



Request for City Council Committee Action from the Department of the City Coordinator

Date: December 1, 2014

To: Councilmember Lisa Goodman, Chair, Community Development & Regulatory Services

Subject: Application to the National Endowment for the Arts Our Town program

Recommendation: Partner with Hennepin Theatre Trust to apply for an Our Town grant for the "Curb Appeal" project

Previous Directives:

Applications to the Our Town grant program for grant award years 2011 and 2013

Department Information

Prepared by: Gülgün Kayim, Director, Arts, Culture and Creative Economy Approved by: Spencer Cronk, City Coordinator Presenters in Committee: Gülgün Kayim, Director, Arts, Culture and Creative Economy
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Financial Impact

- No financial impact

Supporting Information

Through Our Town, subject to the availability of funding, the National Endowment for the Arts (NEA) will provide a limited number of grants for creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core.

Applications to the NEA Our Town Arts Engagement, Cultural Planning, and Design Projects category must involve at least two organizations: one a nonprofit design or cultural organization, and one a government entity. Each local government, whether applying directly or as part of a partnership with some other lead organization, is limited to one (1) application.

As required by the NEA, the City of Minneapolis will select one project to apply for/partner with. The following process is being followed to select this application:

November 7:	Proposals due to the City of Minneapolis for review
December 9:	City Council Community Development Committee
December 12:	City Council
December 15:	Endorsement letter from the Mayor and Council President

Information about this process was shared with City of Minneapolis elected officials and department heads. In addition, the information was shared through the following:

- The Arts, Culture and Creative Economy email list
- The Arts, Culture and Creative Economy webpage
- Twitter: #mplartsculture
- Minneapolis Arts Commission
- Direct e-mails to previous applicants
- Metropolitan Regional Arts Council (MRAC) newsletter
- Springboard for the Arts and Arts Midwest for their social media

In previous years, five (5) proposals have been received in response to the Minneapolis process for selecting an Our Town application.

Several inquiries were received about the current Minneapolis process for selecting an Our Town application. One (1) proposal was received as of the November 7, 2014 deadline. If multiple proposals had been received they would have been reviewed by a committee comprised of representatives from the following:

- Mayor's office
- Council President's office
- Council Committee Chair's office
- Minneapolis Arts Commissioner
- Community Planning and Economic Development
- Community representative /past grantee
- A funder

The proposal received for an application with the City of Minneapolis to the NEA Our Town grant program is titled "Curb Appeal." For this project Hennepin Theatre Trust seeks \$150,000 from the NEA to help support the installation of 38 artist-designed crosswalks on Hennepin Avenue stretching from the Walker Art Center to the Riverfront. The crosswalk project will both help delineate the spine of the district and engage the public in its creation through a series of Sunday morning installations combined with "open streets" activities. This is anticipated to be the largest project of its kind in the country.

The Trust will collaborate with the Department of Public Works to ensure the project meets all City requirements and will engage arts and cultural partners that line Hennepin Avenue in planning and implementing crosswalks and open streets activities.

The Arts, Culture and Creative Economy program will provide feedback on the current proposal for "Curb Appeal" to help make it the best possible application to the NEA. Proposed review committee members also had the opportunity to provide feedback on the proposal. Applications are reviewed by the NEA on the basis of agency-wide criteria of artistic excellence and artistic merit. The earliest announcement of grant award or rejection will be made by the NEA in July 2015.