A Space and Resource Crisis

The Artist Co-op Seeks a Home in Hell’s Kitchen
Hi! I’m Rachel Berger

I’m the Founder and Executive Director of The Artist Co-op. I moved to New York City to pursue my dreams as an actor. With all the ups and downs that go with the entertainment industry, I found that there was no space that validated the work I was creating, so I set out to create a home for artists. Inspired by Coworking spaces, I realized there was nothing like it for the creative community.
What’s TAC?
Actors, Writers, Directors, Dancers, Producers, Musicians, Theatre, Opera, Dance Companies, Arts Organizations, Filmmakers, Visual Artists, Photographers, Creators, Journalists, Talent managers, Casting directors, Podcasters, Publishers...

MULTI-HYPHENATES
Our Mission

We create a thriving coworking environment to nurture the innate multidisciplinary nature of the artist community.

Collaborative - coworking environment that facilitates the cross pollination between different ideas and projects between different artistic disciplines

Convenient - central hub in the heart of midtown’s Performing Arts district with 24/7 access that meets the needs of artists’ schedules

Inclusive - our membership reflects the vibrancy of New York’s diverse, artistic community

Supportive - ongoing, high quality programming developed by members, for members, that reflect the unique needs of our artistic community

Affordable - low-cost memberships that can be tailored to the budgets of working artists and fellowship opportunities to offset fees for those with financial needs
Coworking Space

2,000 sq/ft
The Rehearsal Rooms

Room 1
20 by 28 sq/ft
$30/hr member
$40/hr non-member

Room 2
13 by 18 sq/ft
$20/hr member
$30/hr non-member

Piano & Keyboard
Music Stands
Rehearsal blocks
Folding table & chairs
Black-out curtains
Dance floor
Self tape equipment
Dedicated Desk Space

6 Dedicated Desks
TAC Administrative Offices
Storage Space
Currently a waiting list for our desks
800 sq/ft
What we offer the artist community...

**Coworking space** - 50 seats, 6 dedicated desks, conference table, library area

**Rehearsal rooms** - 2 rooms outfitted for multipurpose function

**Business center** - B&W/Color printing, mailboxes, business supplies

**Kitchenette** - unlimited coffee, tea, snacks, microwave, sink

**Curated Programming** - Signature Series (Arts & Business panels), LGBTQ Artist Meet ups, Happenings (salon events), Cold Read Series, Jam Nights and more! We also provide subsidized rates to arts organizations & nonprofits to host events.

**Member perks & benefits** - Discounts on exclusive partnerships like Backstage, Mubi streaming, Kahve Coffee and more!
Why is there a need?
The average rent in NYC is $3,000/mo

According to Business Insider 2019 study
Space Crisis for Artists & Arts Organizations in NYC

Lack of affordable, accessible quality rehearsal rooms
Cheaper rentals aren’t well-located
Limited advanced online bookings or technological improvements
Poorly managed/ poorly maintained
No meeting space for prep/debrief
Size & shape constraints
Resource Crisis for Artists & Arts Organizations

No place to cross-pollinate with other creatives

No centralized “business services” for artist

No centralized online resources and tools

Limited ways to find out & market independent productions

Fractured online directory of resources to support the artist
Neighborhoods:
Over the last dozen years, rents rose in Williamsburg by 76 percent (inflation adjusted), in Bushwick by 50 percent, in Bedford Stuyvesant by 47 percent and on the Lower East Side by 43 percent.

Venues:
Since 2011, at least 24 music venues have closed, with venues in Williamsburg being the hardest hit. We have identified over 300 gallery closures in the last four years and 22 performing arts theaters in the last decade.

Funding:
The average NYSCA grant for NYC arts organizations was $30,934 in 2001, but only $16,765 in 2015, a 46% drop. The average NEA grant fell from $51,592 to $32,483 over the same period, a 37% decline.

~Creative New York 2015 Study by Center for an Urban Future
Current spaces

Reserve rehearsal space
- Ripley Grier, ART/NY, SpaceWorks, Simple Studios

Pay-to-play in order to meet casting directors and producers
- One on One, Actor’s Connection, The Actor’s Green Room

There is no space that belongs to the artist for meetings, bookings, community events, networking and business development opportunities
Trends in Co-Working Spaces

WeWork founded in 2010.
Manage 46.63 million square feet.
5,000 employees
280 locations
86 cities
32 countries

Valued at 10 billion dollars
Emerging Trends in Artist Co-Working
Current Model

TAC has been able to grow quickly over the last 2 years due to highly subsidized rent from our landlord.

Operating budget $150,000

Earned Income from
60% Memberships
25% Rehearsal Room Bookings
10% Events
5% Donations
### Membership Model

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<td><strong>$30/month for each additional member</strong></td>
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**Benefits:** 24/7 Space Access, Fast Wifi, Resource Library, Coffee & Snacks, Member Perks & Partnerships

**Additional Service Charges:** Locker Storage, Dedicated Desk, Printing per page, Discounted Rehearsal Rooms
Growth in memberships over the past 2 years
15 to 170 members
The Artist Co-op is a 501(c)3 Not-for-profit
Growth Model

The only way for TAC to sustain its long term future is through outside funding to offset the cost of NYC real estate and demands of staying up to date for TAC space needs.

We understand that funding takes time and relationship building.

Landlord Subsidizes Space

Funding from: NYSCA, City Council, Foundations, NEA

Corporate Sponsorships: Deutsch Bank, Mailchimp, Adobe, Apple

Grow TAC Executive Board and Individual donations
Our History

Sept. 2015  TAC officially became a Company

Jun. 2016  Hosted a Pop Up Event at Centre for Social Innovation

Mar. 2017  Signed License Agreement with CHDC in Hell’s Kitchen

Apr. 2017  Raised over $27,000 on Indiegogo

May 2017  Opened the space with 15 Founding Members

Feb 2018  Reached 100 Members

Nov 2018  Opened additional 800 square feet for dedicated desks & administrative offices

Apr. 2019  Hired full-time Community Manager and part-time Social Media & Events Coordinator
What We’re Seeking
5,000 sq/ft in Hell’s Kitchen w/ 5–10 year lease
TAC is very interested in 2 separate floors or distinct spaces to keep Rehearsal Room and Coworking Spaces in different locations
- Coworking space must have an open floor plan
- Rehearsal spaces must allow noise between 10am and 10pm
Our members travel from every borough to come to The Artist Co-op because of its location...

We’ve made Hell’s Kitchen a home.

Artists create a neighborhood.

Coworking models are here to stay.

The need for community space is stronger than ever with NYC being unaffordable and hard to live in.