

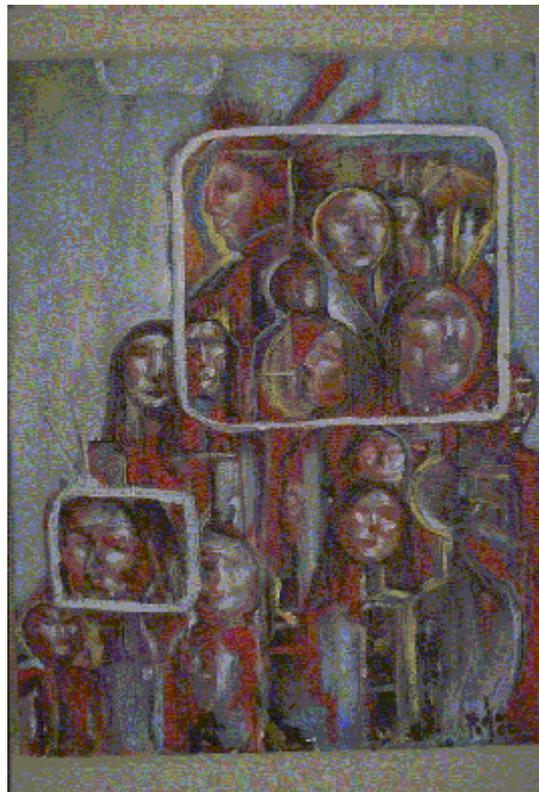
MINNEAPOLIS PLAN FOR ARTS AND CULTURE

2006 PROGRESS REPORT

Issued by the Arts and Culture Coordinating Committee

2006 Chair, Barbara Sporlein

March 2007



I. BACKGROUND

In 2005 the City approved the Minneapolis Plan for Arts and Culture, a ten-year strategic plan that defines the role of the City in supporting arts and culture, and the role of arts and culture in accomplishing the City's broader goals. The nine-month planning effort involved input from more than 500 people who participated in interviews, community meetings, and surveys. Those involved in the planning effort strongly believed that there was an opportunity for arts and culture to become a true priority for the City, and for the City to use the tools and resources at its disposal, together with committed and focused leadership, to fully integrate the arts into its daily business.

An Advisory Committee of 77 members, a team of consultants, and a Coordinating Committee composed of City staff, Minneapolis Arts Commissioners, and local artists set out to identify appropriate roles for City government in relation to the City's thriving arts and cultural community.

The numerous research tasks yielded important input from arts leaders, business people, educators, elected officials, civic and community organizations, and citizens of Minneapolis. After several months of research and deliberations, seven major recommendations were chosen and are listed below in priority order. Under each recommendation are a series of specific objectives which you can reference in the complete Minneapolis Plan for Arts and Culture (<http://www.ci.minneapolis.mn.us/dca/docs/PlanforArtsCulture.pdf>). Six objectives from the seven recommendations have been identified as priorities by the Advisory Committee and are listed in bold under their associated recommendation.

#1: Integrate and utilize arts and culture as a resource for economic development.

Create policies and procedures for cultural facilities development, operation and management. The proposed policies are intended to address City support of arts and cultural capital projects through funding, guidelines, and incentives.

#2: Develop robust leadership on behalf of cultural development.

Propose 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) involvement in arts and cultural affairs, and creating an "Arts & Culture Team" of City staff.

#3: Increase resources for arts and culture in Minneapolis.

Identify a dedicated public funding mechanism for cultural support.

#4: Strengthen the City's public art program by providing a definite funding commitment and confirming policy.

Establish a City policy for funding Public Art, including dedicating 2% of the City's annual net bond and requiring certain private developments to dedicate funds for public art.

#5: Promote the City's arts and culture, to residents and visitors, and to 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.

Convene regular meetings and workshops with arts and cultural organizations, including sessions about how artists and organizations can assist the City in addressing issues and City goals.

#7: Preserve and strengthen arts education opportunities for Minneapolis youth.

Advocate for arts education and life-long learning through the arts.

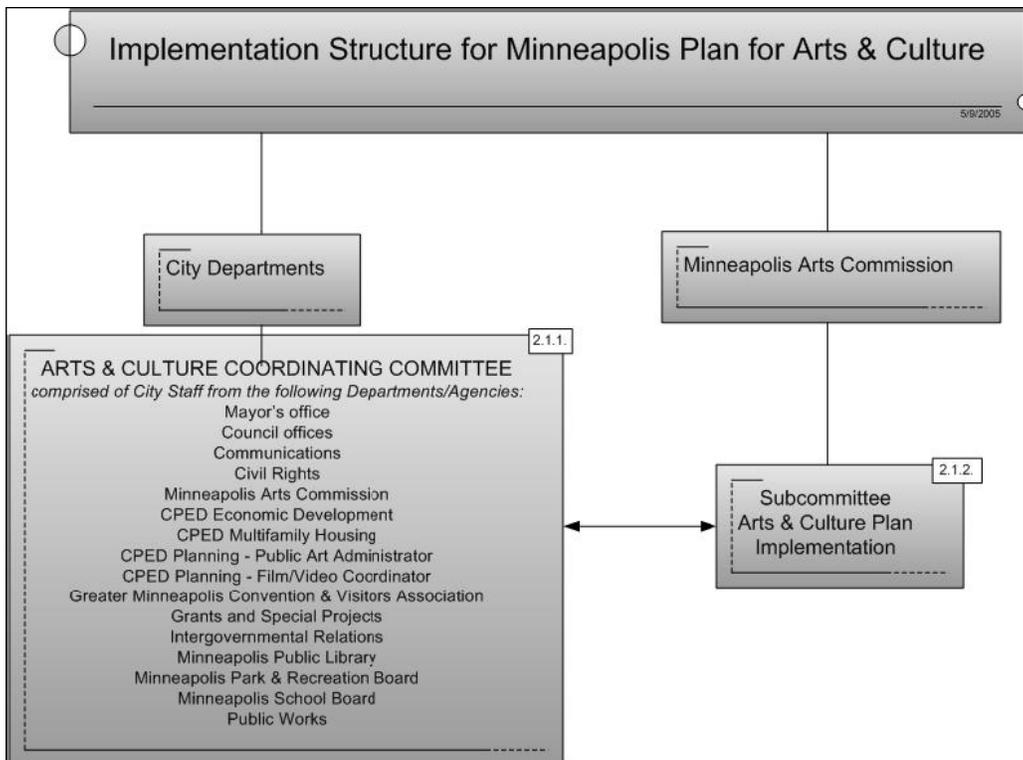
II. PLAN IMPLEMENTATION

To implement the plan the City established an Arts & Culture Coordinating Committee (ACCC) based on the successful Environmental Coordinating Team model. This committee provides a framework for the regular exchange of information on arts and culture issues within the City. It also allows City departments and other agencies to work with one another and allow priority issues to be brought to light so resources can be allocated within each department/entity. By virtue of this coordinated, team- and resource-based approach, the ACCC is able to integrate arts and culture issues into the everyday workings of the City. [implements plan recommendation #2]

The ACCC includes staff from the following entities: CPED – Economic Development; CPED – Housing; CPED-Planning, including Arts and Culture; Public Works; Meet Minneapolis (formerly known as the Greater Minneapolis Convention and Visitors Association); Minneapolis Public Library; Minneapolis Parks and Recreation Board; Minneapolis Public Schools; Mayor’s staff; City Council staff; Communications Department; Intergovernmental Relations; Grants and Special Projects; and the Civil Rights Department. Individual members of the committee are assigned responsibility for key plan objectives. (fig. 1) Barbara Sporlein, Planning Director, chaired the ACCC in 2006. Steve Kotke, Public Works Director, will assume the chair in March 2007.

The committee met five times over the 2006 calendar year and quickly moved forward in implementing a variety of the plan’s recommendations.

fig. 1



III. ACCOMPLISHMENTS AND ACTIVITIES

Funding for the Arts

Several arts-related capital requests were funded by the Minnesota State Legislature in 2006. These include \$11 million for the Schubert Theater restoration and \$5 million for the new MacPhail Center for Music, which had groundbreaking on September 13, 2006. Another development at the Legislature was the “3/16 Proposal” creating a dedicated funding source for hunting/fishing/ arts. This did not pass. However, it will likely come up in 2007.



The Minnesota Schubert Performing Arts and Education Center will be the flagship for dance in Minnesota providing a performance, rehearsal and administrative home to Minnesota arts organizations and educational resources statewide.

The City has historically funded public art at 1% of the annual net debt bond. In 2006 Mayor R.T. Rybak proposed and the City Council approved an approximate 1% increase. Most public art projects are planned in conjunction with infrastructure projects (i.e. bridges, railings, retaining walls). The goal is to capitalize on a project to create a more pleasing esthetic. The additional funds will be allocated to existing approved public art projects lacking sufficient funds.[implements plan recommendation #4]

The Office of Grants and Special Projects continued to encourage funding partnerships for programs as well as administrative activities. In 2006 they assisted with fundraising plans and provided technical assistance to the West Bank Community Coalition who secured \$40,000 from the McKnight Foundation for public art at the Cedar/Riverside LRT stop. [implements plan recommendation #6]

Intergovernmental Relations began to develop City policies on supporting state funded art facilities and exploring any possible statute changes that could make the support more consistent and predictable. IGR lobbied for increased funding for affordable arts-based incentive housing. [implements plan recommendation #1]

Informational Forums

The Minneapolis Arts Commission took the lead in achieving one of the plan's priority objectives to convene quarterly informational meetings and workshops. MAC organized a forum on Tuesday, April 4, 2006 at Folwell Recreation Center, which addressed drafting community input policies for public art projects. A second public forum took place at the new Guthrie Theater on Thursday, September 7, 2006 and featured Ann Markusen, Director of the Project on Regional and Industrial Economies (PRIE) at the University of Minnesota, who discussed recent findings of two major studies on the arts and economic development and their impact on her research in the area of "creative class" and its economic benefits. MAC plans to conduct four informational forums in 2007. [implements plan recommendations #2 and #6]

Comprehensive Planning

In 2006, the City Council and Mayor adopted a five-year plan with six goals and related strategic directions. One of the goals is titled "Enriched Environment" and encompasses green space, arts, and sustainability. It specifically calls for the full implementation of the City's cultural and sustainability work plans.

"In five years there will be plentiful green spaces, public gathering areas, celebrated historic architectural features and urban forests in Minneapolis; lakes, rivers and the soil and air will be clean; the city's parks and the Mississippi riverfront will be valued and utilized; opportunities to experience diverse cultures and the arts will abound; and usage of renewable energy will be increasing."

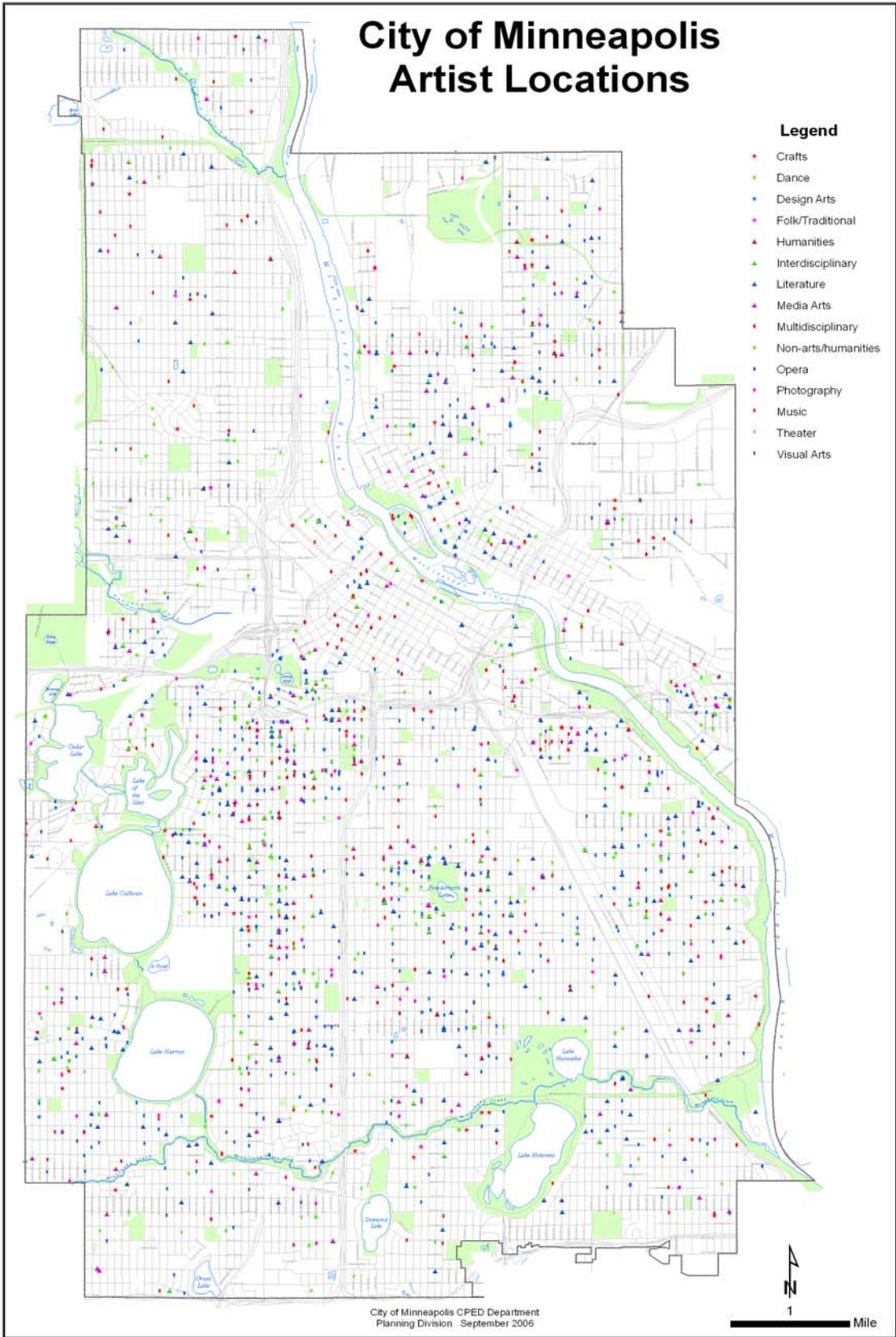
The Metropolitan Council is requiring the City to update its comprehensive plan, called *The Minneapolis Plan*, by August 2008. The next update will include a separate chapter addressing arts and cultural issues and will provide an opportunity to incorporate many aspects of the Minneapolis Plan for Arts and Culture. Work on *The Minneapolis Plan* update began in 2006.

The Minneapolis Parks and Recreation Board began its work to develop a new Master Plan and established an "Art and History Team." The purpose of the team is to ensure that knowledge of existing art and historic elements (plaques, fountains, statues, markers, etc.) of the park system is preserved and available for future planning. The goal is to have an inventory and description of pieces of artistic and historical value to the community by spring, 2007. The Board is currently documenting, categorizing and mapping existing art and historic elements in the park system.

Cultural Mapping

CPED-Planning Division completed a mapping project locating artists and arts organizations in the City that illustrates areas of low, medium, and high amounts of artistic activity. An inventory and mapping project of artists and organizations was sponsored by the Ward 8 office and provides a microcosm of cultural activity in a specific area of the City. [implements plan recommendation #1]

City of Minneapolis Artist Locations



Economic Data

One of the first actions taken by the Committee was to approve the purchase of survey data from Americans for the Arts. This organization conducted a regional study with Minnesota Citizens for the Arts and Metropolitan Regional Arts Council measuring the economic impact of nonprofit arts industry on four areas of the economy: full-time-equivalent jobs supported, personal income paid to residents, revenue generated to local government, and revenue generated to state government. Americans for the Arts was able to pull Minneapolis-specific data from the survey and offer it to City. This data will complement data from a similar survey conducted in the City of Minneapolis in 2001 and demonstrates how the arts foster economic development and contribute to the region's quality of life. [implements plan recommendation #1]

“Investments in the arts are investments in the human spirit but also in the economic development of our community. Minnesotans and all Americans look to the arts for education, entertainment and enlightenment.”

Congresswoman Betty McCollum, from *The Arts: A Driving Force in the Minneapolis Economy*

Film and Video Production

In 2006, there were 212 permits issued for film and video projects in the City. The combined budgets of these projects total \$9 million (59% commercial, 26% television, 12% film and 3% corporate). Some notable commercial projects include shoots for *Honda*, *U.S. Bank Corp.*, *Detroit Pistons*, *REI*, *Land's End*, *MasterCard*, *Best Buy*, *Target*, *Macy's North*, *Science Museum of Minnesota*, *Minnesota Lottery*, and *Minnesota Twins*. Television projects include *NBC's Today Show*, *ESPN*, *Comedy Central*, *History Channel*, and *HGTV (Decorating Cents, Free Style, National Open House)*. [implements plan recommendation #1]



Infinity Car Advertisement

Artist-in-Residence Program

Establishing an Artist-in-Residence Program was a recommendation of the Minneapolis Plan for Arts and Culture. The City's goals for the project are to promote the economic vitality of commercial corridors by enhancing their identity and aesthetic environments, integrate artworks into public and private sector building projects, and build the capacity of and cooperation of CPED staff and other City partners to integrate public artworks into their efforts.

CPED distributed a request for proposal to artists in March 2006 and received 16 proposals. A nine-member selection panel made up of community members, arts experts and City staff, selected Seitu Jones.

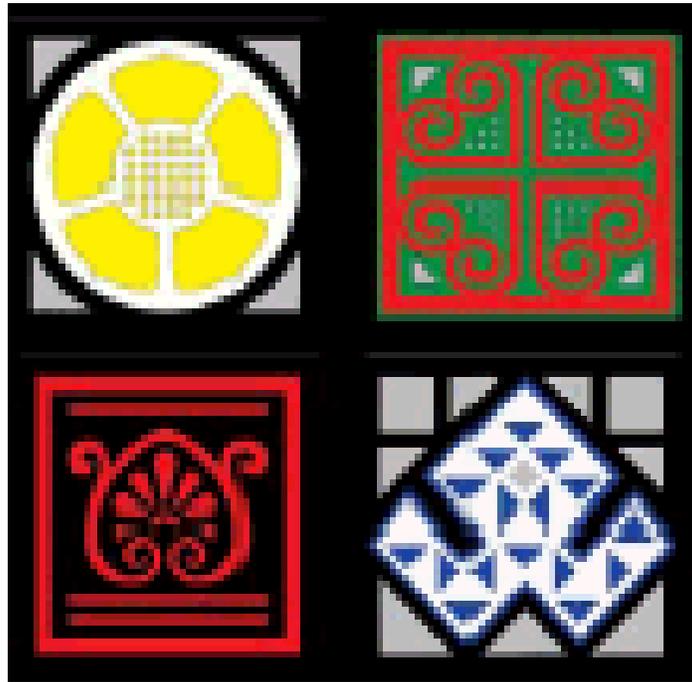
In June 2006, Mr. Jones joined the Minneapolis Community Planning and Economic Development Department (CPED) as the Artist-in-Residence to design public art for transit corridors in Minneapolis. The residency will last approximately one year.

The corridors under consideration for the project include Lowry Avenue, Chicago Avenue, Lake Street at Hiawatha Avenue, and Franklin at Hiawatha Avenue. The types of art may include bus bench designs, sidewalk paving, transtops and signage. [implements plan recommendation #2]

Public Art Program

Phase III of the Public Art Policies that focus on community involvement, public education, and design-review, were completed in 2006. Public feedback was solicited through the City of Minneapolis website and through a community meeting held by the Minneapolis Arts Commission. The draft policies were formulated by the Minneapolis Arts Commission's Public Art Advisory Panel, which includes representatives from a variety of City departments, prospective partners, artists and other constituents. In making policy recommendations, this committee reviewed related City policies and policies from other cities and sources. [implements plan recommendation #4]

Public Art Projects completed in 2006 include the Loring Bikeway Railing, Heritage Park Railings, Central Avenue Paving Project, and North Regional and East Lake Libraries. Progress was also made on restoring the Broadway and Central Gateway, Elliot Park Gateway, Marcy Holmes Gateway and Camden Gateway. New Artworks underway include the Celebration of Life Seed Project, Midtown Greenway Phase III, Cedar Riverside, Jackson Square, CPED Artist-in-Residence in Transit Corridors (Hi-Lake, Lowry, Broadway), Heritage Park, Pony Truss Bridge, 4th Avenue Greenway Bridge, Lake Hiawatha Recreation Center and Public Works Hiawatha Yard. Many of these projects were collaborations with the Public Works Department, who also assisted with maintenance and repair.



Designs from the Northeast Gateway Renovation by Susan Fiene

A new page was added to the CPED- Planning Division Arts and Culture website called, “Where to find public art in Minneapolis” with links to seven different maps.

www.ci.minneapolis.mn.us/dca/where_find_public_art.asp

Arts Promotion

In 2006, the Art in the Mayor’s Office Visual Art Exhibition Program featured work in the mediums of printmaking, painting, and photography. The exhibition program is designed to create an opportunity for local visual artists to exhibit their work focusing on images of our city and its citizens. A panel of art professionals participated in the competitive jury process and made the following selections:

Pamela Glass Harris (January – February 2006) Prospect Park neighborhood rendered in elegant, subtle tones.

Rachel Dixon (March – April 2006) Black and white photography capturing urban life in vivid color.

Christopher Harris (May – June 2006) Moments and stories of African American ordinary people doing ordinary things.

Andrew Kastenber (July - August 2006) Paintings capturing the electricity and dynamism of downtown nightlife.

Marjorie Kyriopoulos (September -October 2006) Color photography highlighting activity in the Cedar-Riverside neighborhood.

Leo and Cheryl Meyer (November – December 2006) Color photographs showcasing the city's eclectic beauty and vitality. [implements recommendations #4 and #5]



Orlin Avenue Winter, Pamela Harris

Meet Minneapolis launched a national marketing campaign in early 2006 to promote Minneapolis as a cultural destination. This included *Minneapolis Arts Explosion*, an effort to highlight the \$500 million + in capital campaigns for the Walker Art Center, Minneapolis Institute of Arts, and Guthrie Theater. Print advertising was featured in *Traveler* magazine as well as articles in *Smithsonian* magazine and *USA Today* newspaper highlighting Minneapolis' vibrant arts community. [implements plan recommendation #5]

Database development can play a key role in creating successful marketing strategies for arts and cultural organizations. Meet Minneapolis hired an intern to work on art and culture database development over the course of summer 2006. The website (www.minneapolis-art.com) was designed as a permanent comprehensive website for arts events happening throughout the Twin Cities. On the site, individual drop-down boxes are fed by a database that provides information about a venue and provide a link to the venue website. The database is designed so that individual venues have access via the web through a password protected system to allow for easy updates of their information. This website is organization focused. Any event can be listed in the Rake calendar which is downloaded to the Meet Minneapolis events calendar. [implements plan recommendation #5]

Meet Minneapolis also facilitated a workshop on cultural tourism at the Minneapolis Institute of Arts on Monday, October 9, 2006. [implements plan recommendation #5]

The Minneapolis Public Library positioned the Central Library as a cultural destination by:

- ✓ Providing docent tours of Central Library focused on the collections as well as art and architecture;
- ✓ Producing brochures highlighting art and architecture of Central Library;
- ✓ Developing and implementing exhibition program for the Central Library and Community Libraries;
- ✓ Providing free cultural programming at Central Library in partnership with the Friends of Minneapolis Public Library.

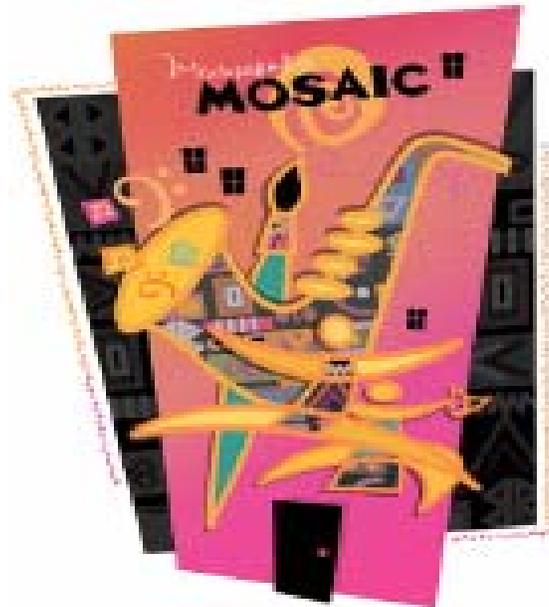
The Library continues to develop print and electronic information on its unique collections and arts resources and provide meeting spaces for individuals and arts and cultural organizations. [implements plan recommendations #4, #5 and #6]



Illustration: Cesar Pelli & Associates.

Minneapolis MOSAIC

In its fourth year, Minneapolis MOSAIC showcased the City's diverse cultural opportunities by bringing together a broad range of dance, film, literary work, music, theater and visual arts events together in a marketing strategy to promote the City as an arts destination. Presented by the City of Minneapolis from June through August, more than 100 arts and cultural organizations participated. MOSAIC packed a wide array of events into a summer of arts for all from culturally specific performances and literary readings to neighborhood festivals and poetry slams. The City's Communications Department played an active role in promoting MOSAIC with brochures inserted into the May utility billing statements which were distributed to 98,000 households.[implements plan recommendation #5]



Collaborations/Partnerships

The Minneapolis Public Library was involved with several exhibitions at Central Library and neighborhood branch libraries. Central Library hosted the exhibition *Frankenstein: Penetrating the Secrets of Nature* in collaboration with the Bakken Library and Museum. The Friends of the Library sponsored a film program in conjunction with the exhibit curated by Luke Erickson, Public Programs Associate from the Minneapolis Institute of Arts. The Library established an Exhibition Review Committee. Members represent the Library's community partners and individuals with backgrounds in visual arts, archival and curatorial services, exhibition design and installation, as well as lifelong learning program design in the areas of humanities, sciences and the arts. The Library received grants from the American Library Association to plan a jazz education series in partnership with MacPhail Center for Music and from PhilanthroFund to cover costs for an independent curator for an upcoming exhibition, "Out @ the Library." Local visual artists are encouraged to display their work at several neighborhood branch libraries.

On May 20, over 20,000 visitors celebrated the opening of the new Central Library, designed by Cesar Pelli. Since it opened, volunteer docents have provided tours of the building's public art and architecture for nearly 8,000 visitors. Thousands of patrons have enjoyed arts and cultural programming provided by the Library and The Friends of Minneapolis Public Library in partnership with several corporations, foundations and community organizations. Programs include author programs, film screenings and cultural lectures.

Minneapolis Public Schools Arts for Academic Achievement established a close partnership with Minneapolis Public Libraries. The 2007 Viva City Art Exhibition will be held at the Central Library Gallery. Art created by Minneapolis Public School students will be exhibited at the new North Regional, Sumner and other libraries.

The Minneapolis Parks and Recreation Board participated in a collaborative art program over the summer with the Minneapolis Institute of Arts where an art educator from the museum visited each recreation center, sharing images artwork from the museum's collection. Students combined inspiration from the art collection with their personal surroundings to create their own unique board

game. The program served 50 park locations and interacted with over 2,500 young people.
[implements plan recommendation #6]



Peavey Park, *Art in the Park*

Arts Education

The Minneapolis Public School's Comprehensive Arts Plan (CAP) for 2006-2009 was completed and approved by the school board in May 2006. The project, which began in 2003, saw several changes in district leadership during the process. In summary, the three goals of the plan are:

1. Ensure district-wide EQUITY of arts program for students.

- a. Commit to equity in arts education programming for all students;
- b. Assure learning of all essential knowledge required by State;
- c. Integration of arts to create connections across content areas.

2. Ensure EXCELLENCE in education in and through the arts for all students.

- a. Foster best practices and polices in art education;
- b. Cultivate culturally responsive learning environments that build community;
- c. Connect with arts and cultural resources in the community;
- d. Provide high quality professional development opportunities for educator;
- e. Advocate, acknowledge and celebrate student achievement in the arts.

3. Maintain ACCOUNTABILITY to the Comprehensive Arts Plan (CAP).

- a. Use data, research and best practices to inform arts programming;
- b. Assure accountability to the Comprehensive Arts Plan (CAP).

The plan is a “living document” so there will be modifications from time-to-time. By 2008, the State of Minnesota will require one credit arts curriculum in order to graduate from the Minneapolis Public Schools. [implements plan recommendation #7]

The Minneapolis Public Schools have been in transition as a result of tremendous budget cuts. Enrollment has dropped by 10,000 students since 2003 and tenured Arts teachers have been laid off the last two years. The district does have a grant to fund the Arts for Academic Achievement initiative to integrate the arts across all subject areas (i.e. science, math, and physics). Four district schools were able to take advantage of VH1’s Save the Music program. Each school provides a licensed band teacher and VH1 grants the school \$25,000 in band instruments. [implements plan recommendation #7]



IV. LOOKING AHEAD TO 2007

We are proud of the progress we have made in implementing the Arts and Culture Plan. We still have much to do. We will continue expanding the reach of arts and culture across all aspects of City business. We look forward to Steve Kotke’s leadership as he assumes the ACCC Chair. We believe as you do that access to a continuum of rich and meaning arts and culture experiences is critical to building community and ensuring a high quality of life in Minneapolis.