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AAD 610
Case Study Assignment

STEAM PLANT ARTS
500 E. 4th Ave.,
Eugene, OR 97401



Mission: The mission of SteamPlant Arts is to provide a multidisciplinary arts facility in which artists, makers and visionaries can congregate to create, collaborate, experiment and dream. SteamPlant Arts aims to assimilate into the urban and cultural fabric of Eugene as a hub for community members and artists to interact and engage in creative processes.

History: SteamPlant Arts was founded in December 2012, inside the former EWEB building. After providing central steam heat to the Downtown of Eugene for 50 years, EWEB closed the building in June 2012 and it was sold to SteamPlant Arts' founder and visionary, Alex Snow. Building renovations were completed with funding assistance from EWEB, the City of Eugene, and several benefactors who believed in the need to revitalize both the Willamette River waterfront area and the creative economy of Eugene.

SteamPlant Arts today: Today SPA offers artists and makers ample opportunity to create in a collaborative environment, participate in varied classes and workshops, enlist in artist talks and professional development lectures, and integrate their work into the buying market of Eugene. The building has recently expanded to the 3rd floor in order to house a new technology lab, more studios, and additional equipment. During a typical week, SPA offers 8 classes in such areas as: furniture making, jewelry metalsmithing, mig/tig welding, enameling, leather arts, wood working basics, 3d printing, etc. SPA has 2 large galleries for artists, locally & nationally to exhibit work in exhibits that rotate quarterly. Lectures and artist talks occur monthly and are based on exhibits or contemporary happenings.

SPA encourages artists, makers, and community members of all skill levels to embrace learning, experimentation, and innovation at their facility.

Environmental Scan

I. Economic Scan

Steam Plant Arts has seen growing attendance since it's opening in December 2012. Attendance of classes, exhibition receptions, and special events has increased an average of 2-3% over the past 2-almost 3 years. This trend is linked to the increase in class/workshop diversity and offerings, additional wood and metal working equipment, and the addition of renowned artist talks. Their increase in viable partnerships has significantly increased SPA's exposure and reputation to the community of Eugene and the surrounding area.

Spa's Budget is below:

STEAMPLANT ARTS ANNUAL BUDGET	
EXPENSES	COST
Executive Director	\$50,000.00
Program Coordinator	\$42,000.00
Facilities Manager	\$42,000.00
Graphics and Comm Assistant	\$34,500.00
Taxes	\$20,850.00
Professional Development	\$3,600.00
Occupancy (Utilities, Insurance, Etc.)	\$121,000.00
Tool Maintenance/Consumables	\$21,500.00
Marketing	\$22,000.00
Program Instructors	\$25,000.00
Exhibitions/Events	\$20,000.00
Contingencies	\$25,000.00
Scholarships	\$20,000.00
TOTAL	\$607,450.00
REVENUE	AMOUNT
Classes	\$201,600.00
Memberships	\$132,000.00
Studio Rentals	\$60,000.00
Event Rentals	\$35,000.00
Commissions	\$5,000.00
Donations	\$120,000.00
Fundraising	\$35,000.00
Grants	\$20,000.00
In-Kind	\$3,000.00
TOTAL	\$611,600.00

Spa's financial health seems to be in good standing. As the end of fiscal year 3 approaches, increases in programming, scholarship opportunities, and an expansion of their studio &

exhibition areas have been accomplished. Their donor database, grant awards, and fundraising efforts have increased this year as well. If trends continue, through their 10-year plan, the addition of live-in resident artist studios may be actualized. Looking at the budget, it would seem as though SPA’s “commissions” could increase, since that only added \$5,000 to their revenue; it seems likely that their facilities and its participants have the capabilities to double if not triple this number in 2016.

The need for maker spaces has been on the rise as arts culture shifts to more collaborative, participatory organizations. DIY culture and websites such as Etsy and Pinterest have sparked imagination and innovation that brings about the need for an outlet, which provides affordable space and equipment (often too expensive to buy).

Luckily due to SteamPlant Arts’ extensive partnership list and inclusivity of unique programming, they have integrated themselves into the creative economy of Eugene without competition. Other makerspaces exist, but focus on different mediums and have welcomed the partnership with such a large, successful makerspace.

II. Demographic Scan

Demographic scans show that the general audience of SPA lives within 20 miles of the city of Eugene, with most people living in Eugene, then Springfield. SPA strives to disassemble barriers of class, race, age and gender, so compared to other similar arts organizations in the area-- they boast a diverse age, race, and education range (see tables below). Gender is very close to being equal (male- 54%, female- 46%).

Most common age groups among attendees for various programs is shown below:

PROGRAMMING TYPE	MOST COMMON AGE GROUP
Workshops/classes	18-44 yr old
Exhibition attendance	35-64 yr old
Studio Rentals	25-54 yr old
Artist talk/lecture	25-74 yr old
Public Art Commissions	35-44 yr old

Race/Ethnicity of attendees for various programs:

RACE/ETHNICITY	% of attendees
White	64.8%
Hispanic	16%
African American	13.2%
Native American	1%
Other	5%

Highest Level of Education Attended of attendees for various programs:

Highest Level of Education Attended	%
Some High School	7%
High School Graduate	20%
Some College	28%
College Graduate	28%
Graduate School	17%

National average shows that in the last 20 years (1992-2012) there has been a decline in adults attending a benchmark arts activity. SteamPlant Arts attendance has been trending the opposite of these national averages, with attendance increasing. An interesting finding from a survey distributed to SPA visitors throughout 2014 demonstrates the inclusivity of SPA, since their goal is to: “We strive to disassemble barriers of class, race, age and gender by bridging borders through community participation in exhibitions, events and access. The survey showed, with regards to race/ethnicity and national averages, SteamPlant Arts has heightened diversity than national averages. Also, the gap between high levels/low levels of education is much smaller than the national average of art attendees, so I think the organization’s goals holds true with their evaluations. The findings overall seem diversified and positive. The only demographic that might be a slight concern is the age group findings. There is a lack of attendance of youth under 18; maybe targeting this group would help to reach an additional demographic.

III. SWOC Analysis

