



MakeArt ShareSpace (M.A.S.S.)

Art Incubators and Makerspaces:
An application in Benton Harbor



Who We Are

School of
Planning,
Design, and
Construction

Urban and
Regional
Planning
Program

Michigan State University Urban Planning Practicum
Team M.A.S.S.

Ben Fraser, David Hendrixon, Conor Ott,
Binyu Wang, Eric Wedesky, Lindsay Westin



The Client

**K. John Egelhaaf,
Executive
Director
of SWMPC**

**Ryan Soucy,
Associate
Planner with the
SWMPC**

SWMPC

Southwest Michigan Planning Commission



Outline

- Profile of Benton Harbor and the developing arts district
- Definitions
- Case Studies
- Characteristics
- Possible Site Locations
- Recommendations



Introduction

An assessment of Benton Harbor's economy and the feasibility of establishing a hybrid of both an art incubator and makerspace.

+ We asked 3 questions

- Is Benton Harbor in need of alternative economic development options?
- What elements and characteristics compose these types of creative spaces?
- How might an art incubator, makerspace, or hybrid make-art share-space be incorporated into Benton Harbor's Arts District?



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Definitions



Definitions

■ Art Incubator

- Affordable spaces
- Use of tools that artists might not have been able to access independently
- Collaboration opportunities
- Help artists efforts to start an arts-related business

■ Makerspace

- Helps those interested in science, technology, engineering, and crafts
- Nurtures person to person interaction and collaboration
- Provides common tools and technological equipment



Definitions

■ M.A.S.S.

- Consists of elements of both an art incubator and a makerspace
- Greater emphasis on education and public involvement

■ Arts District

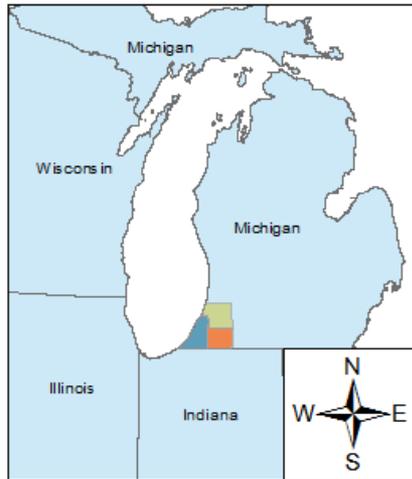
- Operations aimed to promote economic development and cultural activity
- High concentrations of
 - Art organizations
 - Art-based businesses
 - Individual artists
 - Ancillary merchants
 - Public spaces
 - Public art



Location

Benton Harbor, MI

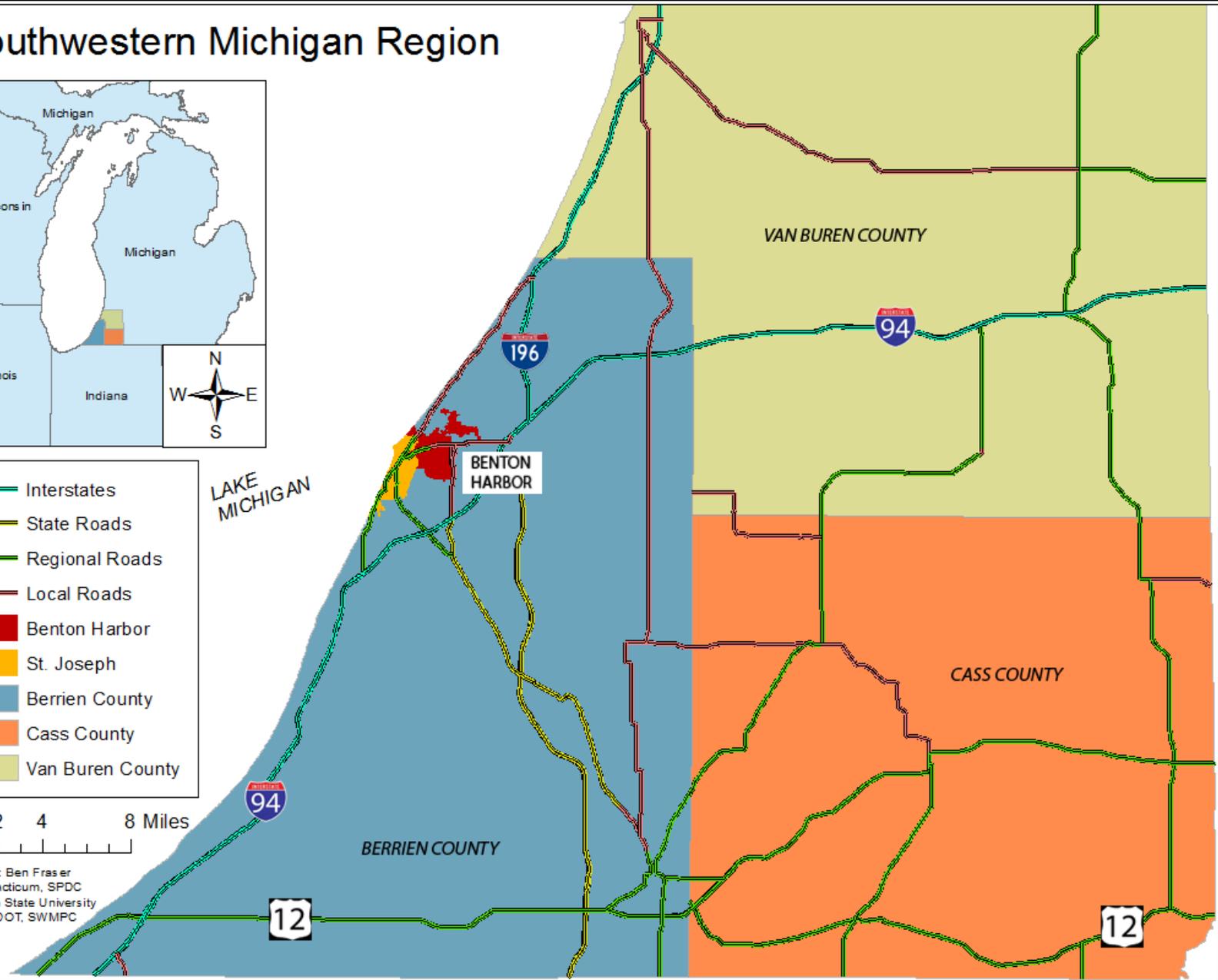
Southwestern Michigan Region



- Interstates
- State Roads
- Regional Roads
- Local Roads
- Benton Harbor
- St. Joseph
- Berrien County
- Cass County
- Van Buren County

0 2 4 8 Miles

Mapping: Ben Fraser
2014 Practicum, SPDC
Michigan State University
Data: MDOT, SWMPC

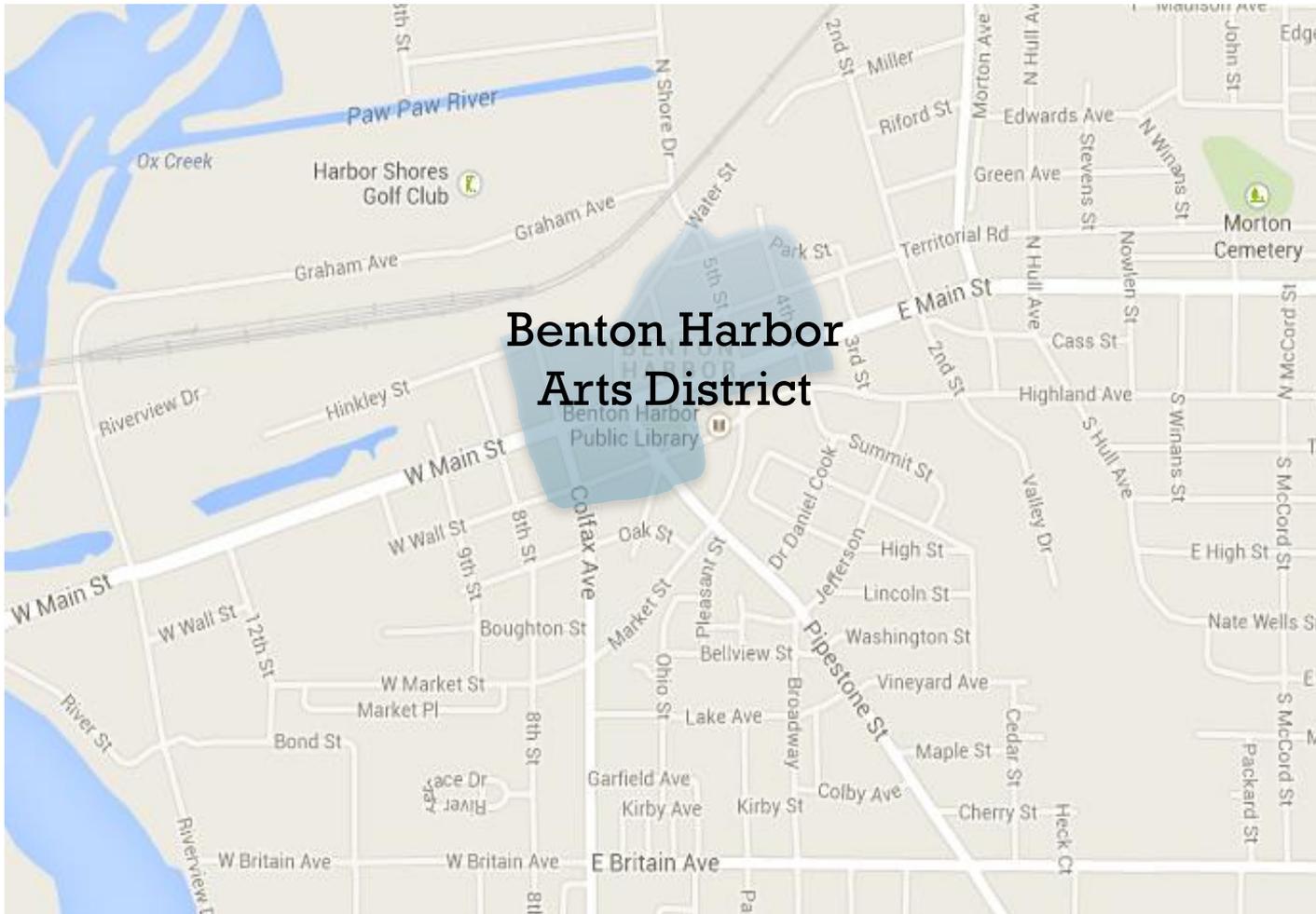




Benton Harbor's Art District

+ Arts District

Situated downtown, just south of Harbor Shores Golf Course.



+ Arts District



+ Arts District

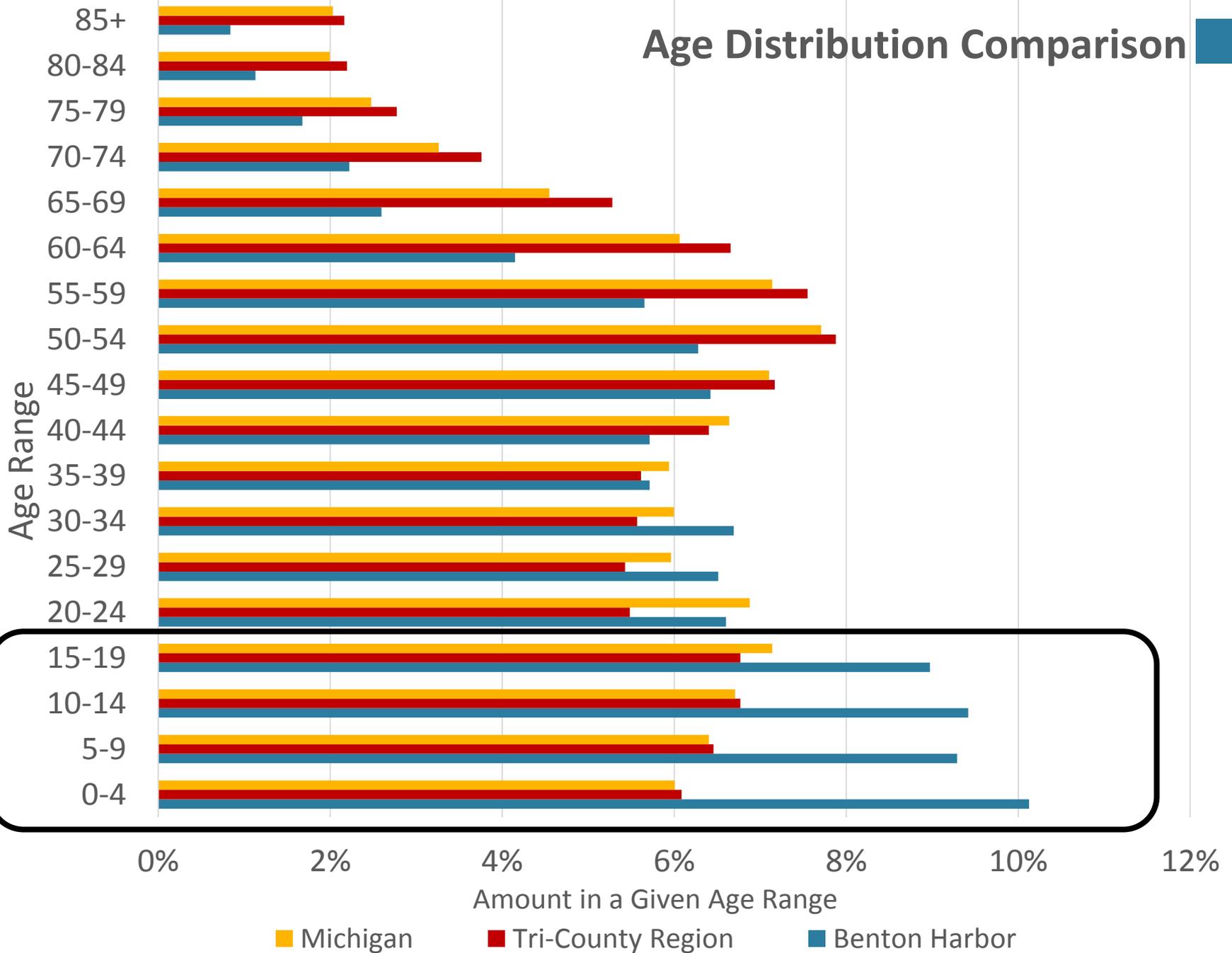
Building	Educational Opportunities	Studio Space	Retail	Performances	Gallery
Water Street Glass Works	X	X	X		X
Anna Russo Sieber Gallery	X	X	X		X
3 Pillars Gallery			X		X
Wall Street Studios		X	X		X
Citadel Dance & Music Centers	X			X	



Socioeconomic Profile

We compared Benton Harbor to the
Tri-County Region and the State of Michigan

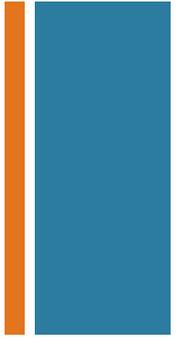
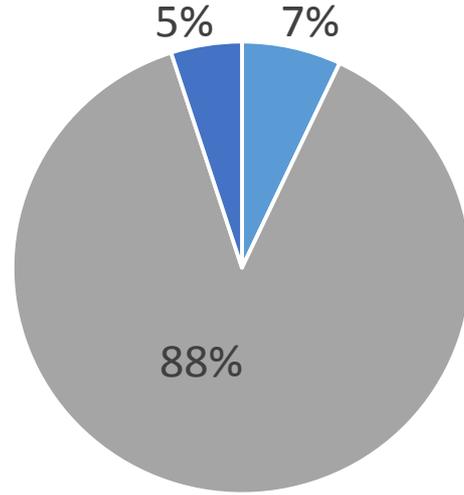
Age Distribution Comparison



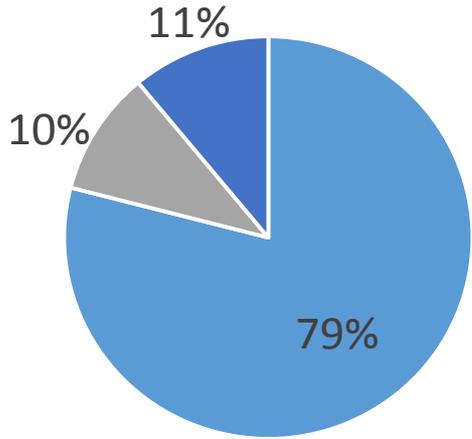


2012 Benton Harbor Racial Composition

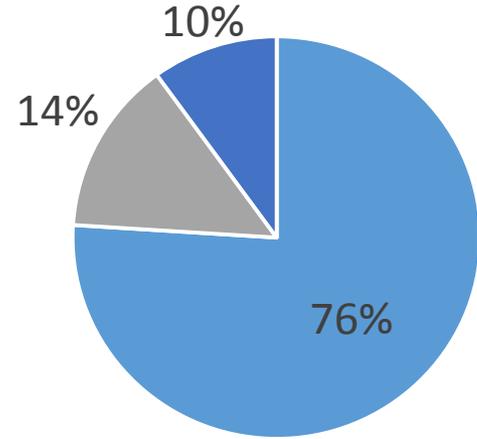
- Black
- White
- Other



2012 Tri-County Region Racial Composition



2012 State of Michigan Racial Composition





2012 Household Income Distribution

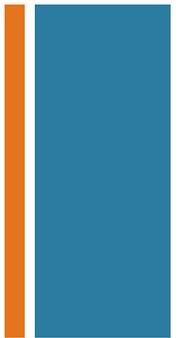
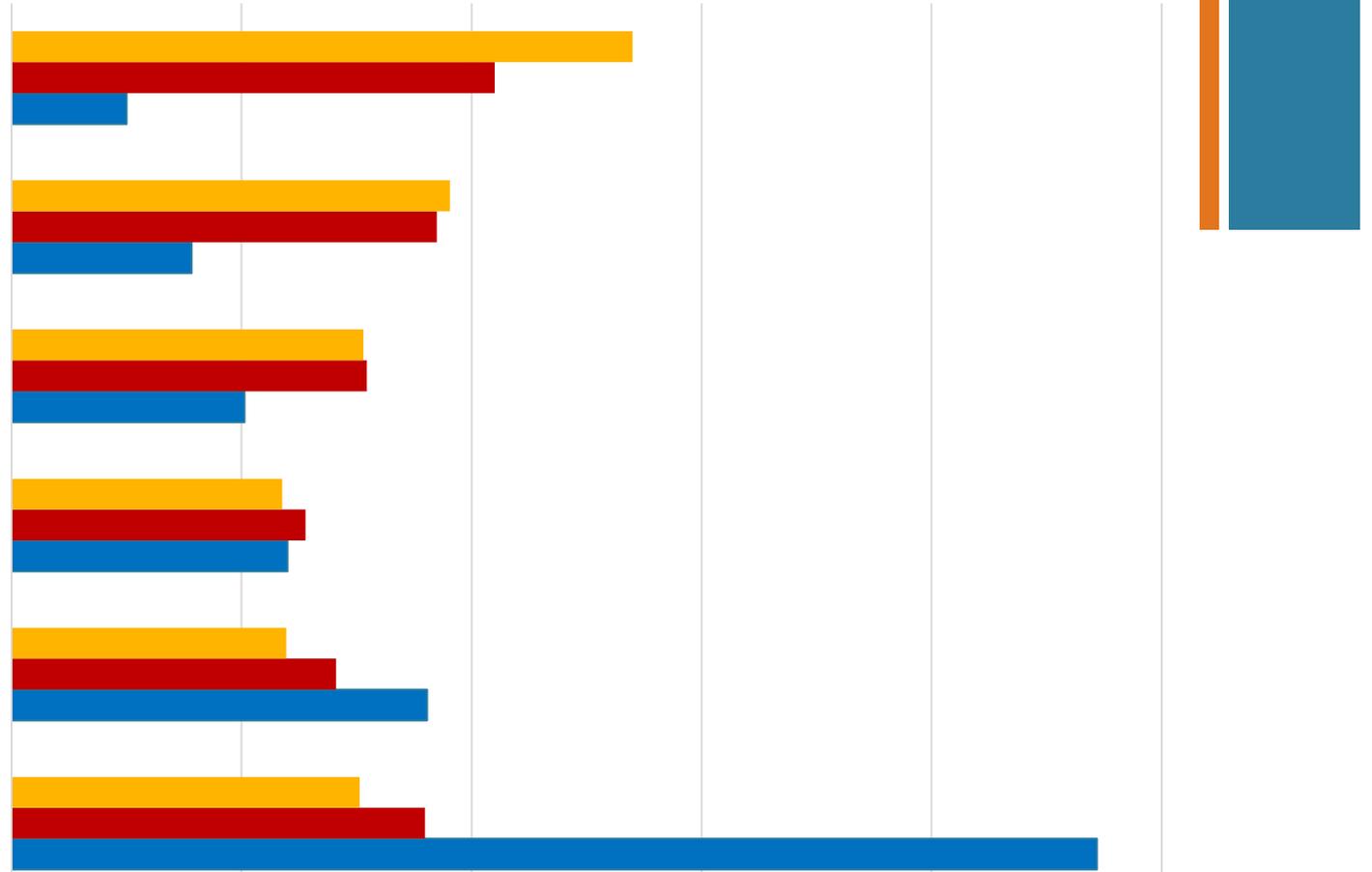
Household Income Ranges

>\$75,000
\$50,000-\$74,999
\$35,000-\$49,999
\$25,000-\$34,999
\$15,000-\$24,999
<\$15,000

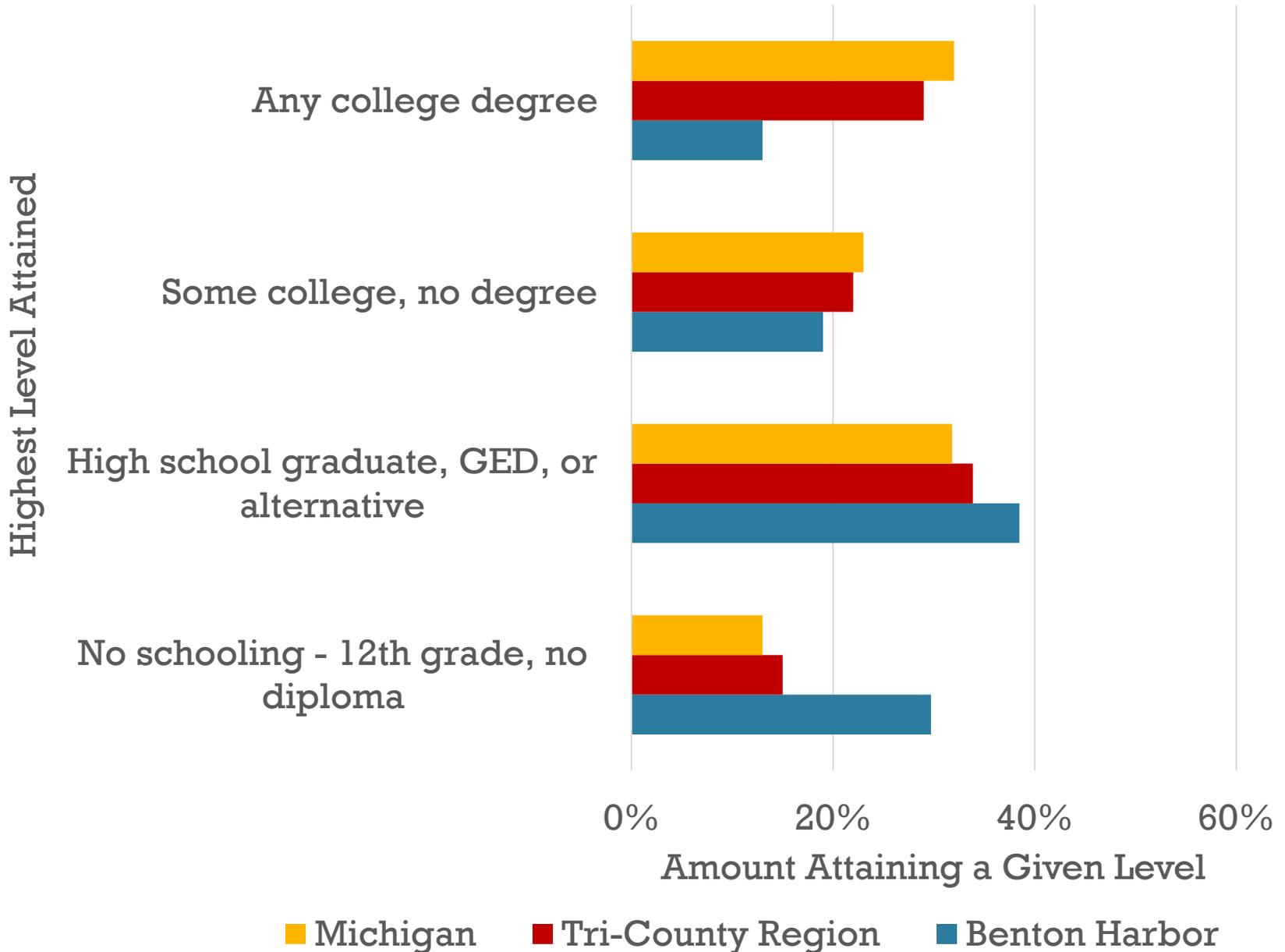
0% 10% 20% 30% 40% 50%

Amount of Households in a Given Range

Michigan Tri-County Region Benton Harbor



Education Attainment

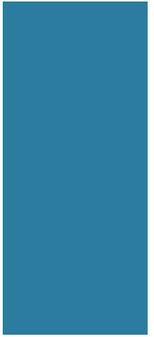


+ Demographic Conclusions

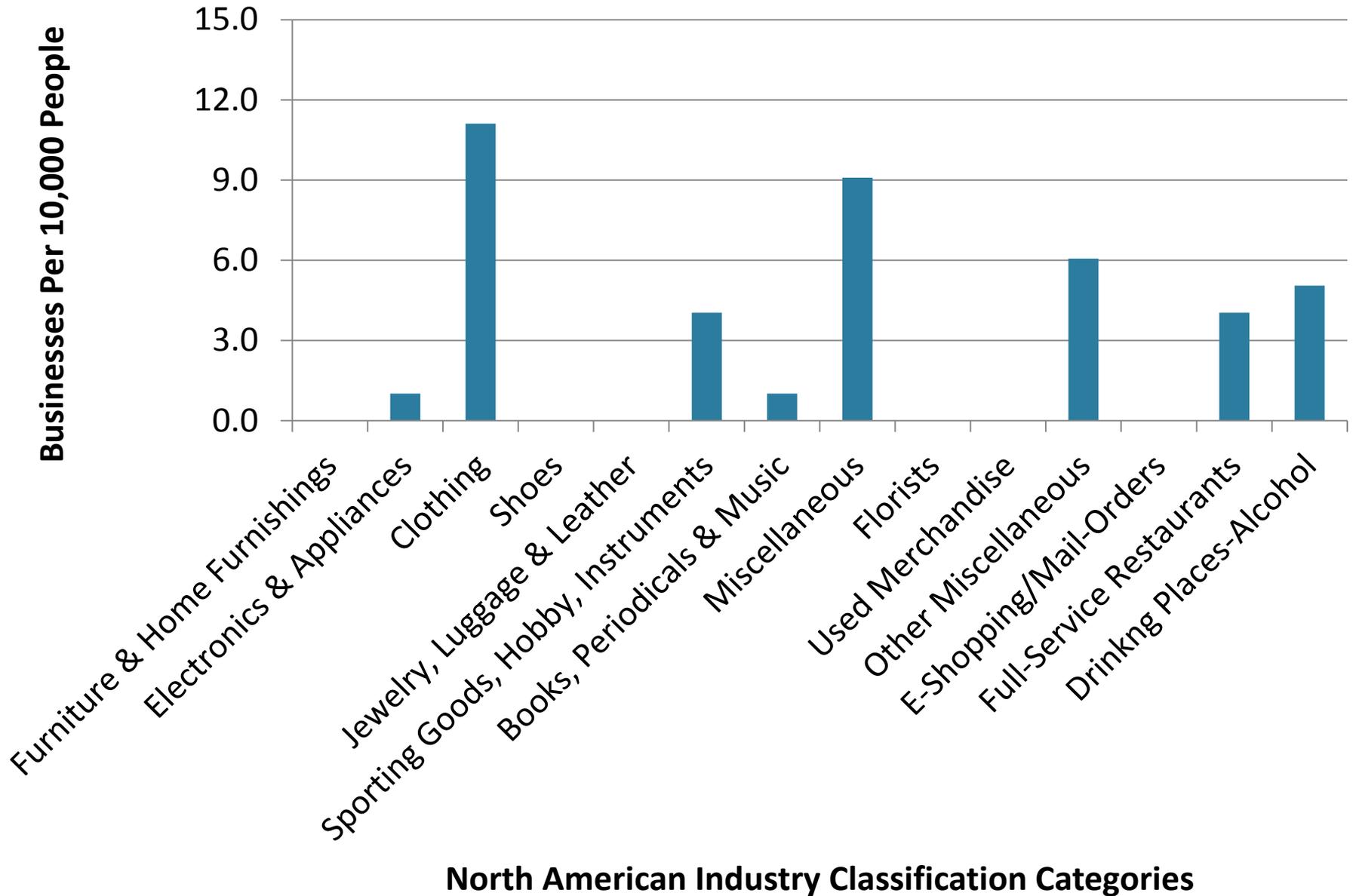
- Young population
- Population composed primarily of Black citizens
- Households are experiencing low income levels
- Low levels of education attainment

+ North American Industrial Classification System

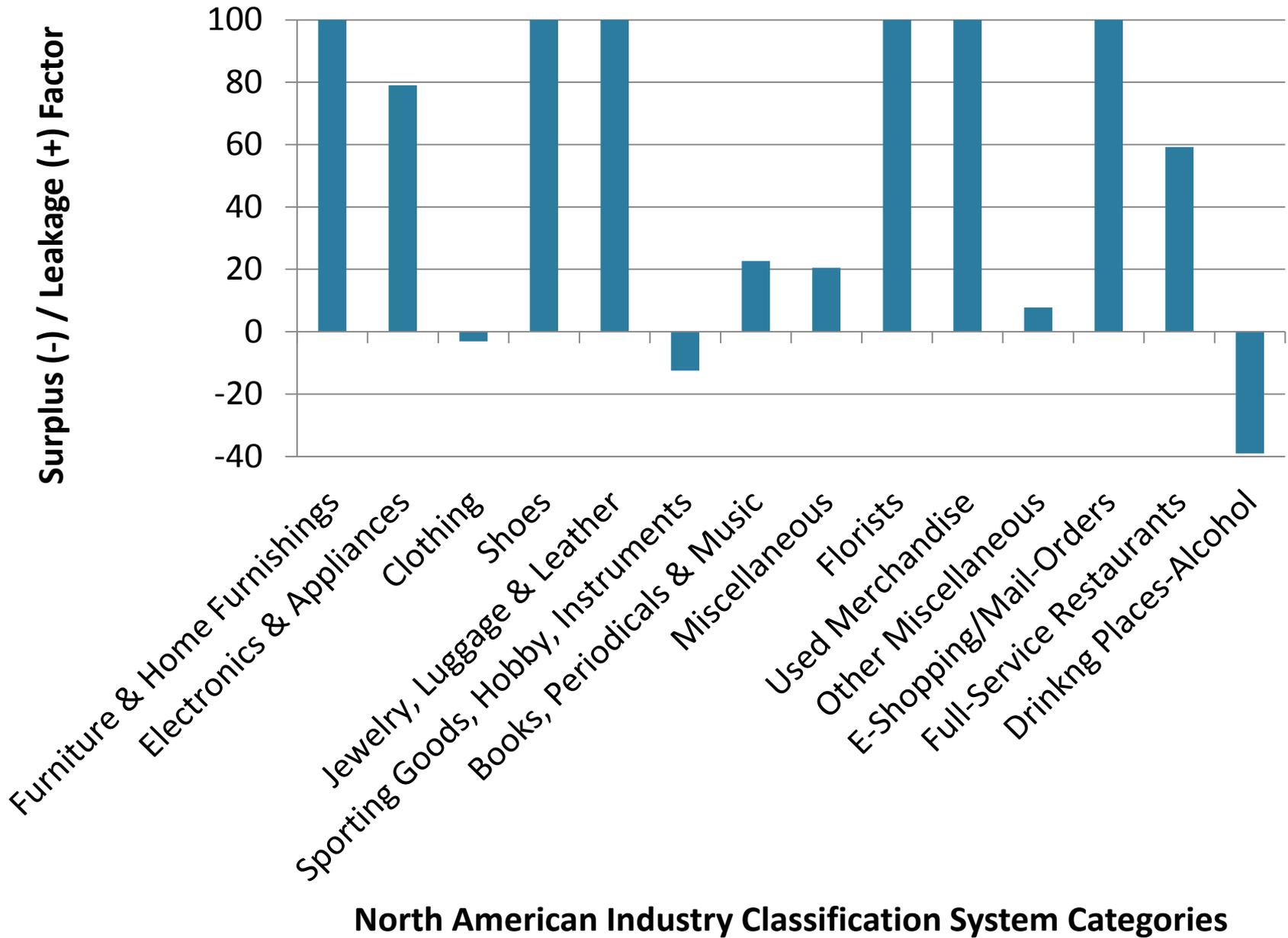
- Furniture & Home Furnishings
- Electronics & Appliances
- Clothing
- Shoes
- Jewelry, Luggage & Leather
- Sporting Goods, Hobby & Instruments
- Books, Periodicals & Music
- Miscellaneous
- Florists
- Used Merchandise
- Other Miscellaneous
- E-Shopping/Mail-Orders
- Full-Service Restaurants
- Drinking Places-Alcohol



Number Of Businesses Per 10,000 People



Leakage and Surplus Analysis





Socioeconomic Conclusions

- Benton Harbor is lacking businesses in 6 of 14 NAICS categories studied.
- M.A.S.S. could provide:
 - Education past high school.
 - Grounds for start up artists
 - Arts-related business creation
 - Economic development



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Case Studies

Art Incubators



Case Studies

Detroit Creative Corridor Center

ART 634

North Carolina Arts Incubator

Arlington Arts Center

Everett Lofts

+ Defining Characteristics

	AAC	Everett	Art 634	DC3	NCAI
Part of Existing Arts District		X		X	X
Flexible Leases		X	X		X
Common Gallery Space	X	X	X	X	X
E-Sales		X	X		X
Outdoor Space	X	X			X



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Case Studies

Makerspaces

+ Case Studies

Bucketworks

Mt. Elliot

+ Defining Characteristics

	Bucketworks	Mt. Elliot
Functional Prototypes	X	X
Product Development	X	

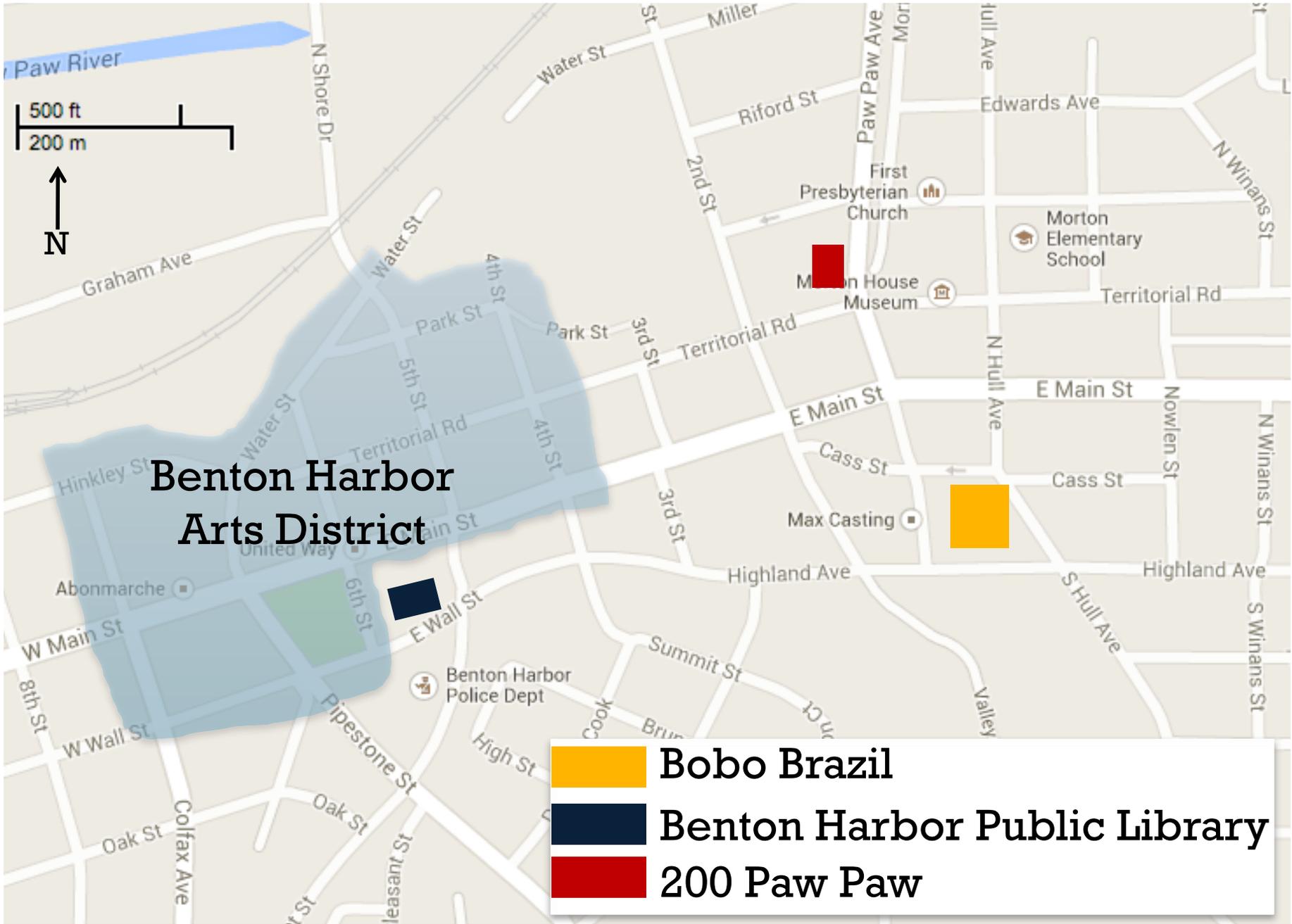
+ Shared Characteristics

	AAC	Everett	Art 634	DC3	NCAI	Bucketworks	Mt. Elliot
Common Work Space	X	X	X	X	X	X	X
Individual Work Space	X	X	X	X	X	X	
Common Equipment	X	X	X	X	X	X	X
Mentoring	X		X	X	X	X	X
Educational Opportunities	X	X	X	X	X	X	X
Internet Access	X	X					
Web Presence	X	X	X	X	X	X	X



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Possible Site Locations



Benton Harbor Arts District

-  Bobo Brazil
-  Benton Harbor Public Library
-  200 Paw Paw



+ Bobo Brazil Community Center

- City owned, vacant
- Located two blocks east of the arts district
- Approximately 24,000 sq. ft.



+ Benton Harbor Public Library

- City owned, Occupied
- Located one block from the arts district
- In the funding process of renovation plans



+ 200 Paw Paw

- City Owned, vacant
- Located 3 blocks east of the arts district
- Approximately 16,000 sq. ft.



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Building Recommendation









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Financial and
Community Involvement
Recommendations

+ Financial

Fixed Costs

- Production supplies
- Renovation Costs
- Mortgage or lease
- Insurance
- Property Taxes
- Monthly bills
- Salaries

Variable Costs

- Direct materials
- Staff wages
- Utilities

+ Financial

Grants

Partnerships



Operations

Community Involvement





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Final Thoughts



The team
would like to
thank

K. John Egelhaaf

Ryan Soucy

Jill Plescher

Rex LaMore
Zenia Kotval

Michigan State University



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Questions?