



Living Well

Residents and visitors have ample arts cultural, entertainment and recreational opportunities.

What strategies are working?

RECREATIONAL AND ARTS OPPORTUNITIES ABOUND.

- Minneapolis is home to the United States' top-ranked park system.
- The park system offers arts and cultural programming that makes arts very accessible. People feel comfortable sitting in a park listening to music, even if they're not comfortable going to Orchestra Hall.
- Minneapolis has a thriving, nationally recognized theater community.
- The community has both formal and informal art space. There is a wide variety of art programming.

COMMUNITY COMMITMENT AND INVESTMENT HAVE CREATED A STRONG FOUNDATION FOR THE ARTS.

- The community has invested in the infrastructure necessary to support the arts, entertainment, sports and recreation.
- Minneapolis has a strong legacy of private philanthropy, personal leadership and community foundation involvement that helps ensure the area's ongoing commitment to the arts.
- People are invested in the community, and they want to give back to the community. Thanks to homegrown philanthropy, there is a pipeline of new people willing to support the arts community and help organizations continue to grow.

PUBLIC INSTITUTIONS AND BUSINESSES HELP SUPPORT THE ARTS SECTOR.

- The library system offers training to help artists develop the business skills necessary to run arts businesses. The library system also provides opportunities for young people to experience art.
- Thanks to Fortune 500 wealth, there is a lot of philanthropy in the metro area.
- The numerous universities in the Twin Cities nurture the arts community, support creative activities and build a healthy audience scene. Educational opportunities help build an informed audience that more fully appreciates the arts. Our educational institutions are training both artists and audiences.
- The area benefits from a strong creative job sector. Individuals working in photography, advertising, film-making, and other creative jobs create a fertile environment for the larger arts community to do well. Artists are attracted to the area and they can make a living here. There are 20,000 jobs in the creative sector here.
- Meet Minneapolis gets the word out about Minneapolis and gives visibility to the arts.
- The City of Minneapolis has assembled good data about how and where people get information about art and entertainment opportunities. This will help improve our future marketing and planning.

What strategies are not working?

ACCESS TO ARTS AND RECREATIONAL OPPORTUNITIES IS NOT EQUAL.

- Transportation availability and ticket costs present barriers to participating in arts and recreational activities. Access to art and recreational opportunities is not equal.
- North Minneapolis hasn't seen the same level of investment for recreational/cultural infrastructure as downtown and south Minneapolis. Funding inequities result in unequal access to arts and recreation.
- Larger organizations have an easier time attracting donations and revenue. Small arts organizations don't get the same level of attention as large entities.

INFORMATION ABOUT ARTS AND RECREATIONAL EVENTS AND ACTIVITIES IS DIFFICULT TO FIND.

- There is no centralized calendar that lists all current arts, cultural and entertainment events. There's so much going on that it's hard to coordinate. We don't even know what entity could curate this service.
- There is no central ticketing place where visitors and residents can buy event tickets. Small arts organizations

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can't afford to participate in a centralized ticketing organization because they lose too big of a slice of their already slim revenue.

- We don't do a good job of connecting convention attendees to events and venues outside of downtown.

LACK OF COORDINATION RESULTS IN MISSED OPPORTUNITIES.

- We get a lot of infrastructure projects and events done quickly, but too many details get lost in the rush.
- People are doing good work, but their work is siloed. Because organizations aren't coordinating their efforts, we miss opportunities to improve projects and events. We're often successful in spite of ourselves.
- We miss opportunities because the non-profit and for-profit communities don't talk to one another.

OUR EFFORTS SOMETIMES LEAD TO INADVERTENT CONSEQUENCES OR MISSED OPPORTUNITIES.

- Our rush to take advantage of popular trends can inadvertently hurt our ultimate purpose. For example, the focus on craft brewing shifted the focus away from generating revenue for Art-A-Whirl artists to partying. By forgetting our overarching goal, we infringed on Art-A-Whirl's audience and the event's ultimate purpose.
- When we expect artists to stay within their ethnic bubble, we hamper the artists who want to try new approaches and break the rules.
- We offer arts experiences in traditional venues, but audiences don't always want to experience art in traditional places. Art centers don't always provide what the surrounding community wants.

WE DON'T DO ENOUGH TO SUPPORT ARTISTS AND ARTS ORGANIZATIONS.

- We ask artists to do too much for free.
- When the City, foundations and corporations seek art, they often turn away from local artists and commission work from nationally or internationally known artists. Not only does that fail to support local talent, it gives the impression that local artists aren't good enough to show their work here.
- Many artists are moving away to communities that offer stronger artist infrastructure support. If jobs and sources of revenue aren't here, we will lose this brain trust to other communities.
- Artists are getting priced out of Northeast Minneapolis. Low rent housing/studio space is hard to find.
- Revenue from the overall arts sector is not getting down to the individual artist. Many can't eke out a living or even pay for medicine or insurance. Artists constantly struggle with money.
- Unrestricted operational support is hard to come by. When funding is available, it's either too restricted or there's too much paperwork for too little return.

INFRASTRUCTURE, COORDINATION AND BUSINESS SKILLS ARE LACKING.

- Fashion designers are here, but work space, financing and manufacturing are lacking. Without manufacturing, designers can't get patterns made.
- Fewer corporations are based here and, as a result, corporate philanthropy is declining.
- Small entities face a "grow or die" scenario, but they can't cope with requests because don't have the staffing or funding capacity.
- Artists need more help in preparing for the business side of their career than they are currently getting.

Working in partnership, what strategies could we pursue?

MAKE IT EASY FOR RESIDENTS AND VISITORS TO TAKE ADVANTAGE OF CULTURAL AND RECREATIONAL EVENTS.

- Learn how visitors get arts and events information, and build upon that base of information.
- Create a centralized system that both residents and visitors can use to learn about current arts, cultural and recreational activities. Provide adequate funds to ensure this is always accurate and up-to-date. Then, consider

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expanding this calendar of events to a central ticketing service.

- Support the airport's efforts to become an arts gateway. Ensure that airport visitors will be able to look up at concourse monitors and see in real time what's happening and even purchase tickets.
- Create a system that connects convention attendees to activities outside of downtown.
- Support efforts to open a visitor center at 5th and Nicollet.
- Highlight the arts community during national spotlight events, such as the Superbowl. One idea is to have art shanties near the football stadium.

PROMOTE WHAT'S COOL AND FUNKY.

- Look at new options to promote the Twin Cities to U.S. and international visitors. It's not enough to represent Minnesota to visitors as trees, rivers and lakes. We have to showcase what's new, cool and funky. Showcase the less visible opportunities that may not be obvious to visitors.
- Give visitors the opportunity to take something home that's Minnesota made. Have a shop of Minnesota-made arts items at the Convention Center and other downtown sites.
- Get corporations to share what's authentic and cool about the Twin Cities. Focus efforts on millennials. This synergy will benefit both the arts community and corporations seeking creative employees.
- Expand opportunities for audiences to experience arts in non-traditional venues.

SUPPORT THE ARTS COMMUNITY.

- Connect artists to microloans so they can obtain needed medicine, clothes for openings, etc.
- Stop asking local artists to work for free.
- Look to local artists when seeking to showcase art.
- Expand business training services to artists to help them be financially successful.
- Convene conversations about what is new in the arts world and what it means to be an artist.
- Be open to artists who aren't content to be labeled as one thing.

SUPPORT LIVE/WORK STUDIO OPTIONS FOR RESIDENT AND VISITING ARTISTS.

- Re-examine City business regulations and zoning to better support the needs of home-based artists.
- Ensure that artists can find studios/living spaces they can afford to rent or own. The City could connect artists and emerging creative businesses to spaces the City would like filled. We could emulate Kansas City's tax-abated districts that enable artists to own and control studio space.
- Support efforts to create space in hotels where visiting artists can work and live during their stay here.

ENCOURAGE CORPORATIONS TO LEARN ABOUT AND SUPPORT THE ARTS.

- Encourage businesses and corporations to offer sabbaticals and/or practicums to their creative employees. These opportunities would benefit businesses as much as their creative employees.
- Get business leaders out of their offices and into creative spaces where artists are working. Visits that enable businesspeople to experience the creative process and meet artists would boost their connections to local artists and help them understand what's involved in doing a commission piece.
- Encourage corporations and foundations to focus more on small arts organizations. Rather than always supporting the big institutions, highlight the lesser-known organizations.

HELP ARTISTS ACHIEVE BUSINESS SUCCESS.

- Provide business training opportunities for a wider array of artists. Right now, training is too focused on visual artists. Expand efforts to help writers, musicians and other artists learn business skills.
- Promote the library's business training services and help artists better grasp the benefits of participating in this

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training.

- Offer business training opportunities in a comfortable, non-threatening place, not at City Hall.
- Push colleges to teach students how to make a living and develop a career in the arts. Business and career skills should be built into the curriculum just as much as teaching how to create art.

This conversation had representatives from City Coordinator's office, Community Planning and Economic Development, Convention Center, Airport Art Program, Downtown Council, Hennepin County Library, Meet Minneapolis, Minneapolis Public Schools, Minnesota State Legacy Fund and Pillsbury House.