



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

**Date:** April 21, 2014

**To:** Chair John Quincy, Ways and Means Budget Committee

**Subject:** Creative City Challenge Art Competition Artist Award

**Recommendation:** Authorize appropriate City staff to negotiate and enter into a contract for the design, installation, and maintenance of the Creative City Challenge project for 2014.

**Previous Directives:** None,

### Department Information

Prepared by: Jeff Johnson, Executive Director Convention Center and Gulgun Kayim, Director Arts, Culture, and Creative Economy  
Approved by: Paul Aasen, City Coordinator  
Presenters in Committee: Jeff Johnson

### Reviews

- Permanent Review Committee (PRC): Approval X Date 1-24-14
- Civil Rights Approval Approval X Date 3-18-14
- Policy Review Group (PRG): Approval     Date

### Financial Impact

- Action is within the Business Plan and Budget

### Community Impact

- City Goals

### Supporting Information

The Creative City Challenge is a competition for Minnesota-resident architects, landscape architects, urban designers, planners, engineers, scientists, artists, students and individuals of all backgrounds to create and install at the Minneapolis Convention Center Plaza a temporary, destination artwork, which acts as a sociable and participatory platform for summer-long onsite programming and encourages a sense of connectedness to the city as a whole and its rich cultural and natural offerings.

Minneapolis is nationally known as a city infused with creative energy. From Internationally recognized theater, world class museums and music venues to community art projects that transform neighborhoods, the arts are a critical element of what makes Minneapolis a city on the cutting-edge of creativity. The numbers show that Minneapolis is home to a thriving and dynamic arts community. Our performing arts venues report per capita revenues at

fourteen times above the national average and our non-profit community scores thirteen times above the national average for both revenue size and the number of arts organizations. The City's quality of life is greatly improved as a result of cultural offerings and these creative enterprises also contribute to a vibrant local creative economy. The 2013 Minneapolis Creative Index shows that our City's ' creative vitality is roughly 5 times above the national average and the Twin Cities metropolitan area ranks sixth in the nation for creative spending, jobs and organizational revenue.

The Minneapolis Convention Center serves as an economic engine for the City and as a gateway for up to million visitors a year. The Creative City Challenge is a way to better engage an underused space in our city, which is the plaza in front of the convention center. This plaza is a beautiful green space that when activated can bring new excitement and activity to the area around the convention center.

The 2014 Creative City Challenge process has produced a winning project which is called "Balancing Ground". Balancing Ground is a welcoming interactive space that can be activated by 1 or 100 people. It is continually transforming, with complex shadows patterns and colors woven throughout the space from an overhead canopy of prisms. Balancing Ground presents a space for playful participation and quiet, reflective moments. It is a space without walls—open to all—built on a foundation of community voices. If you are willing to listen, Balancing Ground will literally speak to you.

The contract with the Artist will allow for design, installation, and maintenance of the project throughout the summer of 2014 on the Minneapolis Convention Center Plaza. The contract value is \$75,000.