

CITY OF MINNEAPOLIS

Cultural Districts - Work Group Update

City Coordinator's Office

March 27, 2019

First Community Stakeholders Meeting

- On October 22, 2018 Mayor Frey, Council Vice President Jenkins and Council Members Cano and Ellison hosted a meeting with community organizations to continue the discussion about Cultural Districts.
- About 30 community leaders representing 20 community organizations gathered to share feedback on:
 - Ways to drive community-led economic development within cultural districts
 - Potential areas to designate as cultural districts
 - Role of organizations in the future of cultural districts
- Participants affirmed that new resources are needed to support tenant ownership, rehab efforts and provide operating capital.
- An assessment of current assets is needed to see what we have and what we need.
- Ownership by the local community is important with variation on type of ownership.
- African American, Latinx and American Indian communities should be prioritized.

Comp Plan 2040: Cultural Districts Policy

Minneapolis Comprehensive Plan 2040

Policy 34: Cultural Districts

Cultural Districts: Strengthen neighborhoods by prioritizing and accelerating economic development, public transit, and affordable housing policies, practices, and resources to protect the racial diversity and uplift the cultural identity of the city's areas where a significant portion of the population is comprised of people of color, Indigenous people, and/or immigrant (POCII) communities.

Given the history of redlining and economic exclusion, the City will designate Cultural Districts to prevent the displacement of low-income residents while nurturing thriving commercial corridors. A Cultural District is a contiguous area with a rich sense of cultural and/or linguistic identity rooted in communities significantly populated by people of color, Indigenous people, and/or immigrants. The City of Minneapolis' Cultural Districts designation will allow for the creation and prioritized implementation of new investment tools, policies, and practices that directly respond to the needs of POCII communities to stop the displacement of these communities and advance racial equity in Minneapolis.

Vision of Cultural Districts

- Stimulate
 - Through policies, practices, and resourcing:
 - economic development
 - public transit
 - affordable housing
- Elevate
 - The cultural identity of POCII communities
- Preserve
 - Neighborhoods from gentrification

Staff Direction by CM Cano

Directing the City Coordinator's Office, in partnership with the Community Planning and Economic Development Department, to establish and convene a **Cultural Districts Work Group** comprised of the Mayor's office, the Council, pertinent City departments or divisions, and community stakeholders. This Work Group will build on the October 22, 2018 Cultural Districts stakeholder meeting hosted by the Mayor and the Council and use the Cultural Districts Comprehensive Plan policy as its guiding framework to:

- Develop a work plan to formalize the official geography of the recommended Cultural Districts, taking into consideration existing ACP50 designations and any other pre-established City designations that can be leveraged to support this work;
- Develop recommended ordinance language to establish and designate Cultural Districts;
- Recommend policies, practices, and budget resources to implement the Cultural Districts Comprehensive Plan policy;
- Ensure that Cultural Districts are supported by the City's approved Comprehensive Plan, subsequent small area plans, land use, built form, and zoning policies; and
- In collaboration with the Communications Department and other key partners, develop a recommended framework for a narrative, branding, and promotion strategy to increase the visibility and viability of Cultural Districts
- The City Coordinator's Office is charged with ensuring the Cultural Districts Work Group is comprised of a diverse representation of stakeholders with particular emphasis on engaging those working in the creative sector, small business owners, cultural institutions, and economic development groups.
- The City Coordinator's Office is asked to report back to the Committee of the Whole on an annual basis to give a status update on the work plan. **An update on the formation of the Work Group and initial framework shall be presented to the City Council no later than the end of Quarter 1, 2019.**

Cultural Districts Work Group

Elected Officials

Mayor & CM Cano leading in partnership
with CVP Jenkins and CM Ellison

City Staff

City Coordinator's Office:

Director of Strategic Initiatives and staff
from Arts Culture and the Creative
Economy & Promise Zone

Community Planning and Economic Development:

Director of Long Range and staff from
Economic Policy and Development, and
Business Development

Public Works:

Deputy Director of Business
Administration

Mayor's Office:

Economic Development & Inclusion
Policy Director

City Council Offices:

Various Council aides

Community Stakeholders (including, but not limited to):

West Broadway Coalition

University of Minnesota

Lake Street Council

Somali Museum

Kente Circle

Mercado Central

Pillsbury United

McKnight Foundation

Native American Community Development Institute
(NACDI)

Metropolitan Consortium of Community Developers

Tri Construction

Heart of the Beast

Our Streets Minneapolis

Minneapolis Chamber

The Cedar Cultural Center

Greater MSP

Juxtaposition Arts

New Rules Minnesota

University of St. Thomas

Northside Economic Opportunity Network

Thor Consulting

Phillips Family Foundation

Metropolitan Regional Arts Council

Work Group: Committees

Designation, Criteria & Geography

WHY, WHO and HOW?

- Develop a work plan to formalize the official geography of the recommended Cultural Districts, taking into consideration existing ACP50 designations and any other pre-established City designations that can be leveraged to support this work.
- Develop a criteria for assessment and implementation.

Resources & Opportunities

WHAT?

- Evaluate, describe and ensure recommendations set forth for Cultural Districts reflect and are based on the experiences of the people that live, work and play there.
- Ensure that Cultural Districts are supported by the City's approved Comprehensive Plan, subsequent small area plans, land use, built form, and zoning policies.
- Asses potential financial allocations.

Narrative and Marketing

OUR STORY

- In collaboration with the Communications Department and other key partners, develop a recommended framework for a narrative, branding, and promotion strategy to increase the visibility and viability of Cultural Districts.

Work Group Initial Feedback (3.20.19)

- Stimulate and Preserve
 - Ownership (private, community, and cooperative)
 - Continual community reinvestment
 - Assessment of current policy as barrier, and creation of future policy as opportunity
 - Improved infrastructure
- Elevate
 - How to currently acknowledge multiple cultures within one area
 - How to tell the story of areas with future in mind and potentially changing demographics
- What the City needs to provide Community
 - Current available economic resources and programs
 - Clear roles and responsibilities of departments
 - Data
 - Staff driven timeline and benchmarking

Next Steps

- April 15, 2019 (City Staff)
 - Debrief Meeting and Feedback provided by Community Stakeholders
- Provide Changes, Materials, Clarifications to subcommittee groups
- Subcommittees Meet to deliver additional Outcomes
- May 13, 2019 Workgroup Meeting
- Update Council with a workplan in June 2019

Questions?

