

SpaceFinder Toronto uncovers the city's creative spaces with 600+ listings

For immediate release: Toronto, ON: SpaceFinder Toronto is making its mark in Toronto's creative sector with over 600 space listings on the site. Over the last two and a half years, SpaceFinder has become a "go to" site for artists in search of creative space in the city.

SpaceFinder offers more options for artists in search of creative space. SpaceFinder Toronto launched in November 2014 and has since seen hundreds of venues open their doors to the city's creative community. SpaceFinder Toronto has a wide range of space listings, including Dancemakers, The Music Gallery, Comedy Bar, Crow's Theatre, Second City, TIFF Bell Lightbox, Toronto Zoo, and over 100 spaces from the Toronto Public Library.

SpaceFinder is FREE to list and FREE to search. Created by Fractured Atlas, a non-profit arts service organization based in New York, SpaceFinder is a matchmaking tool for renters looking for creative space, and spaces looking to promote their rentals. Artists and renters can search for creative workspaces that meet their needs based on location, price, amenities and up-to-date availability.

SpaceFinder is improving creative space use across the city. Like an *Airbnb* for artists, SpaceFinder is providing artists with alternative spaces, while giving venues a platform to promote their rentals. The tool presents a solution for creatives in search of space by illuminating more options across the city. Any venue that welcomes artists in their space can list their rental on SpaceFinder.

The site is helping small-to-medium creative venues earn more revenue from space rentals. SpaceFinder is driving space rentals, and in some cases, has doubled rental revenue for arts spaces – like Hub14. As self-sustaining studio and performance art incubator, Hub14's mission is to provide affordable space to artists. Since listing their studio on SpaceFinder Toronto, their rental revenues have increased by 200%. SpaceFinder provides a cost free way for arts venues to become more sustainable by helping them reach a wider renter audience.

The site is also helping artists and creative spaces make connections. Vikki Velenosi, manager of The Box in Toronto, met Kasey Dunn who runs The Attic through SpaceFinder Toronto. They decided to merge their organizations under the new name of Brick&Mortar and together provide artists with affordable rental space in three locations across the city. SpaceFinder Toronto has helped increase their rental reach in the arts community and provides a tool to manage their rentals.

SpaceFinder Toronto was launched in November 2014 in partnership with the Toronto Alliance for the Performing Arts (TAPA), ArtsBuild Ontario and WorkInCulture. SpaceFinder is currently active in three Ontario regions, including Toronto, Hamilton and Waterloo Region. The site is also active in British Columbia, Alberta and Manitoba, as well as 15 U.S. cities.

Have a space to list? Looking for space? Visit SpaceFinderToronto.org.

Quick Facts

- SpaceFinder Toronto has accumulated **\$118,000+ in rental requests** through the site's booking request button – a special listing feature for venues. This does not include the emails and phone call spaces receive after listing on the site.
- SpaceFinder Toronto has seen **38,000 users** who are spending an average of **five minutes** on the site.
- Over **600** creative space listings are on SpaceFinder Toronto
- Performance space is the most frequently searched by site users followed by special events and classes
- SpaceFinder Toronto is free to list and free to search:
<http://spacefindertoronto.fracturedatlas.org/>
- ArtsBuild Ontario and WorkInCulture are presenting a Learning Series around the topic of creative space rentals. Learn more: <http://www.artsbuildontario.ca/learning/learning-series/>

Quotes

"It has been fantastic to see such uptake of this tool and to see that it is having a real impact on our organizations in Toronto. Along with our partners WorkInCulture and Toronto Alliance for the Performing Arts, we envisioned a tool that would impact both our artists and our creatives spaces, and we are proud to see it is doing both!"

Lindsay Golds, Executive Director of ArtsBuild Ontario

TAPA is very pleased to be part of the founding SpaceFinder Toronto team. Since we have been offering SpaceFinder Toronto as a new service the feedback from TAPA members has been positive, and this has become a valuable new tool for our community. I have no doubt that SpaceFinder will continue to grow across the country.

Jacoba Knaapen, Executive Director of Toronto Alliance for the Performing Arts (TAPA)

"The WorkInCulture team is thrilled, along with our partners at ArtsBuild Ontario and the Toronto Alliance for the Performing Arts, to be celebrating SpaceFinder Toronto's 600th space listing. What started as 'that sounds like a good idea' has become a much valued resource for both space renters and space seekers in the arts and beyond. Congrats to all."

Diane Davy, Executive Director of WorkInCulture

About Us

ArtsBuild Ontario is the only organization in Ontario dedicated to realizing long-term solutions for building, managing and financing the sustainable arts facilities needed in Ontario communities. ArtsBuild provides tools, training and resources that support the development of sustainable creative spaces such as theatres, galleries, concert halls, museums and other arts facilities. www.artsbuildontario.ca

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