

## 9. Arts and Culture

*Minneapolis will continually grow into a more diverse and vibrant city, ensuring that residents have access to rich and meaningful arts and cultural activities that are vital to the City's quality of life and economic success.*



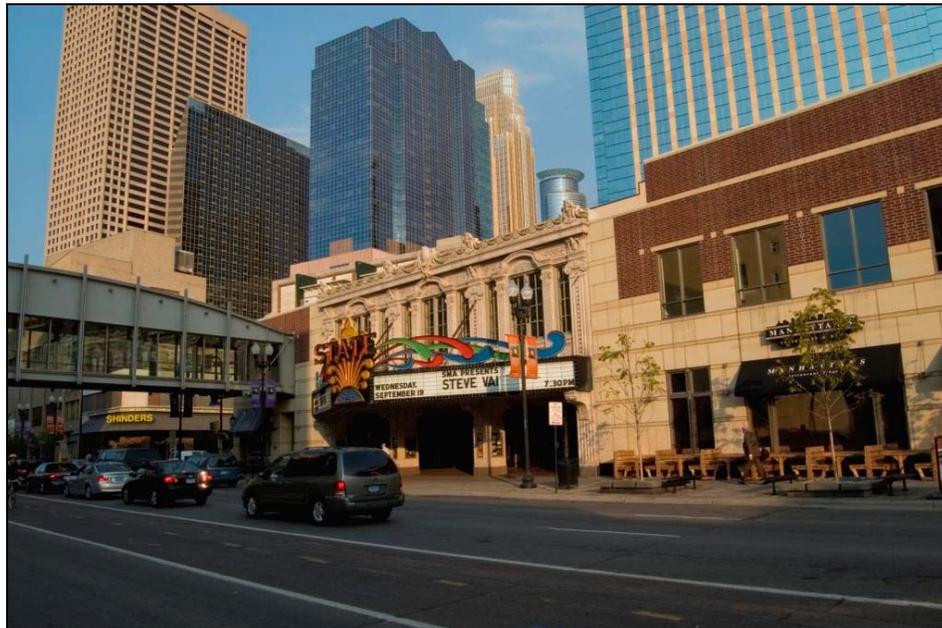
*The Powderhorn Art Fair is part of Minneapolis Arts Weekend, an opportunity for art lovers of all ages to enjoy art, music and culture at locations around the city.*

The arts community in Minneapolis has a long tradition of grassroots arts activity, and is nationally recognized for the dynamism and creativity of arts-related events in the City. Minneapolis' arts community thrives on its ever-increasing cultural plurality, and some of our most vibrant cultural resources are based in the City's neighborhoods. From Northeast Minneapolis, home to the City's first designated arts district, to the West Bank Theatre district, to cultural festivals such as May Day, Juneteenth, and Minneapolis MOSAIC, arts organizations enrich community life in Minneapolis by providing learning experiences, entertainment, creative inspiration, economic benefits and cultural understanding to patrons and participants alike.

### Economic Development and Leadership

Linking arts and culture with economic development is a strategic direction for the City and correlates with research into the increasing importance of creative capital in

the 21<sup>st</sup> century global economy ([link to Americans for the Arts economic data](#)). New ideas and innovations generated by talented individuals are the fuel for developing and sustaining globally competitive enterprises. A highly mobile creative class is attracted to cities like Minneapolis with a unique quality of place, diversity of lifestyle options, and opportunities to exercise their creativity at work and play with other talented people.



*The Hennepin Avenue Theater District features venues, like the historic State Theater for performing arts and concerts.*

**Policy 9.1: Integrate and utilize arts and culture as a resource for economic development.**

- 9.1.1 Create policies that define the City’s role in the planning, development, operation, and management of cultural facilities throughout Minneapolis.
- 9.1.2 Collaborate with community-based arts organizations (such as ArtSpace, Metropolitan Regional Arts Council, and Springboard for the Arts) to build capacity and knowledge among organizations engaged in developing cultural facilities.
- 9.1.3 Provide workshops and training for Minneapolis nonprofit cultural organizations in facilities development.
- 9.1.4 Explore and identify indicators for measuring the economic impact of cultural activities, and build the capacity of the Department of Community Planning and Economic Development (CPED) staff to document economic and other benefits of cultural development through mapping and economic

impact studies.

- 9.1.5 Develop a creative industries strategy and integrate it into the City’s economic development policies and practices.
- 9.1.6 Encourage the implementation of the **Northeast Arts Action Plan**, and the creation of cultural plans for other neighborhoods and districts.
- 9.1.7 Support the film and commercial production industry by providing assistance with permitting, locations and coordination with City services.
- 9.1.8 Make Minneapolis a more livable place for artists through support for arts initiatives that contribute to the City’s community development priorities.



*Constructed in the mid-1920’s as a movie theater, the Ritz Theater today is a 221-seat performance and studio space and is a nexus of the neighborhood arts scene.*

The need for strong, visible and vigorous leadership for arts and culture within the City is one of the most crucial ingredients for successful implementation of a cultural plan. Significant cultural leadership has emerged from the staff and boards of cultural organizations themselves – both large and small organizations. Equally important are the foundation, corporate and individual funders who have supported Minneapolis’ ascension to world class status as a creative city.

It is critical that the City’s cultural and civic leadership become more representative,

reflecting the diversity of the community. Elected officials who are strong and positive advocates for the arts are needed. Their leadership is critical to moving forward with cultural planning recommendations and objectives.

**Policy 9.2: Develop robust leadership on behalf of cultural development.**

- 9.2.1 Create a Department or Division of Arts & Cultural Affairs, with staff, funding, and ongoing advisory input from the **Minneapolis Arts Commission**.
- 9.2.2 Recruit people of color into cultural leadership roles.
- 9.2.3 Strengthen the Minneapolis Arts Commission with visionary, diverse, and influential leadership.
- 9.2.4 Encourage arts leaders to become engaged with City leaders and support those who take strong arts positions.
- 9.2.5 Seek affirmation and support of the plan from corporate, foundation and individual philanthropic through the influence of elected officials, Minneapolis Arts Commission and the **Arts and Culture Plan Advisory Committee** members.
- 9.2.6 Empower the Minneapolis Arts Commission as the central advisory body with public art decisions in the City.

## Funding and Resources

Strong foundation, corporate and individual philanthropic support is generally credited with enabling the Minneapolis cultural community to achieve its enviable depth and breadth. However, there should be concern over whether Minneapolis' cultural excellence can be sustained without a broader base of funding, including City support.

In the past, the two main strategies for City support of arts and culture have been: 1) involvement in capital and infrastructure projects, including renovation and operation of City-owned historic theatres, land acquisition and parking facilities for major cultural institutions, and various types of assistance for facilities projects of cultural institutions; and 2) development of a public art program. The City lacks cultural infrastructure found in most major American cities, usually administered by a local arts agency, such as direct grants to artists and organizations, technical assistance, programming initiatives, cultural marketing and regular convening of cultural and community leaders.



*Founded in 1963 by Sir Tyrone Guthrie (pictured above), the Guthrie Theater is a world-class major resident theater that showcases Tony award winning productions and debuts new theatrical works. The building contrasts and complements the neighboring historic mills.*

### **Policy 9.3: Increase resources for arts and culture in Minneapolis**

- 9.3.1 Identify a dedicated public funding mechanism with the priority for supporting small and mid-sized arts organizations and individual artists.
- 9.3.2 Encourage and celebrate private support of arts and culture and recognize exemplary initiatives.
- 9.3.3 Require arts and cultural organizations that benefit from City financial support to create space for and access to facilities for small and medium-sized art and cultural organizations.

The City funds public art through a voluntary allocation of 2 percent of the annual net debt bond, the exact amount determined annually by the Capital Long Range Improvement Committee. The public art program is administered by Cultural Affairs staff in the Planning Division of CPED, and overseen by the Minneapolis Arts Commission. In addition, the Minneapolis Public Library Board has a public art program, the Department of Public Works has initiated a number of projects, and Neighborhood Revitalization Program funding has been used for public art.



*The City of Minneapolis supports installations of public art such as P.S. Wish You Were Here, 2005 by Andrea Myklebust and Stanton Sears, located at Lake Street E and West River Road.  
Photo by Sue Hartley*

**Policy 9.4: Strengthen the City’s public art program by providing a definite funding commitment and confirming policy.**

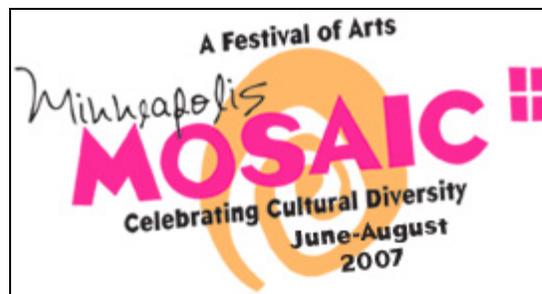
- 9.4.1 Continue to develop and refine public art policies and procedures.
- 9.4.2 Develop a Public Art Plan that will establish priorities for public art projects and locations for the next ten years. Yearly public art work plans should reflect these priorities.
- 9.4.3 Fund public art with at least 2% of the annual net debt bond as part of the City’s annual Capital Long Range Improvement Plan.
- 9.4.4 Develop partnerships with small and large arts institutions, galleries and museums, for the purposes of commissioning works, establishing artists in residence in City departments, developing exhibits in public buildings, and assisting with public art maintenance.
- 9.4.5 Establish exhibit and performance spaces in select appropriate public buildings.

In order to appreciate diverse art and cultural opportunities, the public must know about them. Better communication and outreach will help residents take full advantage of cultural resources.

## Marketing and Promotion

### **Policy 9.5: Promote the City’s arts and culture to residents, visitors, and civic and community leadership as an integral aspect of Minneapolis’s identity, quality of life, economic vitality and civic health.**

- 9.5.1 Work with the **City’s Communications Department**, in its capacity as a conduit to the public for City of Minneapolis activities, to integrate arts and cultural messages and activities in various communications efforts.
- 9.5.2 **Meet Minneapolis** (former Greater Minneapolis Convention and Visitors Association) will develop an arts and cultural marketing plan to promote the City’s cultural resources to local, national and international audiences.



**Minneapolis Mosaic** is a summer-long celebration showcasing the rich diversity of Minneapolis’ music, dance, theater, the visual arts, film and the literary arts.

Nationwide, nonprofit organizations, commercial businesses and other sectors of the community develop partnerships and shared service initiatives. Education, human services, and government partnerships have been created to serve economic and community development, education, promotion, and other common concerns. The City can stimulate similar collaborations to promote arts and culture.

### **Policy 9.6: Promote collaborations among arts and cultural organizations, artists, the City, and other partners.**

- 9.6.1 Partner with Hennepin County, other municipalities, the Metropolitan Council, and state and federal entities on issues of mutual concern, such as regional funding, arts education, and promotion.
- 9.6.2 Meet Minneapolis will compile and review annually a master list of arts and cultural organizations, starting from existing lists.
- 9.6.3 The **Hennepin County Library**, the unified library system will develop its capacity as an arts and culture resource and activity center, and identify and review annually a listing of arts resource people.
- 9.6.4 Minneapolis Arts Commission will convene regular meetings or workshops with arts and cultural organizations around specific topics or for sharing information and identifying collaboration opportunities.

- 9.6.5 Establish a task force to make recommendations for integrating the arts into the City’s design review function, policies and practices.

## Education

The need to build and sustain strong cultural learning opportunities for Minneapolis youth – both in school and out of school – is paramount. This priority has been clearly linked to success in school and work, training the City’s future artists and building the creative and civic capital of the future.



*Experiencing and making works of art benefits youth and the community. Community public art workshops are one way of bringing the arts to neighborhoods. Photo by Alan Wilfabrt*

### **Policy 9.7: Preserve and strengthen arts education opportunities for Minneapolis youth and adults.**

- 9.7.1 City leaders will advocate for arts education and lifelong learning through the arts.
- 9.7.2 **Art in Public Places** will include education and youth development components in its projects.
- 9.7.3 Integrate arts education and lifelong learning programs into the operating policies of the City-owned arts facilities.

- 9.7.4 Include arts education as a criterion for determining City support for development of cultural facilities
- 9.7.5 Continue to support cross-cultural learning opportunities, such as MOSAIC, and examine ways the MOSAIC model can continue to evolve and work with Minneapolis schoolchildren.
- 9.7.6 Act as a liaison to connect the art education initiatives of arts and cultural institutions, **higher education institutions**, and community-based organizations and neighborhoods.
- 9.7.7 Provide information on parking and transportation for school field trips to arts and cultural institutions.



*From engaging neighborhoods in public art, to providing opportunities for learning through the arts and enjoying live performances at neighborhood and major theaters, a city with vibrant arts and culture provides opportunities for life-long learning and enrichment.*

