

City of Minneapolis
Request for Committee Action

To: Community Development & Regulatory Services
Date: 8/25/2014
From: City Coordinator's Office
Prepared by: Gulgun Kayim
Presented by: Gulgun Kayim
File type: Action
Subcategory: Grant

Subject:

City of Minneapolis partnership applications to the National Endowment for the Arts (NEA) Our Town program.

Description:

Authorizing the City of Minneapolis to act as the local government partner in two (2) applications to the NEA Our Town program – 1) Pangea World Theater for Lake Street Arts! (LSA!) Phase 2 in the amount of \$200,000 and 2) West Broadway Business and Area Coalition for West Broadway Creative Hub: An Art Engagement and Cultural Planning Project in the amount of \$200,000.

Previous Actions:

Past Minneapolis applications to the NEA Our Town program. Council Actions on 2/25/2011, 12/14/2012, and 12/12/2014.

Ward/Neighborhood/Address:

All Wards
Select a neighborhood.
West Broadway and Lake Street.

Background/Analysis:

Through Our Town, subject to the availability of funding, the National Endowment for the Arts (NEA) will provide a limited number of grants for creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core.

Our Town Arts Engagement, Cultural Planning, and Design Projects require a partnership between a nonprofit cultural (arts or design) organization and a local government. Matching grants range from \$25,000 to \$200,000. Each local government -- whether applying as the lead applicant or as the primary partner with a nonprofit organization -- may submit up to two (2) applications.

The City Coordinator's office shared information about the City's Our Town process with City of Minneapolis elected officials and department heads. In addition, the information was shared in the community through distribution networks managed by:

- The Arts, Culture and Creative Economy email list, webpage, twitter and direct e-mails to previous applicants
- The City's Grants office

- Mary Altman
- The Minneapolis Arts Commission
- Metropolitan Regional Arts Council (MRAC)
- Springboard for the Arts
- Arts Midwest
- Forecast Public Art
- Promise Zone partners

The City also hosted informational meetings on June 24 and 30, at the Minneapolis Institute of Arts and the Textile Center of Minnesota.

As a result of communicating the City's process, several inquiries about potential partnership applications were received. Staff provided extensive technical assistance to all who indicated an interest in applying and directed to other resources if appropriate. A total of five (5) proposals were received, one (1) of which was withdrawn. An ad hoc committee reviewed the four (4) remaining proposals. Committee members included:

- John Stiles, Chief of Staff, Mayor's Office (invited)
- Jennifer White, Senior Policy Aide, City Council President's Office
- Sara Lopez Lara, 8th Ward Policy Aide, City Council Vice President's Office
- Patrick Sadler, Council Member Aide for Chair of the City Council Community Development Committee
- Melinda Ludwiczak, Minneapolis Arts Commission
- Rebecca Parrell, Senior Project Coordinator, Community Planning and Economic Development department
- Kathy Mouacheupao, Cultural Corridor Coordinator, Twin Cities LISC
- Joan Vorderbruggen, Cultural District Arts Coordinator at Hennepin Theatre Trust

The following proposals were reviewed based on the NEA agency-wide criteria of artistic excellence and artistic merit.

Mixed Blood Theatre Company

Proposed request to NEA: \$150,000

A series of community meetings that define the issues, interests and assets currently present, identifies a core leadership group that is representative of the constituents, and builds an infrastructure of cooperation and shared purpose moving forward. Mixed Blood's audience, a highly diverse group of individuals who are frequent visitors to Cedar Riverside, will be invited to participate as de facto members of the community.

Pangea World Theater: Lake Street Arts! Phase 2

Proposed request to NEA: \$200,000

A multi-year initiative focusing on placemaking through the arts to shape development plans towards a more equitable and sustainable model of growth that can be part of an evolving blueprint for all of Minneapolis and beyond. This blueprint uses community engagement through art as a tool to produce outcomes that represent the communities served. This includes the creation of East Lake Street as a Cultural Corridor in relationship with Franklin Indian Arts Corridor, and Arts On Chicago given their proximity to Lake Street. Using culturally relevant placemaking strategies, LSA! will engage residents that are historically difficult to reach in developing a vision for East Lake that will inform the Comprehensive Plan.

Pillsbury House + Theatre: The Museum in the Streets

Proposed request to NEA: \$200,000

The goal is to knit together community to encourage positive development that creates ownership for the people already here by placing accessible, permanent public art in our community that honors the legacy of those that came before. It will also serve to create a

framework for future MITS related art to be integrated into future public realm and structural improvements slated for 2017-2020

West Broadway Business and Area Coalition: West Broadway Creative Hub: An Art Engagement and Cultural Planning Project

Proposed request to NEA: \$200,000

An Arts Engagement and Cultural Planning project to engage the community and research the creation of a West Broadway Creative Hub, a multi-use artist and creative entrepreneur space, at an existing historic property on West Broadway. We would like to further research a shared ownership/co-op model to help further build wealth in the artist community in north Minneapolis. In addition, the use of the space will be determined through focused conversations and diving deep into the needs and wants of the thriving art community in north Minneapolis.

The committee felt all applications were strong. They discussed each proposal based on the NEA criteria and city goals and came to a consensus on a recommendation for the City Council Community Development committee to consider. The committee also provided valuable feedback that will be used to improve selected applications or to seek other grants.

Extra points a Promise Zone application would receive from the NEA were also considered. The proposal from the West Broadway Business and Area Coalition is in the Promise Zone.

The Arts, Culture and Creative Economy (ACCE) program will offer feedback from the review committee to all organizations that submitted a proposal for review. The ACCE program will also help the organizations with proposals selected for application with their final application to the NEA.

Applications to the NEA Our Town program are due September 21, 2015. The earliest announcement of grant award or rejection will be made by the NEA in April 2016.

Financial Review:

No financial impact.