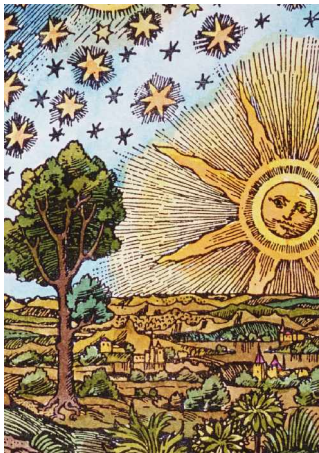


ARTS, CULTURE AND COMMUNITY ENHANCEMENT PLAN

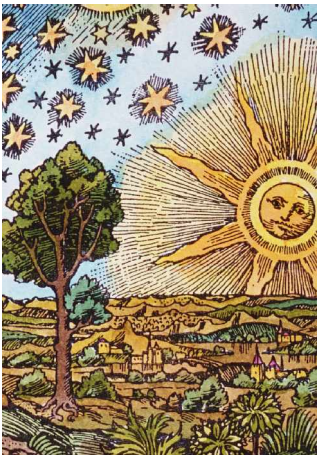
CITY OF MANKATO • AUGUST 2007

ARTS, CULTURE AND COMMUNITY ENHANCEMENT CONTENTS



CREDITS	pg. 3
VISION STATEMENT	pg. 4
VISION SEGMENTS	pg. 6
TRANSITION PLAN	pg. 7
ACTION PLAN	pg. 8
<i>Artist Advocacy and Support</i>	<i>pg. 9</i>
<i>Arts/Cultural Education</i>	<i>pg. 17</i>
<i>Community Buy-In</i>	<i>pg. 21</i>
<i>Community Design</i>	<i>pg. 25</i>
<i>Funding</i>	<i>pg. 34</i>
<i>Multiculturalism</i>	<i>pg. 44</i>
<i>Tourism and Economic Development</i>	<i>pg. 46</i>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT CREDITS



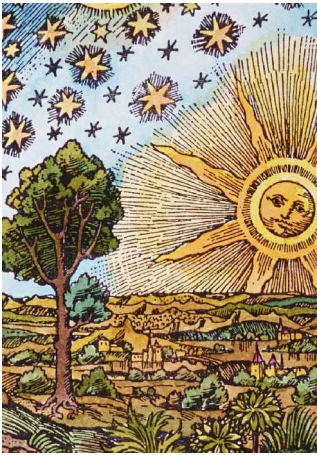
Committee Members

Tanya Ange, City of Mankato
Anna Thill, Greater Mankato United Way
John Brady, City of Mankato
Pam Determan, VINE
Joan Eisenreich, Community Education and Recreation ISD 77
Gretchen Etzell, Merely Players
Lona Falencykowski/Julie Schrader, Betsy Tacy Society
Tony Frentz, Developer/Construction
Linda Frost, Children's Museum of Southern Minnesota
Mark Frost, City of Mankato
Anne Ganey, YWCA
Curt Germundson, Carnegie Center/The410project
Lisa Boelter, Convention and Visitors Bureau
Bukata Hayes, Greater Mankato Diversity Council
Dana Hedberg, Blue Earth County
Colleen Jackson, Summit Heritage Foundation
Jim Johnson, MSU Art Department
Michael Lagerquist, MSU Theatre Department
Meredith Lemiso, Citizen
Jessica Potter, Blue Earth County Historical Society
Shannon Robinson, Twin Rivers Center for the Arts
Tamra Rovney, City of Mankato
Anne Splinter, Mankato Area Foundation
Bryce Stenzel
Marnie Werner, Mankato Symphony Orchestra
Katy Wortel, Blue Earth County

Committee Facilitator

Julie Larson, Foster Your Dreams LLC

ARTS, CULTURE AND COMMUNITY ENHANCEMENT VISION STATEMENT



The Greater Mankato area is passionate about the arts and culture.

We are a culturally rich arts destination where all forms of art and culture are valued and celebrated. The vitality of the arts, culture and historical sectors of our community flourish through the support, encouragement and fostering of public-private partnerships.

The Arts, Culture and Community Enhancement Committee wishes to acknowledge and encourage the contributions of the arts and culture to the area by proposing the development of an Arts and Cultural District. This district will celebrate the artistic and cultural organizations, businesses and creative individuals in the region by being a rich tapestry of social vibrancy, with a spirit of cooperation that sparks conversation, creativity, education, involvement and innovation throughout the community.

The Arts and Cultural District provides a positive image, beautifies and animates the area and provides marketing and programming opportunities to enhance businesses, attract visitors and improve the quality of life for all residents. By building on community assets, the District promotes community, cultural and economic development that expands business and cultural institutions, promotes diversity, increases employment, attracts creative individuals, increases housing, enhances property values and improves the tax base.

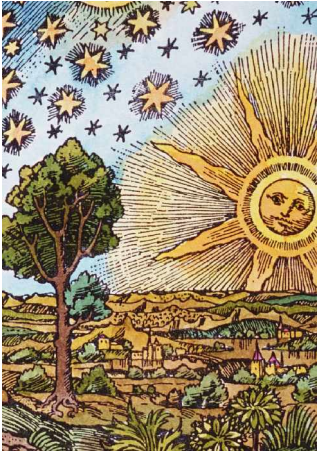
The District is more than a location, however: it is a collaboration and a partnership in which all entities flourish. Fulfilling work generates prosperity, artistic capabilities and connections, creating art for our region, the nation, future generations and the world.

The Arts, Culture and Community Enhancement Committee hereby recommend that by leveraging the numerous arts and cultural venues already existing in the City Center area into a recognizable critical mass of destinations and resources, the community will be able to:

- Raise awareness of the various forms of art and culture, actively coordinate the publicity of these activities, and assist in the creation of, support for and collaboration among these organizations and individuals.
- Make arts and cultural education a priority in the community by providing resources that create opportunities for artists to teach and residents to learn.

- Encourage multiculturalism by promoting events that educate and celebrate the many cultures in the community.
- Develop an Arts and Cultural District, initially in the City Center of Mankato that ties together existing and proposed built assets to offer an atmosphere that is livable and enlightens visitors.
- Enhance the economic vitality of the City Center by making the Arts and Cultural District a destination encompassing retail, restaurant, residential and office uses that attracts visitors and improves the tax base.
- Build a supportive atmosphere in the community by encouraging the Arts, Culture and Community Enhancement Plan, the proposed Arts and Cultural District and the artists themselves.
- Develop a funding strategy to support our existing arts and culture facilities and organizations and encourage the location of residences, businesses, organizations and facilities within the Arts and Cultural District.

VISION SEGMENTS



30-Second Elevator Speech

Recognizing the important role the arts, culture and historical sectors of our community play in enhancing the quality of life in Greater Mankato, the Arts, Culture and Community Enhancement Committee is proposing two ways we can enrich the region:

Developing a physical district that supports the arts: This district, located in the City Center of Mankato and coordinating with the City Center Renaissance plan, would be populated with arts and culture venues, museums, galleries, studio and rehearsal space, retail, residential and office space that enhances the community and attracts visitors.

Developing a community culture that supports the arts: Mankato has a multitude of arts, cultural and historical organizations and events that improve the quality of life for residents and visitors. Promoting these existing assets and fostering new ones, encouraging diversity and educational opportunities and supporting an entrepreneurial spirit can benefit both the community spirit and economic vitality of the region.

What the Committee and its plan are all about

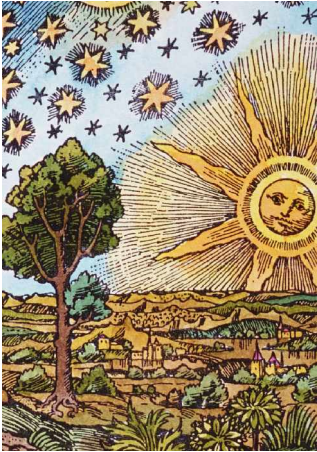
- Recognizing the important role the arts, cultural and historical sectors of our community play in enhancing the quality of life in the Greater Mankato area.
- Developing a physical district that supports the arts, radiating out from the City Center and filled with arts and cultural venues, studios, shops, rehearsal space, residential and office space that enhances the community and attracts visitors.
- Developing a community culture that supports the arts, promoting our existing assets and fostering new ones, encouraging diversity, education and an entrepreneurial spirit that benefits both the community spirit and economic life of the region.

The Committee and its plan in a nutshell

The Committee is proposing two things: the development of a physical arts and cultural district in central Mankato that includes venues, retail, office and residential space; and the development of a community culture that supports the arts by promoting and fostering new and existing assets, diversity, education and an entrepreneurial spirit.

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

TRANSITION PLAN



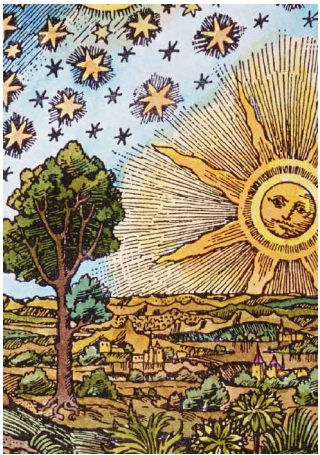
Transition Team will be comprised of a Subcommittee Chair plus a Blue Earth County Representative equaling eight members.

- Arts Advocacy and Support – Shannon Robinson/Twin Rivers Center for the Arts
- Art Education - Joan Eisenreich/Community Ed & Rec
- Community Buy-In – Ann Splinter/Mankato Area Foundation
- Community Design – Jessica Potter/Blue Earth County Historical Society
- Economic Development/Tourism – Marnie Werner/Mankato Symphony Orchestra
- Funding – Tanya Ange/City of Mankato
- Multiculturalism – Meredith Lemiso
- Blue Earth County-Dana Hedberg

Each member will be responsible for attending Transition Committee Meetings. If unable to attend, the Subgroup Chair will appoint an Alternate from the Subgroup to attend the meeting. It is the responsibility for the Subgroup Chair to update the Alternate, as updates will not be given at Transition Committee Meetings.

The Transition Committee will meet on a monthly basis to assist moving the plan into the implementation stage. The Committee will agree to and partake in open and respectful dialogue. Tanya Ange will be responsible for scheduling and hosting meetings at the Intergovernmental Center. Anne Splinter will be responsible for taking minutes and forwarding them to the whole committee. Email correspondence will be the primary means of communication.

The Arts, Culture and Community Enhancement Committee will be called upon in Fall 2007 to reconvene and be updated on progress.



ARTS, CULTURE AND COMMUNITY ENHANCEMENT

ACTION PLAN

Glossary of Abbreviations

BECHS	Blue Earth County Historical Society
BLC	Bethany Lutheran College
CCTV	Community Connection TV Mankato/North Mankato
CER	Mankato Area Public Schools Community Education and Recreation
CMSM	Children's Museum of Southern Minnesota
CVB	Greater Mankato Convention and Visitors Bureau
DBA	Downtown Business Association
GMCC	Greater Mankato Chamber of Commerce
GMDC	Greater Mankato Diversity Council
GMEC	Greater Minnesota Ethnic Coalition
GMED	Greater Mankato Economic Development Corporation
ISD #77	Independent School District #77 Mankato Area Public Schools
MCNP	Minnesota Council of Nonprofits
MSU,M	Minnesota State University, Mankato
MSO	Mankato Symphony Orchestra
NCHS	Nicollet County Historical Society
PLRAC	Prairie Lakes Regional Art Council
SCC	South Central College
Transition Team	Arts, Culture and Community Enhancement Transition Team
TRCA	Twin Rivers Center for the Arts

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT

OVERALL GOAL #1: To raise awareness of the various forms of arts and culture, actively coordinate the publicity of these activities and assist the creation, support and collaboration of these organizations and individuals.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed <i>materials, facilities, equipment, etc.</i>	Money Needs
<p>Action Step A: Create and maintain a centralized event website</p> <p>Create and maintain one centralized website for all events in the Greater Mankato area. The site will serve as a clearinghouse for information and will help with event coordination (an example is www.culturepulse.org in Grand Forks) and could also tie in with a centralized online ticketing website (such as www.fctix.com in Fort Collins). This website will include arts & cultural events, but will also include other community events and activities – This would serve as the singular online resource for what to do in Greater Mankato.</p>	<p>TRCA with assistance from GMCC/CVB and the DBA</p>	<p>Staff rep from local media such as Jed Highum (Applauze), Wes and/or Kristi Schuck (Centered), Currents listings director and Joe Spear at the Free Press, and reps from KatolInfo.com</p> <p>Software/web developers such as Steve Kind of Full Swing Solutions or Yvonne Cariveau at VoyaguerWeb, perhaps an outside consultant/software such as Artsopolis</p> <p>Public relations or design firm to help market and publicize the site</p> <p>Arts & culture organizations will need to provide content for website</p>	<p>Begin process in August/September of 2007 with a launch date of Fall 2008</p>	<p>Server space</p> <p>Information/content to post on site (will require buy-in from orgs)</p> <p>Marketing/public relations campaign to advertise site as a resource to visitors and residents</p> <p>Staff to maintain site (4 to 6 hours per week)</p>	<p>Artsopolis – approximately \$45,000 for initial design, set-up, marketing, and licensing. About \$5,000 per year to maintain license. (If combined with a ticketing site, handling fees could help offset the cost, including the cost of using credit card processing.)</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step B: Ensure continuity with CVB brochure holders at each destination within district</p> <p>Distribute GMCC/CVB large brochure holders to locations throughout the Arts and Cultural District.</p>	<p>CVB GMCC</p>	<p>Organizations and businesses within the Arts & Cultural District</p>	<p>Fall 2008</p>	<p>Brochure stands and up-to-date collateral from the GMCC</p>	<p>Minimal – just the cost of displays</p>
<p>Action Step C: Create a brochure/map to market area arts & culture</p> <p>Create specific marketing collateral that highlights arts & cultural events, organizations, and locations – including hotels and restaurants – in Greater Mankato (perhaps in the form of a map). This piece would provide general information, and would be made available next to existing publications that provide current event calendars such as Happeningz (Applauze) and Centered. Advertising could be sold on this map/brochure to help with expenses.</p>	<p>GMCC CVB TRCA</p>	<p>DBA Public Relations/design firm to create collateral (based on branding of Arts & Cultural District)</p>	<p>Map piece by Spring 2008, but marketing campaign would be ongoing</p>	<p>Buy-in from organizations to get information for collateral Staff to oversee creation of collateral, updating, and distribution to various locations</p>	<p>Could be self – supporting with ads and sponsorships, otherwise would need funds for design and printing</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed <i>materials, facilities, equipment, etc.</i>	Money Needs
<p>Action Step D: Create information kiosks throughout the district</p> <p>Provide easy-to-identify kiosks throughout the Arts & Cultural District that would serve as central information booths or tourist centers – some of these should be staffed by volunteers recruited by TRCA or by the Arts and Cultural District Association (ties into Community Design priority – these could also be placed at key tourist events such as Vikings Training Camp)</p>	<p>CVB GMCC DBA</p>	<p>City of Mankato City of North Mankato TRCA Architect/design firm to plan kiosks Hospitality industry</p>	<p>Fall 2009 for initial kiosk – maybe just a simple renovation of the train caboose outside the Chamber offices, more kiosks could follow each year as funding allows</p>	<p>Kiosks need to be designed and built</p> <p>Marketing campaign to accompany the kiosks</p> <p>Volunteer staffing once kiosks are in place</p> <p>Information needed to distribute at kiosks</p>	<p>Unknown – need info from GMCC</p>
<p>Action Step E: Formally recognize and award artists in the community</p> <p>Have GMCC add an artists / cultural award to their annual awards and highlight at annual meeting – examples are the Mayors Awards in Sioux Falls or the Bravos in Albuquerque</p>	<p>GMCC, with encouragement from TRCA and arts and cultural groups</p>	<p>PLRAC Potential award sponsor from corporate community</p>	<p>Fall 2008, to coincide with start of new programming year</p>	<p>Selection and awarding process (nominations), plaque or trophy to be presented, place to announce and keep history of who has been honored</p>	<p>Unknown, depending on acquisition of a sponsor business</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step F: Train artists and arts organizations in the “business of art”</p> <p>Provide regularly scheduled workshop and training opportunities for arts & culture organizations in topics such as marketing, board governance, fundraising, grant writing, strategic planning, and how to work collaboratively. Trainings for artists could include how to market and present their work, how to get exhibitions, tax laws for artists, etc.</p>	<p>TRCA MCNP</p>	<p>CER could assist to publicize, take registrations and provide classroom space</p> <p>GMED – for facility use</p>	<p>In progress</p>	<p>Staff time</p> <p>Workshop facilitators</p> <p>Location to hold workshops</p> <p>Marketing efforts to advertise workshops</p>	<p>Approx \$500 - \$1,000 per workshop</p>
<p>Action Step G: Encourage residents to attend performances by a variety of arts organizations</p> <p>Create an annual community art passport – or CAP Card – which patrons could purchase to get discounts at various performances by a variety of groups throughout the season. Incentives could include prizes given to several lucky CAP Card holders at the end of the season.</p>	<p>TRCA (See ART Pass on page 12)</p>	<p>All of the arts organizations interested in participating</p>	<p>2009 – 2010 season</p>	<p>A way to track all of the CAP Card holders in a central database and a central point of purchase for the CAP Cards</p> <p>Designer to create the CAP Card</p>	<p>Printing costs</p> <p>Staff time to administer the program</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step H: Market to a captive audience</p> <p>Create DVDs with information about upcoming arts events, images from exhibits, or clips from performances – these programs can be played on the plasma screens in local bars & restaurants during busy hours</p>	DBA	CCTV Local media KEYC Local bar/restaurant owners BLC TRCA	2009-2010	Buy-in and participation from organizations and restaurant/bar owners	Hopefully expenses will be nothing more than what organizations spend now, though some for CCTV production time – unless it can be a BLC student project
<p>Action Step I: Preserve and share past performances</p> <p>Develop a centralized library of past productions in theatre, music, dance, visual arts, etc. and loan these recordings to assisted living facilities, nursing homes, and daycare/child care centers to replay (could be played on CCTV as well)</p>	DBA	Public Library - Possible place to handle distribution via check out BECHS TRCA	2009-2010	Staff time Participation from organizations and artists Location that will act as the physical storehouse System for inventory and check-out	Potentially \$200 for storage materials (cabinet), unless housed at library

***ARTPass**

The Sioux Empire Arts Council is again offering the ARTPass, good for 2006/07 performances at 7 local arts venues while continuing your support for the Council. With your donation of \$65 or more to the Arts Council, you will receive the ARTPass, valued at \$160. The ARTPass entitles you to one free single admission with one paid single admission ticket to each of the following*:

- One 06/07 Augustana College Theatre performance
- One 06/07 Dakota Academy of Performing Arts string performance
- One 06/07 Sioux Empire Community Theatre performance
- One 06/07 Sioux Falls Jazz & Blues concert
- One 06/07 South Dakota Symphony concert
- One 06/07 University of Sioux Falls Theatre performance
- One 06/07 Washington Pavilion performance

*These are regularly scheduled season performances, and some restrictions may apply. For a complete listing of the seasons for any of these groups, see our [Links](#) page. Or call the Arts Council at 605-977-2002. The ARTPass is valid with single ticket purchases only. **ARTPass** is transferable and must be presented at box office with paid single ticket in order to be redeemed.

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

OVERALL GOAL #2: Provide training for artists and arts organizations to help develop relationships with local media, including guidelines on writing effective and timely news releases.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Print media</p> <p>Encourage an expanded arts and culture presence among the printed media, including (but not limited to): Encourage The Free Press to develop a more consistent, focused section (perhaps on Sundays) on the arts and culture to move beyond the current Thursday focus. Organizations must be ready to expand their advertising purchases, or encourage others to support the section through additional ads, to help support this effort.</p> <p>Work with Applauze and Centered to create a more proactive and longer-range planning process for upcoming events.</p> <p>Work with the GMCC & CVB to create a monthly column/section in the Greater Mankato Today insert.</p> <p>Encourage organizations to cross-market with other arts groups and at other performances, including those at the Alltel Center, to increase awareness and reach existing patrons.</p>	<p>TRCA with assistance from partner organizations to stress the importance of and support for the effort.</p>	<p>Amanda Dyslin (arts writer) Joe Spear (managing editor), or Kathy Vos (enterprise editor), and the advertising manager would be necessary for total buy-in</p> <p>Jed Highum (Applauze)</p> <p>Kristi Schuck (Centered)</p> <p>CVB/GMCC</p> <p>Alltel Center</p>	<p>Discussions to begin in fall 2007</p>	<p>A commitment from groups to assist in providing information for the arts & culture section, along with a commitment of some advertising dollars, and possibly a letter to the editor campaign to show additional support</p> <p>TRCA staff time</p>	<p>Potentially just advertising dollars, which would hopefully result in increased revenues for local arts and culture groups.</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step B: Train artists and organizations in media relations</p> <p>Provide interactive training/workshops for artists and arts organizations on developing relationships with local media, as well as creation of a "Media Relations Handbook" and/or information (deadlines, ad rates, etc. for all area publications) posted on the centralized web site for use by member organizations. Individualized training on specific topics as requested and possible.</p>	<p>CER TRCA</p>	<p>Jed Highum (Applauze), Amanda Dyslin (Free Press), Kristi Schuck (Centered), reps from local radio and TV stations as well</p> <p>MSU, M Art and Mass Communication Departments (possibilities for students teaching students)</p> <p>MCNP</p> <p>PLRAC</p>	<p>First training in fall 2007 (with Mike Lagerquist for initial class)</p>	<p>Individuals with examples/samples of work and the willingness to serve as a continuing resource.</p> <p>Staff time to establish and "stock" the website with information.</p>	<p>Classes could be self-supporting through CER.</p> <p>Groups such as TRCA or MCNP could get grants to host workshops.</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTIST ADVOCACY AND SUPPORT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step C: Radio/TV</p> <p>Expand the arts/culture presence on local radio and television: Work with local radio stations to create awareness of the arts and cultural events and increase arts-specific programming, similar to ArtCetera with Marti Ryan on KTOE.</p> <p>Investigate the potential for an arts and cultural short program on KEYC-TV, perhaps as a weekly feature that could be packaged with the evening news. Create more quality arts and culture programming for CCTV with adequate publicity and marketing to support the programs.</p>	TRCA	<p>Arts & Cultural organizations BLC's TV studio classes</p> <p>Denny Kemp</p> <p>Jim Gullickson at KMSU, Dwayne McGraw at Linder Radio, Mike Schoen at Three Eagles, Clear Channel contact-post sale</p> <p>Marti Ryan</p> <p>CER</p>	Ongoing, begin discussions by fall 2008	<p>Buy-in from radio stations, KEYC, CCTV, CER, BLC, and arts groups</p> <p>Instructors for CER classes</p> <p>Marketing for TV programs</p> <p>Organizations need to provide good and regular information to stations; need to be consistent in programming.</p>	Funding for marketing of program.
<p>Action Step D: Expand the reach to the region</p> <p>Once the Mankato/North Mankato efforts have been established, begin to reach out to St. Peter, Waseca, Owatonna, Albert Lea, Austin, Rochester, etc. to get the message to regional media using the model of what has worked here</p>					

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

PRIORITY AREA: ARTS/CULTURAL EDUCATION

OVERALL GOAL #3: To make arts / cultural education a priority in the community. Include comprehensive plan, facilities and opportunities that are affordable and accessible for artists to teach and citizens to learn, coordination of information that is inclusive of all aspects of arts and culture and funding.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Provide quality, accessible arts, cultural and theater learning opportunities for all ages on an ongoing and progressive basis.</p> <p>Learning opportunities may be offered by individual organizations or in collaboration with each other. Efforts to be made to coordinate classes and activities to avoid scheduling conflicts and competition for participation.</p>	CER	<p><i>Community Organizations whose mission is to provide arts and cultural education working independently or collaboratively:</i></p> <ul style="list-style-type: none"> ▪ Carnegie Art Center ▪ MSU, M Theater/Art depts. ▪ BLC ▪ CMSM ▪ BECHS ▪ CER ▪ Merely Players ▪ GMDC ▪ Betsy Tacy Society ▪ VINE ▪ ISD 77 ▪ TRCA ▪ MSO 	Fall 2008	<p>Art ed classrooms Theater General classrooms</p> <p>Publicity, central information site to get information about all learning opportunities and links to contacts and registration information or online registration site.</p>	Self supporting classes and programs
<p>Action Step B: Promote arts and cultural learning opportunities and events to encourage participation that will increase the awareness and appreciation of the arts and culture of the community.</p>	CER TRCA	<ul style="list-style-type: none"> ▪ Independent publications; Applauze, Centered, ▪ Local Media ▪ Print Media – Free Press, Reporter, School news, city news, Chamber news ▪ TV – KEYC/CCTV ▪ Radio stations ▪ CVB ▪ Carnegie Arts Center ▪ BECHS ▪ CMSM ▪ Betsy Tacy Society 	Fall 2008	Buy in from arts organizations who will work together to promote arts & cultural events TRCA membership.	Advertising costs

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTS/CULTURAL EDUCATION CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step C: Artists in Residencies</p> <p>Make it a part of life – (everywhere) In public & parochial classrooms.</p>	<p>ISD# 77 Elementary & secondary schools</p> <p>CER – good for summer programs</p>	<ul style="list-style-type: none"> ▪ TRCA – newsletter and website ▪ CER Program Guide ▪ MSU,M Art Department – undergrad and grad students as instructors, volunteers etc. ▪ PLRAC Web page, arts calendar, newsletter ▪ the410project ▪ Project GEM ▪ Dreamworks ▪ Merely Players 	<p>Fall 2008</p>	<p>Appropriate space in which activities can be held</p>	<p>Funding from school art depts. To offer residency self supporting CER programs</p>
<p>Action Step D: Provide a central fund to supplement participation fees for arts and cultural classes for community members who may not be able to afford participation fees.</p>	<p>CER</p>	<p>TRCA</p>	<p>Fall 2008</p>	<p>Standardized policy for providing assistance</p>	<p>\$___ per session (to be determined)</p>
<p>Action Step E: Provide working artists and historians paid opportunities to teach classes to the community in a variety of arts and cultural areas.</p>	<p>CER</p>	<p>TRCA Carnegie Art Center Merely Players MSU,M</p>	<p>Fall 2008</p>	<p>Publicity, central information site to get information about all learning opportunities and teaching opportunities and links to contacts.</p>	<p>Self supporting</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTS/CULTURAL EDUCATION CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step F: Create dedicated art classroom space</p>	<p>CER</p>	<p>TRCA</p> <p>Encourage City or School District or other public entity (like the Summit Center) when planning new construction may be able to incorporate this space into any new construction.</p> <p>Arts Organization Grant for new construction or rehab of existing facilities for the purpose of developing the arts in a community.</p>	<p>Fall 2009</p>	<p>A minimum of 2 classrooms required: 1 for clay and sculpture and one for painting, fabric arts etc. Both require access to water.</p> <p>Pottery/Sculpture needs:</p> <ul style="list-style-type: none"> • a room equipped to house one or two kilns • airtight storage for storage of clay and pottery to be trimmed • storage for dry works before and after firing. • room must accommodate at least 6 potter's wheels, 3-4 work tables • storage for glazes and tools <p>Painting room requires</p> <ul style="list-style-type: none"> • slotted storage for paintings • space for 4-5 easels • 3-4 worktables • Lockable Storage for instructor and student supplies 	<p>The cost of adding art education classroom spaces to any new facility construction or in an existing facility that is being rehabbed and in which it would be appropriate (like a school, senior center, community center etc.)</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: ARTS/CULTURAL EDUCATION CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step G: Develop a web site where individuals who wish to teach could be connected with organizations looking for instructors.</p>	<p>TRCA</p>	<p>TRCA CER Carnegie Arts Center Merely Players MSU,M</p>	<p>Fall 2009</p>	<p>The TRCA web site will be the central information site for information about all learning opportunities and teaching opportunities and links to contacts.</p> <p>This site would also be used to promote arts and cultural related activities happening in the community.</p> <p>The TRCA would also serve as the physical center for information where people can call or stop in for information and talk to a knowledgeable staff person.</p>	<p>Cost of developing and maintaining the web site</p> <p>Cost of staff for the TRCA</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

PRIORITY AREA: COMMUNITY BUY-IN

OVERALL GOAL #4: Build a supportive atmosphere for the Arts and Cultural District throughout the community and raise awareness of the plan to the many stakeholders in the Greater Mankato Area and its potential for economic impact for our region.

GOAL #1: Promote the Arts, Cultural and Community Enhancement Plan

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Community Open House</p> <p>The purpose of the Open House would be to unveil the plan to the Community. This would include media press release. Artists should be invited to this event.</p>	Transition Team	City of Mankato Transition Team	Fall 2007	Location Press Packets	Free Press publication costs.
<p>Action Step B: Traveling presentation to civic organizations like the Kiwanis or Rotary and the GMCC</p>	TRCA Transition Team	Civic Organizations	Fall 2007	Information Packet and/or Power Point Presentation	If a print medium is developed that would be an additional cost.
<p>Action Step C: Communication of the Plan</p> <p>The prominent location for information on the plan will be through website development (City of Mankato and TRCA). The City of Mankato will have the Plan as a lead story on the website and send out to news subscribers. As the implementation of the plan progresses, other communication means will need to be identified.</p>	City of Mankato TRCA	Transition Team	Fall 2007	Website Development	In Kind Staff costs from TRCA and The City of Mankato. If a print medium is developed that would be an additional cost.

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY BUY-IN CONT.

GOAL #2: Encourage the City of North Mankato to participate in planning/promotion to enhance communication and build support for arts/culture throughout the region

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Meet with North Mankato City Council Members and present the Plan.</p> <p>As North Mankato is a part of the Greater Mankato Area, the plan will be presented to the City Council. The leaders of this effort will ask North Mankato for buy-in (i.e. Round Up for the Arts, support to TRCA).</p>	<p>Gretchen Etzell Transition Team</p>	<p>City of North Mankato</p>	<p>August 2007</p>	<p>Presentation Materials</p>	<p>If a print medium is developed that would be an additional cost.</p>

GOAL #3: Promoting the District to recognize and celebrate arts and cultural organizations, businesses and creative individuals in the region

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Branding</p> <p>A component of the City Center Renaissance Plan is branding of the City Center. A part of the brand should be the Arts and Cultural District. Part of creating the "brand" will be meeting with focus groups. The brand would be implemented into marketing materials, signage, and streetscape elements.</p>	<p>City of Mankato</p>	<p>Public Relations Firm (i.e. Red Door Creative) DBA Potential Focus Groups</p>	<p>Spring 2008</p>		<p>Undetermined</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY BUY-IN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step B: Architectural Renderings</p> <p>Architectural renderings are important to communicate concepts to the public. As the Arts and Cultural District moves forward, consideration to the development of such renderings should be made.</p>	City of Mankato	Dependent upon initiative			Dependent upon initiative
<p>Action Step C: Introduce local artists to the “brand” and district</p>	City of Mankato TRCA	All Arts/Theatre/Music groups including high school and college	Spring 2008	TRCA Newsletter	
<p>Action Step D: Name the District Contest</p> <p>Contest would be designed to encourage early interest in the new area, community buy-in as well as a creative identity for the district.</p>	Transition Team City of Mankato	Local Media GMCC (newsletter)	Timing sensitive to branding – prior to Spring 2008	Public service announcements and/or paid advertising Winning entry prize	Undetermined

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY BUY-IN CONT.

GOAL #4: Gain recognition & identity for artists/arts organizations to acknowledge and show appreciation for the contribution that artists and arts/culture organizations make to our community

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Develop a “thank you” card to be sent to local artists within the Community</p> <p>This is an effort to retain our local artists. It will thank them for their efforts and for their benefit to livability and economic stability of the community. An inventory of local artists would need to be completed prior to this occurring.</p>	<p>Carnegie Arts Center TRCA</p>		<p>November 2007</p>	<p>Printing & Postage</p>	<p>Undetermined- an inventory of artist would need to be completed.</p>
<p>Action Step B: Add an arts/cultural component to the Leadership Training held in the area</p> <p>We would encourage organizations that host leadership training to include arts/culture as part of their curriculum</p>	<p>Transition Team</p>	<p>GMCC (Leadership Institute) YWCA (Elizabeth Kearney Women’s Leadership Development program) <i>Contact Made 6/07</i> TRCA (For a list of potential speakers)</p>	<p>Programming for 2008</p>	<p>None</p>	<p>None</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

PRIORITY AREA: COMMUNITY DESIGN

OVERALL GOAL #5: To develop an Arts and Cultural District initially in the City Center of Mankato with an atmosphere that is livable and enlightens visitors. This development would be guided by developing a public art walk, the Riverfront Park, continuing the Mankato Heritage Plaque program, creating an Arts and Cultural District, encouraging the development of design review committee and historical preservation commission and ordinance.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Encourage Cultural and Arts facilities to locate in the City Center/Arts and Cultural District</p> <p>Civic and cultural institutions add identity, focus and critical mass needed for success within the City Center. Public facilities (i.e. Civic Centers, Museums, Libraries, classrooms, etc.) add to the center, help create the community's sense of place, and can be a catalyst for redevelopment activities. Government offices promote stability and daytime traffic which support the private sector activities. As opportunities for the addition or expansion of civic, art and cultural facilities occur, the City Center area will be the preferred location for such facilities.</p>	<p>City of Mankato (dependent upon the initiative-it is a policy commitment)</p>	<p>GMED DBA GMCC / CVB TRCA</p>	<p>2008</p>	<p>Marketing materials Revolving Loan Fund</p>	<p>This action links to economic development incentives from the funding and economic/tourism matrixes</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step B: Riverfront Park</p> <p>This dedicated area will be used to celebrate the heritage and culture of Greater Mankato through recreational programming and opportunities along the banks of the Minnesota River. In addition to providing a connection to the River, the Park will be a trailhead to the Sakatah and Red Jacket trail systems. Riverfront Park will contain a festival space that includes an amphitheater with seating for over 1000 people. Also planned will be a landing for boating, canoeing, kayaking or fishing along the Minnesota River. Planned to reflect Mankato's history as a river and railroad town, there will be a (1,250 sq. ft) pavilion, including public restrooms, lobby and sheltered picnic area designed with a unique architecture found among the surrounding buildings of the Old Town area. Additionally, educational kiosks will be located around the park, highlighting the local ecology, geology and native plants of the Minnesota River Valley. The Riverfront Park represents an important link along the River Way corridor and provides direct access and programming to the River.</p>	<p>City of Mankato</p>	<p>City led initiative</p>	<p>2008-2009</p>	<p>City Funding</p>	<p>Riverfront Park Development \$2,000,000</p> <p>\$1,000,000 Charter Bonds \$500,000 Donations \$500,000 Sales Tax</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step C: Define and develop a public art walk to connect key artistic and public areas into an integrated whole.</p> <p>The public art walk would be an annual rotating art program. Each year artists would apply for the opportunity to display in the City Center. Each piece would be on display for one year at which time it can be purchased. The art would also be voted on and artists would be eligible to win cash prizes as well as one piece chosen to be purchased by the City of Mankato to remain in the community. The program would be coordinated by the TRCA with the DBA assisting to secure business sponsors.</p>	<p>TRCA (responsible for program)</p>	<p>DBA City of Mankato (Allocate \$)</p>	<p>2008</p>	<p>Establish program which would include a selection panel, business sponsors and marketing</p>	<p>\$10,000-\$50,000 as the program grows. Funding to come from the City of Mankato with support of private sponsorships.</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step D: Encourage the continuation of the Mankato Heritage Plaque program.</p> <p>This program denotes sites of historical and cultural significance in Mankato through the installation of interpretative markers or plaques. This project is a collaborative effort with the City of Mankato and the BECHS. The Historical Society provides the historical content for the plaque and the City funds the project. Currently, the City is sponsoring two Heritage Plaques per year. A marketing component of the program is a historical plaque and sites map.</p>	<p>City of Mankato and BECHS</p>	<p>Community for nominations of sites</p> <p>Historians and writers</p>	<p>2007</p>	<p>Updating marketing materials to include new sites</p>	<p>\$5,000 per year for 2 new plaques</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step E: Create an Arts and Cultural District Committee</p> <p>Comprised of organizations located within the district - arts/cultural businesses, complementary businesses such as restaurants and coffee houses, and artists with galleries/studios - this body is responsible for comprehensive coordination of events and programming and will work closely with TRCA. The District Committee would be a sub-committee of the DBA, it works with the DBA membership to highlight the unique features of the district in effective ways: weekend festivals, promotional campaigns and coordinated sales events, for example. Marketing dollars would come from money generating events.</p>	<p>TRCA will work with the DBA</p>	<p>City of Mankato GMCC Arts, Cultural and Business Community</p>	<p>2009</p>	<p>Need to establish the Downtown Business Association (DBA) Hire staff person for the DBA and District Association DBA and TRCA work together to identify District Association members</p>	<p>\$10,000 marketing expenditures related to the DBA – promotion of the district and events.</p>
<p>Action Step F: Encourage Arts and Cultural events and activities to locate in the City Center/Arts and Cultural District</p> <p>Encourage the use of parks, plazas, etc for events.</p> <p>*This action links to the Tourism and Economic Development work group</p>	<p>Arts and Cultural District Committee</p>	<p>DBA GMCC City of Mankato TRCA</p>	<p>2009</p>	<p>Marketing materials</p>	

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step G: Develop and Implement a Streetscape Corridor Policy which highlights the Arts & Cultural District</p> <p>Current efforts should be built upon to create a Streetscaping Policy. The first step of this process is to identify street corridors with similar characteristics; such as street width, boulevards, existing streetscape elements, human scale, and land use. Existing streetscaping elements will be the base of a policy that imprints the City Center. The final policy, to be developed, should include typical corridor sections. The creation of a Special Service District may be necessary for ongoing maintenance. The Streetscape Corridor Policy will build upon streetscape efforts that were a result of Riverfront 2000. Policy should include identifiable components/motifs (i.e. the Brand) for the Arts and Cultural District like banners, consistent ornamental lighting, sidewalk and trail linkages, urban reforestation, pedestrian signage, and street signs.</p>	<p>City of Mankato</p>	<p>DBA</p>	<p>2008 Develop Policy Thereafter, implement</p>		<p>Policy Development \$8,000 General Obligation Implementation funding determined upon policy development</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step H: Encourage Mankato to establish a Design Review Committee and Historic Preservation Commission and Ordinance.</p> <p>The Design Review Committee would serve in an advisory role on all matters of design in the City Center through the development of Design Standards and pattern books. Existing pattern books would be expanded to include arts and cultural facilities. This committee would then expand its range to include the development of a Historic Preservation Ordinance and Commission to maintain and preserve buildings, neighborhoods and historically significant sites within the City Center.</p>	<p>City of Mankato</p>	<p>Local Architects BECHS Historians Interested community members</p>	<p>2008 Design Review Committee followed by the Historic Preservation Commission and Ordinance</p>	<p>Hire City of Mankato staff person</p>	<p>\$80,000 general obligation dollars from City of Mankato</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step I: Community facilities within the City Center</p> <p>1. River Plaza and Promenade – Provide access from the City Center to the Riverway by providing an opportunity for functional frontage on the river through the development of a Riverway Promenade and Plaza. The Promenade and Plaza will function as the center hub of the Riverway system, with a river overlook, bank alterations to allow residents to access the water's edge and moveable piers for boat tie-ups. This attraction will have waving concrete terraces emerging from the rock banks and smaller steps will provide access to the water's edge. The Plaza fills the need in the Core by creating a community focal point and a central access portal to the Riverway Recreational system. This Plaza also provides further connectivity between the river trail and the City Center and can be used for programming events with the river as a back drop.</p> <p><i>continued on page 33</i></p>	<p>City of Mankato</p>	<p>Community Members</p> <p>GMCC</p> <p>CVB</p> <p>DBA</p>	<p>Undetermined</p>	<p>Cities around Minnesota are receiving bonding dollars from the State Legislature for planning, construction, or updates for arenas, civic, and convention centers. Additionally, Cities are seeking and receiving approval for local option sales tax to assist in these endeavors. Civic and Convention Centers are known as powerful economic generators. The City Center and Region have benefited from the economic impact of the Civic Center. In order to remain competitive in the Convention and Meeting market, it is essential for the facility to be update to meet the needs of today's market.</p>	<p>State Bonding and Sales Tax dollars</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: COMMUNITY DESIGN CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p><i>Continued from previous page</i></p> <p>2. Alltel Center Expansion – two opportunities</p> <p>a. If expansion occurs toward the US Bank site, the improvements would include the addition of a multi-use auditorium/performing arts space. This space would be similar to that of the Minneapolis Convention Center. This expansion is seen to directly benefit embedding culture and arts activities within the City Center. The use of the space should be carefully analyzed as how to serve the region.</p> <p>b. Toward Hy-Vee which would be the addition of large exhibition and arena space to meet the needs/demands of the market. The addition of exhibit space would free the arena for other uses resulting in the ability to host multiple events. It has been determined that it is not economically feasible to expand the arena; with the exception of meeting rooms and Blue Line Club. This expansion would indirectly benefit the Arts & Cultural District through tourism.</p> <p>3. As a policy, the integration of Art and Culture into expansion and construction of civic facilities should be explored.</p>					

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

PRIORITY AREA: FUNDING

OVERALL GOAL #6: Develop a funding strategy to support our existing Arts and Culture Facilities and Organizations and encourage the location of residents, businesses, organizations, and facilities to create the Arts and Cultural District.

GOAL #1: Develop economic development incentives to encourage the location of art and culture businesses and supporting business to the City Center

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Continue the Storefront and Residential Revolving Loan Fund</p> <p>Pooled funds are replenished through repayment. This funding mechanism will be targeted to Residential and Storefront Rehabilitation. Residential Rehabilitation will occur in Washington Park, Lincoln Park, and Sibley Park neighborhoods. The current program, Residential Neighborhood Improvement Fund, has contributed to the dramatic upgrade in the Lincoln Park housing stock. It is anticipated this trend will only continue and be extended to Sibley and Washington Park areas. The fund consists of recycled repayments from the Lincoln Park I and Washington & Lincoln Park II Programs.</p> <p>Loans target to specific areas designed to upgrade housing stock for renewal and revitalization. There is a \$450,000 available pool for applicants meeting MN DEED criteria with an 80% maximum funding with 20% from private lending, FUF, or City Revolving Loan.</p> <p>The Storefront Rehabilitation Program has been successful in the South Front and Old Town areas. The program is currently using Small Cities Development Program funds. The funding structure is a \$25,000 grant with matching private source. The Storefront improvement funds are subject to the State Historic Preservation Office approval.</p>	<p>City of Mankato</p>		<p>Current Initiative</p>		<p>Will need additional funding-Small Cities Funding</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step B: Continue and support expansion of City Center Renaissance Loan Fund</p> <p>The City Center Renaissance Loan fund is targeted at expansion, retention, enhancement, and redevelopment in the City Center. The program was established in 2006 and has been successful to the point that pooled funds are necessary to maintain the program. The current program structure will be reorganized to have a 50% Private preferred financing/ 40% Public (City and County)/10% Equity. The private preferred financing component is necessary for the vitality of the program.</p>	City of Mankato		Current Initiative		\$400,000 Annually (recaptured)
<p>Action Step C: Develop a Arts and Culture Small Business Loan Program</p> <p>Program would be designed for business retention, expansion, or the relocation of an existing business in the City of Mankato's Arts and Cultural District Loan Zone by providing below market financing for small businesses. Priority will be given to arts related business enterprises. Loans will be available to start-ups, subject to additional requirements. Businesses that by their nature restrict public access, including but not restricted to, taverns, liquor stores and other facilities that are legally, exclusively adult-orientated are not eligible for loans. The loan can be used for equipment, inventory, leasehold improvements and real estate improvements. The borrower can request up to 50% of total project costs with the maximum amount of the City loan not to exceed \$25,000. Priority will be given to projects that maximize the City's participation in relation to the total project cost. Loans must be made in conjunction with another source or sources of financing, such as lender or equity from the owners or investors. Funds from other sources must equal at least 50% of eligible project costs and must have either equivalent or longer terms than the City loan. Interest rate will be 3%.</p>	City of Mankato		2009	Fiscal need	Undetermined Need to develop the program

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
Action Step D: Determine boundaries for application of economic development incentives	City of Mankato	Needs to be coordinated with Action Step C	2009		
Action Step E: Develop a marketing tool to attract businesses to the district	City of Mankato	TRCA GMED GMCCC	2009		Note: See Economic Development/ Tourism matrix

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

GOAL #2: Develop a funding mechanism to address facility and programming needs within the City Center

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Establish the Round up for the Arts program to be directed to Arts and Culture Programming</p> <p>The TRCA will work with the City of Mankato to develop a “Round up for the Arts” program through the local utility bills. These funds will be used to support arts and cultural organizations in the Greater Mankato Area and improve opportunities for arts programming throughout our community.</p> <p>“Round up for the Arts” will be established by working closely with the City of Mankato to provide utility customers a way to round up their monthly utility bill to give to the arts. For example, if a customer has a utility bill of \$44.92 for the month of February, they would be able to check a box on their statement that says “I want to round up my utility bill to support arts and culture.” Once residents checked the box, they would pay an even \$45.00 to the city for their utility bill, resulting in \$.08 for an arts and culture fund (residents may also choose to increase their donation level beyond the “round up” amount). The city would use these “round ups” to maximize the Arts and Culture Community Grants. Organizations would be required to submit an application to be considered for a “Round Up” grant.</p> <p>To advertise the program, the City of Mankato will reserve a month each year to develop and insert a reminder of the “Round up for the Arts” program to be included in the city utility bill or city newsletter. Additional marketing efforts could include radio PSAs, ads in local media, direct mail campaigns, and links on various community websites.</p> <p>Staff from the TRCA will assist with the implementation of the above activities, evaluation of the program and furthering the sustainability of the “Round Up” granting process. The TRCA will provide an annual report and work plan to the cities, and evaluation of the project will be done annually – including an analysis of the number of citizens who utilize the “Round up for the Arts” program.</p> <p><i>continued on page 38</i></p>	<p>TRCA City of Mankato</p>	<p>City of Mankato Multiple Art and Culture Agencies to encourage participation in the program</p>	<p>January 2008</p>		

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
 PRIORITY AREA: FUNDING CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p><i>Continued from previous page.</i></p> <p>The program is modeled after a similar effort in St. Cloud entitled “Change for Arts.” Approximately 11% of St. Cloud residents use the “Change for Arts” program on their utility bills. In Mankato, about 8,500 utility bills are sent out each month. If a median number of \$5.94 per household per year is used to calculate, 11% would bring in \$5,553.90 and 20% would be about \$10,098.00 for the arts annually.</p> <p>This same strategy will be pursued with Blue Earth County Property Tax Statements. TRCA will present the Round Up for the Arts option to City of North Mankato (see Community Buy-In).</p>					
<p>Action Step B: Redirect a portion of City of Mankato Community Grants to facility support of the Culture and Arts District.</p> <p>Facility grant support will be available for capital improvements to identified Arts and Culture Facilities within the City Center. This will not include utilities cost, existing deficit from a capital project or lease costs and/or staffing costs. Prioritization of funding will be given to organizations that have public access to arts and culture activities. Matching funds will be required. Organizations will be required to submit an application for funding. The application process will mirror the current City of Mankato Community Grant Program.</p>	City of Mankato		January 2008	Development of the program	\$50,000 annually

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step C: Encourage Public/Private partnerships (i.e. Emy Frenz Arts Guild (Tony Frenz and Twin Rivers Center for the Arts, B Stark and 410 Project).</p> <p>This can be done through encouraging the Chamber to add a private/public partnership annual award.</p>	TRCA	TRCA GMCC	2010		Undetermined
<p>Action Step D: Continuation of fundraising, grant seeking and collecting fees by art and culture organizations.</p> <p>This initiative will be continual for art and culture organizations.</p>					

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

GOAL #3: Develop a funding mechanism for a bold initiative within the Arts and Cultural District

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Sales Tax</p> <p>A total of \$5.2 million of local option sales tax can be used to fund downtown improvements through 2015, not including the needs of the Alltel Center. These funds will be directed to transportation, park and trail improvements and streetscaping.</p>	City of Mankato				
<p>Action Step B: Pursue legislation for long term dedication of sales tax, hospitality tax and state bonding dollars for a bold initiative</p> <p>Legislation will be pursued to allow Sales Tax to be a permanent funding tool. This is necessary as the current sales tax enabling legislation will expire 2015. This legislation would, more than likely, result in \$4 million (today's dollars) annually for 20 years which is equivalent to a total of \$60 million. If the legislation is in place by 2010, there could be an additional \$5 million available prior to 2015 to assisting in planning and interest of a major project. A local referendum would be needed for application of the funds. Projects eligible for this financing tool would include Alltel Center Expansion, Rail Corridor Mitigation and Improvements, Regional Library, and River Way Improvements.</p> <p>This committee supports long term dedication of sales tax and would like to see Arts and Culture integrated into a potential initiative.</p> <p>See economic development/tourism matrix</p>	City of Mankato				

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
 PRIORITY AREA: FUNDING CONT.

GOAL #4: Encourage and development residential density within the District including live/work space and homeownership

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Development of Live/Work Space</p> <p>Artspace is a nonprofit real estate developer for the arts, with more than a dozen completed projects from coast to coast. The Properties department oversees the development, asset management, and property management divisions at Artspace.</p> <p><u>Property Development.</u> Experienced project managers creatively finance and coordinate the construction of projects throughout the USA. From Maryland to Texas to Washington, as well as in Minnesota, Artspace develops a mix of affordable live/work units, retail space, and office and performance space for arts organizations.</p> <p><u>Asset Management.</u> In order to fulfill its mission, Artspace keeps its buildings affordable for artists. Our asset managers insure the financial stability of finished projects, an often overlooked prerequisite to artist security.</p> <p><u>Property Management.</u> To further the specific needs of its Twin Cities projects, in 1998 Artspace started its own property management agency, Performance Property Management Company.</p> <p>ArtSpace commits to one greater Minnesota community project at a time. Currently, they are completing a project in Brainerd. The first step in the development process is to contract ArtSpace with as a consultant to determine if Mankato has a market to sustain this type of development. As a consultant, Artspace will provide preliminary feedback about the feasibility of creating a major multi-purpose arts facility development. There are five areas of consideration:</p> <ul style="list-style-type: none"> • Project concept • Market need • Site suitability • Potential to fund and sustain the project • Local leadership <p>Upon completion of the project feasibility, ArtSpace will determine if they are willing to commit to the project as a developer and property manager.</p>	City of Mankato	ArtSpace	2008		\$8,000

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step B: Promote Home Ownership Programs</p> <p>There is a high success rate with the Community's home ownership programs. In order to communicate our offering with the Arts and Culture Community, homeownership and live/work space opportunities should be promoted along with economic development incentives.</p>	City of Mankato		Current Initiatives		

GOAL #5: Develop a Foundation Center Cooperating Collection to assist Nonprofit Organization in the search for applicable grants

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Establish the Blue Earth County Library as a Center of a Cooperating Collection (Grant Resources).</p> <p>The cooperating collection is a comprehensive database of more than 80,000 grant makers and have a million grants that are updated weekly. As a partner of the cooperating collection, the Cooperating Collection will provide the community with up-to-date resources they need to help them succeed as grantseekers. MN Council of Nonprofits holds grant writing sessions.</p>	TRCA	<p>BEC</p> <p>(The County and City provide financial support for the Library)</p>	Jan 2008		\$995.00 annually

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: FUNDING CONT.

GOAL #6: Develop a funding mechanism to support TRCA

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
Action Step A: TRCA for the Member Organizations/individual memberships/business memberships	TRCA	Organizations/ Community Members/ Business	Ongoing		Undetermined
Action Step B: TRCA and the City of Mankato An agreement will be developed between the City of Mankato and TRCA to fund specific actions of Arts, Culture and Community Enhancement Plan. <ul style="list-style-type: none"> • Public Art Walk- administration and coordination of the program • Events and Tourism Marketing - including coordination of a centralized event calendar • Assistance with the coordination of the Community Grant Program - (including the Round Up for the Arts program) • Adding space to organization website to include Arts and Cultural District Information - (i.e. economic development incentives) The agreement will require TRCA to be supported by other financial streams including Grants and memberships.	City of Mankato TRCA	City of Mankato TRCA	2008		\$25,000

ARTS, CULTURE AND COMMUNITY ENHANCEMENT

PRIORITY AREA: MULTICULTURALISM

OVERALL GOAL #7: To promote events, programs, facilities that educate and celebrate Greater Mankato’s numerous cultures and to keep multiculturalism alive and ever growing such that we have vibrant multicultural programs for the community; to create a directory of multicultural proprietors in Greater Mankato; to have a cultural center facility erected.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Develop a network/directory of multicultural artists, presenters, proprietors and programs</p>	<p>GMDC</p>	<p>Multiculturalism Committee TRCA MSU,M Gustavus BLC SCC Carnegie Art Center LA-MANO GMEC CMSM BECHS</p>	<p>June 2008</p>	<p>Data/Information entry and compilation personnel, mailings to artists</p>	<p>In-Kind time donated by the Multicultural Committee</p>
<p>Action Step B: To promote awareness and appreciation of diverse cultures by collaborative efforts with other organizations</p>	<p>International Student Department (MSU) – Tom Gjersvig Multiculturalism Committee will be contacting Tom.</p>	<p>District 77 Diversity Council MSU BLC Gustavus SCC BECHS GMEC CMSM YWCA</p>	<p>Presently occurring</p>	<p>None</p>	<p>Leveraging of already existing programs and implementation of new programs</p>
<p>Action Step C: To create the permanent presence of cultural activity through the establishment and promotion of ethnic/cultural festivals</p>	<p>GMDC</p>	<p>City of Mankato City of North Mankato Blue Earth County Nicollet County MSU,M BECHS NCHS</p>	<p>Promotion – occurring; Establishment of new – June 2009</p>	<p>Comprehensive and interactive online calendar; indoor and outdoor exhibit spaces; Civic Center; mailings, print materials</p>	<p>Online calendar already existing Initial seed money depending upon space used, attendees, magnitude of promotion, etc. then self-subsisting</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: MULTICULTURALISM CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
Action Step D: To investigate the feasibility of the creation of a cultural center	Multiculturalism Committee (Meredith Lemiso, Bryce Stenzel, Bukata Hayes and Lona Falenczykowski)	Private investors and proprietors GMCC CSM BECHS Betsy-Tacy Society Lou Bellamy (Penumbra Theater-Minneapolis)	Document of Discovery completed – June 2010	Print materials for presentation of Document of Discovery	In-Kind services from the Multiculturalism Committee who will spearhead this effort
Action Step E: To explore the possibility of “Riverboat Rendezvous”	Multiculturalism Committee	Private investors and proprietors appropriate authorities and municipalities	June 2011	None	In-Kind services from the Multiculturalism Committee
Action Step F: To foster greater collaborative endeavors instead of competitive deeds amongst artists, cultural proprietors and organizations within the Greater Mankato area.	Multiculturalism Committee	Local businesses GMCC GMED TRCA City of Mankato City of North Mankato Blue Earth County Nicollet County	There is no specific date for completion – ongoing effort	None	None

PRIORITY AREA: TOURISM AND ECONOMIC DEVELOPMENT

OVERALL GOAL #8: To establish an Art and Cultural District that is a destination encompassing retail, restaurant, residential and office uses which attract visitors and enhance the tax base.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step A: Downtown Business Association</p> <p>The City Center Renaissance Plan identified the creation of a Downtown Business Association as a key initiative. Such an association would support the promotion of the City Center including the Arts and Cultural District. The DBA will also be able to promote events and activities in the District. This committee supports the creation of such an association.</p>	<p>City of Mankato GMCC</p>	<p>Business Owners within the City Center</p>	<p>January 2008</p>	<p>Office space, general materials, and administrative support</p>	<p>\$50,000 – City support with private matching dollars</p>
<p>Action Step B: Communication of Arts & Cultural District Incentives</p> <p>Communities across the nation have successfully marketed incentives for businesses to relocation to Art and Cultural Districts with the primary means of communication through a website. Twin River Center for the Arts and the City of Mankato will have links on their respective websites identifying business incentive programs and point of contacts. This information will be communicated with the DBA and GMED.</p>	<p>City of Mankato</p>	<p>GMED (Business Accelerator) TRCA DBA</p>	<p>Fall 2008</p>	<p>Development of website to include pertinent information including points of contact</p>	<p>See Funding matrix for Arts and Cultural District incentives (business and residential)</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: TOURISM AND ECONOMIC DEVELOPMENT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step C: Create an Arts and Culture presence along South Front Street.</p> <p>The current uses along South Front Street need to be diversified. This can be achieved by including arts and cultural related businesses and complementary businesses that encourage and support arts and culture. Development should include such features as lower level storefront and upper level residential. Streetscape along South Front should complement such development. It is envisioned that this will continue on Riverfront Drive (Old Town) and along 2nd Street.</p> <p>NOTE: This action step links to the Community Design matrix.</p>	City of Mankato	Businesses, Residents moving to Mankato or relocating within the community. GMED DBA TRCA	Fall 2008	Elements to complement the "look" may include trees, ornamental plantings, lighting, banners, benches, etc. These elements will soften the current "concrete setting" and encourage more pedestrian usage.	See Funding and Community Design matrixes.
<p>Action Step D: Establish the block including the Hubbard House, Carriage House, Emy Frenzt Arts Guild, and Cray Mansion as the Arts & Culture hub.</p> <p>The area between these properties should be capitalized upon for events. Using this area and Riverfront park for larger outdoor events will help the community associate these places with arts and culture activities.</p> <p>NOTE: This action links to the Community Design matrix.</p>	TRCA	Arts and Cultural organizations to partner in events	Fall 2008 Summer 2007 - first event held by BECHS/TRCA	Dependent upon event	Dependent upon event expenses. Hopefully opportunities to capture revenue during events offset the cost of putting on the event.

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: TOURISM AND ECONOMIC DEVELOPMENT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step E: Create a City Center Map which will include the Arts and Cultural District</p> <p>The map will be a visual guide to the City Center identifying businesses such as: art galleries/studios, coffeehouses, community arts and cultural organizations, fashion, floral, hotels, home furnishings, nightlife, theatres, publications, restaurants, salons/spas/fitness and specialty retail. In addition, the map will identify City Center trails and parks.</p>	<p>DBA CVB</p>	<p>TRCA GMCC Individual business owners</p>	<p>January 2009</p>	<p>Collateral material</p>	<p>\$5,000 start-up cost, hopefully ad/sponsorship supported in future.</p>
<p>Action Step F: Tourism/Event Marketing</p> <p>Efforts will be made to market arts & culture events locally and regionally. NOTE: The CVB markets Greater Mankato in leisure marketing publications, direct mailings, visitor kiosks, in the visitor guide and on the Greater Mankato website. Links from the City of Mankato and GMCC/CVB site will link to the centralized culture and arts website hosted by TRCC.</p>	<p>CVB TRCA DBA</p>	<p>Marketing/creative firm such as Red Door Creative Website development</p>	<p>Start development process Sept. 2007 with launch Fall 2008 Note: This is an ongoing initiative</p>	<p>Collateral material to market arts and cultural attractions to visitors. Centralized website for visitors to go to for information about local arts and cultural attractions and events.</p>	<p>See Artist Advocacy matrix Organizational website development</p>

ARTS, CULTURE AND COMMUNITY ENHANCEMENT
PRIORITY AREA: TOURISM AND ECONOMIC DEVELOPMENT CONT.

ACTION	Who will lead this effort?	With whom do I need to work?	Target Date	Resources Needed materials, facilities, equipment, etc.	Money Needs
<p>Action Step G: Evaluation</p> <p>How do we evaluate if these efforts are working? What is the economic impact of the Arts and Cultural Sector of our community?</p> <p>Develop a survey/tracking system for organizations to keep track of dollars earned/people in attendance at classes, events, tours, shows, etc. Compile results on a quarterly basis to show economic impact. CVB and TRCA will work on the development of this tool.</p> <p>GMED will add arts and cultural sector to the Community Profile.</p>	<p>GMED TRCA CVB</p>	<p>Arts and cultural organizations</p>	<p>January 2008</p> <p>Note: This is an ongoing initiative</p>		<p>Cost to produce and print surveys, staff time to incorporate survey procedure and compile results.</p>