

Center for Creativity in Redwood City

AMS Planning and Research's summary
of presentation to steering committee

UPDATE ON PHASE 1 OF THE FEASIBILITY STUDY

by *AMS Planning & Research*
January 2023

On January 9, 2023, our consultant, [AMS Planning & Research](#), presented the findings of Phase 1 of their ongoing feasibility study to the [Center for Creativity](#) Steering Committee. This study is to ascertain the feasibility of [our vision](#) for a permanent arts center to serve the Redwood City and surrounding communities.

Here are overall **POSITIVE** findings and high level points that the data demonstrated:

- Local support and demand for an arts center facility based on the public survey and stakeholder interviews
- Both visual and performing art providers expressed a need for space to teach, practice and create
- Data collected demonstrated many income generating possibilities from art providers and non-profit arts organizations, arts organizations and individuals
- Strong philanthropic outlook based on fundraising for the feasibility study

In February of 2023, AMS started Phase 2 of the feasibility study. This next step will conceptualize the space(s) - size, use, location, etc. Please stay tuned for the final report and presentations planned later this spring!



To: Center for Creativity Steering Committee

Re: Summary of Phase 1 Feasibility Study Presentation

Center for Creativity Completes First Phase of Feasibility Study

It was a pleasure to present the findings of Phase 1 of the feasibility study to the Center for Creativity Steering Committee on January 9, 2023.

The results of the research clearly indicate that artists and arts organizations in and around Redwood City are in need of accessible, affordable, and dedicated space to create, teach, learn, exhibit, rehearse, and perform. In addition, the data and feedback highlight the arts community's need for a central hub of activity, gathering, and collaboration.

AMS studied the context in which a new, multi-disciplinary arts center would operate to understand its potential activation and resulting business model. This study incorporated the following elements:

- A review of existing planning and background materials,
- confidential interviews with community leaders, arts practitioners, and stakeholders,
- inventory of existing arts facilities and programs in San Mateo and Northern Santa Clara counties,
- analysis of market characteristics, economic conditions, non-profit activity, and philanthropy, and
- engagement with prospective users of the facility, including an on-line survey of current facility needs.

With this first phase of due diligence completed, AMS Planning & Research will now proceed to Phase 2, which will include conceptual study of the various spaces needed, their optimal sizes, and utilization. Management recommendations and economic forecasts will also be made.

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CENTER FOR CREATIVITY STEERING COMMITTEE

Stacey Ardelean	Jeanette Karthaus	Jason Newblanc
Jill Asher	Sandra Keely	Susie Peyton
Ian Bain	Lucy Larson	Barbara Pierce
Sheila Cepero	Kent Manske	Toni Trujillo Vian
Dani Gasparini	Beth Mostovoy	Chelsea Unzner
Elizabeth Gomez		

Here are a few examples of current local needs for more facilities and programs for our community to create:

Palo Alto Art Center

Children's Art Classes
Winter 2023

- 600+ Registered
- 700+ Waitlisted

Art Bias Artist Studios in San Carlos

(largest on the Peninsula)

- 50 artist studios
- Wait list as of 2022: 3 - 5 years

San Carlos Children's Theatre

- Serves approx 1500 students a year in classes, camps, MainStage and school productions
- All full with waitlists

Peninsula Ballet Theatre

7 studio/learning/
performance spaces

- 100% in use M-Th 3pm - 9pm and Saturday 9am - 3pm
- 75% in use Fri and Sun