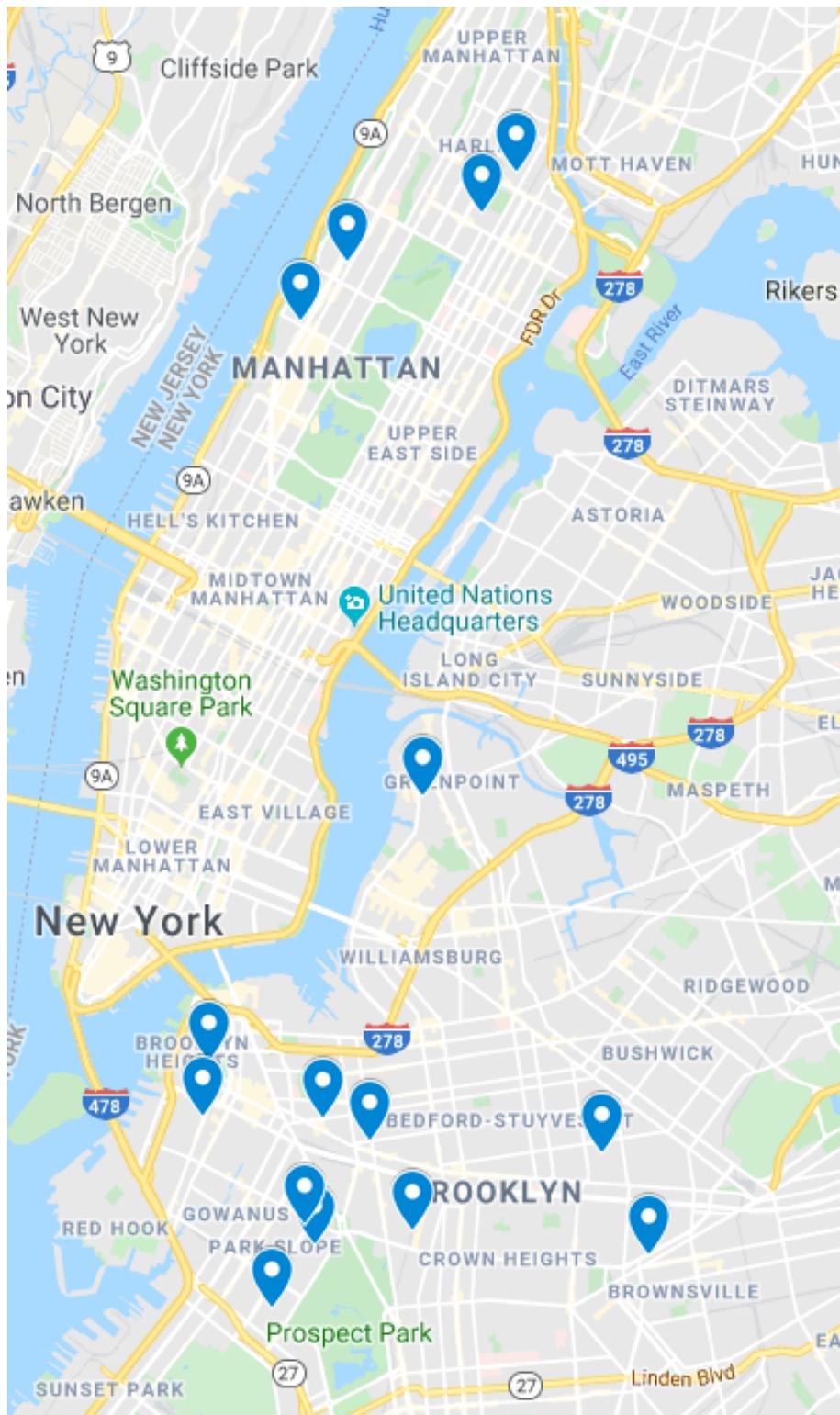


## **July-December 2019: Outreach & Space Assessments**

- Research & outreach with NY Landmarks Conservancy partner
- Replicate inventory efforts similar to Austin, Baltimore, and Detroit
- Outreach to Dance Makers via Dance NYC

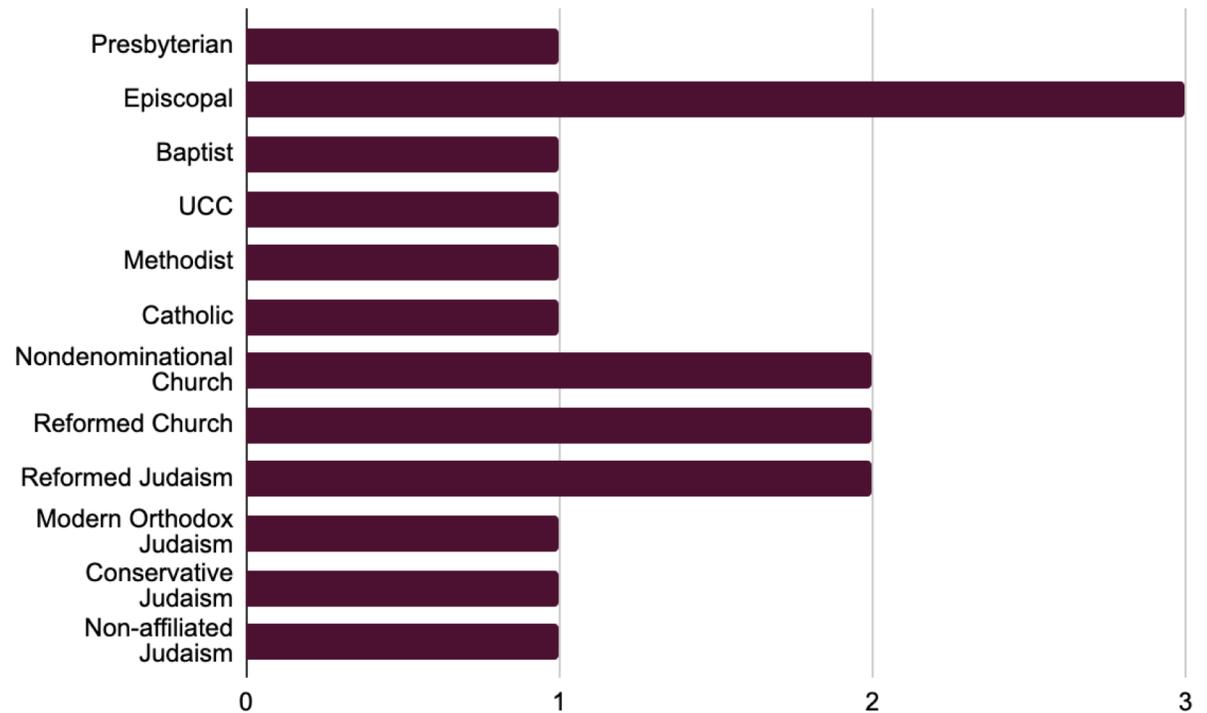
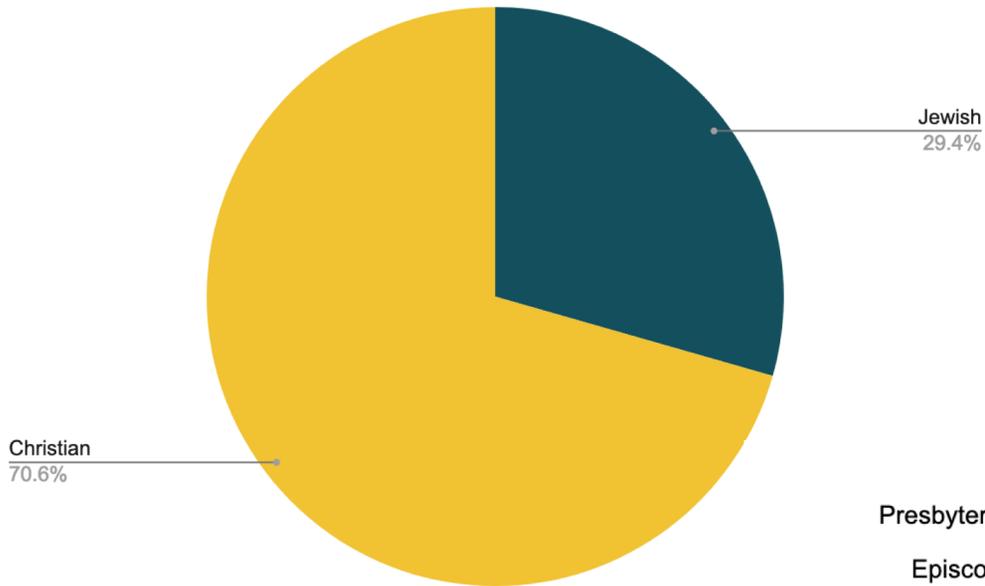
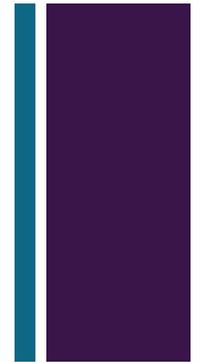
## **January-March 2020: Engagement and Training**

- Complete all inventories in-person in Manhattan & Brooklyn
- Find Pro-Bono legal firm – Goldstein Hall, PLLC
- Host 3 Training Dates: Mon. Jan 27, Sat. Feb 22, and Wed. March 25



## Inventoried sites in Manhattan & Brooklyn

# Inventoried sites in Manhattan & Brooklyn



# What data are we collecting?

## *Sacred Places*

### Sacred Places Inventories include:

- History & Heritage
- Mission Statement
- Congregational makeup and partnership experience
- Congregational value set – priorities, ministries, and communities
- Physical footprint, space assets, amenities, and schedules
- Types of partnerships of interest

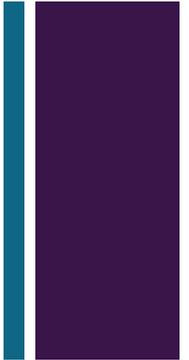
# What data are we collecting?

## *Dance Makers*

### Dance Maker Inventories include:

- History & Heritage
- Mission Statement
- Artistic Vision
- Artist staff capacity
- Space needs in terms of usage and amenities requested
- Communities they embody & strive to serve

# Additional Opportunities to Participate



## Sacred Place inventory dates and times available:

- Monday, January 13, 2020  
4pm & 6pm
- Tuesday, January 14, 2020  
9am, 11:30am & 2:30pm
- Friday, February 21, 2020  
9am, 11:30am & 2:30pm

# Quick Options for Space Sharing

## Space Finder NYC

- <https://nyc.spacefinder.org/>
  - Searchable by anyone online
  - Listing your space(s) is free
  - Primarily for short-term rentals
  - For a fee, will process payment for short term rentals
  - No control over who rents your space – must be open to all

## Lofty Spot

- <https://www.loftyspot.com/>
  - Hosted on your own website
  - Flat monthly fee to host space(s)
  - Primarily for short term rentals
  - Set up your own merchant account to process payments
  - Some control over who rents your space
  - Keep 100% of rental amount

Arts in Sacred Places  
Team in NYC

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