

# Our Affordable Studio Rental Program



**\$4.63** AVERAGE HOURLY STUDIO  
RENTAL RATE AT BKCM

*“Rehearsing at BKCM has been an absolute delight, providing me with the ideal environment to sharpen my performance skills and vocal technique. I’ve been able to elevate my practice to new heights.”*

– LYNDA STARR, VOCALIST AND SONGWRITER

**CHALLENGE:** How can we amplify our contribution to New York City’s thriving cultural ecosystem by providing local musicians with desperately needed rehearsal spaces at affordable rates?

In a city where space is at a premium, it is increasingly difficult for musicians to find affordable, easily accessible, acoustically suitable places to rehearse and collaborate.

**SOLUTION:** With 19 new Steinway pianos and a renewed appetite, post-Covid, for in-person musical collaboration, we invested in developing and marketing a comprehensive, tech-enabled rehearsal space rental program.

We customized a software platform to allow musicians to check availability and book rentals online, secured multiple grants to subsidize rental rates, promoted our space rental program widely and hired a part-time engagement coordinator. When our 17 studios are not being used for lessons, classes or music therapy, they’re now often filled with bands, ensembles and solo artists practicing their craft.

**IMPACT:**

- **Nearly 1,300 musicians** reflecting the city’s rich cultural tapestry have registered on our platform, including a concert cellist, a Bulgarian women’s choir and an Afro-Cuban experimental electronic band.
- Over the last 12 months, we’ve rented studios for a total of **5,974 hours**, including **3,000 hours** that were free of charge due to third-party funding.
- Participating musicians draw from **129 zip codes**, elevating BKCM’s status and visibility as a **hub for creativity, collaboration and musicianship**.