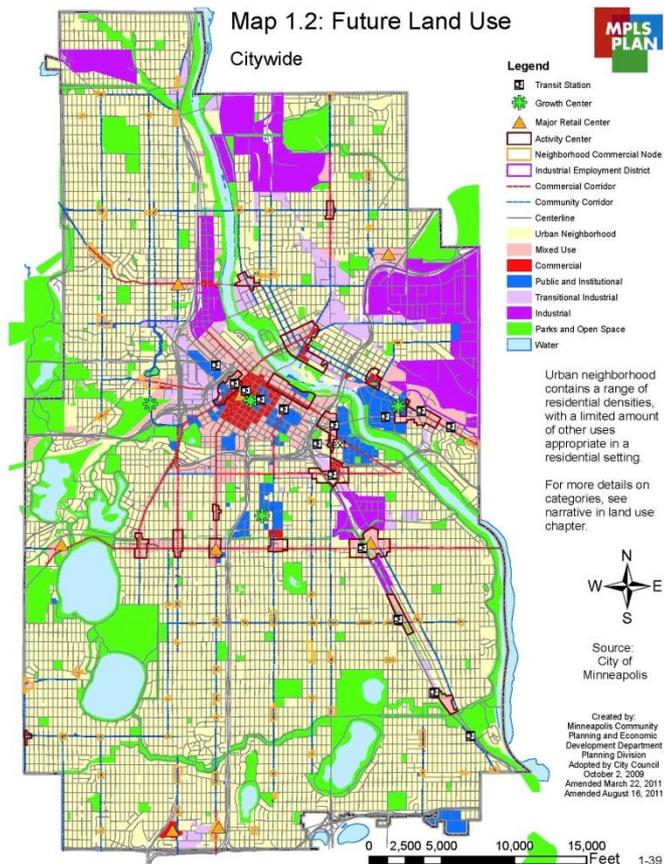




April 2, 2016 – Community Connections Conference

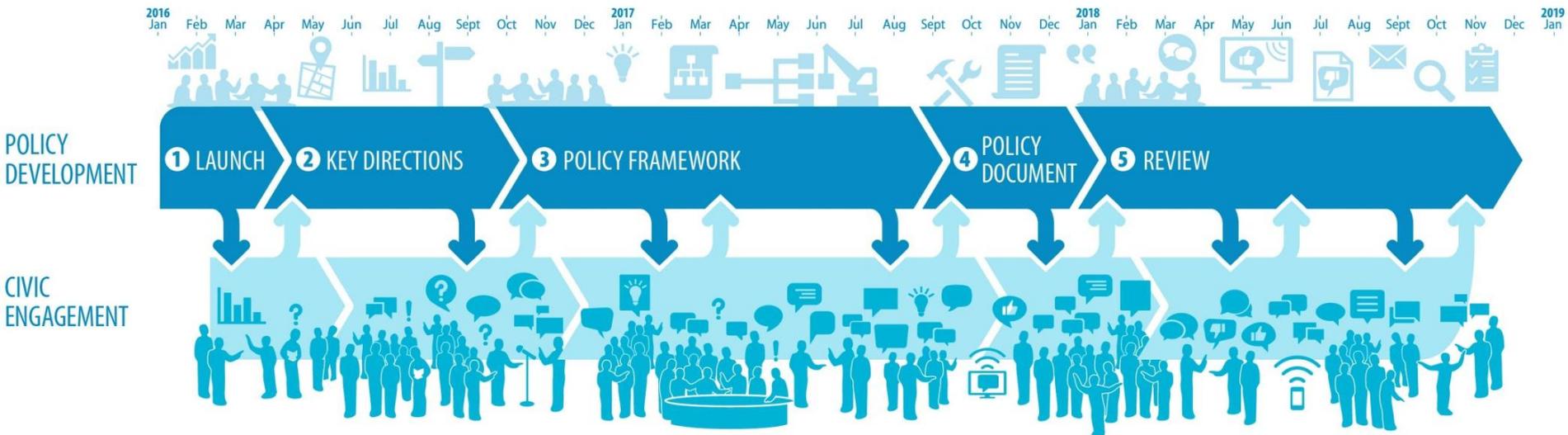
COMPREHENSIVE PLAN *UPDATE*



- Provides **long range policy guidance** for the City
- **Legally required** by state statute & Metropolitan Council regulation
- Must be updated every **10 years**
- Must be in compliance with **regional policy plans**
 - Transportation
 - Water
 - Parks
 - Housing



- Required by the Metropolitan Land Planning Act (§473)
 - Land use
 - Transportation
 - Housing
 - Parks and trails
 - Water resources
 - Implementation
 - *Natural resource protection*
 - *Historic resource protection*
 - *Public facilities plan*
- “Issues of regional importance” identified by Metropolitan Council
 - Economic competitiveness
 - Resilience
 - *Equity*





MISSION STATEMENT

Minneapolis 2040:

An inspiring city growing in equity,
health, & opportunity.



Growth



Equity



Sustainability



Livability



Competitiveness



Good Government

The Process is:

MEANINGFUL

RELEVANT

ACCESSIBLE

INCLUSIVE

EQUITABLE

The Community is:

REPRESENTED

INFORMED

HEARD

EMPOWERED

- Meaningful and relevant dialogue
- Inclusive representation
- Access to information & opportunities
- An empowering experience
- Contributions are heard & have impact
- Effective use of resources



PUBLIC LAUNCH ON APRIL 2

communityconnectionsconference
BIG IDEAS
Your Minneapolis



twitter

[Home](#) [About](#) [Participate](#) [Resources](#)

[Home](#)

Frequently Asked Questions

- [What is Minneapolis 2040?](#)
- [How will the City use Minneapolis 2040?](#)
- [Why is the City updating its comprehensive plan?](#)
- [What are the comprehensive plan values?](#)
- [What is the Minneapolis 2040 process?](#)
- [How do I get involved?](#)
- [How will my voice be heard and my feedback used?](#)

What is Minneapolis 2040?

It is the update to the City's Comprehensive Plan... It will shape citywide policies and



Sign Up For Updates

Name

Email

Welcome to Minneapolis 2040

- Participate in discussion around key comprehensive plan values
- Share your “big ideas” for the comprehensive plan update

#MplsBigIdeas

- Visit the website and sign up for future announcements of events and reports (including summary from this conference)

<http://minneapolis2040.com>

artspace

Building better communities through the arts

ARTSPACE'S MISSION

to create,
foster, and
preserve
affordable
space for
artists and arts
organizations.



Schack Arts Center / Artspace Everett Lofts
Everett, Washington

BUILDING. CREATING. GROWING.

2015 Year-End Review

39 PROJECTS IN OPERATION IN
27 CITIES IN 17 STATES



12
projects in
pre-development



3
projects began
construction in 2015



2
new projects
opened in 2015
3
projected
openings in 2016

CREATING OPPORTUNITIES

2,946,000 SF OF AFFORDABLE ART SPACE

1,374

LIVE/WORK UNITS
for artists and their families



148 Live/work units
under construction

298 Creative enterprises/
small businesses



132⁺K
SF of
community
space

\$3M

TOTAL RENT SUBSIDY
PROVIDED TO
LOW INCOME ARTISTS

BUILDING PARTNERSHIPS



WE WORKED WITH



ENABLING ART



 = 2,500 PEOPLE

FINANCES*

REVENUE VS. EXPENSES



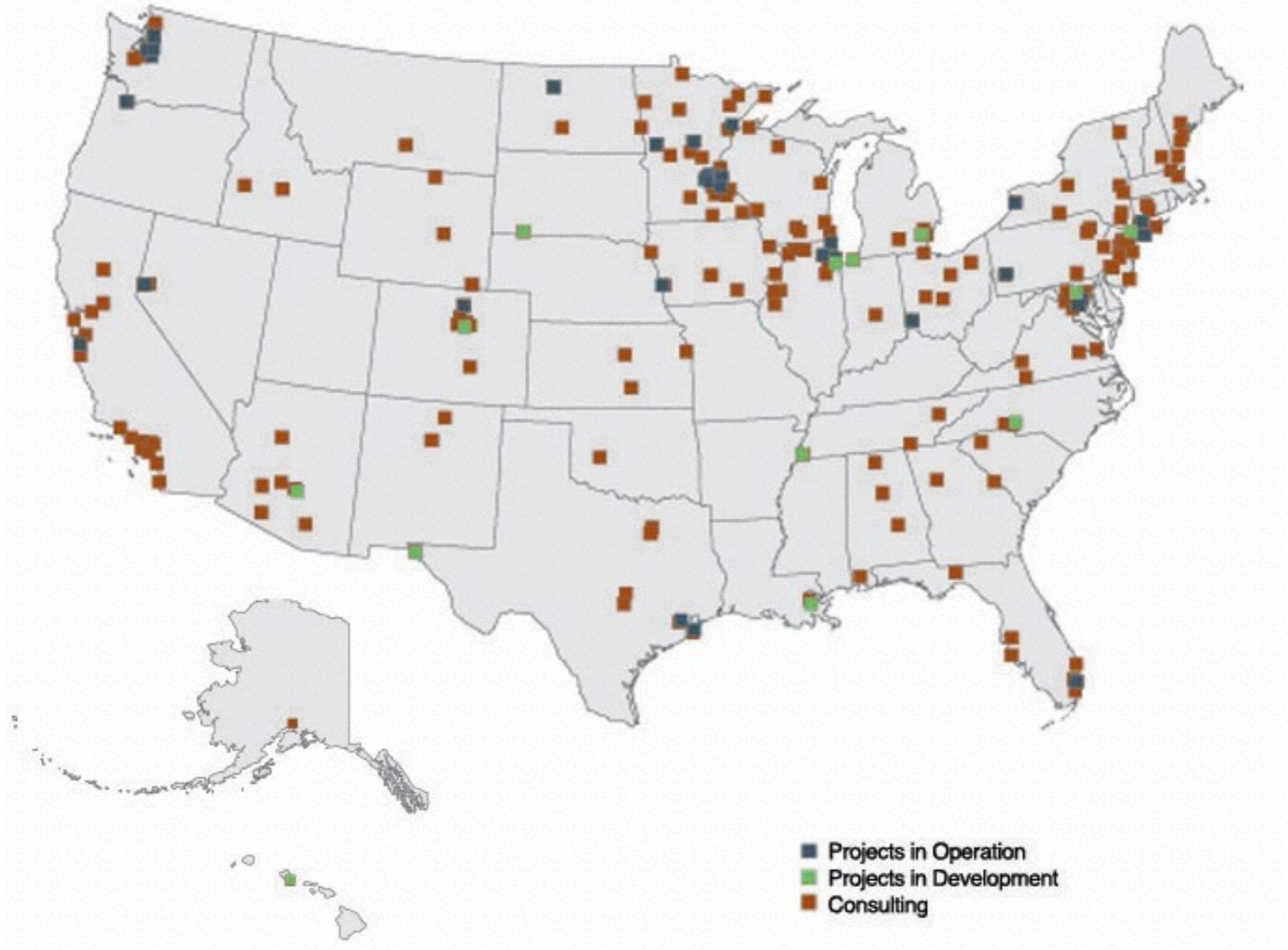
PRIMARY SOURCES OF FUNDS



*ALL NUMBERS IN MILLIONS

\$491⁺M = TOTAL REAL ESTATE INVESTMENTS TO DATE

artspace // at work in the United States



WHAT WE DO



Artspace Everett Lofts // Everett, WA

- > Property development
- > Asset management
- > Consulting

ARTSPACE IN THE TWIN CITIES



Cowles Center for Dance & Performing Arts



Grain Belt Studios



Northern Warehouse Artists' Co-op



Traffic Zone Center for Visual Art



Artspace Jackson Flats



Tilsner Artists' Co-op



Green Homes
North

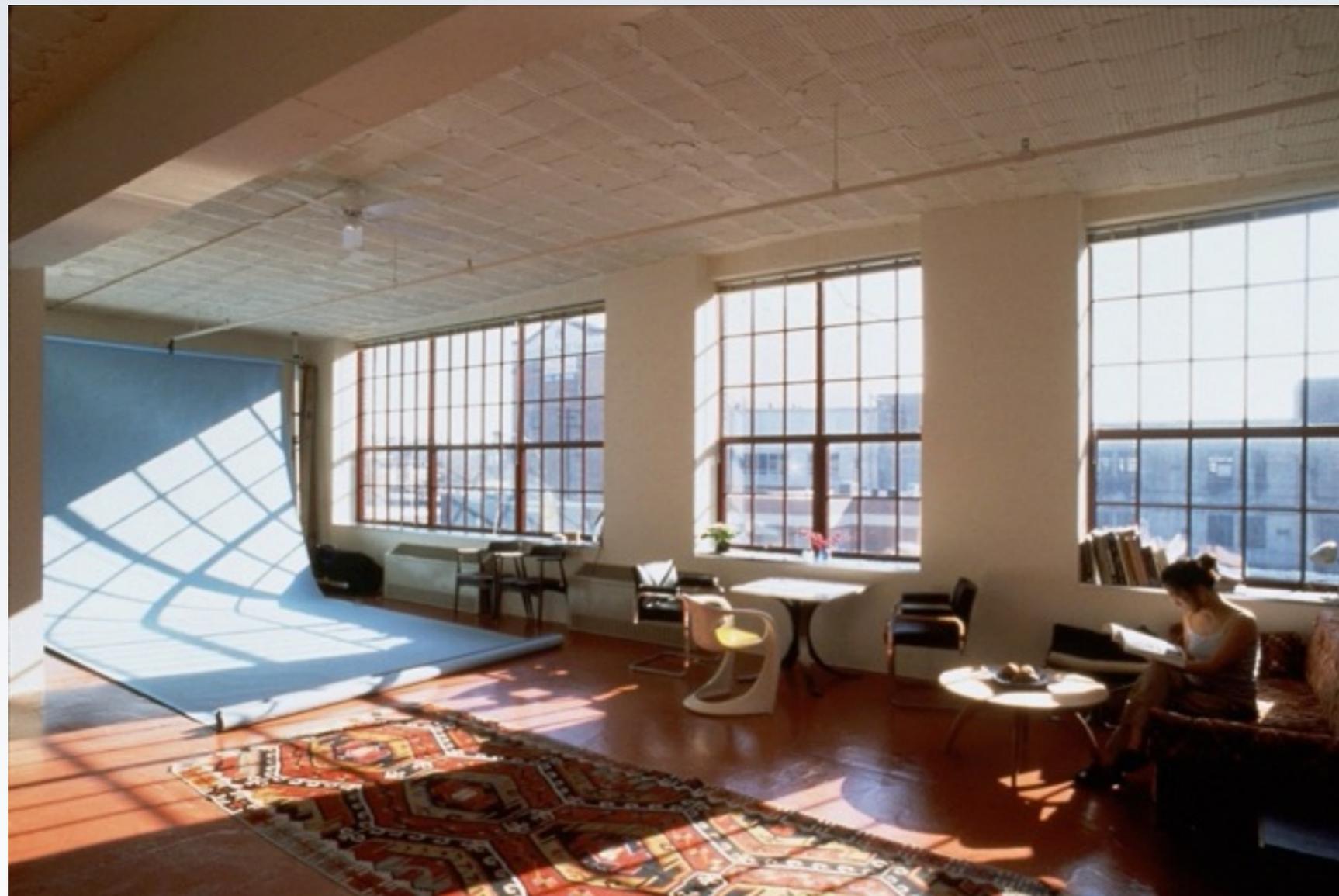


Chicago Avenue Fire Arts Center



653 Artist Lofts

LIVE/WORK SPACE



Spinning Plate Artist Lofts // Pittsburg, Pennsylvania
37 live/work units in an Art Deco style Pontiac dealership

WORKING STUDIOS



Traffic Zone Center for Visual Art // Minneapolis, Minnesota

COLLABORATIVE WORKSPACE



Chicago Avenue Fire Arts Center // Minneapolis, Minnesota
Adaptive reuse of a former silent movie theater (2010)



ART SPACES BENEFIT ARTISTS

Findings - Artspace tenants experience:

- > Affordable space that meets residential, family and artistic needs
- > Catalyzed “arts community”
- > Higher productivity
- > Enhanced professional reputations
- > Increased income generated through art activity



ART SPACES BENEFIT COMMUNITIES

Findings - Artspace communities experience:

TRADITIONAL MEASURES SHOW THAT JOB CREATION NEAR THE TASHIRO KAPLAN MODESTLY LED JOB CREATION IN GREATER KING COUNTY, WA.

These measures, however, may not capture the full scale of entrepreneurial activity. For example, 48% of resident artists reported increased earnings from their artistic work. Many artists operate as micro-businesses that fall beneath the radar.



HEDONIC ANALYSIS LINKS INVESTMENTS IN ART SPACES WITH INCREASES IN AREA PROPERTY VALUES

Estimated Percentage Increase to Property Value (One-time Average Increase per House or Condo)



- > Animation of underutilized properties
- > Properties put back on the tax rolls
- > Boost in area property values
- > Safe, livable neighborhoods
- > Attraction (and retention) of artists, arts groups, and creative businesses
- > Anchored arts districts
- > Expanded public access to art

AREAS OF OPPORTUNITY

Several approaches:

- > Stabilize existing arts neighborhood
- > Bring artists back who were priced out
- > Provide artists access to high traffic, downtown areas
- > Connect active nodes



WE FOCUS ON COMMUNITY AND ECONOMIC IMPACT AND SUSTAINABILITY



Northern and Tilsner Warehouses // St. Paul, Minnesota
52 and 66 live/work units in two historic warehouses
(opened 1990, 1993)



Today: Light Rail, Baseball, Farmers Market, More Artists



construction hotline
651-602-1404
centralcorridor@metc.state.mn.us

CASE STUDY OF ECONOMIC IMPACT CATALYTIC IMPACT OF TWO MIXED USE ARTIST HOUSING PROJECTS IN DOWNTOWN ST PAUL



- 1980s: No glimmer of sports stadium

Today: New Ballpark for St. Paul Saints: \$63 million in construction costs

\$10 million in annual economic impact

- 1980s: No artists and arts activity

Today: 50,000 annual visitors to semi-annual art crawls with average spending of \$20/person or \$1 million

- 1990: Artists only residents downtown

Today: More than 8,100 residential units downtown -- 30% increase in last decade

CASE STUDY OF ECONOMIC IMPACT



- 1989 population in warehouse district of St. Paul: 500 residents

Today: 8,500 residents

- 1980: Area had no name or identity

Today: Lowertown is a designated historic district with arts district status pending. Fastest growing neighborhood.

- 1991: St. Paul Farmer's Market built across the street from the artist buildings

Today: Brings 20,000 visitors downtown April-November every weekend

- 2013: Closest bus line 5 blocks away

Today: Light Rail to immediate neighborhood







154-91



FIRST

&

FIRST

FIRST & FIRST CHARTER:

- We declare the possibility of being a company that creates inspiring environments.
- We stand for preserving cultural heritage while being on the leading edge of art and innovation.
- We commit to being a catalyst for economic transformation.
- We transcend brick and mortar by engaging communities to create, collaborate and prosper.

ICE HOUSE PLAZA NICOLLET VISION



FIRST & FIRST
Architects

ICE HOUSE PLAZA

Before



FIRST
&
FIRST

ICE HOUSE PLAZA

Under Construction



FIRST
&
FIRST

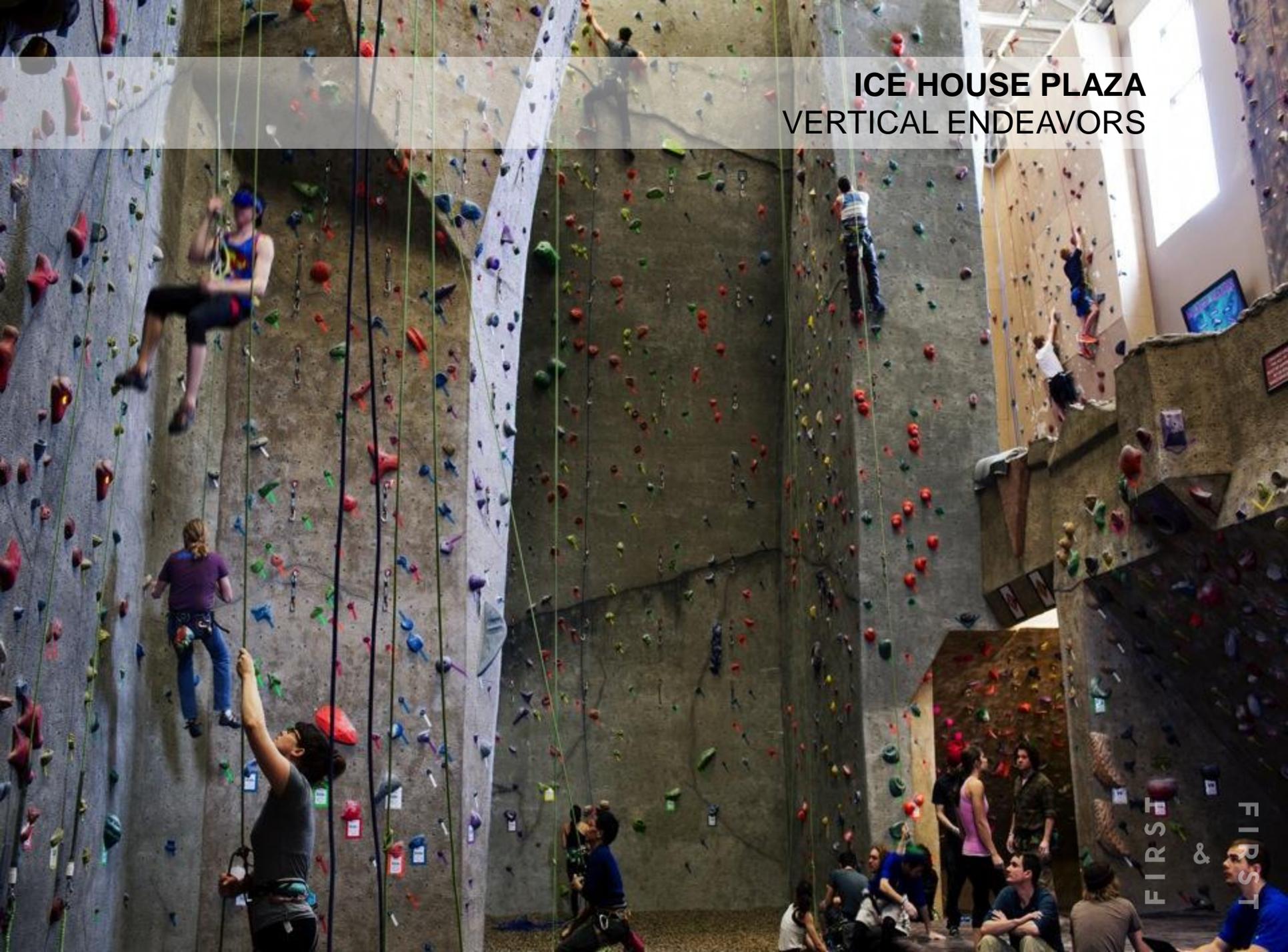
ICE HOUSE PLAZA

Completed



FRST
FRST

ICE HOUSE PLAZA VERTICAL ENDEAVORS



FIRST & FIRST



ICE HOUSE PLAZA
ICE HOUSE

THE BROADWAY

Before

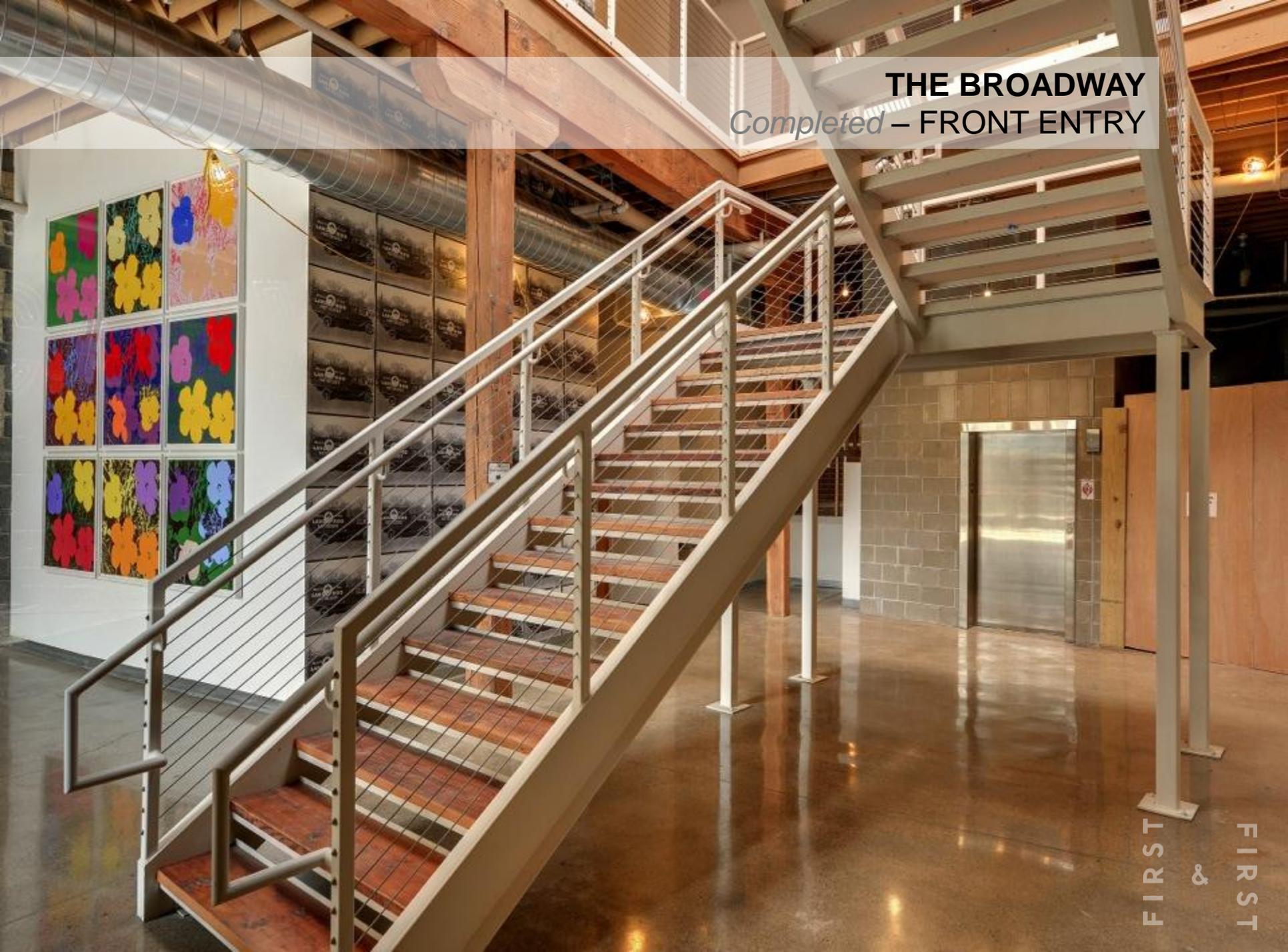


FIRST

&

FIRST

THE BROADWAY
Completed – FRONT ENTRY



**THE BROADWAY
OVERLOOKING COURTYARD**



FIRST
&
FIRST

**THE BROADWAY
SECOND FLOOR**



NOR

FIRST & FIRST

THE BROADWAY
612 BREW



FIRST & FIRST

**THE BROADWAY
SPYHOUSE COFFEE**



FIRST
&
FIRST

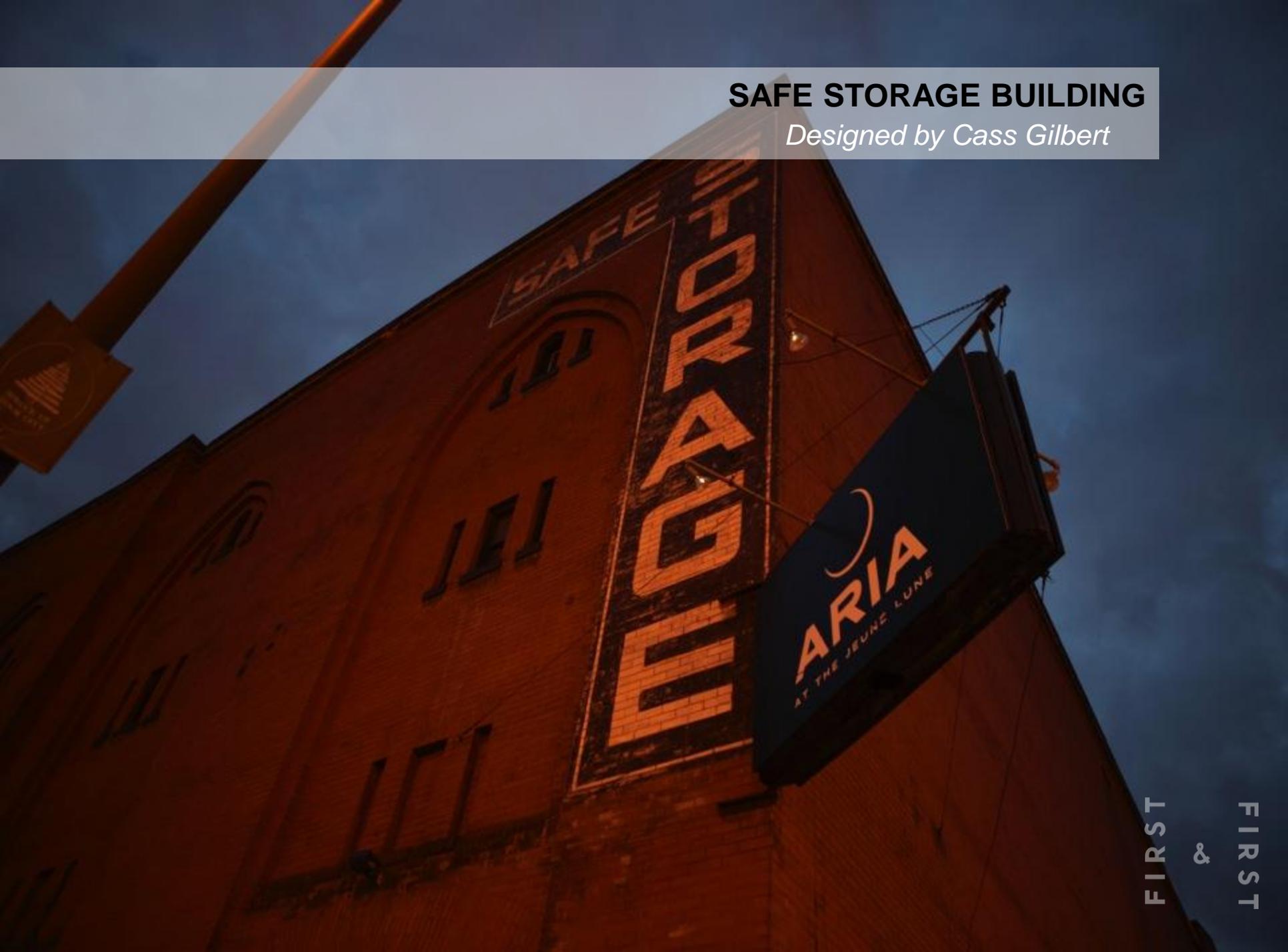
THE BROADWAY



FIRST
&
FIRST

SAFE STORAGE BUILDING

Designed by Cass Gilbert



FIRST

&

FIRST

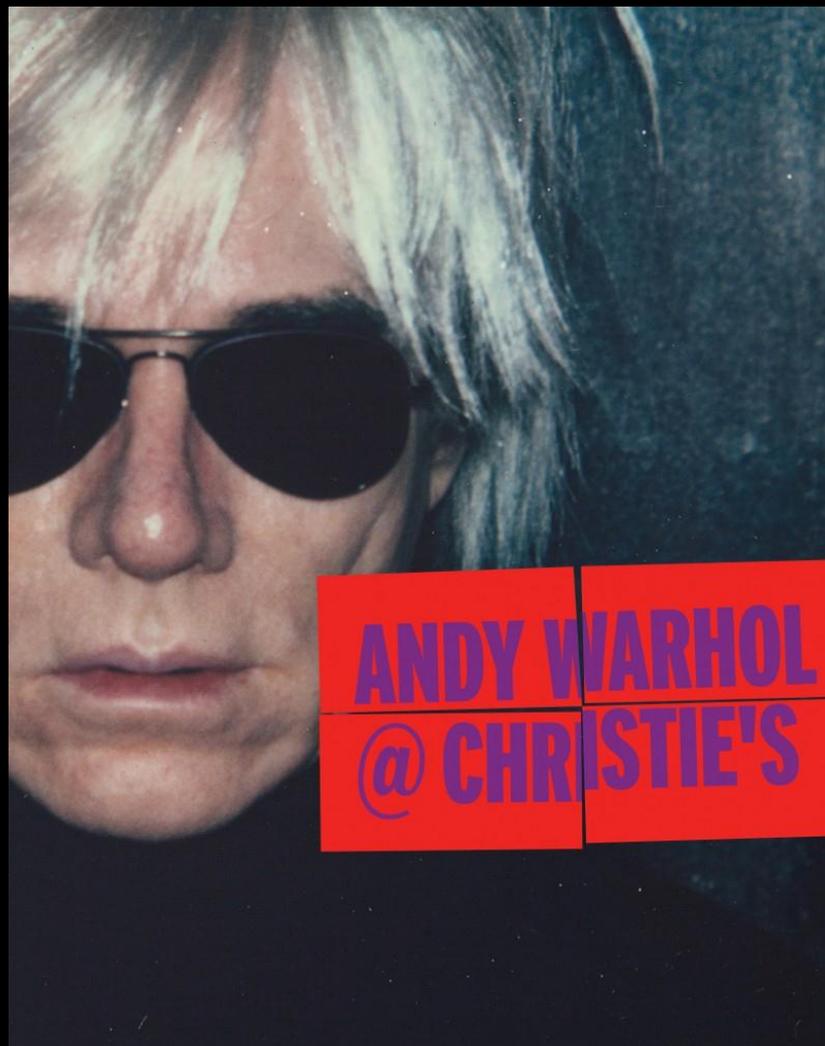
ARIA



FIRST & FIRST

ARIA

Warhol In Minneapolis



FIRST

&

FIRST



CULTURAL PROGRAMMING
Playing the Building – David Byrne

PLEASE PLAY

FIRST
&
FIRST

THE WORLD IS YOURS



FIRST
&
FIRST

811 GLENWOOD



811 GLENWOOD



811 GLENWOOD



811 GLENWOOD



FIRST

&

FIRST

















COLUMBUS GARDENS



We need to
revitalize our gardens
to make the
flowers grow
We all sign
the petition
to keep the
hood safe and
sound

SPK 2008

advisory

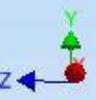
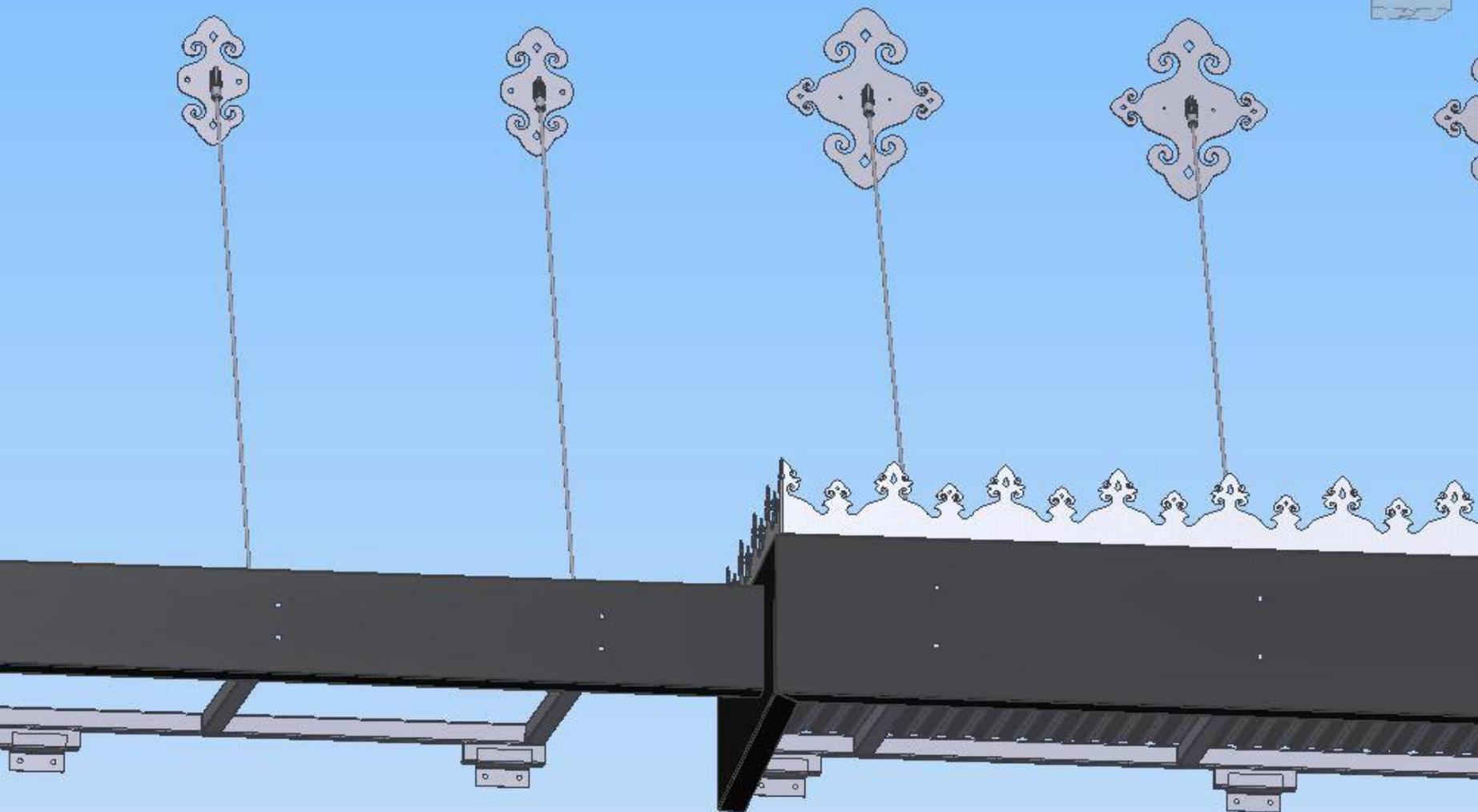








RIGHT





Chiropractic

Chiropractic

Chiropractic

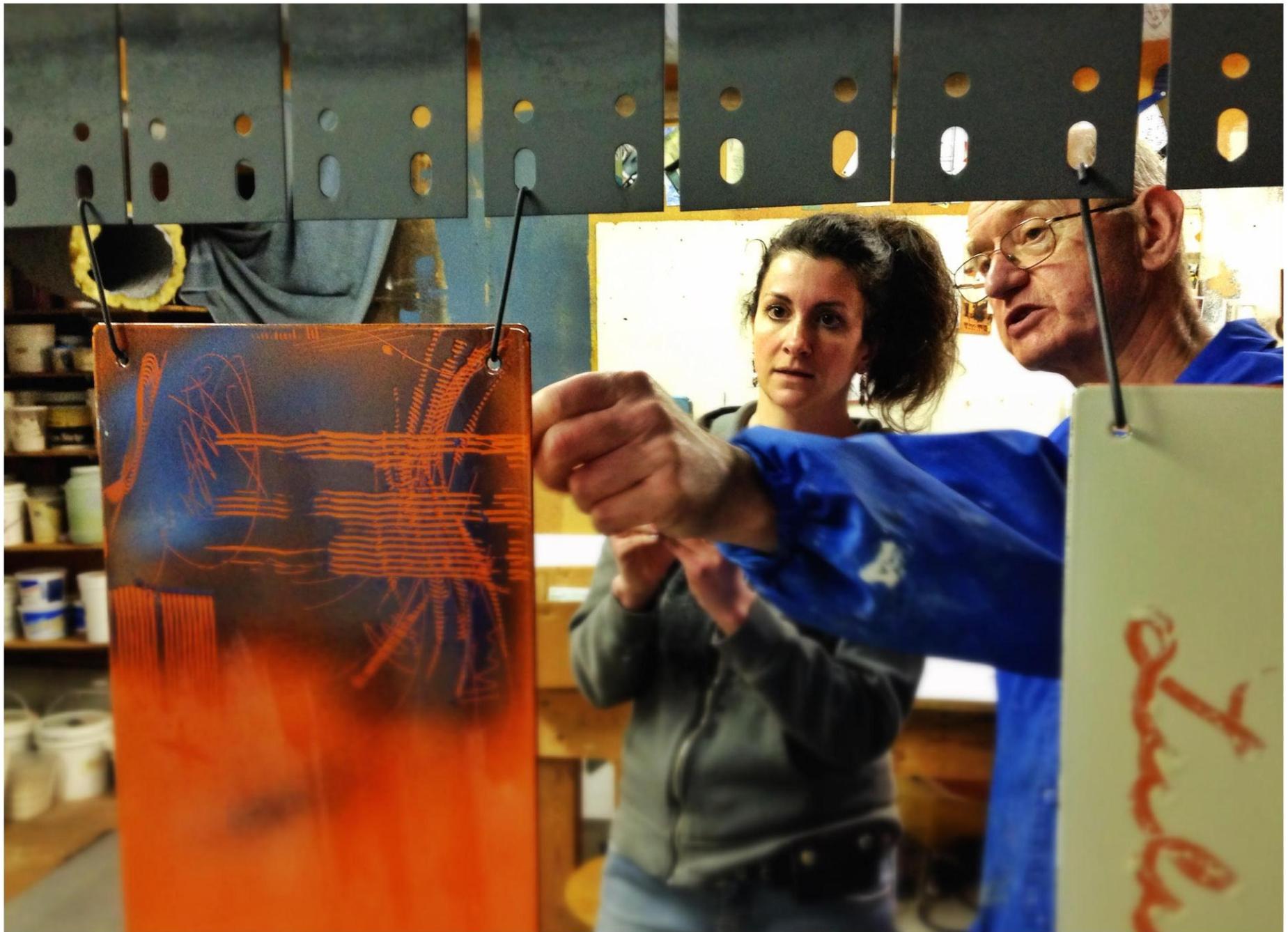
Chiropractic

2110

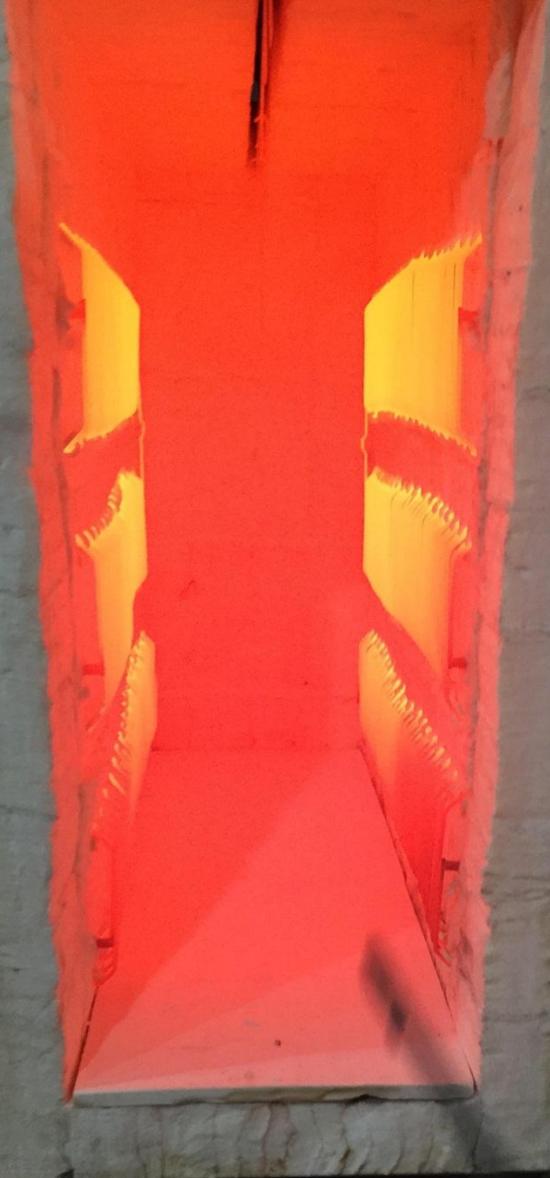






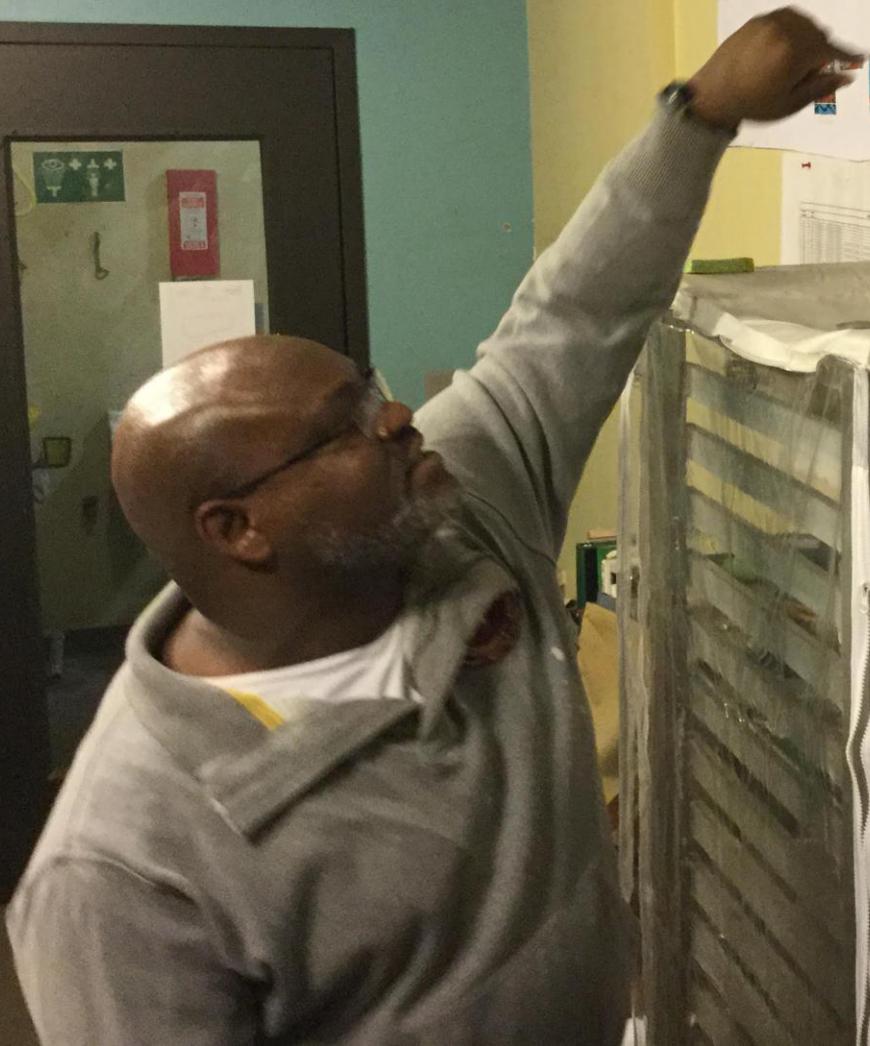






ALL THE WAY
FOR THE
NEW SPOT
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1/2

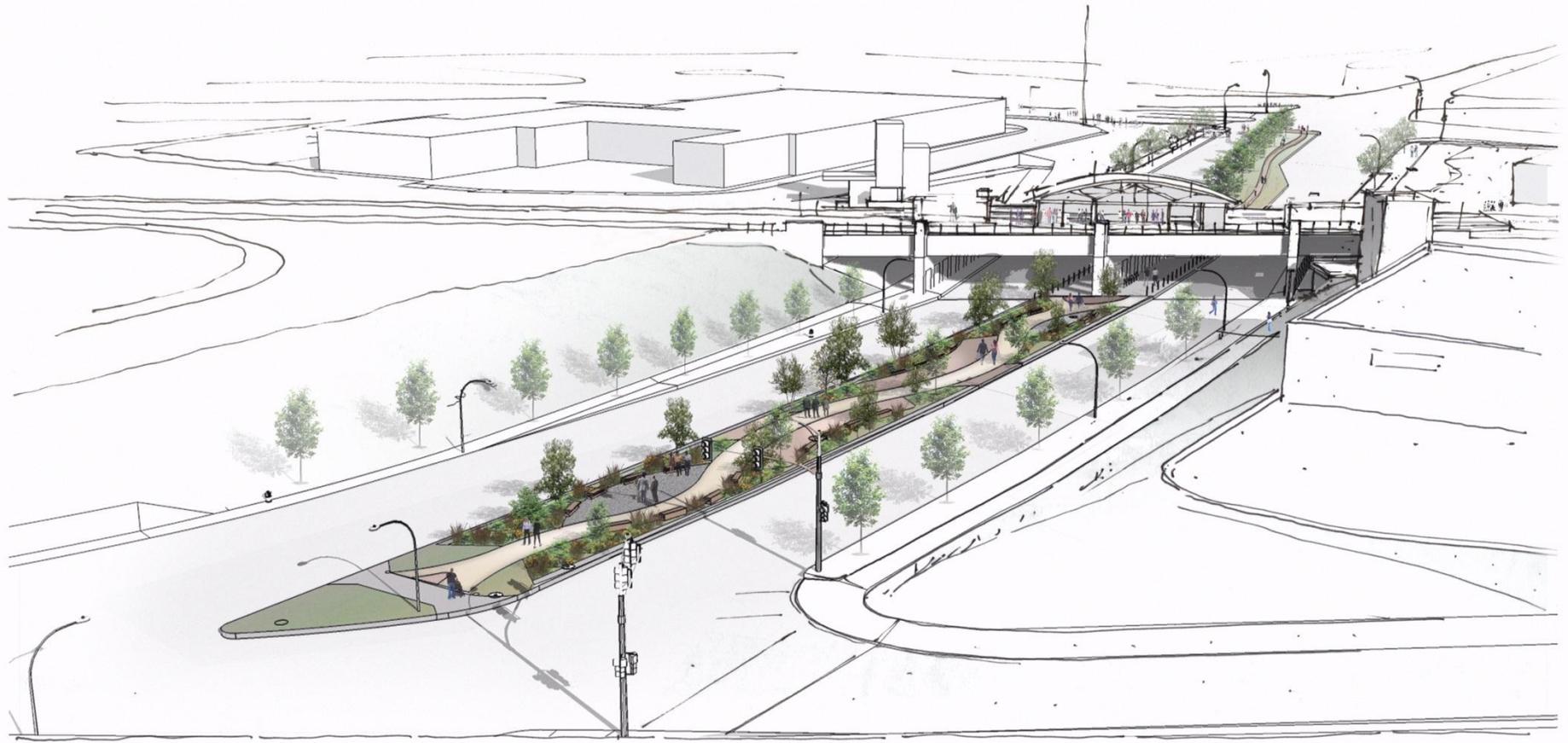






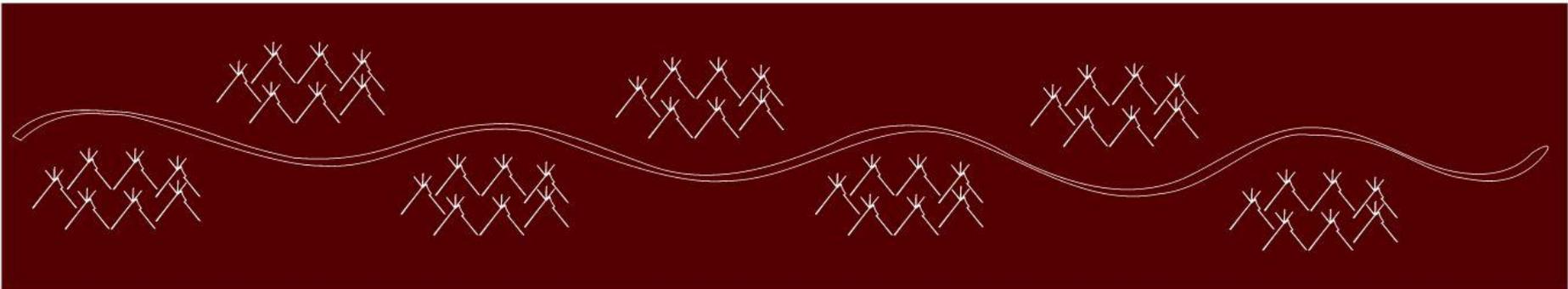
Justice is not a race issue, it is a human issue.
Together, we can make change.
THE RIGHT THING, AND GOD WILL REWARD YOU.
Free unless everyone is free.

Justice is not a race issue, it is a human issue.
Together, we can make change.
THE RIGHT THING, AND GOD WILL REWARD YOU.
Free unless everyone is free.





Tanyan Yahipi Dakod Makoce Kin, "Welcome To The Land Of The Friendly People"



NEW RULES PUBLIC BENEFIT CORPORATION

PROJECT OVERVIEW

Why are we here?

- Background
- Who are we?
- New Rules Project Overview
- Economic Competitiveness
- Defining Our Market
- Discussion



Vision Statement

- New Rules is a playground for creativity. Part fabrication and prototyping studio, part events/programs and learning center, New Rules provides access to professional equipment, software, and a vital and pivotal ecosystem of resources needed for the enrichment of people & communities.

Our Mission

- **New Rules** is a design lab, co-working and events in Minneapolis, MN with a mission of community development through the arts. New rules is an intergenerational space targeting makers, designers, and producers seeking an experience that incorporates design, technology, and holistic resources to create and build community. New Rules is a playground for creativity. Part fabrication and prototyping studio, part events/programming and learning center, New Rules provides access to professional equipment, software, and a pivotal ecosystem of resources needed for creation and community enrichment. New rules enables visionary residents and businesses to imagine, then build new futures for themselves.
- **Our Approach:** personal and business development
 - Environment; eat, live, work, sleep, play spaces
 - Education; skill sharing hands on experience
 - Economic
 - Health & Wellness ; mind, body, soul, heart, and spirit
 - Social; relationships and authentic connections
 - Meaning; purposeful existence
 - Achievement; a sense of accomplishment
 - Spiritual; feeling good

Who are we?

Products & Services

- Design Studio | Makers Lab
- Business Development Workshops
- Culturally Relevant Program
- Event Space

Long Term

- Café
- Retail- Fashion.Food.Art
- Garment Knitting Machine

What have we done?

- Personal Career
 - ▣ 7 years+ Fashion Textile Experience
 - ▣ Business Development- Design Thinking – Porotype Solutions
- Commercial Residential Apartments
 - ▣ Yale Avenue; Columbus, Ohio- Completed 2014
 - ▣ Nace Avenue; Columbus, Ohio- Completed 2015
 - ▣ Lowry Lofts; Minneapolis, MN- Completed 2015
- Commercial Retail Space
 - ▣ Lowry Commons; Minneapolis, MN- Summer 2016



Yale Ave- Columbus, OH



Yale Avenue

Lowry Commons Open House

INVITATION

**LOWRY COMMONS
OPEN HOUSE**

FOOD.MUSIC.& COMMUNITY PLANNING.

SATURDAY, JULY 25TH 6-10PM - 2015 LOWRY AVE. N 55411

COME & SHARE YOUR IDEAS OF HOW TO BEST UTILIZE THIS SPACE!

Lowry Lofts- Minneapolis (Artist in Residence)





Focus for 2016

- Secure funding
- Complete Build Out
- Open House
 - ▣ Branding, Marketing, Advertising
- Formalize Partnerships
 - ▣ Sammy's Avenue Eatery
 - ▣ Sarah White
 - ▣ Artist Engagement/Commitments
 - Complimentary Institutions and Organizations
- Build internal staff
 - ▣ Student Internship
 - ▣ Marketing & Branding
- Draft Mutual Fund
- Start Patent Application

Economic Competitiveness

- Global Trends
 - ▣ Millennial/Baby Boomer Demographics
 - ▣ Sustainability
 - ▣ Co-op/Co-Shared
- Local Trends
 - ▣ Talent Retention- Workforce Transition
 - ▣ Art and Creative Sector
 - ▣ Need for Culture and Space

KEY FINDINGS

The CVI helps us see how Minneapolis compares to the metropolitan region and the nation as a whole as a powerhouse of creative economic and social activity. CVI scores compare Minneapolis to the national average of 1.



The creative sector pumps on average

\$700M

into the economy in a single year. Of the \$700 million, \$430 million were in retail sales. As a comparison, creative sector sales revenues are roughly 70% of the size of Minneapolis sports sector revenues.

Minneapolis' CVI score outpaces the national average

4.8x OVER

In 2010, the Minneapolis/St. Paul metropolitan region had the

6TH HIGHEST CVI SCORE IN THE NATION

Our local arts audiences and advocates provide strong support. Rates of revenue and charitable giving to nonprofit arts organizations that present artwork in Minneapolis are

13½x THE NATIONAL AVERAGE

The creative sector employs nearly 20,000 residents in Minneapolis alone, making up

5% OF ALL JOBS IN THE CITY

This indicates the creative sector has stayed steady even during tough economic times.

TOP 5 CREATIVE OCCUPATIONS

- 1: Photographers (2,851)
- 2: Musicians & Singers (2,346)
- 3: Writers & Authors (2,151)
- 4: Graphic Designers (1,756)
- 5: Art Directors (1,035)

Minneapolis has especially high per capita revenues for theater companies and dinner theaters

14x THE NATIONAL AVERAGE

HIGHLY CREATIVE ZIP CODES:

55401

(downtown north) has 3,309 total creative employees, 17% of all creative employees

55402

(downtown south) has 2,277 total creative employees, 12% of citywide creative employees.

GROWING OCCUPATIONS

- Agents (+43%)
- Fashion Designers (+29%)
- Photographers (+27%)
- Multimedia Artists & Animators (+18%)
- Writers & Authors (+19%)
(% change 2002-11)

SHRINKING OCCUPATIONS

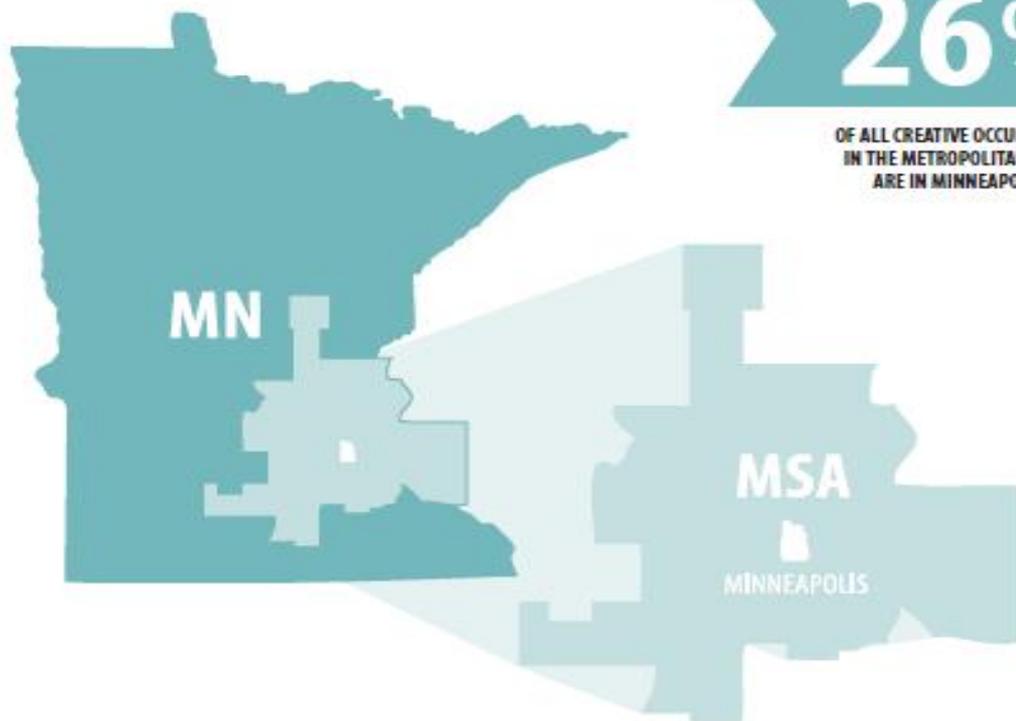
- Floral Designers (-29%)
- Dancers (-25%)
- Architects (-19%)
- Landscape Architects (-17%)
- Sound Engineering Technicians (-17%)
(% change 2002-11)

CREATIVE EMPLOYMENT

Creative employment in the region continues to be centered in Minneapolis — 26% of all creative occupations in the metropolitan area (MSA) are in Minneapolis. Creative occupations comprise around 5% of all occupations in Minneapolis.

26%

OF ALL CREATIVE OCCUPATIONS
IN THE METROPOLITAN AREA
ARE IN MINNEAPOLIS



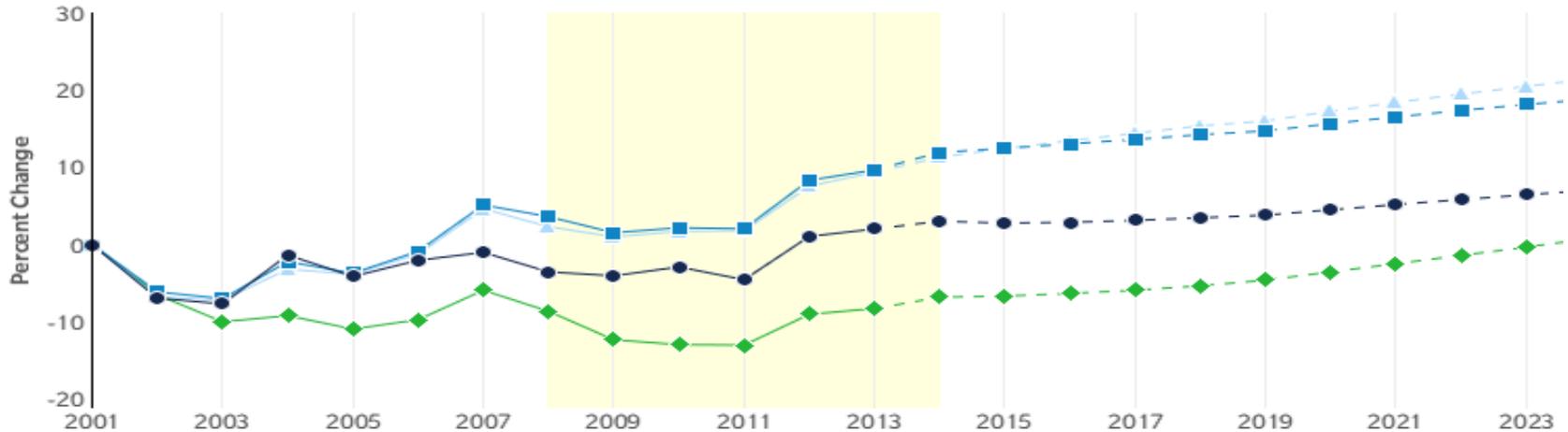
TOP 5 CREATIVE OCCUPATIONS

1. PHOTOGRAPHERS
2. MUSICIANS & SINGERS
3. WRITERS & AUTHORS
4. GRAPHIC DESIGNERS
5. PUBLIC RELATIONS SPECIALISTS

MOST CREATIVE OCCUPATIONS EXPERIENCED AN INCREASE;

the occupations that experienced the highest rate of growth were actors (7%), fashion designers (7%), sound engineering technicians (8%), and agents (10%)

Rate of change for fashion jobs



Region	2008 Jobs	2014 Jobs	% Change
● Region*	77	83	7.8%
■ MSP MSA	308	332	7.8%
▲ State	407	442	8.6%
◆ Nation	28,422	28,987	2.0%

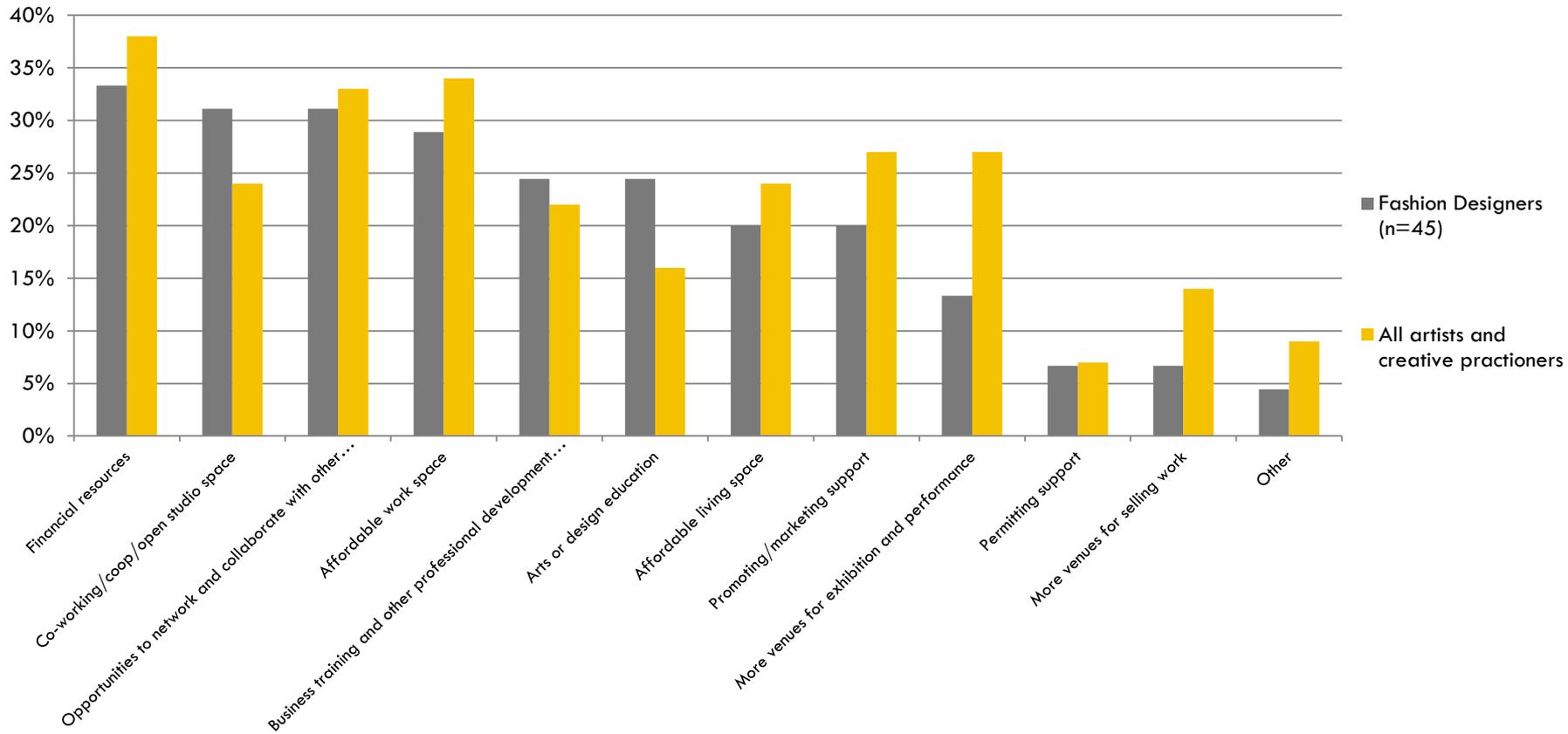
* indicates Minneapolis

total number of fashion jobs			
	2008	2011	2014
Minneapolis	77	76	83
Minneapolis/St. Paul area	308	303	332
Minnesota	407	405	442
Nation	28,422	27,056	28,987

In the Minneapolis/St. Paul area in 2014, there were 332 fashion jobs, 9% **below** the national average.

In Minneapolis in 2014, there were 83 fashion jobs, 22% **above** the national average.

Resources desired by fashion designers, all artists and creative practitioners



Top Fashion Industry Needs



- financial resources
- co-working/coop/studio space opportunities to network & collaborate with other designers
- affordable work space
- business training & professional development

“ more opportunities to show work and network with other designers and potential clients”



What we can do?

- Lead and influence policy changes
- Think and Act Long Term
 - ▣ Support Creative For-Profit
 - ▣ Recirculate Resources
- Practice Humility; It takes a Village
- SUPPORT MY FUNDRAISER!!!

Thank you!!

Contact Information

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2015 Lowry Avenue N, 55411

clwebley@thecoopp.com

614-285-7113