

Property Owners

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ChaShaMa

Experience

For twenty-six years, Chashama has transformed unused space for 30,000 artists, hosted 4,000 public art events, provided 1,500 free art classes in underserved communities, and reached audiences of nearly a million.

“Chashama brings community together around Art and has a lot of benefits for us as the landowner.”

Justin Elghanayan, President Rockrose Development Corporation



Property Owner Benefits

Chashama-activated spaces are a creative marketing strategy for attracting long-term tenants.

Insurance

\$5 million general liability umbrella policy

Flexible Terms

Month to month initial license agreement and uninterrupted broker access

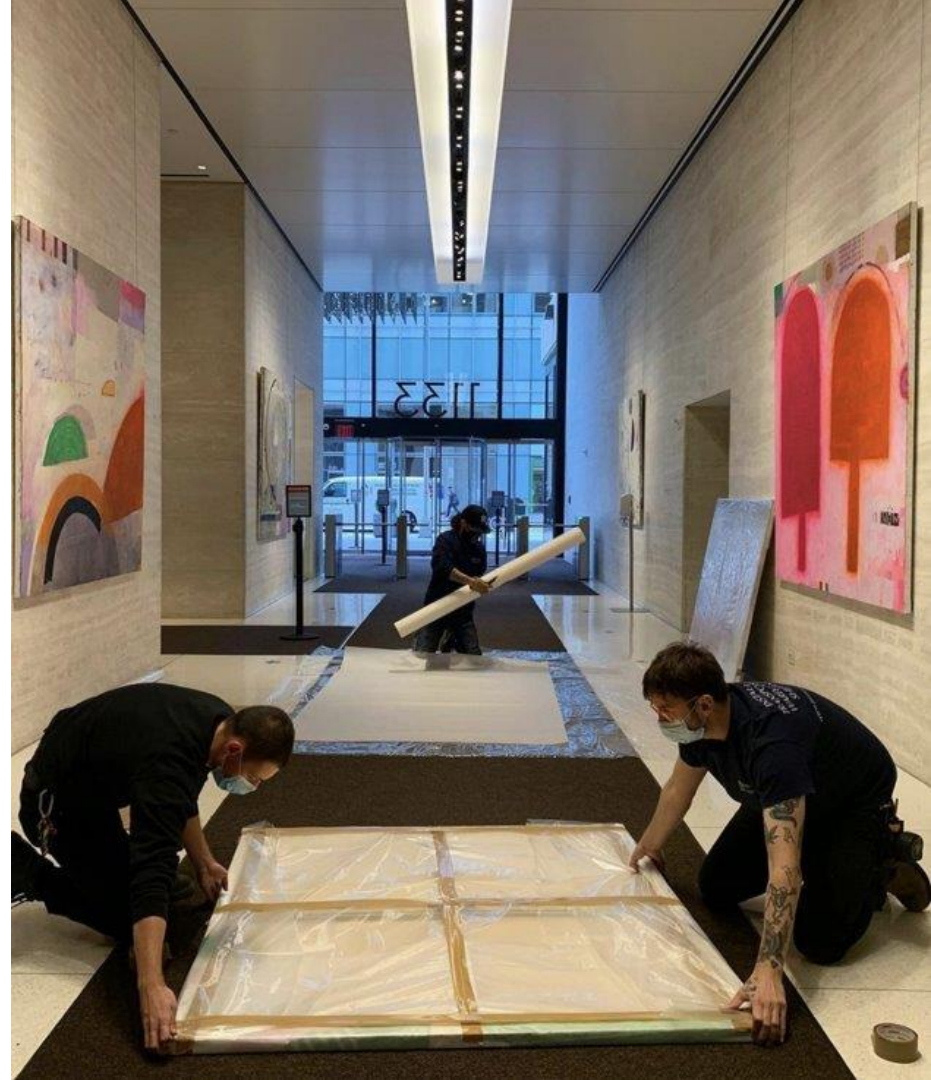
Facilities Management

Cleaning services, general maintenance, and on-site reporting of building conditions

Exposure

Positive public engagement, enhanced sidewalk visibility and ownership acknowledgement in press and marketing materials

We are currently working with spaces from 200 to 60,000 sq ft.



Space Transformation



Property Activation

Your vacant space can become:

Storefront Startup

We support small businesses with free pop-up retail space.

Space to Create

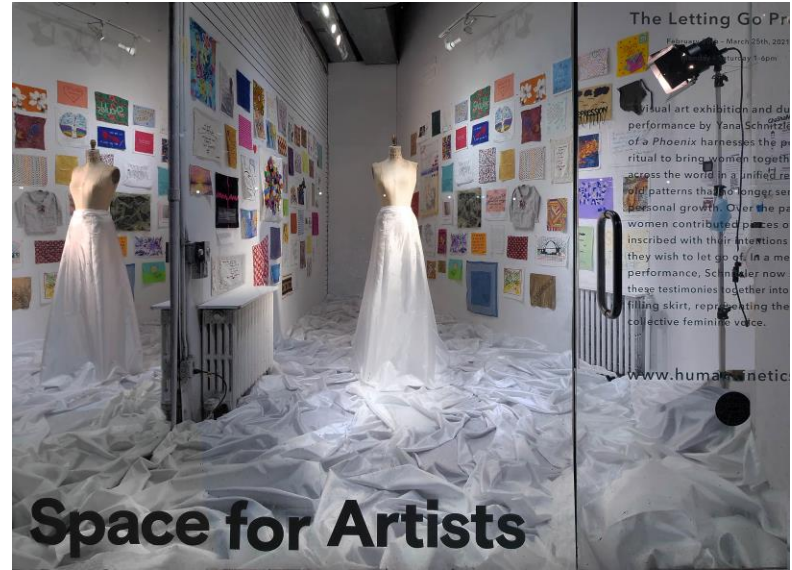
We provide 135 subsidized workspaces to visual artists making Chashama one of the largest subsidized workspace programs in New York;

Space to Present

We offer 212 free exhibitions and performances per year to emerging artists from diverse socio-economic backgrounds, enabling them to present work in highly-visible and professionally-managed spaces, which include lobbies, storefront and performance venues.

Space to Connect

We offer 16 free workspaces to artists and have provided more than 200 free art workshops per year in under-served communities in the Bronx, Washington Heights, Sunset Park, and Jamaica, Queens.



"Chashama's artists and exhibits increased pedestrian traffic to our store, and the area, and was a welcome addition to the neighborhood."

William Abramson, Buchbinder & Warren Realty Group LLC

Chashama as a Catalyst

Chashama as a Marketing Vehicle

Chashama activations garner attention and interest in otherwise dormant retail vacancies. We offer engagement marketing and cultural capital that will motivate prospective tenants to close on a lease.

Chashama as an Amenity

Chashama exhibitions and artist studios in mixed-use buildings provide a cultural amenity to current residential tenants and excites prospective tenants when touring the building.

Chashama as Economic Driver

Chashama brings new customers to a neighborhood. As an early tenant at the Brooklyn Army Terminal in 2006, we brought over 90 working artists to the building, who continue to support the eateries in the complex today.



"Chashama is one of the most effective organizations with which I have worked. We could not have attracted such a wonderful buyer without Chashama having improved the block!"

Andrew M. Manshel, EVP, Greater Jamaica Development Corp.

Join Our Partners

Real Estate Partners

Adam America Real Estate
Atlantic Development Corp.
Brause Realty, Inc.
Buchbinder & Warren Realty Group
Brookfield Properties
C&K Properties
Cammeby's Management Company LLC
Colliers International
DDG Development Partners
Dunn Development Corp.
The Durst Organization
Ekstein Development LLC
Extell Development Company
Flagship Properties, LLC
Fordham Bedford Housing Corp.
Forest City Ratner Companies
George Comfort & Sons, Inc.
GFP Real Estate
Greater Jamaica Development Corp.
Harbor Group International
HEC Real Estate

J & M Realty Services Corp.
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Janus Property Company
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NYC Department of Transportation
NYC Economic Development Corp.
Newmark and Co. Real Estate
Oliver's Realty Group
Port Authority of New York
RAL Companies
The Rizzuto Group
RXR Realty
Rockrose Development Corp.
Salt Equities
St. Tropez Condominium
Stonehenge Management, LLC
TF Cornerstone
Vanke US

Community Partners

Atlas:DIY
BKLYN Clay
The Center for Family Life
Dedalus Foundation
Earthworks NYC
Gasworks NYC
The Islamic Cultural Center of NYC
La Mano Pottery
Lenox Hill Hospital
Madison Square Boys and Girls Club
Mixteca Organization
Mount Sinai Hospital
The NARS Foundation
National Domestic Workers Association
1199 – SEIU (United Healthcare Workers East)
The Stanley Isaac Neighborhood Center
VIP Mujeres (Violence Intervention Program)
Fordham Bedford Housing & Community Services

Locations

Since September 2020:

605 Livonia Ave, Brooklyn
1638 E New York Ave, Brooklyn
146 Flushing Ave, Brooklyn
Porth Authority Windows, Manhattan
One Fordham Plaza Kiosk, Bronx
37 – 18 Northern Blvd, Long Island City
Bryant Park Kiosks, Manhattan
1155 Sixth Ave, Manhattan
220 Front St, Manhattan
200 Water St, Manhattan
82-68 164 St, Jamaica, Queens
The Sven Project, Queens
Via West 57, Manhattan
1791 Lexington, Manhattan
1795 Lexington 1st Floor, Manhattan
1795 Lexington Garden, Manhattan

On-going Locations:

538 Claremont Parkway, Bronx
Fordham Plaza, Bronx
2323 Walton Avenue, Bronx
535-539 West 162nd St, Washington Heights
141 Beach 56th Pl, Queens
One Brooklyn Bridge Park, Brooklyn
140 58th St, Brooklyn
205 E 42nd St, Manhattan
340 E 64th St, Manhattan
7 E 14th St, Manhattan
137 W 42nd St, Manhattan
21 Greenwich Ave, Manhattan
320 W 23rd St, Manhattan
266 W 37th St, Manhattan
1133 Sixth Ave, Manhattan
151 W 42nd St, Manhattan
125 W 25th St, Manhattan
829 Third Ave, Manhattan



Community Impact

Restore

Local tourism and foot traffic to neighborhoods

Generate

Jobs for local artists and organizations

Give

Access to space to small businesses, community groups, first-time retailers and other groups that lack upfront capital

Create

Viable platforms for small businesses and artisans during the pandemic. Thriving and heterogeneous ground-floor spaces that reflect the culture and character of their neighborhoods

Re-invigorate

The neighborhoods with art, connection, and hope, making a positive flywheel in the community



FAQ

Can an owner get a tax deduction for the real estate donation?

Chashama is a certified 501c3 non-profit, however, a real estate donation does not qualify for a tax exemption.

Does Chashama pay rent for the spaces?

No, Chashama does not pay rent and ownership does not pay Chashama.

How do Chashama activations benefit property owners?

Chashama helps owners rent their properties through engagement marketing.

How do I sign up?

Contact anita@chashama.org to schedule a walkthrough of the potential space.

What happens next?

Chashama will provide a space specific proposal for the activation. After agreeing on the use, Chashama will provide a license agreement for review and will match the property's insurance requirements.



ChaShaMa

Contact

anita@chashama.org
www.chashama.org