

# **MINNEAPOLIS PLAN FOR ARTS AND CULTURE**

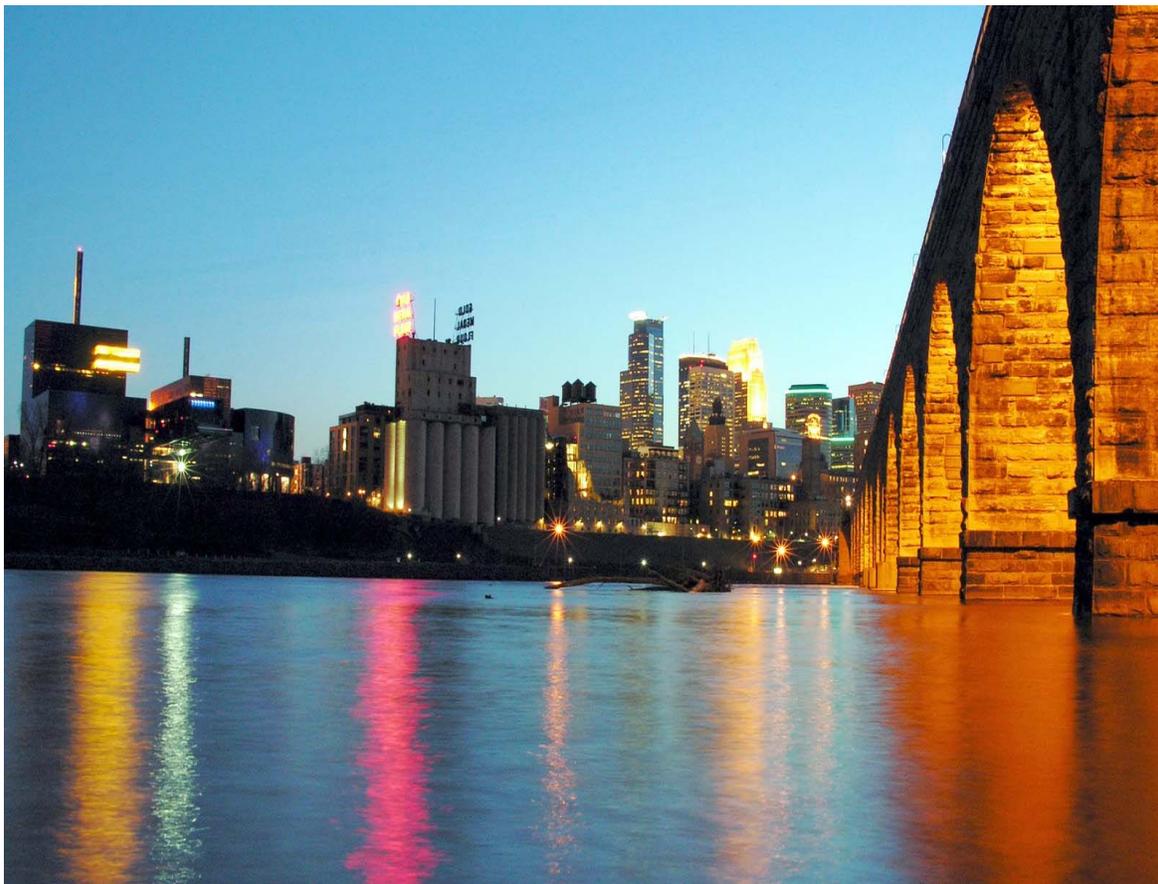
## **2008 PROGRESS REPORT**

**Issued by the Arts and Culture Coordinating Committee**

**2008 Chair, Steven Bosacker**

**March 2009**

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Photograph by Alex Nikitsin

# 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.

The plan identifies seven recommendations listed in order of importance.

#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 two percent 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 lifelong learning through the arts.**

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. The committee met six times over the 2008 calendar year and continued work on implementing the plan's recommendations.

## II. ACCOMPLISHMENTS AND ACTIVITIES

### Economic Development

The committee was able to direct focus on areas of economic development with the appointment of Kristin Guild from CPED-Business Development to fill Tom Daniel's vacancy. Art projects commissioned and financed by CPED include a mural for the Hollywood Theater on Johnston Street NE, assistance in purchasing the site for the new Fire Arts Center on East 38<sup>th</sup> Street and Chicago Avenue South, and murals commissioned by Juxtaposition artists for the exterior of the Delisi Building on the corner of Penn Avenue North and Broadway. A new arts business association formed in Councilmember Elizabeth Glidden's ward (SMART) and received a small operating grant as a business association. Juxtaposition artists have also painted store windows in vacant buildings along Hennepin Avenue in the downtown area. The Northside Arts Collective received a grant from the McKnight Foundation to fund artist-designed façade improvements on West Broadway.



Delisi Building banner, by Charles Caldwell

The subject of re-granting with a focus on programming dollars to small and mid-size arts and cultural organizations surfaced as a potential economic development tool. The City Arts Grants program was one such program sponsored by the City but was discontinued in early 2002 when the Office of Cultural Affairs was downsized and merged into the Planning Department.

The best way to secure funding for a specific project is to tie it to an urgent or socially relevant issue, for example homelessness or sustainable water sources. Council members have been successful in using this approach with Art-a-Whirl in Council Member Paul Ostrow's ward, Art Graffiti Projects in Council Member Lisa Goodman's ward and Frank Theater in Council Member Gary Schiff's ward. The committee will continue to investigate potential project options with this framework in mind.

[addresses plan recommendation #1]

## Funding for the Arts

In November 2008, Minnesota voters passed the Clean Water, Land and Legacy Amendment, a ballot initiative to create a dedicated funding source for environmental, arts and cultural funding. The three-eighths of one percent sales tax increase approved by the voters is estimated to capture about \$300 million a year. Thirty-three percent of the new money will go to clean water, 33% to game, fish and wildlife habitat, 20% to arts and culture and the remaining to parks and trails.

Of the potential \$59 million generated for arts and culture, \$30 million will go to the Minnesota State Arts Board and Regional Arts Councils, \$10 million for arts education initiatives, \$10 million to the Minnesota Historical Society, and \$9 million yet to be determined. This breakdown needs legislative approval in 2009 and no funds will be available for distribution until early 2010.

[addresses plan recommendation #3]

## Informational Forums

The Minneapolis Arts Commission hosted a public meeting on June 12, 2008 at the Minneapolis Institute of Arts celebrating the vibrant arts scene that has long distinguished the Twin Cities' economy and quality of life. In 2005, the arts scene arguably peaked as art centers expanded and national attention was drawn to the area. The panel discussion focused on the current state of the arts in Minneapolis and how to move it forward from that high point. Panelists included Jennifer Komar Olivarez (Associate Curator, Minneapolis Institute of Arts), Philippe Vergne (Deputy Director and Chief Curator, Walker Art Center), Jocelyn Hale (Executive Director, Loft Literary Center), Lilly Schwartz (Director of Pops and Special Projects, Minnesota Orchestra), John Miller-Stephany (Associate Artistic Director, Guthrie Theater), and Vickie Benson (Arts Program Director, McKnight Foundation).

An additional workshop was hosted by the newly-formed Public Engagement Committee of the Minneapolis Arts Commission on December 2, 2008. The event at Minneapolis Central Library addressed issues around small arts organizations getting access to marketing and promotion through local media.

[addresses plan recommendations #2 and #6]

## Comprehensive Planning

The Metropolitan Council periodically requires the City to update its comprehensive plan, now called *The Minneapolis Plan for Sustainable Growth*. This update includes a separate chapter addressing arts and cultural issues and provides an opportunity to incorporate many aspects of the Minneapolis Plan for Arts and Culture. Work on the plan update began in 2006 and continued throughout 2008.



The Minneapolis Park and Recreation Board continued its work on the MPRB comprehensive plan which includes a public art component. The goal is to have an inventory and description of pieces of artistic and historical value located the City's park system. Park staff continues to document, categorize and map existing art and historic elements in the park system.

### Film and Video Production

In 2008, there were 215 permits issued for film and video projects in the City. The combined budgets of these projects total \$17.7 million (58% film, 31% commercial, 11% television). Some notable commercial projects include shoots for Allianz Life, Ameriprise Financial, Best Buy, Blue Cross/Blue Shield of Minnesota, Cargill, Center Point Energy, Comcast, Detroit Pistons, Great Clips, Jack Links Beef Jerky, Macys, Marriot Hotels, Minnesota Lottery, Polaris, ShopNBC, State Farm Insurance, Target Corporation, Thrivent Financial, Time Warner, W Hotels, The United Way and Victory Motorcycles.

Minneapolis was the location for several films during 2008. The indie drama, *Into Temptation*, by local writer-director Patrick Coyle, was filmed in the warehouse district and North Loop area in May 2008. Coyle, a playwright/actor-turned-filmmaker, penned the script which won the McKnight Screenwriting Fellowship. The film stars Kristin Chenoweth who recently appeared in the New Line Cinema comedy *Four Christmases* and stars on ABC's *Pushing Daisies*.

*Nobody*, a film following the struggles of an angst-ridden art student, shot at various North Loop locations in May and June 2008. The film had local connections through Minnesotans Christine Kunewa Walker (Producer) and Josh Hartnett (Executive Producer).

For their most recent project, *A Serious Man*, Joel and Ethan Coen returned to Minnesota to film a story very close to their own. In it a Midwestern Jewish professor begins to question the meaning of life. The film was shot at several metropolitan locations in September and October including the law offices of Meshbesh and Spence (1616 Park Avenue South), the Van Dusen Mansion at LaSalle and Groveland, Shingle Creek Elementary School (5034 Oliver Avenue North), and Aqua City Motel (W. 58<sup>th</sup> Street and Lyndale Avenue South).

In November, the Cedar-Riverside neighborhood (South 6th Street at Cedar Avenue South) was the location for the small independent film, *Ana's Playground*, which dramatized the tragic effects of war on children and also exposed the fact that children are being used as tools of war around the world.

Locally shot television productions included the Food Network (*Bizarre Foods with Andrew Zimmern* and *Diners, Drive-In's and Dives*), PBS News Night, Travel Channel, Discovery Channel, Sundance Channel (*Iconoclasts*), Art and Entertainment Channel (*The First 48*), NBC's *Last Comic Standing*, and Republican National Convention coverage with CSPAN, Fox Television, MSNBC and CNN.

[addresses plan recommendation #1]



*Ana's Playground*, on location (photograph by Andy Richter).

### Public Art Program

Art in Public Places enriches Minneapolis life by integrating public art into City services and building projects such as bridges, bikeways, gateways and buildings. The program commissions new artworks, conserves and maintains existing works and supports projects conducted by other City departments and boards.

Projects include:

Greenway Public Art – This artwork spans over 4,500 feet and creates a visual rhythm along the trail. A series of benches, bronze shoes, and questions contemplate the theme of journey through time and personal experience.

Lake Hiawatha Public Art – This concave granite sculpture in parabolic form amplifies sounds emanating from the neighboring lake and neighborhood, encouraging viewers to explore nature as well as their own inner musings and imagination.

Hiawatha Maintenance Facility – Artwork is planned to be integrated into the sound wall at the new Hiawatha Maintenance Facility. The work incorporates a trellis made from recycled bridge decking, vines and steel relief images based on public works maintenance vehicles.

Jackson Square Public Art – Six-foot spheres of layered steel and glass face each other across the park. Interior lights change color, creating dialogue between the sculptures that symbolizes the rich cultural exchange in the community, and encourages further conversation.

Heritage Park Public Art – Artworks integrated into plazas and trails draw on environmental, cultural, and historical themes. They recall the Sumner Field Homes and wildlife once found in Bassett Creek, reminding residents of the forces that led to the creation of Heritage Park.

John Biggers Seed Project – This project honors Celebration of Life, a 200-foot North Minneapolis gateway, which was destroyed in 2001. The vision is to create a work of art that embodies the mural’s legacy and spirit of collaborative and intergenerational learning.

Second and Marquette Public Art – In collaboration with Public Works this proposed project integrates imagery of welded metal grasses into tree corrals, tree grates, and bike racks.

13th Street Public Art – In collaboration with Public Works this art project is integrated into streetscape improvements with the purpose of enhancing the pedestrian experience of from Nicollet Mall to the Convention Center.

4th Avenue Bridge on Greenway – In collaboration with Public Works this conservation project involved refabricating 50 sculpted portraits of community leaders integrated into the bridge wall. The portraits were remade in bronze to prevent vandalism.

Artist-Designed Drinking Fountains – In honor of the City’s 150th anniversary, this collaborative project between several City departments commissioned ten artist-designed public drinking fountains for various locations throughout the City. The vision of this project is to celebrate the role water has played in Minneapolis history and to foster a commitment to honoring and protecting water as fundamental to all life.

The City facilitated the process of commissioning two artworks for the ballpark, a series of three panels on the North 5th Street side of the building and a suspended artwork for the circulation building, which will connect Northstar LRT commuters to the ballpark and the Hiawatha LRT. They provided technical assistance to the Central Corridor Public Art Project with the artist selection panel.

The City of Minneapolis Division of Solid Waste and Recycling provided micro grants for innovative graffiti prevention projects. The program supported community-based organizations with innovative projects designed to remove and prevent graffiti. Of the 17 funded projects, 10 used public art to discourage graffiti, resulting in 23 new murals and an artistic utility box project in the Hennepin Theatre District.

In 2008, the Public Art Advisory Panel and the Minneapolis Arts Commission reviewed and approved eight private-public art projects on City property. Highlights include a street painting project in North Minneapolis and a public art installation along Plymouth Avenue celebrating the Black Arts Movement of the 1960s.

A number of public art maps are now featured on the City’s website, including a map of historic artworks, created in conjunction with the City’s 150th anniversary and a map of utility boxes painted by artists on Hennepin Avenue.

[addresses plan recommendation #4]



Painted utility box by Faith Farrell

### Arts Promotion

In 2008, the Art in the Mayor's Office Visual Art Exhibition Program featured work in the mediums of painting and photography. The exhibition program is designed to create an opportunity for local visual artists to exhibit their work. This year's theme focused on water, celebrating the importance of the Mississippi River in the City's development. A panel of art professionals participated in the competitive jury process and made the following selections:

Lauri Svedberg (January – February 2008) Oil on canvas that captures the beauty and dream-like quality of the riverfront in elegant, subtle tones.

Dawn Vogel (March – April 2008) Photography exhibit entitled "*Green Central: History Comes Alive*" by Dawn Vogel that tells the story of 44 Green Central School 5<sup>th</sup> grade students' history lesson.

Lonnie Broden (May – June 2008) Mixed media merging photography and painting that creates a colorful dynamism around our river and lakes.

Jan Marx (July - August 2008) Highly-textured paintings that document landmarks along the Mississippi River.

Kevin Hawkins (September -October 2008) Color photography with a masterful use of water's reflective surface.

Aleksandr Nikitsin (November – December 2008) Photography documenting the City skyline from the riverfront.



*Mississippi Riverfront*, oil on canvas, by Lauri Svedberg

The Finance Department in City Hall hosted an exhibition of objects gifted to the City through the Sister City Program. These included scrolls, ceramics, sculpture and prints from Harbin, China, and Ibaraki, Japan, which were displayed from April through December 2008.

Spark24, a newly formed organization comprised of members of arts organizations, business representatives, and the hospitality industry, showcased the diverse Minneapolis/Saint Paul arts scene to a global audience for 24 hours on August 30 and 31, 2008, leading up to the Republican National Convention. A non-stop marathon of free entertainment with theater, music and dance performances filled Peavey Plaza and Orchestra Hall. Also over 60 venues, ranging from restaurants and bars to hotels and retail stores, featured live entertainment during the 24-hour period. The festivities offered something for visitors and residents alike.

The Fire Arts Center at East 38<sup>th</sup> Street and Chicago Avenue South received development financing through the City's Great Streets neighborhood business district program approved by the City Council. The space was an old movie theater that had been used as an auto repair business.

Meet Minneapolis launched a new promotion on their website to celebrate the Sesquicentennial, *150 things to do in Minneapolis*. Highlights ranged from pub crawls in Nordeast and skiing in the streets, to watching the Art Car Parade in Uptown and catching puppet show at the Heart of the Beast Theatre.

The website ([www.minneapolis-art.com](http://www.minneapolis-art.com)) was designed by Meet Minneapolis as a comprehensive website for arts events happening throughout the Twin Cities. They will maintain the website as part of their new focus on arts and cultural tourism. 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.

The Hennepin County Library continued its place as a cultural destination by:

- ✓ Providing a full inventory of its artwork on disc;
- ✓ Maintaining an extensive sheet music collection available for circulation;

- ✓ Providing exhibition space to local artists at the Central Library and Community Libraries; 2008 Central Library exhibits included: *Altered Books*, books as three-dimensional sculpture; *Minnovations*, an exhibit celebrating the State's Sesquicentennial and Minnesota-based discoveries; VIVA City Visual Art Exhibition by Minneapolis high school students; an exhibition on civic engagement to bring attention to the November 2008 election; and an exhibition highlighting Alexander Hamilton, inventor of modern America. Additional exhibitions by community artists were displayed at community libraries.
- ✓ Providing meeting spaces for individuals and arts and cultural organizations.

[addresses plan recommendations #5 and #6]

### Minneapolis MOSAIC

In its sixth 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 in a marketing strategy to promote the City as an arts destination. Presented by the City of Minneapolis from June through September, 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.

Each year Minneapolis MOSAIC commissions an artistic work that celebrates the diversity of the city and serves as a commemorative representation of the project. The 2008 commission featured an 18-minute film by John Gwinn and youth producers from Philips Community Television (PCTV), a south Minneapolis youth media program. Set to an original score composed by local musician Steven Kung, the documentary highlights people of diverse ages and ethnicities while exploring activities and points of interest around the City. The piece draws people from a variety of backgrounds to contribute their personal experiences.

[addresses plan recommendation #5]



### Collaborations/Partnerships

Minneapolis Public Schools Arts for Academic Achievement continued its partnership with Minneapolis Public Libraries. The 2008 VIVA City Art Exhibition was held at the Central Library Gallery. The Central Library has committed to this ongoing partnership through 2010.

Meet Minneapolis and the City's Sister City Program joined in a sister city celebration on July 20, 2008, at the site of *A Bell of Two Cities* public art piece on Nicollet Island. The piece was commissioned by the City of Ibaraki, Japan, which also gifted the City funding for future maintenance.

Hennepin County Library has ongoing collaborations with numerous arts, culture and learning-based organizations. These include the Minneapolis Institute of Arts, the Bakken Museum, Minnesota Center for Book Arts, Weisman Art Museum, MacPhail Center for Music, City of Minneapolis – CPED Business Development, Homewood Studios, Forecast Public ArtWorks, University of Minnesota, Mill City Museum, Minnesota History Center, Minnesota State Arts Board, Walker Art Center, Minneapolis College of Art and Design, St. Mary's University, Minnesota Center for Photography, Over Exposure, the Jewish Historical Society of the Upper Midwest and the Minnesota Spoken Word Association.

The Minneapolis Park 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.

[addresses plan recommendation #6]

### Arts Education

Minneapolis Public Schools is one of eight school districts that received a large grant from Ford Foundation to promote arts education and art integration across all academic disciplines. Forty-three of 57 schools in the district will have artists in the classroom to integrate art into other curriculum such as math, science and history. To celebrate this achievement they hosted a Community Arts Summit: Igniting Community Action through the Arts on Wednesday, August 13, 2008. New York and Dallas are two other cities receiving grants and they will be working closely with their cities' Office of Cultural Affairs. The Minneapolis Public Schools will work closely with the Arts and Culture Coordinating Committee on projects funded through the grant.

The Wallace Foundation provided \$750,000 to support the Minneapolis Public School's Comprehensive Arts Office in a year-long process to strengthen coordinated arts learning efforts and to bring high-quality arts experiences to more students in the Minneapolis Public Schools. This award is an important part of the Foundation's efforts to develop, test and share effective ideas and practices for enhancing arts participation and bringing the powerful benefits of the arts to all.

[addresses plan recommendation #7]

## **IV. LOOKING AHEAD TO 2009**

The recent economic downturn has had dire consequences for the local arts scene. No discipline is immune from this issue. Theatre de la Jeune Lune was shuttered in July and shortly after the Minnesota Center for Photography, which promoted the creation and appreciation of photographic arts, ceased operations. With a reduction in funding sources The Heart of the Beast Puppet Theater and Intermedia Arts have drastically cutback their operations.

Few communities in America are as rich with the arts as the Twin Cities. We pride ourselves on the quantity and quality of our arts community so now more than ever we need to be strategic in looking at these resources as a cultural priority.

We are proud of the progress we have made in implementing the Arts and Culture Plan though we still have much to do. We will continue expanding the reach of arts and culture across all aspects of City business, and believe 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.