

# Bloomington Citywide CREATIVE PLACEMAKING PLAN

## 12. APPENDICES, TOOLS, CASE STUDIES



Bloomington Street Arts Festival,  
Photo credit: Mike Ross Visuals

# I. Key Opportunities for public art, design, and place activation

## **PUBLIC ART AND DESIGN OPPORTUNITIES CONTEXTS:**

The final city-wide Creative Placemaking Plan was developed with the following key considerations:

1. **Alignment with Bloomington's 10-Year Capital Improvement Plan** – Identifying major City facilities and Public Works projects to explore opportunities for integrating creative placemaking efforts, enhancing capital investments with artistic and cultural elements.
2. **Existing Arts and Cultural Assets** – Mapping areas with a critical mass of arts and culture to strengthen connectivity, improve accessibility, and amplify their impact city-wide.
3. **Public Health and Environmental Justice Priorities** – Conducting a gap analysis using Met Council and CDC data to identify areas that would benefit most from creative placemaking efforts, ensuring equitable distribution of resources.
4. **Community Input** – Incorporating feedback gathered throughout the planning process, as detailed in Chapter Two and Three, to align creative placemaking strategies with community priorities.

This plan provides a comprehensive framework for strategically investing in arts and culture where they can have the greatest impact. It identifies opportunities to leverage planned capital improvement projects, shaping them in collaboration with creative placemaking initiatives. Potential sites may serve as hubs for public art, design innovation, place activation, and other cultural activities that enrich the Bloomington community.

## CAPITAL IMPROVEMENT PROJECTS WITH THE MOST SYNERGY WITH CREATIVE PLACEMAKING EFFORTS

### Synergy with Creative Placemaking:

- The Community Health and Wellness Center
- Bloomington Ice Garden renovation
- Nine Mile Creek Corridor, including Moir Central Park Natural Reserve and Trail
- Old Shakopee Road and Old Cedar Avenue Intersection Improvement
- 98th Street & Lyndale Avenue Reconstruction and pedestrian improvements, Clock Tower and Kiosk opportunity
- Nicollet Avenue reconstruction
- Bloomington Center for the Arts Concert Hall renovation and addition
- Phase 2 Public Works retrofit

### Major park renovation and improvement project opportunities:

- Bryant Park renovation
- Tretbaugh Park renovation
- River Ridge Park
- Finlayson Park
- Valley View Park improvement
- Ridgeview Park
- Tarnhill Park
- Dred Scott Park improvement
- Gene Kelly Park renovation
- Sunrise Park renovation
- Southwood Park renovation

### Priority Commercial Nodes:

The Community Development Department has established priority districts and commercial nodes for development. These provide opportunities to explore their historical significance, purposes, and cultural meaning – and to whom. These key sites and/or communities may be valuable partners and sites for Creative Placemaking activities, as well as potential sites for community engagement activities. Sites already prioritized include:

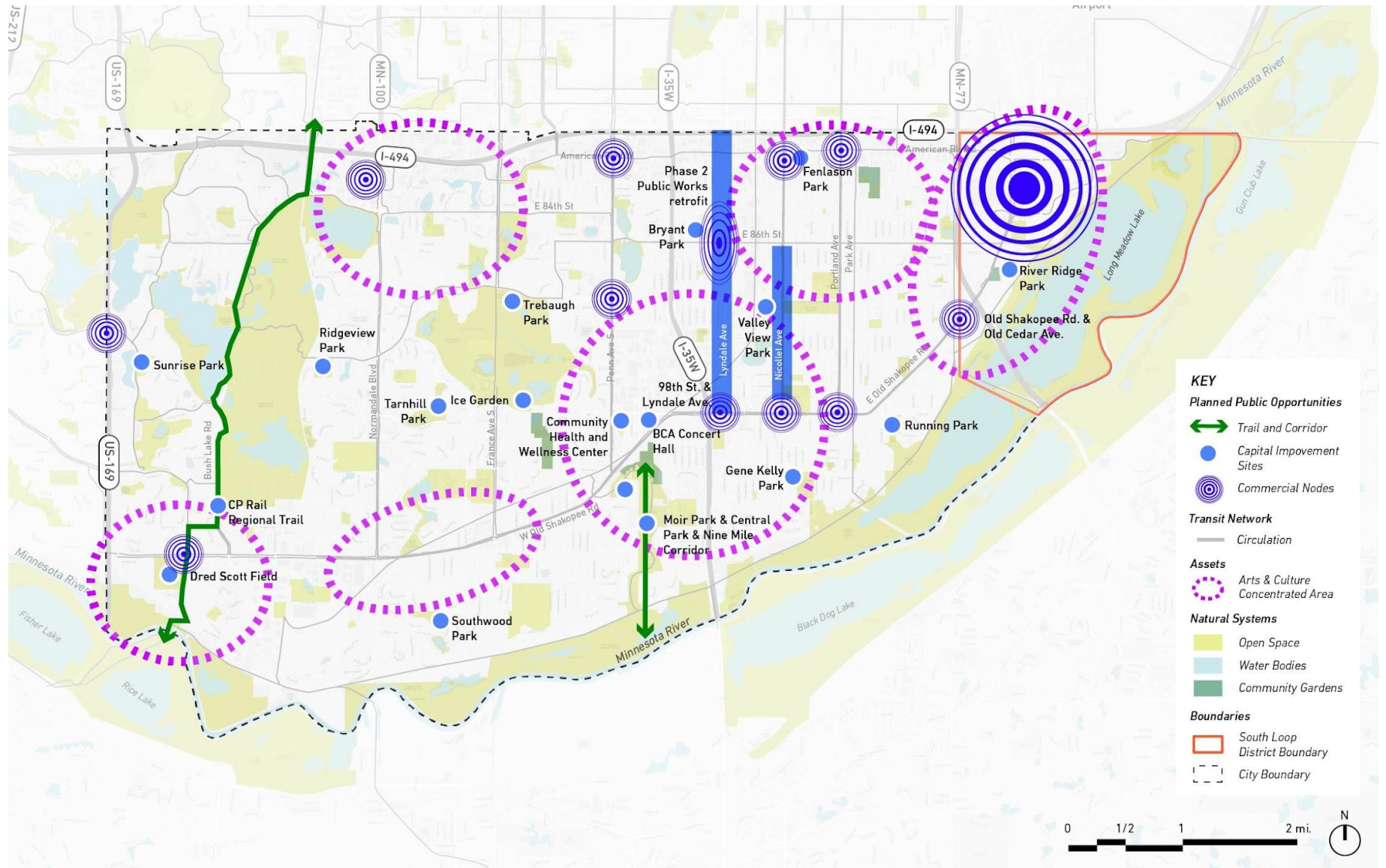
- South Loop District
- Penn-American Blvd
- Normandale Lake
- Central Lyndale

### Additional Commercial Nodes Include:

- American Blvd and Portland
- 98<sup>th</sup> St. and Nicollet Ave.
- Old Cedar Rd and Old Shakopee Rd.
- Penn & 90th
- Amsden Ridge and Countryside Center

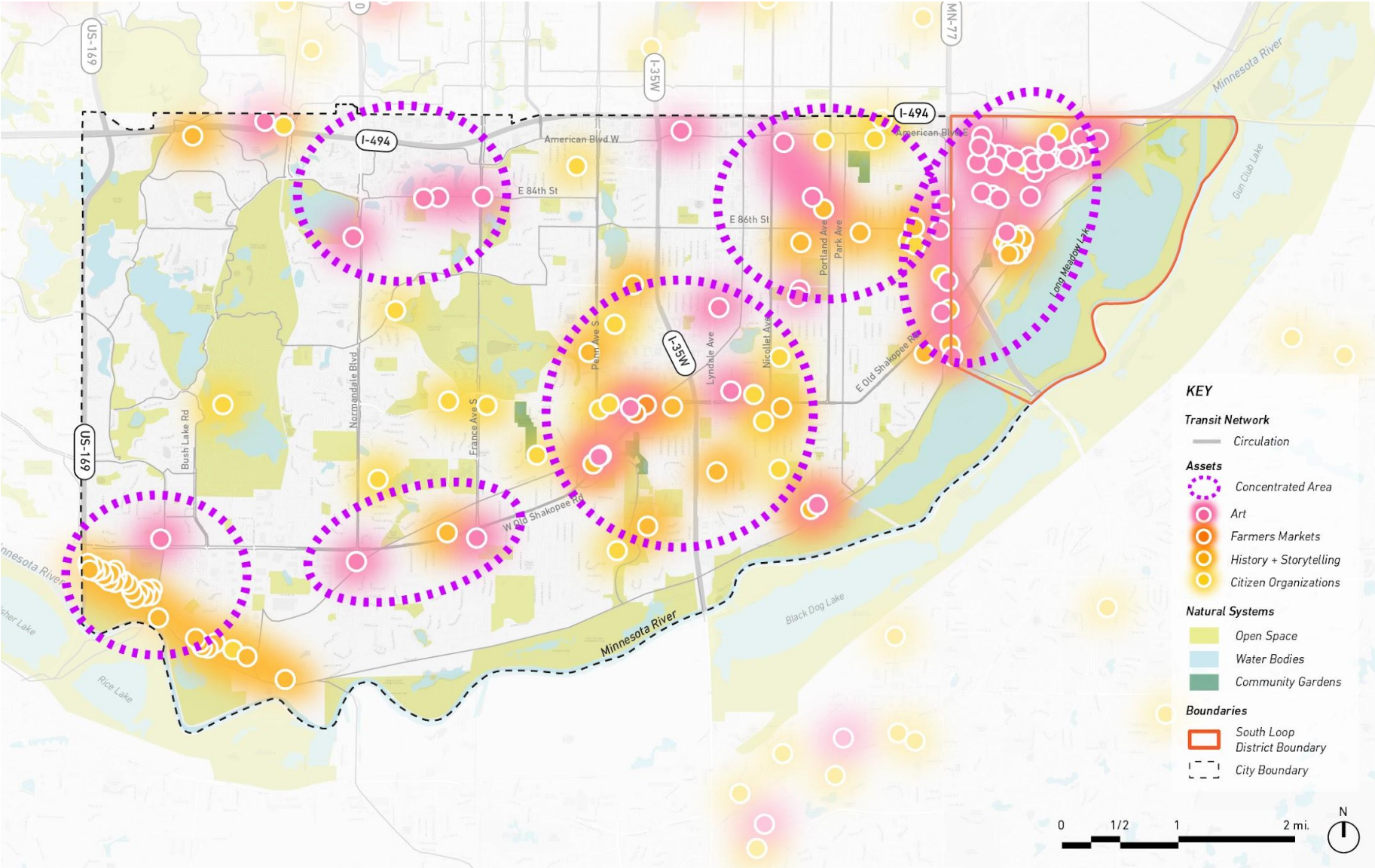


# PLANNED IMPROVEMENTS, PARK RENOVATION, AND PRIORITY COMMERCIAL NODES





# EXISTING ARTS AND CULTURAL ASSETS

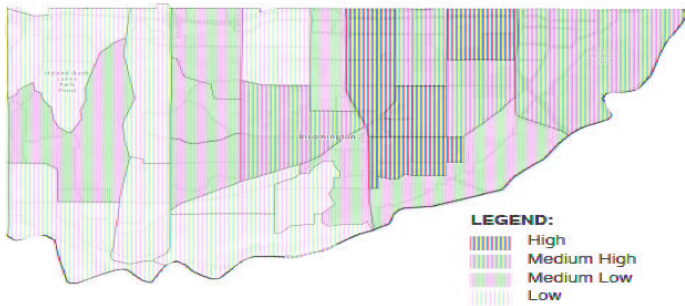


# PUBLIC HEALTH AND SOCIAL AND ENVIRONMENTAL JUSTICE GAP ANALYSIS



The comparison of each map highlights significant needs in addressing social vulnerability, environmental justice, and public health priorities in the area spanning South Loop and I-35W. CDC data also indicates that this area faces challenges related to social isolation, limited support systems, and transportation barriers. Creative Placemaking efforts can help foster community connections and enhance walkability and bikeability through art, culture, social events, and thoughtful environmental design.

**Social Vulnerability Map (ASTR)**



**Environmental Justice Priority Area (Met Council)**



**Public Health (Met Council)**



**Social Support Need Area (CDC)**



**Social Isolation Area (CDC)**

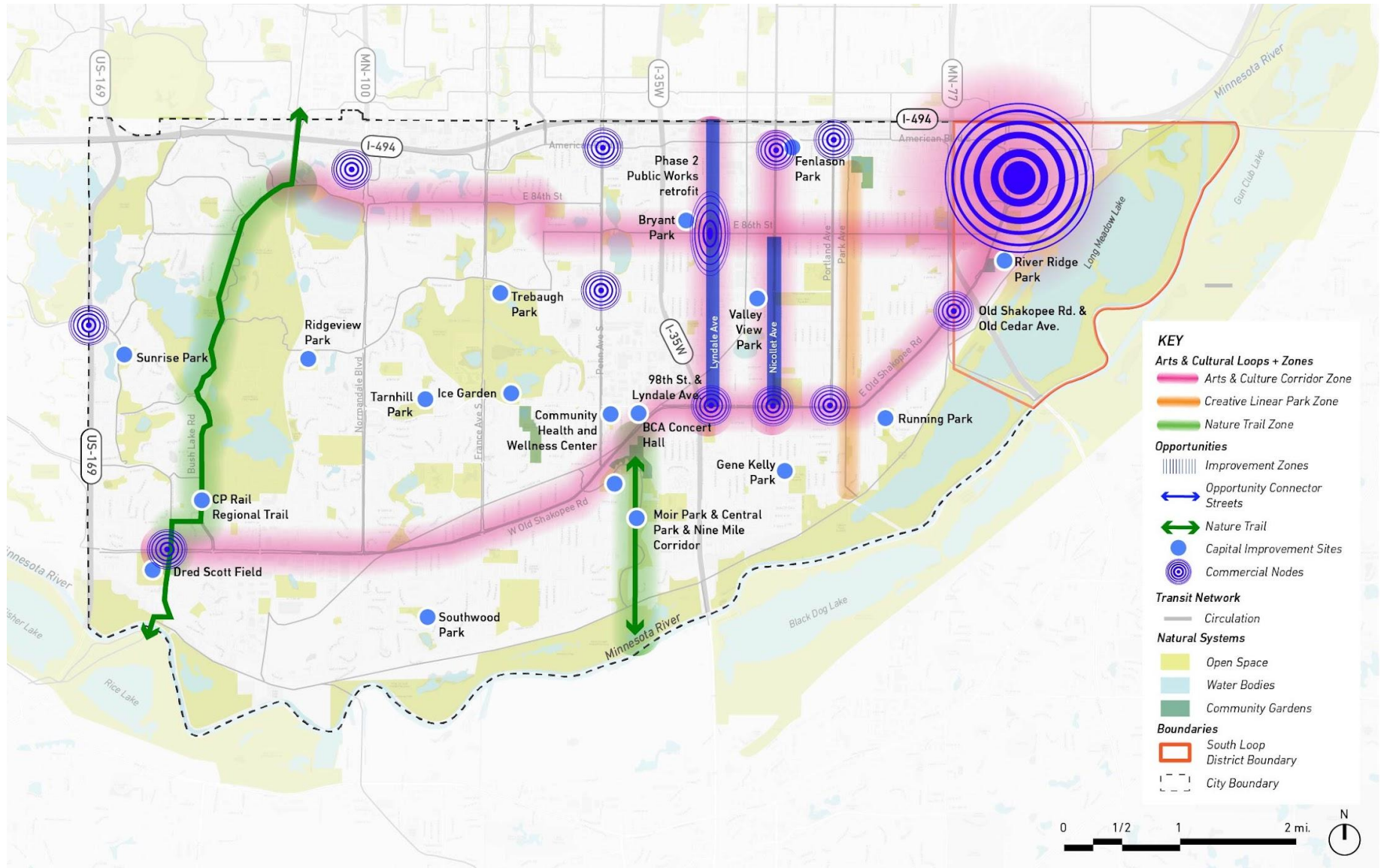


**Transportation (CDC)**





# CITY WIDE PUBLIC ART AND DESIGN OPPORTUNITIES





## II. Survey Results

### SURVEY RESPONDENTS

There were a total of 243 responses to the survey. It appears that about 23% are artists or cultural producers based on answers to questions specific to those groups. In terms of gender, there was an over-representation of people identifying as female to male (61% to 31%). Some 70% indicated they were homeowners slightly more than the 67% homeowner rate in Bloomington. In terms of ethnicity\*, 74% of respondents identified as white, slightly higher than the 71% of city population based on census data. The balance of respondents represented a mix of cultural and ethnic groups similar to the city population.

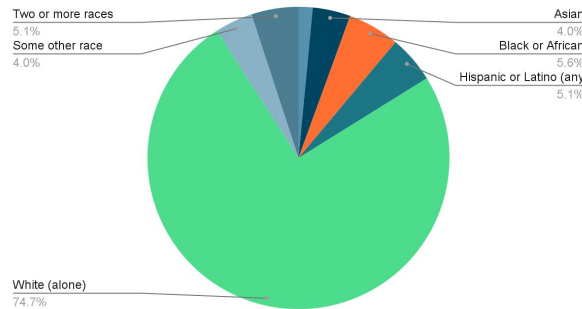
#### NOTES:

*\*Important to note that the survey question that asked participants to identify their ethnicity was not yet available for the first engagement event, Juneteenth. The Juneteenth event was anecdotally attended by more Black community members so the ethnicity numbers overall may underestimate Black participation.*

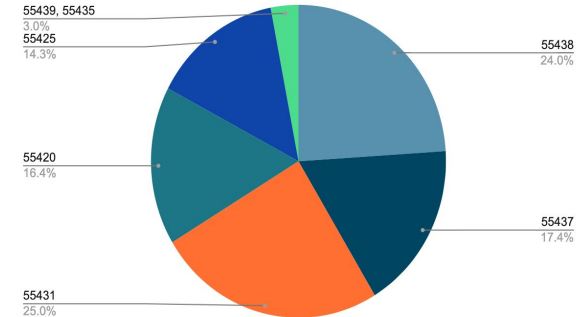
### Respondent distribution by geography (moving from zip code areas west to east)

- 23.7% of those responding indicated they live or work in zip code 55438 which houses 18% of Bloomington's population.
- 17.2% live or work in 55437, an area in which 22% of the city population live.
- 24.7% live or work in 55431, where 22% of the population live.
- 16.2% live or work in 55420, where 26% of the population reside.
- 14.1% live or work in 55425 where 12% of the population live.

Race + Ethnicity of Respondents



Home Zip Codes of Respondents



A very small number (3%) indicated zip codes 55439 and 55435, areas that lie primarily outside Bloomington. The question was skipped by 23% of respondents for reasons unknown.

While the above reflects a fair geographic spread, there is an over-representation from West Bloomington and an under-representation from the East side. The pattern coincides with areas with greater homeownership and with areas with more renters.

Age distribution of respondents reflects significant under-representation of those 65 and over and under 18, in comparison with city-wide demographics. The significant over-representation is in the age group between 35 and 44 which made up 35.1% of responses while the city make-up is 12.6% from that age group. Other age groups were fairly close to city averages.

## CONNECTION AND ENGAGEMENT IN CITY AND CULTURAL ACTIVITIES

It can be assumed that most survey respondents were predisposed to engagement in the community and/or have some connection to the City and/or other existing cultural programs or formal activities. Surveys were collected at events and through websites and outreach related to City government, Creative Placemaking Commission, and some of the formal arts organizations. The survey was offered in the English language.

Several questions probed their **sense of connection and engagement** in activities.

A very high percentage of respondents reported they feel welcomed, connected, or that they feel they belong in Bloomington. A total of 90% said they **feel welcomed** with 60% strongly agreeing and 30% somewhat agreeing. In comparison, 9% said they felt neutral, and less than .2% (or 4 people) disagreed or strongly disagreed that they felt welcome. While a similarly high 81% reported they **feel connected to others in Bloomington**, the balance shifted from 38% strongly agreeing to 43% somewhat agreeing. In this case 12% felt neutral and 7% disagreed with feeling connected. Only 2 respondents strongly disagreed with 15 somewhat disagreeing.

In regards to a sense of **belonging**, 82% agreed or somewhat agreed that they felt they belong. In comparison to feeling connected, there was a higher weighting towards strongly agreeing (52%) to somewhat agreeing (30%), and 10% reporting neutral with a similar number to above, 7%, or 17 people somewhat or strongly disagreed. In this case a slight number more people (8) strongly disagreed that they feel they belong. Still, there was a very high rate of belonging.

**In participation** in creative and/or cultural activities a multiple response question revealed that the greatest motivation was to experience new things (180) as well as to experience the diversity of my community (115). Given a total response of 239 people, those two motivations had 295 clicks. Second highest motivation was to have fun (167), and the third highest was to feel connected to others (125) which can be connected with the desire to meet new people (104). This was followed closely by the motivation to learn (121) and then because the activities provide a sense of meaning (90).

The next question, also allowing multiple responses, asked to rate what **types of public art and cultural activities** help you feel connected to the community. Seventy percent of respondents indicated music made them feel most connected. This was followed closely, at 69% by visual art. The other highest rated cultural activities were block parties and festivals (61%), food (59%), crafts (57%), and theatre (47%). Above one-third of respondents identified historical events or attractions (36%), environmental (36%), dance (34%), and traditional cultural practices (33%). Others included film and media (25%), and finally literary arts (21%).

When asked about **barriers** people felt prevented them from taking part, the largest obstacle indicated at 65% was lack of information. This was followed at 44% by lack of time. Other barriers included cost (23%) and distance or transportation (15%). Additional factors included events were inconvenient (11%), they didn't feel invited (8%), were not kid friendly (8%), didn't feel comfortable (7%), lack of interest (6%), not physically accessible for my needs (3%), and that language was a barrier (1.3%).

## CONNECTION AND ENGAGEMENT IN CITY AND CULTURAL ACTIVITIES - CONTINUED-

The next question was open to narrative responses asking if there are any local cultural practices or traditions you would like to see more prominently celebrated in Bloomington. There were 99 responses, although 25 indicated none, not applicable, no, or I don't know, leaving 74 substantive suggestions.

The highest number of specific mentions (16) addressed Native, Indigenous, First Nations, and pre-colonial history. However, there were also 13 mentions of specific cultures or activities that respondents recommended. These included Diwali festivities, Irish dance, and Ramadan or Eid celebrations, as well as Trinidadian, Scandinavian, and Black cultures. Taken together, 29 people called for events and activities with greater diversity of cultures. In terms of types of activities mentioned, music had 10 mentions and festivals or parades had 8, followed by food, mentioned by 7. Four mentioned heritage and history generically, along with 4 mentions of kids and youth.

### These are a few narrative responses with greater detail:

*"More kid friendly events, activities and kid-friendly parks devoted to families living in the South Loop and perhaps shopping at the MOA."*

*"I feel like the offerings have become fragmented and very identity conscious, which can make me feel actually less invited and included. I'm not sure I'm meant to be there, or what my role is, that detracts from the experience."*

*"We have an amazing community. I love seeing all the dancing and food at some events like learning link up. I wish there was more time or opportunity to learn more."*

*"We love attending live music, art shows, festivals, food markets and the like. We find so many of these in other communities around Minneapolis, but either miss them in Bloomington because we didn't know about them, or they're not happening in Bloomington."*

*"I think a cultural festival to help gather funds for schools, specifically east side schools."*

*"I would love to know more about the culture of Indigenous groups who lived here before we stole the land."*

*"A community center would be great. Definitely more festivals outdoor in the summer."*

*"I think there was a good mix of diversity in arts and vendors. Always looking for ways to keep adding is great."*

*"I would like to see more recognition of cultural practices and traditions that highlight the young people in Bloomington."*

*"Love the art fair!! Hope it grows!!! Love the weekly Farmers Market. Missing having our Heritage Day Parade...such a community connector."*



## PRODUCING AND SHARING ART AND CULTURAL EVENTS

When asked if they make or produce artistic or cultural events to build community in Bloomington, 23.5% responded yes out of a total of 243 responses. The remaining 76.5% said no. Those self-identifying as artists or cultural producers then replied to questions about the nature of the work and the frequency and ways it is shared and the places where it is shared.

A question about their creative media enabled people to choose more than one option. This resulted in 53% saying they contribute to creative placemaking with visual art; 36% said crafts, 31% said music, and 24% said food. Less numbers involve theatre (22%), dance (17%), block parties or festivals (17%), and then small numbers involved in traditional cultural practices, environmental work, film, or memorials.

**Frequency of sharing work** drew 55 responses. Roughly in thirds, they say they share frequently, at least once a month (32.7%), occasionally, a few times a year (36.4%), and rarely, once every few years, or never (31%).

**Venues or vehicles used to share** their work or cultural practices with others was the focus of the next question, enabling multiple responses. Most cited multiple outlets for their work. Community events and festivals was the most frequently mentioned by 40%, public performances was second by 35%, with equal numbers, 33%, citing public exhibitions or installations, pop-ups, collaborations with other organizations, and at informal gatherings (family, friends, neighbors). Slightly lower, 28% cited teaching workshops or classes, and a few said they had their own space where they shared their work.

When asked about **resources or support** that would help

better share creative work or cultural practices with the community, most frequently cited was funding or grants by 64% of respondents. Access to public spaces was second (61%), and promotion and advertising third (57%). From there, 41% cited partnerships with local businesses or organizations, and 25% cited equipment or materials.

### Quality of Community Spaces and Improvements

The final part of the survey explored **community spaces for sharing work** in Bloomington. A total of 219 responses were received. The question asked for agreement with the statement that they are excellent for arts and cultural activities, with 29% saying they strongly agree and 42% saying they somewhat agree, for a combined total of 71% positive responses with 23% registering in the neutral category. Only 5% disagreed (10 people) or strongly disagreed (2 people). This suggests a generally favorable rating of current available spaces in Bloomington.

When asked what kind of **community spaces they use to connect** with the community through arts and culture, 213 responded, representing artists and participants. By a large margin, 81% cited outdoor spaces such as parks, streets, plazas. Then 60% said they use communities centers, such as libraries, senior centers, schools, or religious spaces. Formal arts spaces, such as performance venues (theaters, amphitheatres), were used by 39% and visual arts spaces (galleries, museums, exhibition spaces) by 38%. Workshops, studios, and homes were cited by less than 20%.

A question asking where people would like to see **more arts and culture in places** in Bloomington drew 208 responses. Several kinds of spaces were cited by half or more. Parks and

## PRODUCING AND SHARING ART AND CULTURAL EVENTS - CONTINUED-

trails rated highest by 63%; community centers by 58%, and streets and plazas by 61%. Close behind were schools by 48%, civic spaces by 47%, and libraries by 43%. Last, but still at 33% were businesses.

The final question asked what improvements would you suggest for community **spaces to better support creative activities**? This was an open-ended narrative question. A total of 71 people provided material responses; 11 more responded by saying none or I don't know. The greatest number (14) mentioned outdoor spaces and parks, but most did not address specific locations or facilities. A total of 12 mentioned a desire to meet neighbors, make connections or feel belonging. There were 8 who suggested activities that are youth, family, or kid-friendly and 7 recommended more advertising, information, and communication about opportunities.

Five respondents called for more festivals and 5 for more diversity and 4 mentioned classes of various kinds. Three mentioned equipment and 3 named supplies or funding. One called for community gardens, one a large concert hall, and one for more busking. Another respondent specifically called for *"A venue on the east side of the city, with a large stage and a beautiful seating area similar to Normandale Lake Bandshell or Masonic Heritage Center. It would help with equity to artistic opportunities on the east side of the city."*

### Other narrative responses:

*"I'd love to see a communal maker space with access to art equipment that may be barriers to entry for artists to participate in various crafts".*

*"Asking people what they like."*

*"If people want to plan a festival, let them!"*

*"More innovative opportunities about how artists can connect with the community. I'd love to talk to someone about some ideas I have. Feel free to reach out- a.ulseth@gmail.com"*

*"Beyond the small Summer Fete celebration, I don't know that there is much that celebrates Bloomington in general. I recognize there are various nights during the week with music and food trucks at the Civic Plaza, but there's no fair, parade, etc. that I'm aware of that is simply a family friendly event that is a celebration of Bloomington."*

*"Make them more kid-friendly. Also as someone who does not drink alcohol, to have more non-alcoholic events. The community mural event looks cool but it's combined with a happy hour.. I know we can "just not drink" but it's the environment/culture that drinking creates that makes it meh to want to attend and feel like I could skip it."*

*"I would like to see more garden, botanical art, and Therapeutic Horticulture led activities. I also hope art and creative spaces will be included in the new community center."*

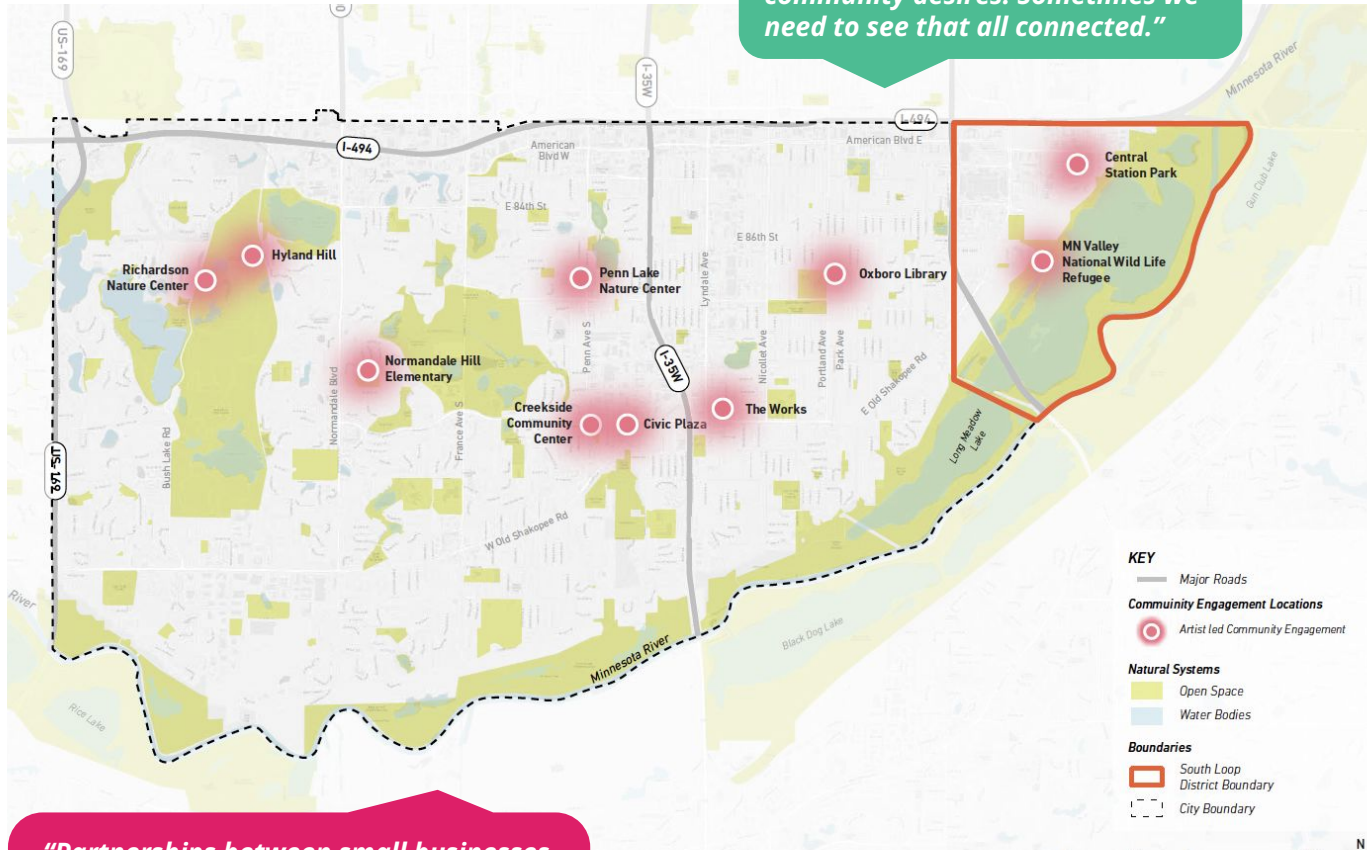
*"A high percentage of the population are seniors. The city is ending many of their current activities. The senior culture in Bloomington has been dealt a serious blow. I would like to suggest the city find another location for seniors to continue those activities."*

# III. Summary of Artist Engagement Activities

## 20 ARTIST-LED EVENTS: JULY - OCTOBER, 2024

### Community Engagement Locations

*"Help connect the art, culture to that sense of belonging the community desires. Sometimes we need to see that all connected."*



**More than 4,000 people were engaged**

### Highlights:

- Reached geographically across the city
- Generated survey responses + visibility for creative placemaking
- Provided insights into future placemaking activities

*"Partnerships between small businesses and Bloomington artists supported by the city help prop up public art pieces and help attract further traffic to these small businesses."*

*"I would love to know more about the culture of Indigenous groups who lived here before we stole the land." by participants*

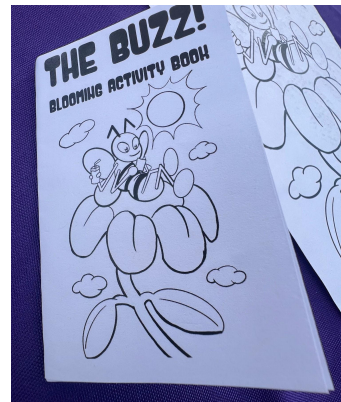
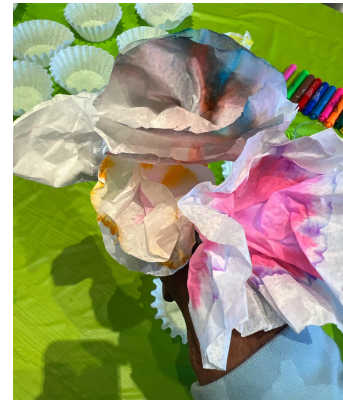
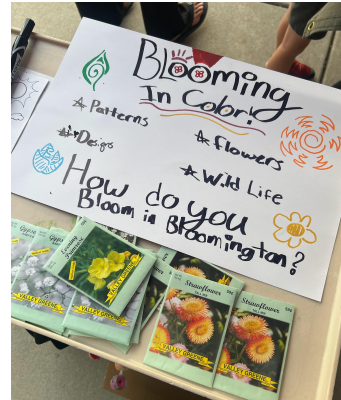


## ARTIST TEAM



**Adrian Lowe**

**Digital Designer, Clothing Designer & Muralist**



### ACTIVITIES:

- Juneteenth Celebration at Bloomington Civic Plaza
- Midweek Music Market at Bloomington Civic Plaza
- Bloomington in Color Community Mural at Hyland Hills
- The Buzz! (with MN Wildlife Refuge) at Oxboro Library
- Chromatic Connections: Exploring Color at The Works Museum

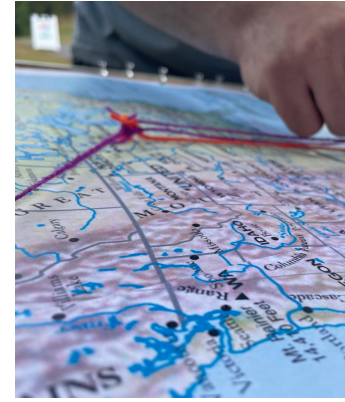


## ARTIST TEAM



**Erin Lavelle**

**Social Practice Artist, Theater Set Designer, Seamstress**



### ACTIVITIES:

- Latino Nature Fest at Minnesota Valley National Wildlife Refuge
- Digital Scavenger Hunt at Richardson Nature Center
- "Bugs, Blanket & Bluegrass" at Richardson Nature Center
- Monarch Tagging at Penn Lake Library
- Bloomington Pride at Bloomington Civic Plaza East Lawn



## ARTIST TEAM



**Katie Ross**

**Ceramicist, Art Teacher, Collage Artist,  
and Business Owner**



### ACTIVITIES:

- Bloomington Street Art Festival at Countryside Center
- Back to School Night at Normandale Hills Elementary
- Bloomington Pride at Bloomington Civic Plaza East Lawn
- Community Health and Wellness Engagement and Celebration at Creekside Community Center
- Mindful Weaving at Countryside Center



## ARTIST TEAM



**Rupa Shenoy-Thadhani**

**Poet, Muralist, Teacher, and Social Practice Artist**



### ACTIVITIES:

- Love Bloomington at Bloomington Civic Plaza
- Swap & Spine at Bloomington Civic Plaza
- Rest & Remembrance at Bloomington Civic Plaza
- Hispanic Heritage Month Celebration at Bloomington Central Station Park
- Bloomington Dreams in Many Language at The Works Museum



## REFLECTIONS

*"We love attending live music, art shows, festivals, food markets and the like. We find so many of these in other communities around Minneapolis, but either miss them in Bloomington because we didn't know about them, or they're not happening in Bloomington." – by participants*

### Artist Reflections

1. Artists engaged ≈ 100 more people/partners through event planning and production; value in partnerships + advance planning
2. Most often found community members "curious" and "welcoming"; "hungry and eager" for engagement. A few were "skeptical".
3. Offered many lessons on how future artists can build partnerships to produce successful community building events.
4. Challenges include contemporary suburban lifestyles where interactions are frequently carried out online.
5. Ultimately found interactions rewarding and expressed resolve to engage more community members in-person!
6. Thrilled to find other artists in the city and desire to connect more.

*"Using civics and creative activities to get past our political party polarization. Neighborhood engagement for a sense of community togetherness when we have times of crisis. For example how we share assets and skills in times of crisis. We don't all need a power generator for example, we don't need to rush the store for toilet paper. Emergency arts. I love love music and theater and performances as an away to offer community experiences but I think activities where we get each other talking and sharing resources would be great to expand into. Thanks for all you do."*

### Community Partners Reflection

We sent a survey to each venue that hosted an artist engagement.

#### 2 venues participated in the survey.

1. What they thought worked well: Planning and logistics
2. What they thought needed improvement: Communication, Planning and logistics
3. Would they host artists again at their venue? One person said yes, the other is uncertain.
4. Open ended feedback:
  - a. The event created more trash for staff to dispose of.
  - b. It's preferable to be contacted by the organization or City agency instead of an individual artist. This would lead to more sustainable relationship and future opportunities for artists to collaborate with schools.

# IV. Creative Placemaking Achievements

## SINCE THE ADOPTION OF THE SOUTH LOOP DISTRICT CREATIVE PLACEMAKING PLAN

### 2016

#### 2016 Creative Placemaking Activity and Projects:

- June: Creative Placemaking Director hired.
- *Prairie Dance* Artbox Design and Sculpture installed by Teresa M. Cox
- *City within a City* by Erik Sletten installed, Artbox Design and Sculptural Embellishments
- October: Established Creative Placemaking Commission
- Citywide: Advocate for artistic bike railing on 86<sup>th</sup> Street Bridge, participate in design process.
- *Creative Placemaking in the South Loop District Plan* awarded “Planning in Context” award by American Planning Association, Minnesota.

### 2017

#### 2017 Creative Placemaking Activity and Projects:

- *Across the Universe*, Landform Art by Tom Henry
- *Bloomington Kaleidoscope*, Art Gate by Alexander Tylevich
- 3 South Loop Pop-up Farmer’s Markets
- Artist-led popup engagement activities at 6 events throughout the City. Worked with Springboard for the Arts Ready Go! Program and 9 artists.
- Creative Happy Hour event at BCS Park and bus tour of current projects.

### 2018

#### 2018 Creative Placemaking Activity and Projects:

- *Illuminate South Loop*, an evening arts event with 7 temporary installations and performances designed and produced by 9 artist groups, produced in partnership with Artistry and Northern Lights.mn. February 1 – 3, 2018 at Bloomington Central Station Park.
- Partnered with Forecast Public Art to offer “Making it Public” public art workshop for local artists new or emerging to working in public art.
- Support for “Parking Ramp Project” performance by Aniccha Arts.
- Creative Happy Hour event in September with art activities, food trucks, music.
- Wright’s Lake Park Mural, “Seasons of Becoming,” by GoodSpace Murals installed. 2017-2018: coordinated 3 community design visioning sessions, 1 community design review meeting, 1 photo shoot, 7 painting sessions, and a celebratory unveiling. Partnered with Valley View Middle School throughout process.
- Citywide: Neighborhood Focus Program, engagement meetings with neighbors and stakeholders.

## 2019 Creative Placemaking Activity and Projects:

- Creative Spark – 4 projects implemented and promoted:
  - "An Owl's Perspective," temporary 3D sculpture in the shape of a great horned owl, at the Minnesota Valley National Wildlife Refuge Visitor Center, beginning in May 18, 2019 through winter 2019. Visitors helped construct this sculpture during the Urban Birding Festival. Artist: Gail Katz-James.
  - Summer Music Concert featuring Hailey James and The Tuxedo Band, at Bloomington Central Station Park on June 21, 2019. Coordinated by Reflections Condominiums social committee.
  - Free-standing temporary "pop up" murals, located at Bloomington Central Station Park, August through October. Artist: Rock Martinez.
  - Bloomington Cultural Festival, at the Minnesota Valley National Wildlife Refuge Visitor Center, on October 12, 2019. Coordinated by Together Bloomington.
- South Loop Tours: Americans for the Arts Convention and APA Minnesota Conference.
- ARTBOX: 2 utility boxes wrapped with selected designs:
  - 1 box at Thunderbird Road and American Boulevard by Mandel Cameron
  - 1 box at Lindau Lane and 24th Avenue by Olivia Novotny
- Creative Happy Hour event in August at Bloomington Central Station Park, with food trucks, art activities, music, cash bar.
- Old Cedar Bridge Augmented Reality Self-Guided Tour by Adam Davis-McGee and Nancy Musinguzi, installed in October.
- Citywide:
  - 98th/Lyndale Avenue Retrofit – develop & coordinate Art Chat Open House, artist input event in July. Submit responses and feedback from artists to consultant.
  - Partnered with Community Services, Public Health, Libraries, and School District on Youth Immigration Art Exhibit, which premiered at Civic Plaza.
  - Facilitate Blue Cross Blue Shield marketing efforts with RainWorks products to embed health messages throughout the City.

### Other Highlights

- Parking Ramp Project, which took place in South Loop, named "top dance scene" of 2018 by Star Tribune.
- Wright's Lake Park Mural, "Seasons of Becoming," by GoodSpace Murals voted one of five finalists for best public art in CityPages Best of Issue. The mural was also recognized as an outstanding public art project created in 2018 through the Americans for the Arts Public Art Network Year in Review program



## 2020 Creative Placemaking Activity and Projects:

- Finalized project scope for mural at Xcel Energy Substation. Hired Forecast Art to facilitate artist selection process and artist support. Developed RFP for 3 finalists, stakeholder panel selects lead curator for project.
- Participated in Bloomington Scavenger Hunt in August and developed and distributed South Loop promotional items.
- Worked with equity consultant to develop Initial Equity Assessment report completed in September.
- Facilitated a Practical Visioning Session with Creative Placemaking Commission to identify priority elements of focus.
- Citywide: Developed an RFQ for a mural at the 106th Street Bridge underpass. Selected three artists and developed an RFP for finalists. Project was then cancelled by City Council due to impacts of COVID-19.

### Other Highlights

- Minneapolis-St. Paul-Bloomington, MN-WI 8th most arts-vibrant large-size community. (SMU DataArts, Sept 2020)
- Old Cedar Avenue Bridge Augmented Reality Tour stats: 16,574 views, 6,694 plays, 526 shares from October 15, 2019 – January 19, 2021.

## 2021 Creative Placemaking Activity/Projects and Highlights:

- Participation in MN Ice Exploration Event. Bloomington participation featured on WCCO.
- Released and promoted South Loop Guidebook Audio Tour for Otocast App.
  - Location views June - December: 2,777.
- Six new ARTBOX designs installed.
- South Loop *WE Mural* installed. Sunset Block Party in September. Curated by Ua Si Creative. Artists: Andrés Guzmán and Xee Reiter, City Mischief featuring Thomasina Topbear and Tom Jay, Marlana Myles, Martzia Thometz, Reggie LeFlore, and Ua Si Creative.
  - Completed by 10 local BIPOC artists. Mural featured on KARE 11, MPR, La Raza 95.7 FM, Sun Current, Star Tribune, Minnesota Recreation & Parks Association (MRPA) Magazine, and more. Block party attendance estimate: 400-500 people.
- Old Cedar Avenue Bridge Celebration in partnership with Minnesota Valley National Wildlife Refuge in October.
  - Max capacity at Painting in Nature workshop; good attendance and interest in Intro to Birding workshop; distributed 200 meal tickets on October 2nd event within the first hour of the event.
- Creative Sparks: Call for art process; 4 artists selected; 3 contracts finalized; 1 project installed (Kalopsia Bench by Daniela Bianchini).
  - 3 out of 4 artists selected by stakeholder panel are BIPOC.
- South Loop History Report by Peter DeCarlo completed.
- South Loop Songbird “The Goldfinch,” by Donald Lipski installed.
  - Media coverage by Bring Me The News, with their FB post receiving 702 reactions and 87 shares. Quirky MN Places post received 1,200 reactions, 72 comments, and 73 shares. Lipski’s Facebook post alone garnered 645 likes/loves, 135 positive comments, and 413 shares within a couple weeks. Article and images were shared internationally on social media, especially within birder groups.

## 2022 Creative Placemaking Activity/Projects and Highlights:

### Other Highlights

- South Loop CP highlighted in article from Star Tribune, “More Twin Cities suburbs draw on public art to develop sense of place.”
- Augmented Reality (AR) Tour on Old Cedar Avenue Bridge (As of Dec 2021): 29,326 total views. Top played and favorited lens is the Timeline. We continue to reach a younger audience with this project, with about 63% of views from people ages 13-24.
- Participation in MN Ice Exploration Event, commission one ice sculpture.
- Partnered with Minnesota Valley National Wildlife Refuge on Luminary Hike Event in February.
- Creative Sparks: 2 sculptures installed (*Blooming Ribbon* by Kao Lee Thao and *Street Seat* by Greg Mueller) at Bloomington Central Station Park.
- Distributed two handbooks to 66 Bloomington Artists to build local capacity: *Work of Art: Business Skills for Artists* curriculum and *Handbook for Artists Working in Community*.
- Projects outside South Loop District, funded from other sources:
  - Neighborhood Focus Area: revised project scope, developed “Hometown Poetry” program, call for art for poems. Panel selected 18 poems. 14 sidewalk poetry stamps fabricated; 4 poetry signs fabricated. Hometown Poetry reading event at Oxboro Library in September.
  - Old Shakopee & Old Cedar placemaking: developed scope of work for placemaking in the area, contracted with Musicant Group, outreach to 8-10 businesses to develop façade improvement projects and event. “Colors of Community: Local Business and Community Pop-Up” event on October 1.

## Other Highlights

- The *Seasons of Becoming* mural by GoodSpace Murals was selected as one of 25 projects featured in CODAmagazine's November issue focused on Placemaking with Intention.
- The *WE Mural*, curated by Ua Si Creative, was selected as one of 25 projects to be featured in July's CODAmagazine issue on Creating Community.
- South Loop Audio Tour in the Otocast App now has 37 locations. Location views have doubled since 2021.
- Hometown Poetry received 140 poetry submissions. 18 selected poets are ages 10-95 years old, 50% are Youth, 50% are BIPOC, representation from all Bloomington zip codes.
- Bloomington ranked as #36 place to live in USA by Livability, South Loop walking tour and public art mentioned in reasoning.
- Augmented Reality (AR) Tour on Old Cedar Avenue Bridge (As of Dec 2022): 38,290 total views. Top played and favorited lens is the Timeline. We continue to reach a younger audience with this project, with about 63% of views from people ages 13-24.

## 2023 Creative Placemaking Activity/Projects and Highlights:

- Hosted the "Making it Public" public art workshop for Artists in January to build local capacity.
- Ongoing participation in the development of the Small Business Center programming and marketing committees. Supported engagement efforts including an Open House in August.
- Fire Station #3 community garden: continued construction in the spring and summer. Install shade structure and *Kaškánškanj*, cyanotype banners by artists Sheila Novak and Erin Genia.
- Creative Sparks: Install *Unity of Beacon* sculpture by Shirin Ghoraishi and Safa Sarvestani at Bloomington Central Station Park.
- Participate as an organizational partner of "WAKPA Art Triennial" from July through September, promote the following aligned events and installations in Bloomington during this timeframe.
  - o Latino Conservation Week event on Saturday, July 22. Partnered with Minnesota Valley National Wildlife Refuge. Indigenous Roots provided art installations, arts activities, and performances.
  - o Bloomington Indigenous History Presentation from Peter DeCarlo and Dr. Kate Beane at Civic Plaza on August 22.
  - o Develop scope of work with artists for an installation by the Old Cedar Avenue Bridge that focuses on water and indigenous history. Begin engagement and outreach efforts in the summer, including "Here Now: Instructions for Listening," pop-up activity at Old Cedar Avenue Bridge on July 23, led by artists Tara Perron and Sandy Spieler.



- Organized tours of South Loop public art for Ukrainian Exchange students, National Forum for Black Public Administrators, and QCOMP staff from Bloomington public schools.
- Continued promotion of South Loop Public Art Audio Tour in the Otocast App.
- City-wide projects and activity outside South Loop District, (funded from other sources):
  - Hometown Poetry program: installed 4 poetry signs in Bloomington parks, stamped 10 poems into sidewalks. GIS map of locations created.
  - Sponsored first Bloomington Juneteenth event, participated in meetings, supported marketing and event coordination.
  - Old Shakopee & Old Cedar Avenue: installed façade improvement projects at local businesses, including signage, patio heaters, wall repainting, window decal display, custom bench, and landscaping.
  - Supported the development of Public Health's COVID-19 Artwork RFQ, trained intern on call for art process, facilitated artist selection process and panel meeting.
  - Worked with City's Planning department on the mural ordinance, and the creation of the Murals Policies and Procedures document.
  - Hired new Creative Placemaking Specialist Kathryn Murray.
  - Developed and promoted a city-wide Creative Placemaking Master Plan Request for Proposals (RFP). Reviewed 17 applications and interviewed top scoring candidates.

### Other Highlights

- Minneapolis-St. Paul-Bloomington Ranked 6th Among 20 Most Arts-Vibrant Large Communities in The Nation in 2023, SMU DataArts.
- Wakpa Triennial Art Festival named #5 of 10 Best New Festivals in USA TODAY.
- Indigenous History of Bloomington presentation at Civic Plaza black box theater sold out.
- WE Mural and South Loop public art featured in John McGivern's Main Streets Bloomington episode.
- Visitors continue to engage with the South Loop Public Art Audio Tour in the Otocast App. Total location views have more than doubled since going live in 2021.
- Augmented Reality Tour on Old Cedar Avenue Bridge by Adam Davis-McGee and Nancy Musinguzi: 42,885 total views (as of December, 2023). Top played and favorited lens is the Timeline. We continue to reach a younger audience with this project, with 25 years as the average age.

## 2024 Creative Placemaking Activity/Projects and Highlights:

### South Loop District

- Fire Station #3 community garden: finalize construction in the spring, open 40 plots in the summer. Garden Opening celebration.
- 8 new Artboxes wrapped. Developed agreement with Xcel Energy to paint utility boxes.
- Developed an art database.
- Installed 10 artwork plaques.
- Continued project scope development for Old Cedar Avenue Bridge art installation, mural concept presentation from Sandy Spieker and Tara Perron.
- Bloomington Central Station Park Music Series (June 23, July 14, and August 4, 4:00-6:30 PM)
- Latino Nature Fest at Minnesota Valley National Wildlife Refuge on July 22 (formerly named Latino Conservation Week Festival)
- Supported community-led event: Fiestas Patrias Festival at Bloomington Central Station Park.
- Supported On the One Music Festival at Bloomington Central Station Park.
- South Loop public art tour for older adults, APA MN Tour, and Creative Placemaking presentation for Creekside.

### Citywide

- Partnered with Bloomington's second annual Juneteenth event, commissioned Ta-coumba Aiken to lead a community mural.
- Supported community-led events: Bloomington Street Arts Festival and Story Arts.
- Partner with Public Health on four COVID-19 Art Memorial engagement sessions.
- Creative Placemaking Citywide Plan: engagement, outreach, development of plan. Support coordination of 20 artist-led pop-up engagement activities.
- Pond House art project – partner with Parks and Recreation develop scope and artist selection process with Dakota Advisory committee.
- Partner with Parks and Recreation to develop a call for art for a mural at BIG.

## V. Case Studies for Signature Events in the US

Here is a curated list of successful signature events from various cities that highlight artists and celebrate arts and culture. These events can serve as inspiration for Bloomington's creative placemaking initiatives.

### 1. BLINK Festival – Cincinnati, Ohio

- **Overview:** A four-day, 30-city-block outdoor art experience that unites street art, projection mapping, and light-based installations.
- **Highlights:** Features local and international artists, transforming the city into an immersive art spectacle.
- **Community Impact:** Attracts hundreds of thousands of visitors, boosting tourism and enhancing Cincinnati's reputation as an international arts destination.
- **Website:** [blinkcincinnati.com](http://blinkcincinnati.com)
- **Contact:** For inquiries, visit the [Contact Page](#).

### 2. Spoleto Festival USA – Charleston, South Carolina

- **Overview:** A premier performing arts festival featuring opera, dance, theater, music, and visual arts.
- **Highlights:** Showcases both international and local artists across various historic venues in Charleston.
- **Community Impact:** Elevates Charleston as a cultural destination and supports local arts organizations.
- **Website:** [spoletofestivalusa.org](http://spoletofestivalusa.org)
- **Contact:** Information available on their Contact Page.

### 3. Wynwood Walls – Miami, Florida

- **Overview:** An outdoor museum featuring large-scale works by some of the world's best-known street artists.
- **Highlights:** Annual mural painting events during Art Basel Miami Beach week.
- **Community Impact:** Transformed a former warehouse district into a vibrant cultural and tourist hotspot.
- **Website:** [thewynwoodwalls.com](http://thewynwoodwalls.com)
- **Contact:** Details available on their Contact Page.



## Continued...

### 4. ELEVATE Arts Festival – Atlanta, Georgia

- **Overview:** A temporary public art program that invigorates Atlanta through visual art, performances, and cultural events.
- **Highlights:** Features site-specific installations and events addressing community and social issues.
- **Community Impact:** Encourages civic engagement and highlights Atlanta’s creative talent.
- **Website:** [elevateatlart.com](http://elevateatlart.com)
- **Contact:** Reach out via their Contact Page.

### 5. Portland Winter Light Festival – Portland, Oregon

- **Overview:** A free, citywide event featuring light-based art installations and performances.
- **Highlights:** Interactive sculptures and illuminated displays brighten the winter nights.
- **Community Impact:** Draws over 150,000 attendees, fostering community engagement and supporting local artists.
- **Website:** [pdxwlf.com](http://pdxwlf.com)
- **Contact:** Contact information available on their Contact Page.

### 6. Plaza District Festival – Oklahoma City, Oklahoma

- **Overview:** A one-day festival celebrating the revitalized Plaza District with art, food, and music.
- **Highlights:** Features local artists, craft vendors, and live performances.
- **Community Impact:** Showcases the growth of the local creative economy and fosters community pride.
- **Website:** [plazadistrict.org/festival](http://plazadistrict.org/festival)
- **Contact:** Details available on their Contact Page.

## Continued...

### 7. Bayou Boogaloo – New Orleans, Louisiana

- **Overview:** A music and arts festival held annually along Bayou St. John.
- **Highlights:** Live performances, local artisans, and food vendors celebrate New Orleans' cultural heritage.
- **Community Impact:** Supports local nonprofits and provides a platform for local artists.
- **Website:** [thebayouboogaloo.com](http://thebayouboogaloo.com)
- **Contact:** Reach out via their Contact Page.

### 8. Chalk Walk Arts Festival – Knoxville, Tennessee

- **Overview:** A two-day chalk art competition and festival in downtown Knoxville.
- **Highlights:** Local and regional artists create large-scale chalk murals on the street.
- **Community Impact:** Attracts thousands of visitors and boosts visibility for local artists.
- **Website:** [dogwoodarts.com/chalkwalk](http://dogwoodarts.com/chalkwalk)
- **Contact:** Information available on their Contact Page.

### 9. The Big Draw LA – Los Angeles, California

- **Overview:** A citywide drawing festival that includes workshops, exhibitions, and collaborative art projects.
- **Highlights:** Encourages creative participation from people of all ages and abilities.
- **Community Impact:** Fosters creativity and accessibility to the arts for underserved communities.
- **Website:** [thebigdrawla.org](http://thebigdrawla.org)
- **Contact:** Reach out via their Contact Page.

# VI. Examples for City-Led Artist Training Programs

## CITY-LED PROGRAMS FOR ARTIST TRAINING AND PROFESSIONAL DEVELOPMENT

Several cities across the United States have implemented programs to provide professional development and training for artists. Below are some notable examples:

### 1. Seattle's Public Art Boot Camp

The Seattle Office of Arts & Culture offers the **Public Art Boot Camp**, an intensive training program designed to introduce artists to the field of public art. Established in 2015, the program focuses on advancing racial equity by centering artists of color and providing them with the necessary information and experience to enter the public art realm. Participants engage in workshops led by staff, artists, and experts, culminating in the commission of a temporary artwork for the City of Seattle.

- **More Info:** Seattle Public Art Boot Camp

### 2. Minneapolis' Creative CityMaking Program

- The City of Minneapolis developed the **Creative CityMaking** program, embedding artists within city departments to address city priorities. This initiative provides professional development for artists while integrating creative approaches into municipal processes. Artists collaborate with city staff to engage communities and develop innovative solutions to urban challenges.
- **More Info:** Creative CityMaking Minneapolis

### 3. Forecast Public Art's Making it Public Program

- **Forecast Public Art** offers the **Making it Public** training program to equip artists with the skills and knowledge necessary to successfully navigate the public art process. The program includes workshops, guidance from experienced public artists and administrators, and practical strategies for working with public agencies. Making it Public has supported thousands of artists nationally in understanding the public art field, from creating proposals to working collaboratively with communities.
- **More Info:** Forecast Making it Public

### 4. Artist INC by Mid-America Arts Alliance

- The **Artist INC** program, created by the Mid-America Arts Alliance, provides professional development for artists to take control of their careers. Training includes workshops in marketing, financial management, and strategic planning. The program also offers **Artist INC Advance**, a twelve-month network-based professional development opportunity focusing on project management and communications.
- **More Info:** Artist INC Program

# VII. List of Tools and Reference

## TOOLS

### Tools & Templates

- Survey Draft for Artists Needs Assessment
- Artist Live/Work Housing Feasibility Study RFP Draft
- Sample Grant Equity Commitment
- Example Checklist for Physical Accessibility in Public Art Commissioning
- Draft Job Description for Comms Manager Position
- Sample Percent for Art Ordinance Language
- Specific Language for Landscaping and Design Guidelines Update
- Sample “Quick Reference Guide” for developers and City design review staff to understand the new ordinance

### Reference

- Public Art Funding Mechanisms Locally and Nationally
- Uncovering report