



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

Date: August 25, 2005

To: Council Member Gary Schiff, Zoning and Planning Committee

Prepared by: Pam Miner, Community Planning Supervisor, Phone 612-673-3240

Presenter in Committee: Pam Miner

Approved by: Barbara Sporlein, Director, Planning _____

Subject: "Minneapolis Plan for Arts & Culture"

RECOMMENDATION: The Department of Community Planning and Economic Development—Planning Division recommends that the City Council accept from the Minneapolis Arts Commission the submission of the document "Minneapolis Plan for Arts & Culture" and take the necessary actions to further the implementation of plan recommendations and objectives.

Previous Directives: May 17, 2002: Upon relocation to the Planning Department, arts staff will immediately convene a working group composed of City staff, Arts Commission members and community stakeholders to develop a strategic plan to determine the goals, outcomes and staffing for integrating the arts into planning and economic development (*attached*).

Financial Impact (Check those that apply)

- No financial impact - or - Action is within current department budget.
(If checked, go directly to next box)
- Action requires an appropriation increase to the Capital Budget
- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Other financial impact (Explain):
- Request provided to the Budget Office when provided to the Committee Coordinator

Community Impact (Summarize below)

Ward: NA

Neighborhood Notification: NA

City Goals: NA

Comprehensive Plan:

Zoning Code:

Living Wage/Job Linkage:

Background/Supporting Information

The Minneapolis economy relies strongly upon its artistic and cultural resources. The 2000 Census shows that arts and recreation jobs comprise eleven percent of the city's workforce. Minneapolis is home to over 110 arts organizations, which draw approximately 4,588,479 visitors and audience members. In 2001, Minneapolis was among 91 communities included in a national study, *Arts & Economic Prosperity*, by Americans for the Arts. Information gathered from 300 local arts organizations reveals that Minneapolis' nonprofit arts industry generates \$269 million in economic activity annually, including:

- 8,500 full-time equivalent jobs;
- \$214 million in resident household income;
- \$8 million in local government revenues; and
- \$19 million in state government revenues.

Recent economic trends also clearly demonstrate that local economies depend greatly upon the creative and intellectual capital of their citizenry. To cultivate this capital, the City needs to nurture a cultural climate that will attract a creative and diverse workforce and to ensure that all residents have access to participation in arts and cultural activities.

At the same time, the Minneapolis arts community is undergoing tremendous change. Dozens of established institutions are in the process of building new facilities or revamping old ones. High rents have caused artists to abandon the downtown warehouse district. New ethnic groups have introduced the City to new cultural traditions.

Over the last ten years, the City of Minneapolis has invested over one hundred million arts-related dollars into the arts economy. City support has been diverse, including public arts projects and parks, a multi-cultural festival, free-permitting for film crews, financing for capital projects and cultural districts, owning and renovating the State, Orpheum and Pantages Theatres, and even the development of parking ramps for arts visitors.

Until now, the City has had no strategic plan for the arts and culture. In the last four decades, the City conducted four arts planning processes and adopted more than 50 goals for the arts and culture. These goals can be summarized into six basic emphases:

- Stimulate excellence in the arts, culture and urban design.
- Increase participation in the arts and culture and provide access to all citizens, communities and organizations.
- Capitalize on the arts as an economic development tool by promoting Minneapolis as an international cultural center and film and video venue.
- Encourage the development of arts districts, affordable arts spaces and a thriving artistic workforce.
- Advocate for support for the arts and culture and leverage investment from the legislature, businesses, foundations and neighborhoods.
- Encourage partnerships and coordination between artists, organizations and public agencies.

Although previous arts planning processes were acknowledged by the City Council and the Mayor, they lacked the specific strategies, policy development, staff directives and funding needed for implementation. They were also unsuccessful at providing a larger context for specific local area cultural plans, several of which have been developed in recent years, including:

- 2000—Avenue of the Arts (Minneapolis Public Works).
- 2001—Hennepin Theater District (Hennepin Avenue Area Businesses and the Minneapolis Planning Department).
- 2001—The Historic Mills District Masterplan (Minneapolis Community Development Agency).
- 2001—The Midtown Greenway Public Art (Midtown Community Works Partnership).
- 2002—The Northeast Arts Action Plan (Northeast Minneapolis Arts Association).

City support to these plans has been addressed one project at a time and coordinated through separate departments. As a result, different strategies have often been in conflict with one another. They have also failed to address the city as a whole or balance the needs of a broad base of constituents, including the downtown area and neighborhoods, small and large arts organizations; emerging and experienced artists; and recent and long-term immigrants.

Mayor R.T. Rybak and the Minneapolis City Council have taken important steps to address these issues. Since 2002 they have appointed thirteen new members to the Minneapolis Arts Commission, which has represented the City's arts constituency since its creation in 1976. The Office of Cultural Affairs was also reorganized and moved to the Planning Department, where arts staff could begin working to integrate arts programming into the City's overall goals and comprehensive plan. In a resolution authored by half of their members, the City Council reaffirmed the importance of the Commission by directing City departments and boards to bring all major public art projects before the Commission for approval. Since then, the Council has approved a range of Commission recommendations, including public art policies for the City and the establishment of the Northeast Arts District. The Council also directed the Arts Commission and staff to develop a long-range plan for integrating the arts and culture into planning and economic development.

The Minneapolis Plan for Arts and Culture was developed as a ten-year strategic plan that defines the role of the City of Minneapolis in supporting the arts and culture, and

the role of the arts and culture in accomplishing the City's broader goals. It also includes a clear set of future priorities that are supported through both policy and a commitment of City resources.

The process of developing the plan included direction of an Advisory Committee as well as a Coordinating Committee to guide project development. The advisory committee met four times, representing viewpoints of a variety of stakeholders and community constituents in the planning process (roster attached and available online at <http://www.ci.minneapolis.mn.us/dca/docs/AdvisoryCommitteeMembership.pdf>).

After identifying key areas of focus, the advisory committee divided into focus groups to conduct additional research. The advisory committee will be comprised of the following representatives:

- Arts organizations from a range of disciplines and sizes
- Artists from different disciplines
- Representatives of the community at large and neighborhood associations.
- Businesses supporting the arts and culture and members of the Chamber of Commerce
- Foundations supporting the arts and culture
- The Minneapolis Arts Commission and other relevant City Boards and Commissions
- The Minneapolis City Council and the Mayor's Office
- City departments
- Minneapolis Park and Recreation Board, Library Board, Minneapolis Public Schools, Municipal Building Commission, Minneapolis Public Housing Authority, Metropolitan Council, and Hennepin County
- Minnesota State Arts Board and Metropolitan Regional Arts Council

The advisory committee also selected a Coordinating Committee, an executive committee of six to eight people to meet monthly and work with the staff, the Commission and the consulting team to manage the overall planning process. A contract was issued with AMS Research and Planning to conduct the planning process.

The planning process included:

- Research of previous planning efforts;
<http://www.ci.minneapolis.mn.us/dca/docs/BackgroundResearchMemo6-7-04.pdf>
- Comparison of other cities' art plans and policies;
<http://www.ci.minneapolis.mn.us/dca/docs/MinneapolisCaseStudySummary8-12-04.pdf>
- Interviews with key members of the arts and culture community;
<http://www.ci.minneapolis.mn.us/dca/docs/KeyInformantInterviewreport.pdf>
- Public survey regarding arts and culture issues
<http://www.ci.minneapolis.mn.us/dca/docs/InterceptSurvey6-3-04.pdf>
<http://www.ci.minneapolis.mn.us/dca/docs/InterceptSurveyReportPart1.pdf>
<http://www.ci.minneapolis.mn.us/dca/docs/InterceptSurveyReportPart2.pdf>
<http://www.ci.minneapolis.mn.us/dca/docs/InterceptSurveyReportPart3.pdf>; and
- Several public meetings
<http://www.ci.minneapolis.mn.us/dca/docs/PublicMtngreport.pdf>
<http://www.ci.minneapolis.mn.us/dca/docs/NotesfromFocusGroupwithCommunitiesofColor.pdf> .

As a result of this process, the Minneapolis Plan for Arts and Culture was presented to the Minneapolis Arts Commission for consideration at its July 20, 2005 meeting. A

resolution recommending City Council approval and adoption of the plan passed in a unanimous vote of the members (attached).

Also attached is a summary of the plans recommendations and priority objectives (also available online at <http://www.ci.minneapolis.mn.us/dca/docs/summary-talking-points.pdf>). Full copies of the plan were distributed to all City Council members in July 2005; an online version is available at <http://www.ci.minneapolis.mn.us/dca/docs/PlanforArtsCulture.pdf>.

Plan Recommendations

This research yielded important input from Minneapolis arts leaders, business people, educators, elected officials, civic and community organizations and residents. After several months of research and deliberations, the committee developed seven major recommendations, listed below in priority order:

1. Integrate and use arts and culture as a resource for economic development;
2. Develop robust City leadership on behalf of cultural development;
3. Increase resources for arts and culture in Minneapolis;
4. Strengthen the City's public art program by providing a definite funding commitment and strengthening policy;
5. Promote the City's arts and culture to residents, visitors and civic and community leadership as an integral aspect of Minneapolis' identity, quality of life, economic vitality and civic health;
6. Promote collaborations among arts and cultural organizations and artists, and with the City and other partners; and
7. Preserve and strengthen arts education opportunities for Minneapolis youth.

Six Priority Objectives

Under each recommendation is a series of specific objectives. From the list of objectives, the Advisory Committee identified six priorities:

1. Objective 1.1 calls for the creation of policies and procedures for developing, operating and managing cultural facilities. The proposed policies would address City funding, guidelines and incentives for arts and cultural capital projects.
2. Objective 2.1 proposes a series of efforts to provide arts and cultural leadership within the City government, including strengthening the Department of Community Planning & Economic Development's (CPED), and the Minneapolis Arts Commission's (MAC) in supporting arts and cultural affairs. Proposed efforts also include creating an "Arts & Culture Team" of City staff.
3. Objective 3.1 seeks to identify a dedicated public funding mechanism for cultural support.
4. Objective 4.3 proposes establishment of a City policy for funding public art, including dedicating two percent of the City's annual net bond and requiring certain private developments to dedicate funds for public art.
5. Objective 6.4 calls on the City to convene regular meetings and workshops with arts and cultural organizations, including sessions about how artists and organizations can help address issues and City goals.
6. Objective 7.1 calls on City leaders to become strong and active advocates for arts education and lifelong learning through the arts.

Staff Recommendation:

The Department of Community Planning and Economic Development - Planning Division recommends that the City Council accept the recommendation from the Minneapolis Arts Commission to approve and adopt the Minneapolis Plan for Arts and Culture.

Staff further recommends that the City Council direct the immediate implementation of Objective 2.1.1 through the establishment of an Arts and Culture Coordinating Committee; staffing of this Committee to be the responsibility of CPED – Planning Division, Cultural Affairs section.