

Request for City Council Committee Action From the Department of Community Planning & Economic Development

Date: April 9, 2007

To: Council Member Paul Ostrow, Chair, Ways and Means/Budget

Committee

Subject: Approve a grant of \$165,000 to Juxtaposition Arts for the redevelopment

of space at 1100 West Broadway.

Presenter

in Committee: Jonathan Palmer, Director, Minneapolis Empowerment Zone

(612) 673-5016

Approved by: Charles T. Lutz, Deputy Director, Community Planning and Economic

Development _____

RECOMMENDATION

The Empowerment Zone Governance Board recommends a grant of \$165,000 to Juxtaposition Arts for redevelopment of space at 1100 West Broadway.

Previous Directives

N/A

Financial Impact (Check those that apply)

<u>X</u> No financial impact - or - Action is within current department budget. (If checked, go directly to Background/Supporting Information)

Background/Supporting Information

Juxtaposition Arts, a youth-focused arts organization at 2007 Emerson Avenue North, requested City support for its four-phased facility expansion into 1100, 1102, and 1104 West Broadway. On March 8, 2007 the Empowerment Zone Governance Board approved a grant of \$165,000 to Juxtaposition Arts for redevelopment of its facility. Proposed City sources for this project are the \$165,000 grant from the Empowerment Zone and a \$165,000 forgivable loan from the Commercial Corridor Revitalization Program (CCRP). Total redevelopment cost for all phases is \$1,171,000. City participation at this time will allow Juxtaposition Arts to take advantage of a rebate in the original terms of the contract for deed of \$80,000, expand its operations and serve more North side youth, and begin a redevelopment project that supports the Empowerment Zone Strategic Plan which has allocated \$1,000,000 into targeted redevelopment projects on the North side.

Project Details

The multi-phased redevelopment project will begin in 2007 and be completed in four years. Over this time, Juxtaposition will finalize its business plan to open a textile micro-enterprise anchor, complete pre-development activities and architectural design, finalize the development budget, and complete major rehabilitation construction of the entire structure. When the project is complete, the building will house a new textile arts retail facility, office/arts studio space, and improved retail space at the intersection of Emerson and West Broadway.

The custom textiles business will include screen printing, embroidery, airbrush, and a custom shoe facility as well as a storefront boutique. Youth and young adults ages 14 to 22 will run the production shop and boutique and will be trained by and work under the mentorship of experienced adults. Skilled youth and young adults will learn computer design, screen printing processes, marketing and promotion as well as all aspects of custom textile manufacturing. Juxtaposition has had preliminary conversations with area organizations for initial contracts.

Community Impact

In FY 2005 and FY 2006 the organization had over 500 youth per year participate in over 20 free arts programs. It employed community artists, some graduates from its own programs, and connected with higher education interns. Last year Juxtaposition installed 10 public artworks ranging from murals and sculptures on West Broadway to murals in the downtown Chambers Hotel. These installations had heavy involvement from its students in creation, development, and production. For some Northside youth, Juxtaposition Arts was their only access to arts education due to reductions in arts education in the local public schools.