

WORKING SPACES FOR WORKING ARTISTS



ANNUAL REPORT 2019/2020

Studio Space Ottawa

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**STUDIO
SPACE
OTTAWA**

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MESSAGE FROM THE PRESIDENT

Preamble

Although our year-end is 31 March, I have included information up to the present moment, so some information will be repeated in 2020/2021 annual report. The pandemic has affected different people in different ways, and that has, to some extent, been evident in the way people use their studios, as well as in how the Board has conducted its business; we have all had to adapt to the unusual circumstances of our times. Thanks to everyone for following public health guidelines as we try to keep each other safe!

Dear People,

First, thank you to every artist who has helped make Studio Space Ottawa a reality, for being part of this work in progress - we are a reflexive work of art! It has been quite an inaugural year for Studio Space Ottawa; our 'big bang' moment was the date of our incorporation, July 11, 2019, and we've been expanding ever since. A small group of artists, some of whom were themselves desperate to find studio space, founded SSO with the vision of providing stable, affordable, open, and safe, healthy workspaces for visual artists. This is at the core of everything we have done in the past year, and it will continue to guide us in the years ahead.

Strategic Highlights

With our studios full and our organization up and running, we held our Grand Opening on October 25, 2019; it was a wonderfully successful event, introducing SSO to the visual arts community and to the neighbourhood. SSO's presence on social media - Facebook, Instagram, and Twitter - have ensured that we continue to build stronger connections to our broader community. We are developing a web site which will foster awareness of SSO as an organization, and of the individual artists working at SSO, and be a virtual place of connection to the cultural community.

It is no secret that parts of the city that were once affordable and home to a variety of creative endeavours have been or will soon be displaced by redevelopment and infrastructure projects. We succeeded in negotiating affordable rates in a 5+5 year lease, and studios were built in a range of sizes and types in two separate areas of the building to accommodate a

range of budgets and media. We tailored our application process to reflect our values, offering studio spaces unreservedly to all visual artists, and enabling us to be responsive to the changing needs of the visual arts community.

We were lucky enough to find ourselves working with creative property managers; without their openness and resourcefulness, the studio spaces we currently occupy would have taken considerably longer to build. But here we are: 28 artists with a range of practices creating art in 22 studios; this is something to celebrate!

Financial Highlights

We have kept our eye on financial sustainability, and as we continue to improve our services to artists, we will ensure we remain on solid financial footing. Early on, we ran a GoFundMe campaign, and we succeeded in securing a project grant for a fundraising workshop for Board members. The workshop resulted in the design of a major capital fundraising campaign, which was to be launched with a kick-off event on April 3rd, and like all large live events was postponed by the pandemic. An unexpected bonus of the fundraising workshop was that we learned about a free Revenue Development workshop series being offered to not-for-profit organizations by Jaku Konbit; currently three members of the SSO Team are participating in the workshops.

Fundraising and revenue development are always challenging, and have been made somewhat more so by the current circumstances; as creative people we are rising to the challenge, and are in the process of planning an early autumn event - stay tuned!

Operating Highlights

A huge thank you to all the volunteers, consisting of Board members and artists at SSO, who have been the operations team, as there are currently no employees. People have made donations of cleaning supplies and equipment (the shop vac) and used them to keep the space tidy; people have donated kitchen appliances and equipment (refrigerator, kettle, microwave, dishes and more), and furnishings (coat racks, bench, a washroom towel rack).

As part of our commitment to provide a safe, healthy work space, we recently implemented a hazardous waste disposal program, and containers for this purpose have been installed in the wash station.

In late March we conducted a Tenant Satisfaction Survey, which helped us set priorities for operational improvements. It became clear that tenants' top priorities were janitorial services and wifi, with ventilation next on the list. Thanks to donations, we have the funding for wifi and currently we are working with National Capital Freenet to install the hardware necessary to extend wifi to all of SSO's studios. This should be functional within a few weeks. We are in discussions with an HVAC designer and engineer regarding best options for improving ventilation, and are exploring alternative financing for this substantial infrastructure improvement. We understand that janitorial services are much wanted by tenants and are part of a safe, healthy environment, especially during a pandemic; we are working to find a financial model which will enable us to secure this service.

One storage space has been built and more are being developed to help keep artists' work safe from accidental damage, and the 'sprucing up' of SSO's space continues, one can of paint and strip of moulding at a time. We are painting over the blues and beiges to brighten the space, addressing some of the finishing work, and dreary carpeting has been removed from the landing.

MAKE + SPACE = CREATE

Looking Ahead

Studio Space Ottawa has firmly established itself as an important part of the cultural scene in Ottawa through links to several types of arts entities; artists organizations, granting agencies, public and private galleries, and arts related businesses. We intend to deepen and broaden these relationships through targeted communications and activities with an aim to strengthening Ottawa's cultural fabric, positioning SSO in the arts ecosystem, and maintaining our independent identity.

With a long waiting list of artists hoping to find studios, we remain firm in our commitment to our vision to maintain and improve what we have built, and to continue to build. We have been soliciting quotes from contractors for the construction of additional studios, and will be seeking to secure funds from a variety of sources to build them. We anticipate building 6 studios on the first floor, and one in the commercial kitchen area in the next 18 months, with

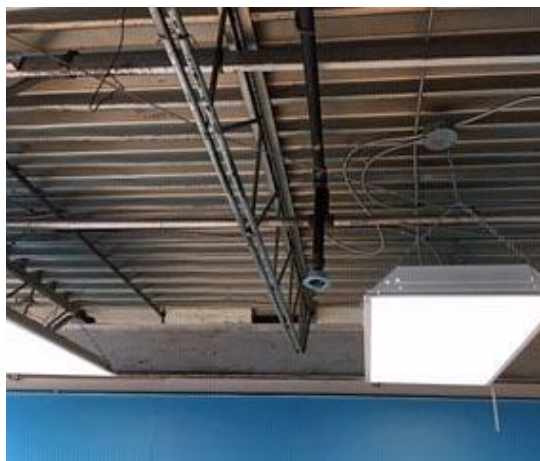
further development of the commercial kitchen area in the next three years. The unavailability of contractors and/or funds due to the unique circumstances generated by the COVID-19 pandemic may change the timing of our plans, but we anticipate building the aforementioned studios as soon as circumstances permit.

In the year ahead, we will initiate a revenue development committee for the purpose diversifying and growing our revenue stream. This will help us reach our goals in a timely fashion, and help buffer SSO from unexpected events.

Thanks again to everyone who has brought us to where we are. The future looks bright and artful, and we look forward to going there with you!

Kathy Bergquist
President
August 5, 2020

RENOVATIONS ARE UNDERWAY



FINANCIAL SUMMARY

Studio Space Ottawa was created as a not-for-profit to provide affordable studios to the visual arts community. We set an all-inclusive rent at \$14 per square foot to cover heat, air conditioning, hydro and more. Our first year of operation from September 15, 2019 to March 31, 2020 was a challenge due to start-up costs like two month's rent deposit and legal fees. Our goal is to build a modest surplus for maintenance, repairs and future improvements.

Financial Highlights:

- Initial Go Fund Me campaign
- Small grant from the City of Ottawa's Capacity Building program
- Sponsorship from Wallack's, Ola Cocina and Alta Vista Flowers for the Grand Opening

The studios were built in partnership with Kaladar Holdings & Stonewater Properties. The investment in their property transformed a former amusement park into working spaces for practising artists!



Photo by Lorena Ziraldo



Photo by David Drapeau



It has been my pleasure to serve as treasurer for Studio Space Ottawa.

Ada Brzeski
Treasurer
August 5, 2020

FINANCIAL STATEMENT

Profit and Loss Statement

Profit and Loss		
Studio Space Ottawa		
Date Range: 2019-01-01 to 2020-03-31		
ACCOUNT	ACCOUNTS	Jan 01, 2019 to Mar 31, 2020
	Income	
	Direct Public Support – Corporate Contributions	\$150.00
	Direct Public Support – Individual Contributions	\$1,065.15
	Donations for workplace improvements	\$600.00
	Grants from Civic, Provincial, Federal	\$1,500.00
	deposit for studio	\$1,100.00
	go fund me campaign	\$656.97
	rent collected from artists	\$56,185.58
	Total Income	\$61,257.70
	Total Cost of Goods Sold	\$0.00
	Gross Profit	\$61,257.70
	Operating Expenses	
	Bank charges	\$10.00
	General Admin Expenses	\$675.15
	Insurance (property, directors)	\$1,290.50
	Legal Fees	\$2,306.95
	Rent Expense	\$52,057.80
	Social Media	\$29.36
	Training	\$2,000.00
	Utilities	\$3,800.23
	Total Operating Expenses	\$62,169.99
	Net Profit	-\$912.29

ANNUAL BUDGET

Studio Space Ottawa			Budget 2020-2021		April 1 2020 to March 31 2021	
				per month		year
revenue						
rental from artists				\$ 9,105.00		\$ 109,260.00
Cost of goods sold						
Rent expense				\$ 7,332.57		\$ 87,990.84
Gross Profit				\$ 1,772.43		\$ 21,269.16
Operating costs						
insurance				\$ 141.98		\$ 1,703.76
director insurance				\$ 45.00		\$ 540.00
legal fees				\$ 83.33		\$ 1,000.00
accountant fees				\$ 47.08		\$ 565.00
electricity				\$ 500.00		\$ 6,000.00
HVAC/gas				\$ 500.00		\$ 6,000.00
WIFI				\$ 75.00		\$ 900.00
toxic waste removal				\$ 25.00		\$ 300.00
General Admin				\$ 200.00		\$ 2,400.00
web site hosting				\$ 11.25		\$ 135.00
Total				\$ 1,628.65		\$ 19,408.76
Net Profit				\$ 143.78		\$ 1,860.40

COMMUNICATIONS SUMMARY

Since the inception of SSO, we generated three social media accounts: Facebook, Instagram, and Twitter. It is with FB and IG that we get the most traction and the most engagements with our posts. Although we do, at times, post about our members' activities, the main use of our social media was for promotion and studio rental availability. Once we've explored the waiting list for available studios, we then go public through our various channels.

The next steps in our communications file is to launch a comprehensive website for SSO. We will also continue to use our social media channels to facilitate space rentals, but we will increase our member content. This will be achieved by notifying our members to tag @studiospaceottawa if they wish for us to share their content on our platforms. We will also cross post onto Twitter to generate more followers on this platform.

Social Media

Followers as of July 2020:

Instagram (@studio_space_ottawa): 587

Facebook: 437

Twitter (@OttawaSpace): 4

Press

SSO also had a number of articles and interviews around our launch date. Below is a bibliography of our Press.

"Studio Space Ottawa"

Nancy Baele for Ottawa Arts Council (August 28, 2019)

Studio Space Ottawa

Daytime Rogers TV (September 12, 2019)

"Studio Spaces Ottawa helping to fill a growing need for artists"

Article by Peter Simpson for Artsfile (October 1, 2019)

Now open: "Studio Space Ottawa is a new space for artists"

Article by Matthew Adams for Apt613 (October 23, 2019)

"New Studio Spaces Opening in Ottawa"

Blog post by Wallack's (October 29, 2019)

"New Ottawa studios address 'dire' need for more creative workspaces"

Article by Peter Hum for the Ottawa Citizen (November 6, 2019)

Christos Pantieras

Social Media Promotions

August 5, 2020



LOGO DESIGNED BY
CHRISTOS PANTIERAS

Making Space for Art in Ottawa

Kathy Bergquist from Studio Space Ottawa was invited, along with Assaf Weisz from Artscape in Toronto and Gilles Renaud from Ateliers Creatifs in Montreal, to participate in *A Call for Cultural Courage: Making Space for Artists Studios and Creativity in Ottawa*. Organized and presented by Enriched Bread Artists (EBA) on October 26, 2019, the purpose of the event was “to discuss how arts and culture can be a catalyst for cultural, community and urban development.” There were lively discussions, and SSO connected with other place makers as we became part of the landscape!

STUDIO SPACE OTTAWA OPENS

WHAT A TRANSFORMATION!



- From fluorescent lights to 5,000 lumens daylight lighting
- From dropped ceilings and tiles to open structures and beams
- From sporadic electrical outlets to new wiring in each studio
- From old ducts to shiny new ductwork for each studio
- From amusement park posters to freshly painted white walls
- From patterned carpets to bare floors

NOW WE ARE READY TO MAKE ART!

28 ARTISTS & 22 STUDIOS

The most important part about Studio Space Ottawa is the artists. For our first reporting year up to March 31, 2020, they are: Tiffany April, Joi Arcand, John Archer, Pansee Atta, Stephanie Bak, Kathy Bergquist, Rocky Bivens, Laura Brandon, Ada Brzeski, Bilgin Buberoglu, Kristina Corre, David Gillanders, Raphaël Fitzgerald-Biernath, Missy Fraser, Atticus Gordon, Kazzy Hussein, Polly Lochhead, Christine Moran, Shannon Morpew, Vicky Palmer, André Paquette, Jadzia Romaniec, Roman Romanovich, Susan Roston, Joel Sector, Lis Smidt, Vivian Törs and Lorena Ziraldo. We wish them all the best as they create their work and pursue artistic opportunities in Ottawa and beyond.

Text by Anna Frlan

Secretary, August 5, 2020

HIGHLIGHTS

MOVING IN

Artists start moving into their studios as of September 15, 2019, with a few more following in October and November until we reach full capacity.

GRAND OPENING

On the evening of October 25th we opened our doors to the public for the first time. All available wall space was filled with art! Live jazz music filled the air as people arrived to see Ottawa's newest visual art studios. Provincial Member of Parliament, John Fraser, spoke at our opening, followed by the board of directors. Speeches concluded with Donna Parent of Stonewater Properties accepting a bouquet to thank her and her colleague Sarah McClurg, for their instrumental role in helping establish Studio Space Ottawa at 2477A Kaladar Avenue.



Performance by Peter Liu Quartet
photo by Roman Romanovich



photo by Vivian Törs



photo by Vivian Törs

TWO NEW STUDIOS

Studio Space Ottawa opened two sculptural studios on the first floor in January 2020, a clay studio shared by 5 artists and a firewall protected studio for a metal working practice. Now the total space rented by Studio Space Ottawa nears 8,000 square feet.

FUNDRAISING CAMPAIGN

The board attended a fundraising workshop facilitated by Jenny Mitchell of Chavender in February 2020. Attendees created a 3-Part Project Proposal to raise funds for hazardous waste disposal, the installation of wifi, and better electrical service to the kitchenette. The flow of donations has enabled us to begin implementing our project in stages.



Artists Seeking Studios

Visual artists seeking studios continue to reach us via Facebook. We maintain a waiting list of artists interested in renting from Studio Space Ottawa.

Make + Space = Create

The Board of Directors is planning a fundraising campaign to finance renovations and building more studios.

“Creating Studio Space Ottawa took imagination and courage.” Nancy Baele

Strategic Planning

The Board of Directors is developing a 3-Year Operating Plan with details for improving infrastructure with upgraded ventilation, and building more studios to address the expressed needs of the visual arts community in Ottawa.

A Website

We are working to launch a website in 2020 for the public to find us more easily on the net. Our website will feature our vision, our mission, a new application process, and more.

BOARD OF DIRECTORS

Founders of Studio Space Ottawa

What are the chances that two artists who had never met before would visit a warehouse for rent at the same time? Kathy Bergquist and Ada Brzeski both recognized the potential of 2477A Kaladar Avenue to become an art studio for all types of media. They wanted to share their vision and a steering committee with Anna Frlan, Christos Pantieras, Susan Roston & Carl Stewart was quickly assembled. These six artists are the founders of Studio Space Ottawa.

Board of Directors

The inaugural Board of Directors is:

Kathy Bergquist, President

Anna Frlan, Secretary

Susan Roston, Fundraiser

They are joined by ex-officio board members:

Ada Brzeski, Treasurer

Christos Pantieras, Social Media Promotion

Highlights of the Board of Directors:

- Founded Studio Space Ottawa as an Ontario not-for-profit in July 2019
- Worked with Kaladar Holdings and Stonewater Properties to realize the creation of 22 studios for visual artists
- Created Facebook, Twitter and Instagram accounts to spread the word
- Hosted a Grand Opening in October 2019
- Working towards building a 3-Year Operating Plan

At our first Annual General Meeting on August 5, 2020, the board will be expanded to 7 directors, with the majority elected from Studio Space Ottawa's tenant membership.