

Spaces Workshop 1: Space Rentals for Beginners

Adapted for Calgary, Alberta



ARTS **BUILD** ONTARIO

LEARNING SERIES

Space Rentals for Beginners

As the city's designated arts development authority, Calgary Arts Development supports and strengthens the arts to benefit all Calgarians. We invest and allocate municipal funding for the arts provided by The City of Calgary and leverage these funds to provide additional resources to the arts sector. Our programs support hundreds of arts organizations, individual artists, artist collectives, and ad hoc groups in Calgary.

Calgary Arts Development strives to increase and use our resources wisely, foster collaborative relationships, and make the arts integral to the lives of Calgarians.

We are a connector, facilitator, collaborator, champion, supporter, amplifier, investor, catalyst, and opportunity-maker.



www.artsbuildontario.ca/learning/learning-series

INTRODUCTIONS



We'll just take a few moments for around the room introductions.

Please tell us:

- Name
- Organization
- A little bit about your creative space

AGENDA



Setting Up for Success

- 7 Basics to Cover
- S.W.O.T. and P.E.S.T.(L.E.)

WHY ARTS SPACES MATTER

- Animate historic structures and/or underutilized spaces
- Foster the safety and livability of neighborhoods
- Create anchoring arts districts and expand public access to art
- Attract artists, businesses, organizations, and supporting non-arts businesses to the area

SETTING UP FOR SUCCESS

The Cotton Factory, Hamilton



SETTING UP FOR SUCCESS

The Registry Theatre, Kitchener ON



Brent Wettlaufer

MISSION AND MANDATE



A mission statement about your organization and/or venue can dictate who can use your space and who might feel comfortable in it.

Keep in mind that your organization's mandate and space/venue mandate can be different!

MISSION AND MANDATE



Your mission is your statement of purpose.

Your vision is your desired end-state.

Consider the mandate, mission and vision of your organization vis à vis your space.

Do they align? Who and what does it include/exclude?

MISSION AND MANDATE

Factory Theatre, Toronto



Factory's mandate is to produce and develop Canadian theatre. They will always give priority to applications from companies looking to produce Canadian plays. However, if a renter is looking for a venue to rehearse your production, there is no stipulation that it be Canadian.

MISSION AND MANDATE

Idea Exchange, Cambridge



Idea Exchange offers their space to community groups at no cost. They usually get requests on an individual basis if the user's purpose matches their mission and values.

SEVEN BASICS TO CONSIDER



Availability

Rates

Accessibility

*Equity
Diversity
Inclusion*

Supervision

Scheduling

*Redefining/
re-visioning
your space*

And marketing, but that's the topic of our next workshop!

SEVEN BASICS TO CONSIDER

Availability

- Internal vs. External use
- Alternative Uses
- Times of Day
 - Days of Week
 - Weeks of Month
 - Months of Year
 - Seasons

SEVEN BASICS TO CONSIDER

Rates

- Setting rates
 - What else is available around you? How much are they charging for their space?
 - What services are you providing – projector, front of house, set up costs?
 - Have you considered minimum hourly bookings?
- Determine your costs to operate
- Determine sliding scale or % discounts to be available
- Will you accept offers of services in-kind or barter?

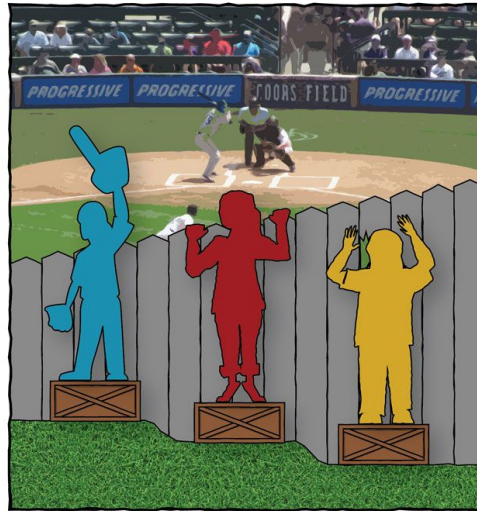
SEVEN BASICS TO CONSIDER

Accessibility

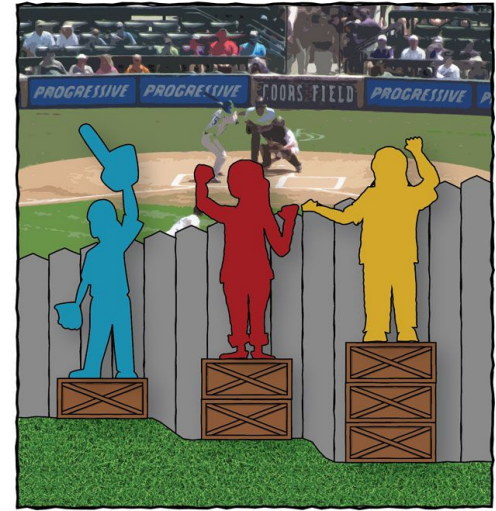
- Physical accessibility
 - Does your space have stairs?
- How is your space currently accessible?
 - Ramps, elevator, tactile markers, visual fire alarms
- How are you communicating your space's accessibility?
 - Website, policies on your website
- Special instructions
- Contact for renters to reach your venue

SEVEN BASICS TO CONSIDER

*Equity
Diversity
& Inclusion*



EQUALITY



EQUITY

SEVEN BASICS TO CONSIDER

Equity Diversity & Inclusion

Have you considered how your space addresses diversity?

- Race; Ethnicity
- Gender; Sexual orientation
- Socio-Economic status
- Age / youth
- Physical abilities
- Religious beliefs; Political beliefs
- Other ideologies
- Indigenous
- Immigrant/newcomer

SEVEN BASICS TO CONSIDER



*Equity
Diversity
& Inclusion*

What does it mean to be inclusive for your space?

Do you have a specific dialogue used in your space that cultivates mutual respect?

SEVEN BASICS TO CONSIDER

Supervision

- Venue staffing model
- Remote supervision
- Technology
- Checklists
- Security systems
 - Can you control when doors are locked/unlocked?
 - Coded key boxes

SEVEN BASICS TO CONSIDER

Scheduling

Capacity

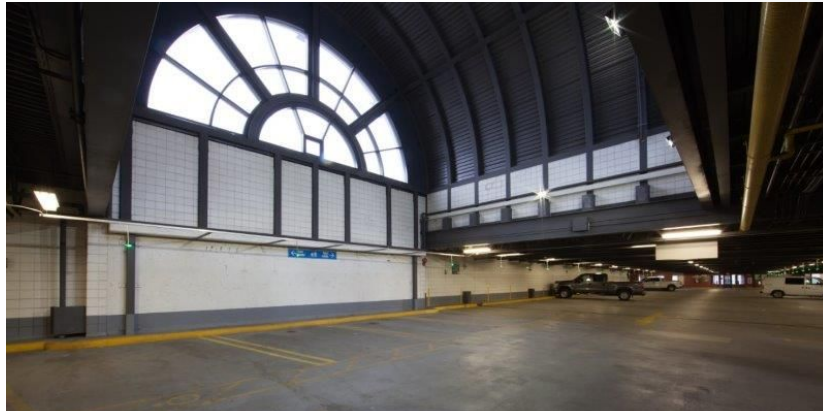
- Who manages rentals?
- Do you have a booking system?

Useful Resources

- SpaceFinder Alberta
- Google Calendar
- 13 Hats

SEVEN BASICS TO CONSIDER

*Re-defining/
re-envisioning
your space*



MARKETING



The eighth basic is marketing, covered in a subsequent workshop.

- Who are your renters?
- What do you want to tell them?
- How are you going to reach them?

S.W.O.T. ANALYSIS



A SWOT analysis is an acronym for *strengths, weaknesses, opportunities* and *threats*.

It is a structured planning method that evaluates those four elements of an organization, project or business venture.

S.W.O.T. ANALYSIS



Canada's National Ballet School © Eduard Hueber

S.W.O.T. ANALYSIS

The National Ballet School



STRENGTHS

- State of the art facilities (Theatre, Studios, Events Spaces)
- Multi-purpose venues (weddings, galas, private parties, meetings, panel discussions, performances, workshops etc.)
- Not for profit and commercial rates (for the theatre and studios only)
- Convenient location
- Internationally recognized organization
- Flexible space, often able to do unconventional things
- Multiple combinations of rental spaces (i.e. theatre and reception hall, studio and reception hall)
- Theatre's dance floor size any type
- Small theatre house, good for community and small dance groups events
- Dedicated, professional staff

S.W.O.T. ANALYSIS

The National Ballet School



WEAKNESSES

- Limited availability as we must work around the needs and schedule for the school
- Restrictions on types of rentals due to dance floors, or other facilities not available (like kitchens) or renters offering similar programs to that of the school
- No NFP pricing for event spaces
- Theatre house too small (often sold out, especially with dance recitals)
- Lobby too small to accommodate receptions
- Accommodating rentals is a low priority of facility/school leadership
- Must communicate with and disrupt many departments to accommodate rentals (i.e. community classes have to move for events)
- No box office facility
- Human resources: as rental business grows, staffing level needed to service may not be sustainable
- Limited accessibility to the theatre, and in theatre seating

S.W.O.T. ANALYSIS

The National Ballet School



OPPORTUNITIES

- Expanding into the community geographically to obtain more community events
- Wedding Shows
- Reciprocity program with similar venues and organizations
- Preferred Caterers business
- Rental fees support students and the arts
- Most clients would otherwise never see this space, we're opening our doors to the public
- Upgrading the theatre with equipment and technology so we can facilitate more live streamed events
- Staff increasing professional networks through attending events/conferences.

S.W.O.T. ANALYSIS

The National Ballet School



THREATS

- Newer facilities
- Cheaper facilities
- Availability restrictions growing
- More accessible theatres with visual and audio support aids

P.E.S.T.L.E



POLITICAL

- Services
- Infrastructure
- Tax Policy
- Regulation

ECONOMIC

- Growth/Recession
- Inflation
- Labour Costs
- Business Cycle

SOCIAL/CULTURAL

- Demography
- Education
- Cultural Norms
- Income Distribution

TECHNOLOGICAL

- Emerging Tech
- Tech Transfer
- R&D Efforts
- Communication

LEGAL

- Regional Laws
- Law Enforcement
- Court System
- City Bylaws
- Labour

ECOLOGICAL

- Resource Management
- Energy Availability
- Workforce Health
- Climate Change

GROUP WORK



Now we will take some time to practice the S.W.O.T. analysis in your groups using your organization. You can use the blank chart that is available in your handouts.

Thinking about your organization's mission and mandate and about Availability, Rates, Accessibility, Equity, Diversity and Inclusion, Supervision, Scheduling and Redefining/Re-envisioning your space, can you identify common areas of strengths, weaknesses, opportunities and threats?

SHAMELESS SPACEFINDER PLUG



SpaceFinder Alberta
BY FRACTURED ATLAS

www.spacefinderalberta.org

SpaceFinder is a FREE searchable database of spaces and venues available for rent.

Artists and the general public can use SpaceFinder to find spaces for rehearsals, performances, meetings, launches, and events.

SPACEFINDER ALBERTA

Community Sourced Tool



QUESTIONS



Join us for two other workshops:

- Marketing Your Space for Rental
- Best Practices for Managing Risk in Space Rentals

Contact

spaces@calgaryartsdevelopment.com

to find out when these workshops are offered



We and ArtsBuild Ontario recognize the support of our funder for this workshop and The Learning Series:

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Keep in touch!
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