



Request for City Council Committee Action from the Department of City Coordinator

Date: January 17, 2013

To: The Honorable Robert Lilligren, Chair, Committee of the Whole

Subject: Creative Vitality Index Report Presentation

Recommendations:

Provide directions to City Staff:

Direct staff in the Department of Community Planning and Economic Development, the City Coordinator's Office and other City staff as appropriate to:

- continue to report annually on the Creative Vitality Index data as an annual measure of the City's creative sector; and to bi-annually produce a report.
- convene stakeholders in the bottom five lowest performing creative occupations, as defined and identified by the CVI, in order to develop strategies on how to drive job growth by attracting and retaining creative sector workers to the city.
- consider and utilize the most current data provided by the Creative Vitality Index (CVI) report in the development of a new Minneapolis Plan for Arts, Culture and the Creative Economy, to be completed by 2015, when the current Minneapolis Plan for Arts and Culture expires.
- review existing zoning code in commercial zoning districts and to develop a mechanism that allows small scale production artists and arts organizations to utilize industrial equipment in art making processes. Ensure that appropriate controls and oversight accompanies these zoning changes to prevent impacts to surrounding properties.

Previous Directives:

On September 20, 2012 the City Council approved:

- a gift acceptance of pro Bono Design work from Azul 7 on the Creative Vitality Index report.
- the gift of funds to be provided by the Massachusetts Institute of Technology to pay for 75% of the cost of the independent contractor, Anna Musseig and authorize agreement with MIT.

Department Information

Prepared by: Gulgun Kayim, Director of Arts
Approved by: Paul Allen, City Coordinator
Presented in Committee: Gulgun Kayim



Financial Impact

- No financial impact

Community Impact

- City Goals: the data provided by the CVI will help the City capture the impact of the creative sector through quantifiable measures; broaden its definition of the Creative Sector to include creative industries; and track their development over time. The data will help achieve several of the strategic directions in the Jobs and Economic Vitality and the Livable Communities, Healthy Lives goals.
- Comprehensive Plan: the CVI will provide data to support the following development priorities: 4.9 (Focus economic development efforts in strategic locations for continued growth and sustained vitality); and 9.1 (Integrate and utilize arts and culture as a resource for economic development).
- Zoning Code: Not applicable
- Other

Supporting Information:

The Creative Vitality Index (CVI) is an arts and creative-economy measurement providing data about Minneapolis' creative sector. It is an annually maintained measure of the city's health and creative vitality, providing data sets that are established, longitudinal, and analyzed to produce a single index number reflecting the relative economic health of the city's creative economy. The report includes:

- comparative data about commercial and non-profit creative enterprises and occupations;
- non-profit, for-profit industry data at the city, county, state, region and national level, data sets will also be available by zip code;
- Consumer spending in key creative sectors.

The CVI measures annual changes in the economic health of highly creative industries within the city's geographic area and can compare Minneapolis to other geographic areas like the Metropolitan area, state, nation and other cities. One of its key benefits is that it captures occupational employment, a better way of measuring creative employment that is characteristic of employment trends in this sector and that the census misses.

The CVI:

- Provides a framework for conceptualizing and understanding the creative economy as a network of many actors that range from fine artists to educators to nonprofit organizations;
- Educates arts leaders and helps them build strategies and policies that strengthen the creative sector or respond to deficiencies;
- Tracks and compares the creative economy regionally and nationally as a significant driver of economic growth and a key factor in an area's quality of life;
- Leads by helping City government bring stakeholders in the creative sector together around strategies to address local industry deficiencies .