



## Leverage our entertainment edge ... heck, be edgy!

### What's working

#### **We have many art and entertainment destinations.**

- The riverfront has come alive and become a destination. It's authentic to Minneapolis and has a lot of heart and soul. The Republican National Convention party at the riverfront was a huge success.
- Minneapolis is known for its great theater.
- People from all over the country come to the Uptown Art Fair. Connecting the Uptown, Loring Park and Powderhorn art fairs has been a big success. Ridership on the Target Art Hop buses was up 47 percent last year.
- Minneapolis has more entertainment venues and clubs.
- There are more chef-driven bistros, which have become destination establishments.
- Great little neighborhood restaurants give metro residents another reason to come to Minneapolis.

#### **Building improvements have enhanced the entertainment experience.**

- Art buildings have become destinations. The Guthrie is an example. You don't need a ticket to come to the building; you can just walk in, dine, have a drink and enjoy the view.
- Target Center's partnership with the City has made it possible to make capital improvements (acoustics) and find new ways to succeed. We're attracting high-level artists now.
- New hotels have opened that are on par with fine destination hotels that other cities have had for years. They're putting Minneapolis on the map.
- Integrating art into public structures has enhanced the experience for the public and changed how we engage the community in talking about the arts.

#### **A great deal of money came to Minneapolis as a result of the Coen brothers filming here.**

### What isn't working

#### **Minneapolis is still viewed as a city that shuts down after dark.**

- Inconsistent hours of skyway closings are a problem.
- Bars close too early.
- There's no place to eat after midnight.

#### **There's not enough signage; it's not easy to navigate the city, especially the skyways.**

#### **It's less appealing to go out during cold weather.**

#### **Panhandling, litter, graffiti and safety concerns lessen the appeal of coming downtown.**

- There's a misperception that the city, especially after dark, is a dangerous place.
- Litter has gotten worse in the last few years.
- Graffiti sends a message that bad stuff is going on.
- Panhandling is the biggest complaint. We have tough panhandling laws but we don't enforce them.

#### **There's no agreement about acceptable levels of noise downtown.**

- Downtown residents want quiet, but that conflicts with downtown energy and entertainment.

#### **We're not edgy.**

- We could decriminalize bath houses, soft drugs and prostitution. We should find a way to make gambling available within city limits. If we did those things, we'd attract national interest but it would be political suicide.
- Edgy needs dark, but there's a safety trade-off with that.

- Arts groups want to push the envelope, but some things aren't acceptable to the community.
- Liquor stores are closed on Sundays.
- There's not a lot of street-level energy due to the skyways.

#### **It feels like a lot of work to come downtown.**

- We need better public transportation to connect neighborhoods to downtown.

#### **We don't have good midsize outdoor music venues.**

- The Minnesota Orchestra would love to do a pops concert outside, but there's no good outdoor midsize music venue. We have great parks, but the regulations present too many obstacles.

#### **There are so many interesting things to do, but people don't know about them.**

- We don't have a comprehensive events calendar that makes it easy to know what's going on.
- People don't know about all the artists in the warehouse district.
- The business world is too separated from the art world. When employees punch out at the end of the day, they're acting, making videos, working as DJs, etc. Companies are dying for creative minds and new ideas, but they don't know how to connect to artists.

#### **Our sales tax is a problem.**

- Target Center's biggest challenge is the high sales tax on tickets (3 percent Minneapolis entertainment tax plus the ballpark tax). In total, Minneapolis' sales tax is 10.7 percent, compared to the 7.15 percent sales tax charged in Saint Paul.

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### What should be done next

#### Take advantage of the new ballpark.

- Work with ballpark neighborhoods and leverage the ballpark.
- Encourage the Twins to have bars and restaurants open on non-game days as well as game days. They should follow the Guthrie's lead about being open to visitors.
- Figure out the traffic and operations challenges we'll face when the ballpark and the Target Center host events on the same day and 60,000 people converge in a very tight space.
- Continue to invest in the Target Center — its visibility will rise when the new ballpark opens.

#### Do more promotion and raise visibility.

- Sell the Uptown Art Fair weekend as a premier urban art weekend. With people from all over the country coming to the fair, we should promote our lakes and downtown as part of the experience.
- Promote and leverage big events to outsiders.
- Promote the full range of activities — including the edgy stuff — to local residents.
- Find ways to connect local businesses to local artists.

#### Invest in the arts.

- Do the artist-in-residence program again. (It was good for Hiawatha and West Broadway; it can be used in other areas of the city.)
- Put out a request for proposals to artists for public art throughout Minneapolis. Ballpark art was hugely successful; we should do more.
- Create more live/work opportunities for artists.
- Re-establish the Cultural Arts Division in City government.
- Take full advantage of State arts money.

#### Minneapolis should be a leader, not a follower.

- Stop worrying about what State legislators think about what we do. We aren't the rest of the state.

#### Create a downtown improvement district.

- A downtown improvement district could work to address problems such as litter and graffiti and improve walking and wayfinding.

#### Expand late night options.

- Restaurant kitchens need to be open late.
- Extend bar hours.
- Encourage downtown residents to accept the sounds that come with a downtown.

#### Ask developers to do more.

- The City should implement its chapter on arts and culture. Stop being so timid about challenging developers to create landmark buildings and community gathering spaces.

#### Look for opportunities.

- Look at the Vikings' plans and make the Metrodome area better. It's a diamond in the rough.
- The Board of Education is going to be getting rid of property — look for opportunities there.
- Improve public transportation; make it easier to come downtown.

#### Brand different parts of the city to promote special identities.

- When you think of San Francisco, you think of neighborhoods. We should brand the riverfront, warehouse district, northeast arts district, etc.

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*"We don't do enough to support the small, fringe arts scene. If there's no bad, there's no edge."*

*- Arts professional*

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