

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

Date: May 7, 2013

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

Subject: Minneapolis Creative Index 2013 - report updates

Department Information

Prepared by: Gulgun Kayim, Director of Arts Approved by: Paul Aasen, City Coordinator Presenters in Committee: Gulgun Kayim

Recommendations: Approve updates to the following sections of the report:

- title change from *The Minneapolis Creative Vitality Index 2013* to *The Minneapolis Creative Index 2013*
- general copy editing and typographical corrections
- page 5 upgraded overall CVI score from 4.5 to 4.8
- design updates to pages 15 and 16 Defining the Creative Sector

Previous Directives:

On January 25, 2013 the City Council approved:

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.

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.

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.

Following council approval of the Minneapolis Creative Index 2013 report in January, City staff has worked with the design team to correct typographical errors and finalize the document for print. The updated document has now been printed and 3,700 copies will be mailed to arts organizations and artists in the Minneapolis metropolitan area.