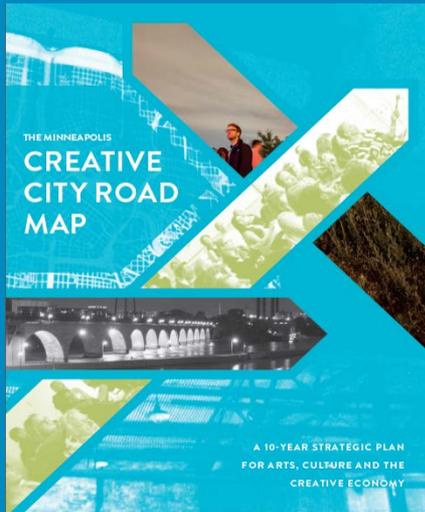


CITY OF MINNEAPOLIS

The Minneapolis Creative City Road Map



A 10 year strategic plan for Arts, Culture and the Creative Economy

Purpose

- A strategic document that prioritizes the creative sector & identifies a unified cross-sector vision and strategic plan for arts and culture development in Minneapolis for the next 10 years
- A community wide plan that acknowledges the roles played by different stakeholders in the creative sector
- The plan was developed to inform the City's planning and relationship with the arts, artists, arts organizations and the greater community over the next 20 years

Stakeholders & Audiences

THE COMMUNITY



Arts audiences are an important part of the creative community and economy. They are supporters, donors, fans, volunteers, consumers and users of the images, ideas, visions, products and events created by artists and creative practitioners.



Artists and creative practitioners are the highly skilled practitioners who work across the spectrum of art and design disciplines and industries. They challenge our ideas and norms and stimulate our environments and lives. Without their activity of art making, there would be no creative ecosystem.



Nonprofits with missions to support and produce art are important in the creative ecosystem. Like artists, they produce artwork, create platforms for artists and creative practitioners, develop audiences for specific disciplines and drive the arts economy. Other nonprofits that do not primarily produce art but include art in their work understand, advocate for and support the value of arts-based approaches to their programs and services.

SYSTEM PARTNERS



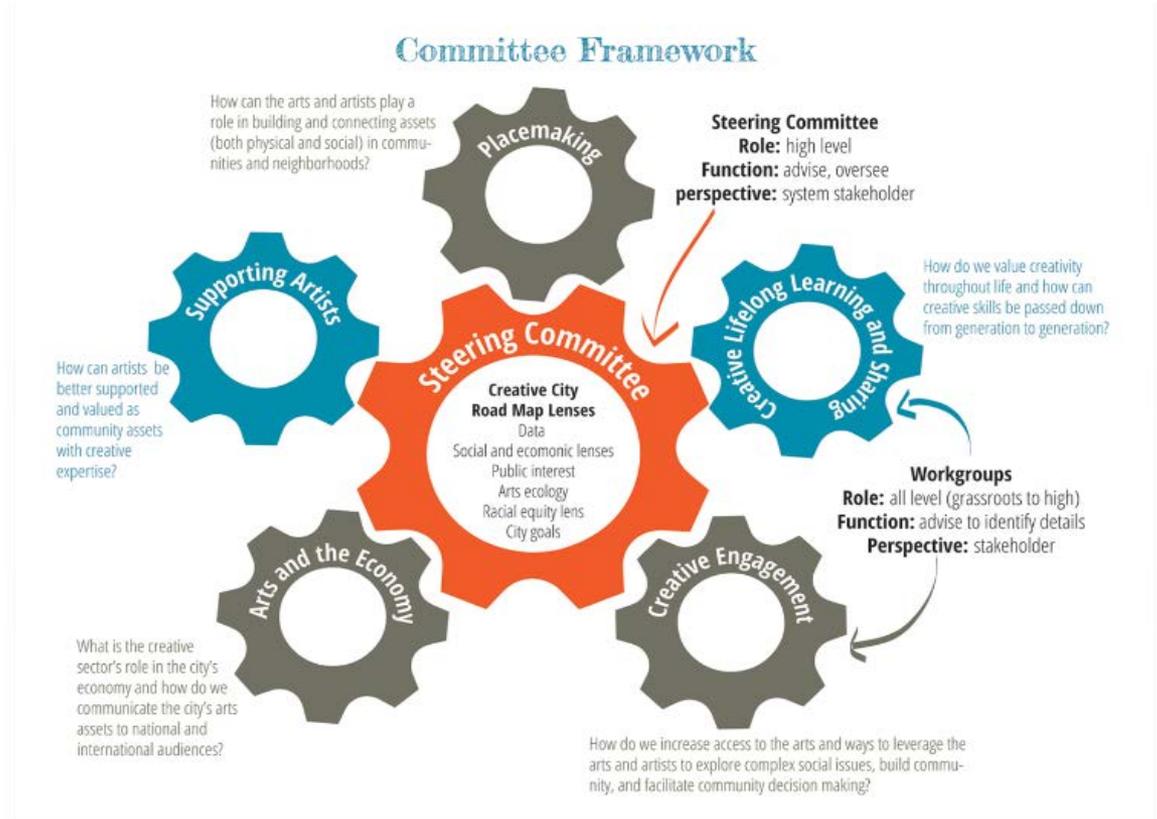
For-profits that are part of the creative sector add value to functional products or services through their creativity. Creativity is the driving force behind cost differences in the marketplace. This added value to functional products is what makes the creative industries key players in the creative economy. For-profits that don't do work in the creative sector understand the value of attracting creative workers and increasing the livability of our city. Therefore, they support artists and arts organizations through corporate philanthropy, purchasing art and encouraging employees to volunteer on boards and committees. They are also the primary clients of people working in creative industries.



The public sector and philanthropy organizations create the support structure for artists, arts organizations and creative industries to flourish. These organizations include the government, private and community foundations, educational institutions and libraries. They create the framework for the creative ecology to thrive, providing artists, nonprofits and for-profits with the structures to produce their work. These frameworks include arts-friendly policies, laws, zoning, education, research, grants and programming.

Committees

The Creative City Road Map was developed through an 18 month planning process guided by the insights, observations and questions of our Steering Committee & workgroup members



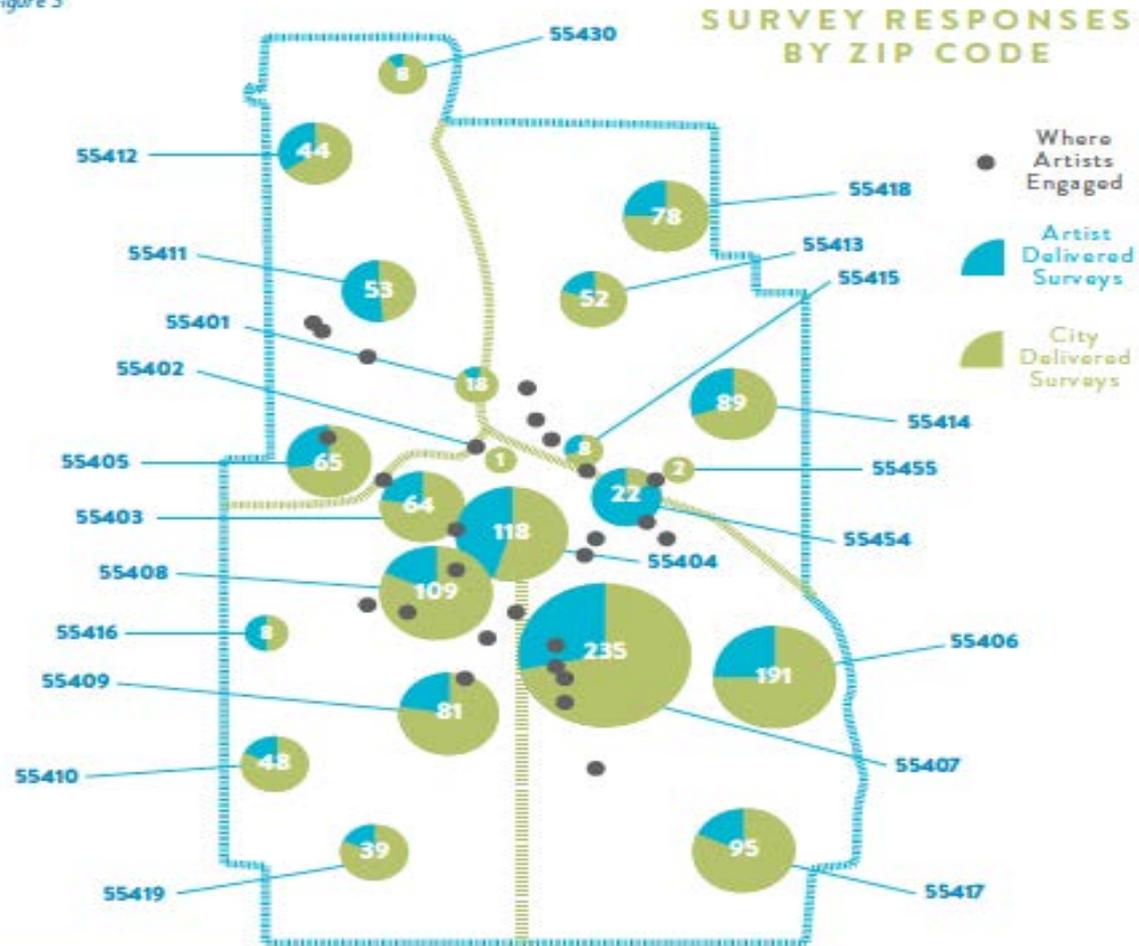
The plan topic areas were identified by the Steering Committee and will be further refined during the plan process by the workgroups and information collected from the community through community engagement and feedback.

Core planning team



Gathering Information & Engaging Community Members

Figure 3:



The numbers in the circles indicate the number of survey responses from that ZIP code.

Gathering Information & Engaging Community Members

Figure 1

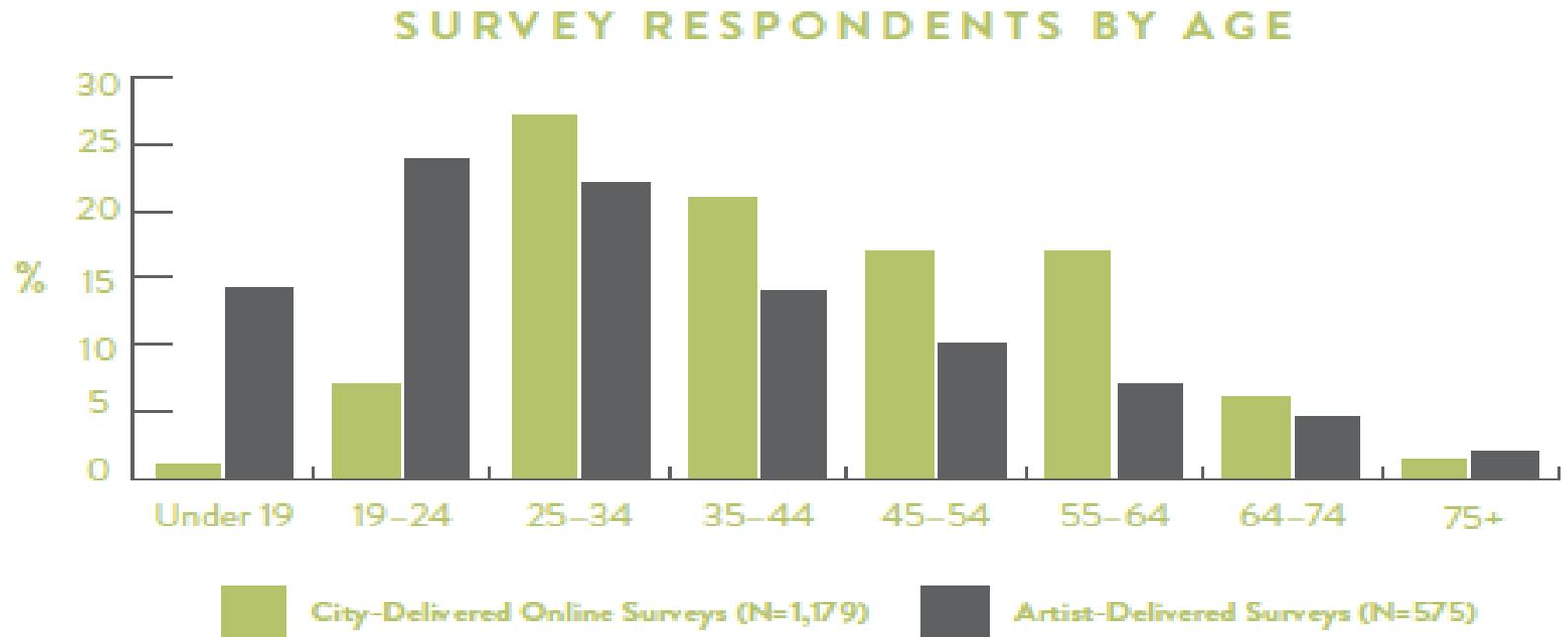


Figure 1: Nearly 40% of the artist-delivered surveys were filled out by people under the age of 24 compared with only 8% of the surveys filled out online.

Figure 2

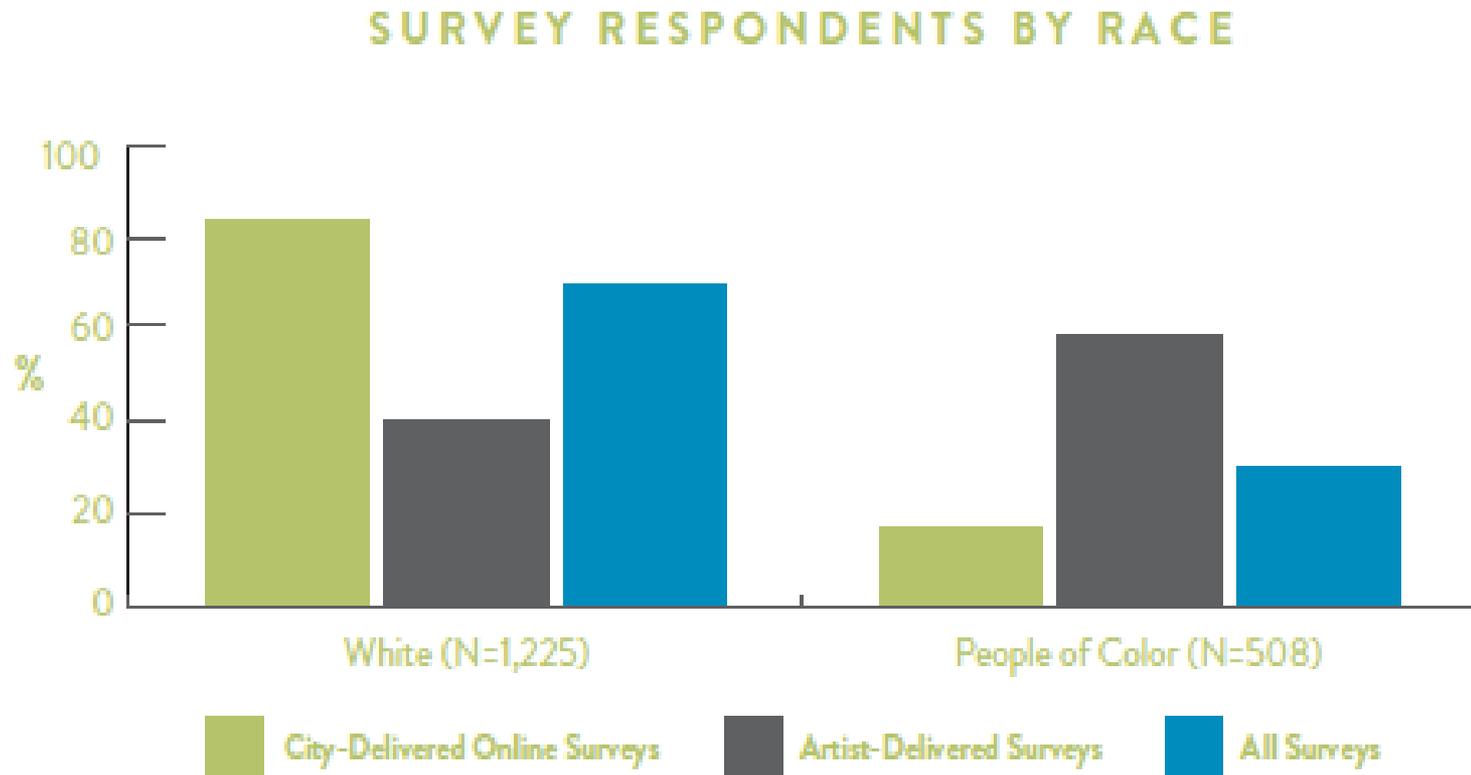
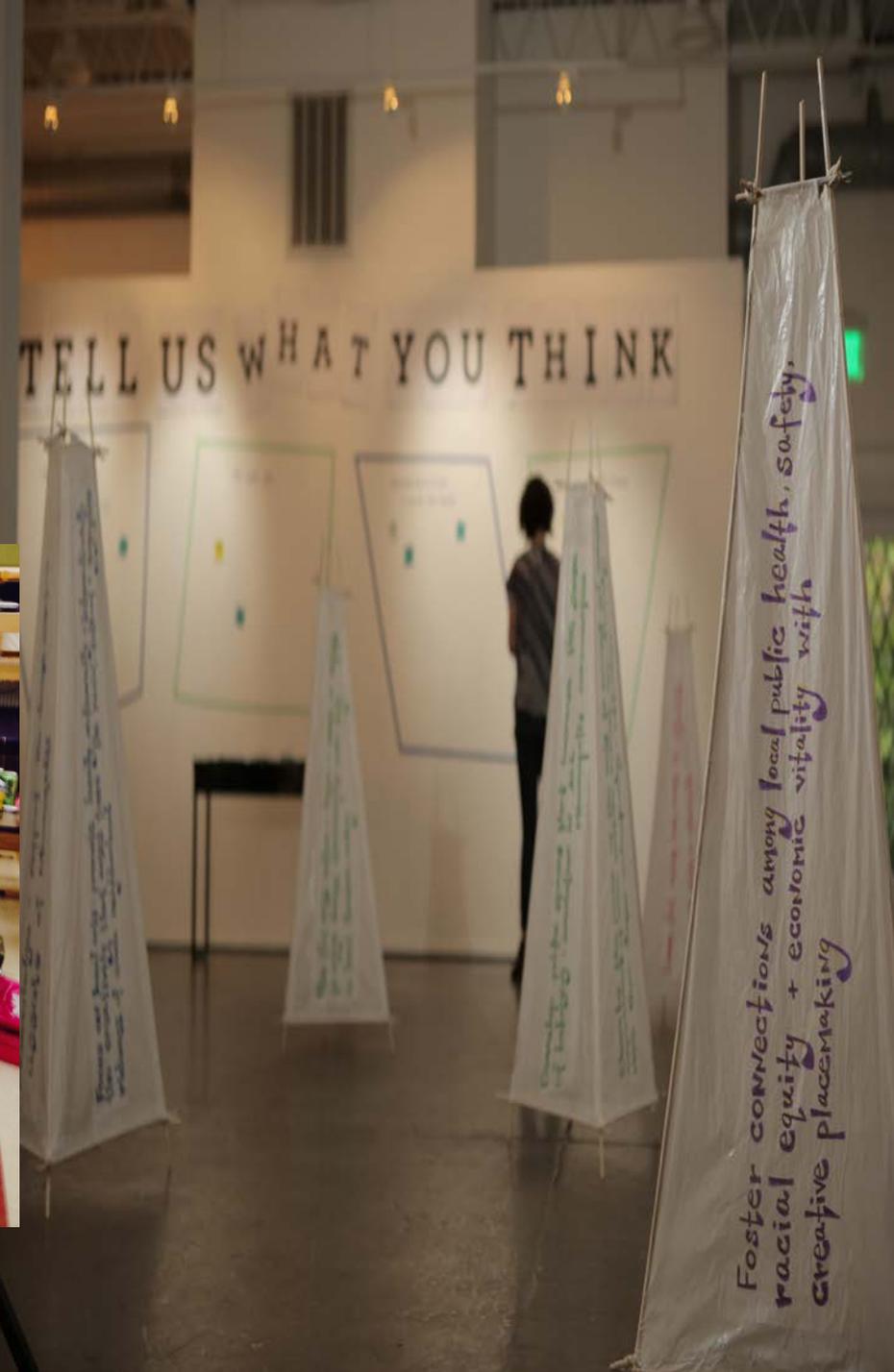


Figure 2: The majority of people who filled out artist-delivered surveys were people of color; of the people who filled out the survey online, only 15% were people of color. The Artist Engagement Teams successfully reached populations and communities that were not engaging online.

Creative Engagement Throughout the Planning Process



Surfacing Our Identity: Our Strengths & Challenges

MINNEAPOLIS CREATIVE SECTOR STRENGTHS

- Minneapolis is home to many legendary musicians and labels. Examples include Prince, Bob Dylan, the Jayhawks, the Replacements, Soul Asylum, Babes in Toyland, Hüsker Dü, Dessa, Brother Ali, Rhymesayers and many more.
- The Minnesota Fringe Festival is the largest nonjuried festival of its kind in the United States.¹⁴
- Art-A-Whirl,¹⁵ the nation's largest annual open studio gallery crawl, is located in the Northeast Minneapolis Arts District, which was recently voted Best Art District in the nation.¹⁶
- In 2015, Livability.com named Minneapolis the second most important music city, outside of Nashville.
- The book publishing industry in Minneapolis boasts a concentration of employment that is eight times the national average.
- Minneapolis is a hotspot for the advertising, publishing and theater industries.^{17, 18}
- Minneapolis ranks second only to New York City in live theater per capita.¹⁹
- The Minneapolis Park system is ranked #1 by the Trust for Public Land.²⁰

Minneapolis ranks sixth in the latest (2015) CMI score rankings:

1. Washington, D.C.
2. Los Angeles
3. San Francisco
4. New York City
5. Boston
6. **Minneapolis⁴**

Representation of communities of color is significantly lacking in Minneapolis' creative sector, with white workers representing, on average, 90% of the workforce in every creative occupation measured in the Minneapolis Creative Index Report 2015.

— MINNEAPOLIS CREATIVE INDEX REPORT, 2015

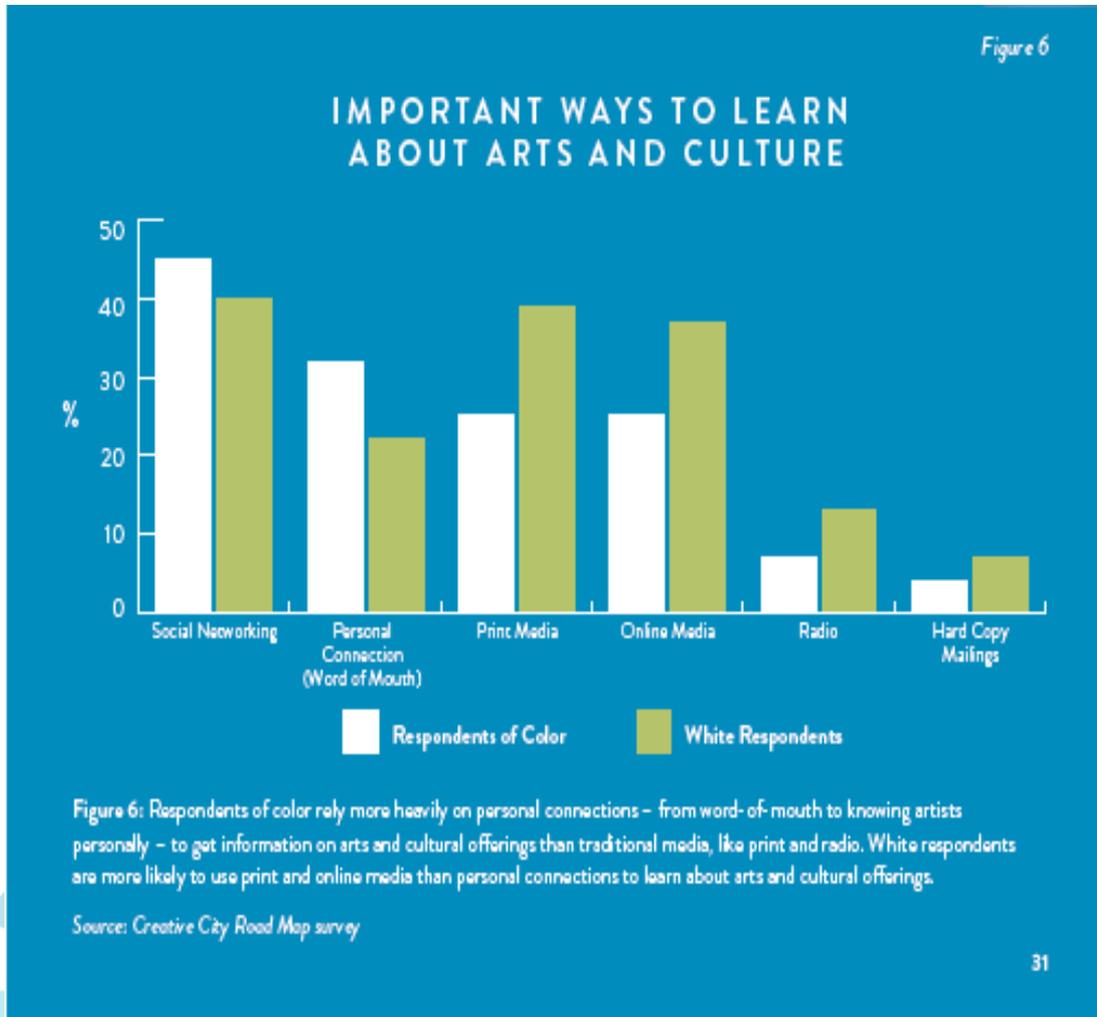
Plan Vision, Goals & Objectives



Our Route to a Creative City

FOUR VISIONS & GOALS

What we heard



1

VISION: AMPLIFY THE LOCAL

GOAL: DIVERSE CREATIVE ASSETS ARE DEVELOPED, CELEBRATED AND PROMOTED

How We'll Get There:

- Acknowledge and support the diverse creative assets of Minneapolis.
- Focus on local arts: Promote locally, nationally and internationally the creativity that arises from the racial, cultural and geographic richness of each neighborhood.

Goal #1: priority objective, City role

Priority Objective

Focus on local arts: Promote locally, nationally and internationally the creativity that arises from the racial, cultural and geographic richness of each neighborhood.

- City Role:

Convene partners to create a marketing platform that leverages the unique creative & cultural assets already present in the city.

What we heard

"Arts and culture and ... lifelong learning is thought to contribute to formation and strengthening of community ties, the transformation of physical spaces in ways that speak to the aspirations and identities of people who live in communities and the development of clusters of economic activity."

— LOCAL INITIATIVES SUPPORT CORPORATION, "MUSEUMS, LIBRARIES AND COMPREHENSIVE INITIATIVES: A FIRST LOOK AT EMERGING EXPERIENCE"



2

VISION: ARTS AND CULTURE CONNECT PEOPLE ACROSS DIFFERENCES

GOAL: ART IS ACTIVELY USED TO BUILD AND FOSTER ACCESS AND CONNECTIONS

How We'll Get There:

- Build connections and partnerships among artists, organizations and the government so that the arts can thrive.
- Use the arts, culture and design and work with artists to engage diverse communities more deeply in local decision-making.
- Develop public spaces that increase the sense of belonging and connection in all Minneapolis communities.
- Elevate the power of the arts to connect people across experiences of race, culture, income, age, disability and more through deeper understanding and relationships.

Goal #2: priority objective, City role

Priority Objective

Build connections and partnerships among artists, organizations and government so that the arts can thrive.

- City Role:
Seek opportunities to partner & leverage creative engagement to build relationships across differences & increase inclusion in public processes & community development.

What we heard

KEY RESOURCES ARTISTS AND CREATIVE PRACTITIONERS NEED TO PROPEL THEIR CREATIVE CAREERS FORWARD



Figure 7: With some notable differences, all artists, designers and creative practitioners desire similar resources to advance their work. Creative practitioners of color are more likely than their white peers to desire financial resources, affordable living spaces and affordable work spaces.

Source: Creative City Road Map survey

3

VISION: CREATIVE WORKERS HAVE THE RESOURCES AND OPPORTUNITIES THEY NEED TO THRIVE

GOAL: LOCAL ARTISTS AND CREATIVE PRACTITIONERS THRIVE WITH ACCESS TO RESOURCES AND OPPORTUNITIES

How We'll Get There:

- Ensure that artists and creative practitioners have access to affordable living and work spaces in Minneapolis.
- Commit resources to supporting artists and creative practitioners through programming, training and creative skill building.
- Increase clarity and transparency in

Goal #3: priority objective, City role

Priority Objective #1

Commit resources to supporting artists and creative practitioners through programming, training and creative skill building.

Priority Objective #2

Ensure that artists have access to affordable living and working spaces in Minneapolis.

- City Role:

Explore artist access to affordable through Comp planning process

Pilot new programming that builds technical and business skills for artists and creative workers of color

Convene key stakeholders (foundations, community orgs, creative workers, City staff) to discuss needed systemic changes

What we heard



"Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired."⁵²

— ANN MARKUSEN AND ANNE GADWA NICODEMUS, CREATIVE PLACEMAKING

"Culture – like other forms of community building – strengthens relationships among neighborhood members as well as their determination to be involved in community life."

4

VISION: ARTS AND CULTURE ARE PART OF COMMUNITY DEVELOPMENT

GOAL: ART AND CREATIVITY STRENGTHEN ECONOMIC AND SOCIAL DEVELOPMENT

How We'll Get There:

- Better align City government definitions, resources, partnerships and initiatives to foster creative placemaking and arts-based community development.
- Foster connections among local public health, safety, racial equity and economic vitality with creative placemaking.
- Engage diverse artistic communities and organizations in envisioning inclusive community development.

Goal #4: priority objective, City role

Priority Objective

Engage diverse artistic communities and organizations in envisioning inclusive community development.

- City Role:

Convene, partner & align with key stakeholders to support comprehensive approaches to creative place making