Welcome to SpaceFinder Connecticut!

The Arts Council of Greater New Haven thanks you for your interest in participating in SpaceFinder Connecticut. We've prepared this Toolkit to help your venue (and your renters) get the most out of listing with SpaceFinder CT.

What is SpaceFinder CT?

The SpaceFinder platform is developed by Fractured Atlas, a US-based not-for-profit art group whose mission is to remove barriers to creative production. Since its inception in 2011, SpaceFinder has been launched and successfully adopted in cities and regions across North America. Now, with the support of The Connecticut Office of the Arts, The Arts Council of Greater New Haven is bringing SpaceFinder to the Greater New Haven area. The Arts Council is a non-profit arts service organization that strives to advance Greater New Haven by providing leadership and support to the area’s diverse arts community.

Initially launched in Fairfield, CT in 2017 by the Cultural Alliance of Fairfield County, SpaceFinder Connecticut will soon expand its reach to benefit creatives across the entire state.

How it works

1. Venues with available space can visit the SpaceFinder CT website and create a free SpaceFinder venue account.

2. Once registered, the Organization Admin(s) of the venue account will be prompted to follow the steps that demonstrate how to fill in relevant information about their available space(s), including a venue description, the selection of venue criteria to improve use-specific search results, upload images of the space, and make use of the optional integrated availability calendar and online booking service.
3. After completing this process and taking the final step to ‘take the space online’, the venue space is made discoverable to users searching for spaces that fit their criteria (rate, size, location, etc.) There is no limit to the number of space listings you can publish.

4. Venues are encouraged to download and view this guide on a computer to access the links and resources included in the document to help them make the most of their listing and attract new renters.

Who Can List with SpaceFinder CT?

SpaceFinder CT seeks to help underutilized spaces open themselves up to new revenue through the facilitation of access. In this way, almost any space can become a creative space on SpaceFinder.

Examples of venues, organizations and other spaces that should register with SpaceFinder CT include:

- Community Centers
- Parks Field Houses
- Faith Centers
- Cultural Centers
- Libraries
- Schools & Related Facilities
- Rehearsal Spaces
- Recording Studios
- Special Event Venues
- Shared Work Spaces
- Music Venues

- Dance Studios
- Theatres
- Stages
- Independent Cinemas
- Outdoor Spaces (private or with permits)
- Photo/film shoot spaces
- Bookshops
- Cafes
- Gathering Places
- Conference rooms
- …add your own!
Creating A Venue

Once you’re registered, click “List Space” and fill out the VENUE account information. When finished, click “Create Venue Account”.

**SpaceFinder profiles are designed to be comprehensive, as well as inclusive of all venue types. Please plan to spend at least 20 minutes filling out your profile**

1. **Describe your space(s).** Perhaps the most valuable part of the venues profile, the description is a key factor in what will ultimately drive renters to book your venue. Don’t forget to mention the characteristics that matter most to your chosen allowable uses (e.g., lighting for photography, floor type for dance, acoustics for rehearsal or performance).

2. **Booking Policies, Features, and Equipment.** Your SpaceFinder profile offers a comprehensive set of fields and options to describe nearly every aspect of your venue; amenities, limitations, booking and cancellation policies, and payment policies and options. Be sure to take full advantage of the many opportunities to give creative space seekers a complete picture of your rental venue. *The more information you provide, the higher your venue will rank in the SpaceFinder search results.*

3. **Rates and Calendar Entry.** The visibility of information pertaining to availability and pricing for your venue is extremely important. Space seekers are most likely to engage with and book venues whose pricing is transparent, and availability is easily accessible. Don’t forget to link an active calendar with your venue profile. Click here to learn how.

When you’re finished, **REMEMBER TO TAKE THE SPACE ONLINE!** It’s at the bottom of your management menu on the left-hand side. Look for the key icon.
Managing Your Venue

Congratulations on successfully setting up your venue profile on SpaceFinder Connecticut! The next few pages contain information intended to assist you in managing, maintaining, and marketing your venue profile.

Organization Admins

What can they do?
✓ Manage your venue/organization's information
✓ Manage any space(s) associated with your venue/organization
✓ Add new spaces or clone existing spaces
✓ Add or remove other users from the venue account

Adding Admins to Your Venue Account
1. Navigate to your Dashboard
2. Click ‘Admins’
3. Enter the email address in the ‘User’s Email’ field.
4. The desired admin will receive an email invite to become an admin of your venue. They now have access to the venue account, with the same administrative capabilities as the original Organization Admin.

Cloning a listing
If you have spaces that are similar to one another, you can expedite the listing process by “cloning” your listings. Cloning a listing creates a second space with nearly the exact same information as the original including possible uses, amenities, and size.

1. Go to your Dashboard > Space Listings > Click “clone” next to the space you want to copy
2. Now all you need to do is change the space name and any other relevant information (square footage, new images, etc), take the space online, and you’re all set!

Certain items are not cloned during this process; images, documents, and rates. You will need to update these fields each time you clone a listing.
Attracting New Renters

Nothing beats a complete listing in terms of being matched to renters in search results. When details are missing, the listing may not appear in search results at all when a renter uses a relevant search filter.

Use more features: SpaceFinder rewards venues who have opted into features that offer added convenience to renters by boosting search result rankings.

Search ranking order:
1. Listings w/ Space Requests + Online Payment enabled (involves Stripe fee)
2. Listings w/ Space Requests + View Calendar
3. Listings w/ Space Requests
4. Listings w/ View Calendar
5. All other listings

Other tactics include:
- Use bright, clear photos of your space(s), the more the better
- Add floor plans
- Detail your square footage
- Add videos or a virtual tour of the venue
Marketing Tools

These marketing tools will help promote your venue easily and effectively without detracting from your own brand.

Website Buttons

The easiest way to direct potential renters to your listing and generate awareness about the SpaceFinder directory is by posting a web button on your website. Web buttons can be used on any of your sites as long as they remain unmodified, and link to the proper page.

Click the button image to download it

Social Media

We recommend using consistent tagging across your social media accounts (Twitter, Facebook, Instagram, etc.) to get the word out.

- Use the #spacefinderct and #ctcreativespaces hashtags.
- Use relevant sector tags like #ctarts, #ctartists, #ctdance, #cttheatre, #ctmusic, etc.
- Link your posts directly to your SpaceFinder listing(s) This will help bring traffic to your listing, and ultimately, new renters to your space.
- Post lots of pictures! Photos have been shown to be the most popular source of engagement on social media.