



City of Minneapolis

# News Release

Contact: Matt Lindstrom, 612-673-2148

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## How can Minneapolis be a better arts and creative city?

*Public meetings Sept. 17 and Sept. 24 to inspire, gather feedback, kick off public engagement process*

Aug. 26, 2014 (MINNEAPOLIS) The City of Minneapolis is leading a planning process to think more strategically about how its arts and creative assets can best contribute to the local and regional economy and improve Minneapolis' quality of life. Minneapolis residents, business owners, artists, creative entrepreneurs and members of arts communities are invited to help the City think about how the creative sector can partner with other sectors to improve Minneapolis and its communities.

The Creative City Road Map launch week begins with a kick-off event at 5 p.m., Wednesday, Sept. 17, at the Textile Center. Activities around the city throughout the week will culminate at 5:30 p.m., Wednesday, Sept. 24, at Pillsbury House + Theatre.

This launch is the beginning of a year-long planning process with arts-based community engagement that features a survey and artist-led public meetings. This planning work will inform the development of the Creative City Road Map, which will be the City's five- to 10-year arts, culture and the creative economy plan. Artists Shá Cage, E.G. Bailey, Keegan Xavi and Chrys Carroll will design and implement strategies to reach out to underserved communities in Minneapolis for their input. Workgroups of experts from various sectors will convene to engage in important topic areas of the plan.

Minneapolis has tremendous arts assets and public support for arts activities. Minneapolitans know that their city is infused with creative energy. From internationally recognized theater productions to community art projects that transform neighborhoods, the arts are a critical element of what makes Minneapolis vibrant. A 2013 [study](#) measured Minneapolis' share of creative jobs, arts spending, and creative for-profit and nonprofit organizations. The study quantified the impact of Minneapolis' creative industries, and the Creative City Road Map

process will be the next step in capitalizing on the sector's strengths in all the work the City does.

### **Launch week**

The Sept. 17 event will be a reception to celebrate the launch of the planning process and the first of a series of arts-based public events connected to the planning process. All events will feature speakers and engage with participants to ask for input on arts, culture and the creative economy. Artists will use creative, fun ways to gather data from event participants on their views about the creative sector. This data will inform the Creative City Road Map.

The Sept. 24 event will wrap up the launch week with leading economist Ann Markusen speaking about the role of artists in the arts economy in Minneapolis.

### **More**

Watch [www.minneapolismn.gov/coordinator/arts/index.htm](http://www.minneapolismn.gov/coordinator/arts/index.htm) for updates and more information about the process and events, a survey, and what Minneapolitans are saying and thinking about how the arts and creative activities connect to their lives.

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