



## AGENDA AND MEETING NOTES

### LIVABLE COMMUNITIES FOCUS GROUP

#### CREATIVE COMMUNITIES Sub-Group

#### MEETING

April 5, 2017, 5 PM

#### Minnesota Discovery Center

Mineland Reclamation

1003 Discovery Drive, Chisholm, MN

**Recharge the Range Livable Communities Action Team Mission:** *To encourage positive change on the Iron Range by working collaboratively towards more livable and vibrant communities*

### CREATIVE COMMUNITIES SUB-GROUP MEETING OBJECTIVES

- 1) Finalize break-out session for the April Tourism Summit
- 2) Review group initiatives survey results and set plan and goals for 2017
- 3) Set the next meeting date, time, location and host. Identify ways to invite new members

### PROPOSED AGENDA:

5:00	Introductions and individual updates from attendees	
5:15	Planning for April Tourism Summit panel discussion	<ul style="list-style-type: none"> <li>• Report from Drew and Tammy</li> </ul>
<p><b>Break-out session description:</b> <i>The Recharge the Range Creative Communities Group is working to facilitate networking and capacity building among the artists and arts organizations on the Iron Range. Come hear about local initiatives and how creative communities could help lead the narrative about economic development and tourism in our area. Panel presentation and Q&amp;A session.</i></p>		
5:45	Creative Communities work plan for 2017-2018 and meeting with Erik Takeshita (Bush Foundation)	<ul style="list-style-type: none"> <li>• Report from Sonja and Lorrie</li> </ul>
6:15	Rural Arts and Culture Summit	<ul style="list-style-type: none"> <li>• ARAC is offering scholarships for people to attend the Rural Arts and Culture Summit <a href="http://aracouncil.org/rural-arts-and-culture-summit-scholarships-available-2/">http://aracouncil.org/rural-arts-and-culture-summit-scholarships-available-2/</a></li> <li>• Arrowhead Region <a href="http://creativemn.org/wp-content/uploads/2017/02/RAC7ERegional-Summary-CreativeMN17_021317.pdf">http://creativemn.org/wp-content/uploads/2017/02/RAC7ERegional-Summary-CreativeMN17_021317.pdf</a></li> </ul>
	MN Citizens for the Arts Economic Impact Report (see attached)	
6:25	Schedule next meeting and critique	<ul style="list-style-type: none"> <li>• Where/when</li> </ul>
6:30	Adjourn	

Notes from 4/5/2017 meeting (updates posted on <http://rechargeetherange.org/community-committees/livable-communities/>)

## **Creative Communities**

**April 5, 2017**

### **Mineland Reclamation**

**5:00 p.m. – 6:30 p.m.**

**In Attendance:** Tammy Mattonen, Jim Plummer, Whitney Ridlon, Drew Digby, Mary McReynolds, Lorrie Janatopolous, Jan Carey, Kathy Dodge, and Josh Bergstad

### **Creative Communities work plan for 2017-2018 and meeting with Erik Takeshita (Bush Foundation.**

Lorrie, Sonja from Blandin, and Drew met with Erik Takeshita from the Bush Foundation on March 15 in St. Paul. Erik is a former LISC staffer who has worked with both Intermedia Arts and Springboard for the Arts. He's been instrumental in using creative placemaking as a community development strategy and helping strengthen artist networks in a variety of settings. He described their community creativity strategy which contains these steps:

- a) Build the will and the skill for artists and non-artists to work together to solve problems.
- b) Show proof of concept
- c) Institutionalize the concept

And some of the implementation strategies include:

- d) Target under-represented groups
- e) Prime the pump
- f) Build a movement

He talked about the successes in Lanesboro and was glad that we're having John Davis speak at the Arrowhead Tourism Summit. He talked about the Green Line project where artists and business owners were given \$1,000 for just about any project that showed cooperation between an artist and a local business owner.

As a result, Drew prepared an outline of a strategy and workplan for the group that involves

- 1.) A series of local trainings to build the will and the skill of artists and local arts organizations. Blandin, ARAC, the IRRRB could help sponsor programs by Springboard for the Arts and others. In addition, conduct trainings on how communities could use the Downtown and Business Corridor Pilot Grant Program and others grants to encourage partnerships with the arts.
- 2.) Massive publicity of existing happenings and planning for the future.

With the IRRRB and Blandin as co-hosts, and using a series of other networks (ARAC, ReGen, Northland Foundation are some that have been identified), do an intensive series of publicity for successful art projects in the region, as well as to highlight existing funding opportunities and the economic impact of the arts.

It might work like this: we'd prepare 30 days' worth of articles that we would put on Facebook, Twitter and Instagram with each co-host repeated the articles and encouraging their spread. Each week might be divided into one story on economic impact, two stories on individual artists, one story on a funding opportunity, one story

on an arts group, one story on the impact of arts on a community, and one story on how arts is important to a business in the area. We'd follow the 30 days with a program of at least three stories a week for another month and then see the impact of the work.

### 3.) Step Three. Gather Together

Late in 2017 or early in 2018, have another Cool and Creative Get Together. See if we can get a Bush event sponsorship and push a variety of funder to offer small grants for projects that come out of the get together. Evaluate where we are after the series of trainings and the massive publicity push.

#### *Discussion:*

- Jan said that ARAC already co-sponsored a number of the Springboard trainings, but they were usually held in Duluth and would need more publicity and recruitment to be successful on the Range.
- Tammy said that ARAC and others had been very helpful in updating a list of arts organizations which we could use for recruitment.
- Lori pointed out that part of Erik's placemaking strategy was to use lots of little victories to build momentum. And that the Bush Foundation strategy was designed to have a triple impact: Social, Economic and Physical.
- Mary pointed out the importance of engaging local elected officials. It was suggested that RAMS is a co-sponsor of Recharge the Range and could be used to build momentum.
- For the publicity push, Jan pointed out that the Hibbing paper had just printed a number of articles on artists and arts groups that we could ask to repurpose.

Drew will develop the ideas based on the feedback and present it to the group at their next meeting.

#### **2017 Tourism Summit**

Drew presented a summary of what was talked about for the Tourism Summit on April 20.

Stated goal of the session:

"The Recharge the Range Creative Communities Group is working to facilitate networking and capacity building among the artists and arts organizations on the Iron Range. Come hear about local initiatives and how creative communities could help lead the narrative about economic development and tourism in our area. Panel presentation and Q&A session."

Panelists:

Robert DeArmond, Executive Director, Arrowhead Regional Arts Council

Mary McReynolds, Lyric Center for the Arts

Kathy Dodge, Grand Rapids Arts and Culture Commission

Facilitator: Drew Digby, Economic and Strategy Analyst, Iron Range Resources and Rehabilitation Board

Key issues for the panelists to address:

For Bob DeArmond: We are going to ask him to talk about the economic impact of the arts and the work that Minnesota Citizens for the Arts has done showing the impact. Also, the sheer number of artists and arts organizations in the region.

For Mary McReynolds: She is going to address what are the ways that the customers of the arts organizations benefit the communities and the region. How much they spend and where else they go. She will also address the vision of the Lyric and what it will bring to the area when complete.

For Kathy Dodge: Arts provide that distinguishing feature for a region that the tourism industry needs. She will talk about how that already works in Grand Rapids and the vision that the GRMN Creates Roadmap sees for the future.

**Rural Arts and Culture Summit.** June 6-8, in Morris.

Noted that the Arrowhead Regional Arts Council is offering a limited number of scholarships for artists to attend. Reminder that increasing attendance from the Iron Range is one of the goals identified by the group. Drew is going on behalf of the IRRRB.



**Next Meeting Wednesday, May 10, 3:30-4:45** at Mineland Reclamation. Time picked because it is before larger Livable Communities meeting at Mineland Reclamation at 5 p.m.



## REGION 3: ARROWHEAD REGIONAL ARTS COUNCIL

Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, Saint Louis

### THE ANNUAL ECONOMIC IMPACT OF ARTISTS & NONPROFIT ARTS & CULTURE ORGANIZATIONS IN THIS REGION IS OVER \$83 MILLION:

ARTISTS & CREATIVE WORKERS 		NONPROFIT ARTS & CULTURE ORGANIZATIONS 	
SPENDING BY FULL-TIME ARTISTS AND CREATIVE WORKERS IN REGION	<b>\$14,204,618</b>	TOTAL SPENT BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS	<b>\$30,258,163</b>
SPENDING BY PART-TIME ARTISTS AND CREATIVE WORKERS IN REGION	<b>\$5,873,016</b>	TOTAL SPENT BY ARTS AND CULTURE ATTENDEES	<b>\$32,942,084</b>
TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS	<b>\$20,078,000</b>	TOTAL ECONOMIC IMPACT FROM PARTICIPATING ORGANIZATIONS AND THEIR AUDIENCES	<b>\$63,200,000</b>
<b>TOTAL ECONOMIC IMPACT BY ORGANIZATIONS AND ARTISTS</b>		<b>\$83,278,000</b>	

\$255.15: economic impact per capita in this region

### ARTISTS AND CREATIVE WORKERS:

Includes creative workers employed full or part time by others, as well as the self employed. Does not include student, retired, or hobbyist artists.

AVERAGE HOURLY WAGE FOR CREATIVE WORKERS **\$17.99**

**88%** OF THIS REGION'S ARTISTS VOLUNTEER COMPARED TO: **25%** OF ALL AMERICANS **35%** OF ALL MINNESOTANS

### TOP 3 CREATIVE JOBS:

PHOTOGRAPHER | SINGER | AUTHOR

NUMBER OF CREATIVE JOBS PER 1,000 JOBS IN THIS AREA **27.3**

(Total regional population is 320,386 of whom 150,808 are employed)

ESTIMATED NUMBER OF FULL-TIME ARTISTS AND CREATIVE WORKERS	<b>1,531</b>	ESTIMATED NUMBER OF PART-TIME ARTISTS AND CREATIVE WORKERS	<b>2,568</b>	TOTAL ARTISTS AND CREATIVE WORKERS	<b>4,099</b>
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### PARTICIPATING NONPROFIT ARTS AND CULTURE ORGANIZATIONS:

#### BY DISCIPLINE

- 51 Performing arts
- 24 History and historical preservation
- 19 Visual arts and architecture
- 11 Media and communications
- 3 Literary arts
- 21 Arts multipurpose
- 14 Other

**143** TOTAL ORGANIZATIONS

#### BY BUDGET SIZE

62 Under \$25K	11 \$250K-\$1M
37 \$25K - \$100K	12 \$1M-\$5M
21 \$100K - \$250K	

#### ATTENDANCE

2015 STUDY TOTAL ARTS & CULTURE ATTENDEES **773,204**

ATTENDEES IN THIS REGION SPEND \$23.89 PER PERSON ABOVE THE COST OF THEIR TICKET | CHANGE IN ATTENDEES **+599,955\***

2017 STUDY TOTAL ARTS & CULTURE ATTENDEES **1,373,159**

\*There was an overall increase of 30 participating organizations since the last study in 2015, accounting for much of the increase in attendees.



## REGION 3: ARROWHEAD REGIONAL ARTS COUNCIL

Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, Saint Louis

### STATE AND LOCAL GOVERNMENT REVENUES:



GOVERNMENT REVENUE (TAXES AND FEES) GENERATED BY ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES

\$5,722,000

+

GOVERNMENT REVENUE GENERATED BY SPENDING OF ARTISTS AND CREATIVE WORKERS

\$2,356,000

TOTAL GOVERNMENT REVENUE GENERATED BY ORGANIZATIONS AND ARTISTS

\$8,078,000

### COMPARISONS TO OTHER MINNESOTA REGIONS

Although 4<sup>th</sup> in population size, this region is 2<sup>nd</sup> in economic impact per capita, 2<sup>nd</sup> in total economic impact, 2<sup>nd</sup> in total resident household income generated by the arts, 2<sup>nd</sup> in total audience, and 2<sup>nd</sup> in creative job density,

behind only the Twin Cities Metro Area. It is also 3<sup>rd</sup> in total number of participating arts & culture organizations at 143. The region is performing far above what would be expected considering its population.

#### ORGANIZATIONS PARTICIPATING IN BOTH 2016 AND 2017 STUDY

Aitkin Community Education, Aitkin County Historical Society, Arrowhead Chorale, Arrowhead Regional Arts Council, Arrowhead Regional Arts Council, Art Round Town, Arts on Superior, Bemidji Community Theater, Bemidji Symphony Orchestra, Borealis Chorale, City of Duluth, City of Grand Rapids, Common Language, Cook Chamber of Commerce, Cook County Community Radio Corporation, Cook County Historical Society Museum, County Seat Theater Company, Crescendo Youth Orchestra, Dorothy Moller Foundation and Museum, Duluth Art Institute, Duluth Children's Museum, Duluth Festival Opera, Duluth Fiber Handcrafters Guild, Duluth Superior Symphony Association, East Range Choral Society, Edge of the Wilderness Community Center, Ely Artwalk, Ely Greenstone Public Art, Ely Winter Festival, Empty Bowls, Friends of Ethel Abraham, Good Harbor Hill Players, Grand Marais Art Colony, Grand Marais Playhouse, Gunflint Trail Historical Society, Heartland Concert Association, Howland Arts Festival, Icebox Radio Theater, Itasca Orchestra and Strings Program, Jaques Art Center, Inc., Koochiching County Historical Society, Lake Superior Chamber Orchestra, Lake Superior Marine Museum Association, Lake Superior Suzuki Talent Program, Lake Superior Youth Chorus, Inc., Laurentian Arts and Culture Alliance, Lyric Opera of the North, MacRostie Art Center, Magic Smell Puppet Troupe, Mafinee Musicals, Inc., Mesabi Symphony Orchestra, Minnesota Ballet, Minnesota Discovery Center, Minnesota State Old Time Fiddle Contest, Nordic Center, North House Folk School, North Shore Music Association, Northern Bedrock Conservation Corps, Northern Lakes Arts Association, Northern Lights Music Festival, Inc., Northwoods Friends of the Arts, Poetry Harbor, Preve Collective, Rainy Lake Community Orchestra, Reef Arts Council Center, Resal Canoe, Schroeder Area Historical Society, Shu Heritage Inc./History Project, Sky Blue Jazz Ensemble, Solo Artists, Sons of Norway, Sound Unseen International Duluth, St. Louis County Historical Society, Superloaf Cove Nature Center, Tamarack Dance Association, The Creativity Tank, Three Bridges International Chamber Music Festival, Tweed Museum of Art, Voices of Reason, Wise Fool Shakespeare

#### ORGANIZATIONS NEW IN 2017

Armory Arts and Music Center, Arrowhead Regional Development Commission/History Project, Backus Community Center/Arts Programs, Bigfork Improvement Group/History Project, Bivabik Area Civic Association, Chalk a Lot, CHOICE Unlimited, City of Ely/History Project, College of St. Scholastica - Arts Program, Commemorative Air Force, Lake Superior Squadron 101, Donald G. Gardner Humanities Trust, Duluth All Souls Night, Duluth Playhouse, Duluth Pop-Up Galleries, Duluth Public Library/History Project, Duluth Public Television (WDSB-WRPT), Duluth Sister Cities International, Duluth Superior Film Festival, Echoes of Peace Choir, Ely Community Spring Musical, Embarras Music Festival, Forest History Center, Gimsej Mino Gimsejzimin/American Indian Housing Org, Gienahseen, Grand Rapids Area Male Chorus, Grand Rapids Arts, Grand Rapids Players, Inc., Grand Rapids Showboat, Great Lakes Aquarium, Great River String Ensemble, Hubbard County Historical Society, Itasca Choral Society, Itasca Community Chorus, Itasca County Historical Society, Itasca County Private Woodland Committee - Arts Programs, Johnson Heritage Post Art Gallery, KAXE Northern Community Radio, KBFT Bois Forte Tribal Community Radio, KUMD University of MN Duluth, Lake County Historical Society, Lake Superior Community Theatre, Lake Superior Zoo, Leech Lake Band of Ojibwe Ball Club Community Center, Minnesota Aviation Hall of Fame, Oldenburg Art and Cultural Community, Park Point Art Fair, Proctor Area Historical Society, Project Lulu, Renegade Theater Company, Sacred Heart Music Center, Singing Seniors, Inc., Socially Active Seniors, Spirit Lake Poetry Series, Tofte Lake Center, Tower-Soudan Historical Society, Twin Ports Wind Ensemble, U of MDuluth Campus/History Project, University of Minnesota-Duluth, Vermilion Community College, Virginia Mural Committee, WQZS-FM Fond du Lac Band of Lake Superior Chippewa, Wolf Ridge Environmental Learning Center, WTP-FM Cook County Community Radio, Zeitgeist Arts Initiative

Creative Minnesota is a collaborative effort to fill the gaps in available information about Minnesota's cultural field and to improve our understanding of its importance to our quality of life and economy. It is part of a long term endeavor to collect and report data on the creative sector every two years for analysis, education and advocacy. It leverages in-depth research made possible by Minnesota's participation in the Cultural Data Project ([culturaldata.org](http://culturaldata.org/)) of DataArts.

Our first Creative Minnesota report, released in 2015, was a snapshot of the health and impacts of nonprofit arts and culture organizations. Our 2017 study updates the previous study and also looks into the economic lives of artists in Minnesota.

Creative Minnesota was developed by a collaborative of arts and culture funders in partnership with Minnesota Citizens for the Arts (MCA). The Creative Minnesota team includes Minnesota Citizens for the Arts,

The McKnight Foundation, the Minnesota State Arts Board, the Forum of Regional Arts Councils of Minnesota, Target, the Bush Foundation, Mandag Foundation, and Jerome Foundation with in-kind support from Ideas that Kick, the Minnesota Historical Society and others.

We hope that arts advocates, legislators, local government officials and arts and cultural organizations will use this report to find new ways to improve their lives and economies with arts and culture.

Find much more at:  
[creativemn.org](http://creativemn.org)



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