



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

Date: February 25, 2004

TO: Council Member Barbara Johnson, Ways and Means/Budget Committee
Council Member Gary Schiff, Zoning and Planning Committee

Prepared by Matthew D. James, Phone 612-673-5449
Presenters in Committee Matthew D. James, Film Coordinator

Approved by Barbara Sporlein, Director, Planning Division _____

Subject: MOSAIC: Celebrating the Arts and Cultures of Minneapolis

RECOMMENDATION: Advocate City support of MOSAIC: Celebrating the Arts and Cultures of Minneapolis with financial impact limited to administrative support by Cultural Affairs staff of ten hours per week.

Previous Directives: Action item approved by Minneapolis Arts Commission on February 18, 2004

Financial Impact (Check those that apply)

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

Wards: various

City Goals: Strengthen participation in the life of the community; Market downtown as a place to play and socialize with citizens

Comprehensive Plan: Promote community building; Expand opportunities for learning about our diverse communities; Promote economic and creative vitality of arts and cultural activities in the City; Support the role of arts in community and civic pride

Arts Goals: Enhance community identity, Involve a broad range of people and communities, Value artists and artistic processes, Use resources wise

Background/Supporting Information

MOSAIC: Celebrating the Arts and Cultures of Minneapolis
June 5 to July 24, 2004

Minneapolis MOSAIC will present a seven-week celebration of the richness and diversity of the arts and cultures of the city by showcasing existing programs and events of dance, film, theater, music, the literary arts, and the visual arts as well as festivals like Juneteenth and the Aquatennial Grande Parade.

Conceived by Mayor R.T. Rybak, Minneapolis MOSAIC hopes to foster a greater awareness, understanding, and appreciation of the cultures and traditions that make Minneapolis the great city it is.

Led by co-chairs selected by the Mayor, the volunteer committee manages event planning, recruitment of arts and cultural organizations, development and sponsorship, and marketing and public relations. An executive committee of fifteen directs the project with advice and support from the twenty-eight member steering committee. The volunteers represent a wide range of artistic disciplines, business, communications, large and small cultural organizations, and the tourism industry.

MOSAIC Grand Launch Event

Saturday, June 5, 2004

- *Communities Create Art*
10:00 a.m. to 4:00 p.m.
The Minneapolis Sculpture Garden or Loring Park
Art-making activities involving arts organizations
Audience: families with young children
 - *One World. One Night*
6:00 p.m. to 10:00 p.m.
Banners and billboards mark Hennepin Avenue
400,000 event guides produced
Orpheum, State Theater, Pantages, Hennepin Center for the Arts and Hennepin Avenue
Diverse sampler of street and theater-filled entertainment and art performances:
music, dance, film, poetry
Mayoral welcome
Sponsor appreciation and acknowledgement
Street performers
Interactive arts activities
Dynamic Hennepin Avenue lighting
Party giveaways (stickers, buttons, promotional materials)
Audience: families, downtown residents, older audiences
- 10:00 p.m. to 2:00 p.m.
Restaurants, clubs, and hotels continuation of MOSAIC-themed food and entertainment including Minneapolis bands, DJs and special performances
Audience: young and hip

Additional Featured MOSAIC Events

Saturday, July 17, 2004

- Aquatennial Grande Day Parade
Featured segment of the parade with 150 performing artists
MOSAIC float
Award to the best MOSAIC presentation
Reception for youth participants
Audience: parade attendees

Saturday, July 24, 2004

- Aquatennial Finale and Target Fireworks
6:00 p.m. to 8:00 p.m.
Featured music of MOSAIC on stage
Audience: fireworks attendees

MOSAIC MISSION STATEMENT

MOSAIC CELEBRATES THE RICHNESS AND DIVERSITY OF THE ARTS AND CULTURES OF MINNEAPOLIS.

MOSAIC GOALS

- I. Mosaic will present events to showcase the rich diversity of music, dance, theater, the visual arts, film and the literary arts in Minneapolis.
- II. Mosaic will promote and increase the visibility of the broad range of cultural and arts organizations and events in Minneapolis to both local and regional audiences.
- III. Mosaic will foster opportunities to develop new relationships and build bridges between the wide variety of arts organizations and cultural groups in Minneapolis.
- IV. Mosaic will encourage our diverse community to experience a wide spectrum of cultural and artistic activities in Minneapolis.