

# BLOOMINGTON CREATIVE PLACEMAKING



# 2024 UPDATE AND 2025 WORK PLAN



Creative placemaking integrates arts, culture, and design to strengthen and connect communities. It includes and extends beyond art creation, involving partnerships across sectors, deep community engagement, and contributions from artists and culture bearers to advance local social, physical, and economic goals.

Appointed by Bloomington City Council, the Creative Placemaking Commission advises the City Council on using arts, design, culture, and creativity to help accomplish the City's goals for change, growth and transformation in a way that also builds character and quality of place in Bloomington. The Office of Creative Placemaking serves as staff liaison to the Commission.

The Creative Placemaking Office and Commission recently developed a comprehensive Citywide Creative Placemaking Plan that aligns with the City's strategic plan goals and builds off the previous South Loop Creative Placemaking Plan. Expanding creative placemaking citywide was identified by the community as a strategic initiative in the "Bloomington. Tomorrow. Together. Strategic Plan" to advance the strategic outcome of "A Connected, Welcoming Community."



*Sunday Funday Music Series: Tropical Zone Orchestra.*



*"Street Seat" by Greg Mueller.*

## CITYWIDE CREATIVE PLACEMAKING PLAN

**MISSION:** Bloomington Creative Placemaking cultivates a sense of belonging in Bloomington by celebrating and reflecting diverse perspectives, supporting local arts and culture, promoting exceptional places, and creating a vibrant and inclusive community to live in, work in, and visit.

### GOALS:

- **SUPPORT CULTURE BEARERS AND ARTISTS:** Empower Bloomington's artists and culture bearers to thrive and contribute to the city's creative, cultural, and economic vibrancy.
- **PRACTICE EQUITY:** Ensure equitable inclusion and representation of Bloomington's diverse populations across social and aesthetic environments, public spaces, and cultural activities.
- **FOSTER RELATIONSHIPS AND BUILD CONNECTIONS:** Foster constructive and joyful relationships among and between residents, organizations, and with visitors and workers in Bloomington through well-designed and activated public spaces, shared cultural and creative experiences, and activities, and accessible ways to move across the community that strengthen networks of mutual support and improve physical connectivity.
- **ENHANCE BELONGING AND ENGAGEMENT:** Strengthen community members' sense of belonging and foster inclusive engagement through placemaking and other creative and cultural activities.
- **BUILD PLACEMAKING CAPACITY:** Expand creative placemaking efforts citywide by growing resources, expertise, and partnerships.

## 2024 CREATIVE PLACEMAKING COMMISSIONERS:

- Jessica Anderson
- Douglas Bruce
- Paul Coate
- Mark Fabel
- Julie Gustafson
- Beth McCoy
- Thao Pham
- Jacqui Rosenbush (Chair)
- Jamie Schumacher (Vice Chair)

## 2024 CREATIVE PLACEMAKING STAFF:

- Alejandra Pelinka, Director of Creative Placemaking
- Kathryn Murray, Creative Placemaking Specialist

Midwestern communities like Minnesota benefit from strong local support networks that emphasize arts funding and community-driven initiatives. 62% of Minnesotans participate in personal art creation, compared to the national average of 52% (NASERC, 2024).



StoryFest 2024. Photo credit: Story Arts of Minnesota.



South Loop Community Garden Opening Celebration.

## CREATIVE PLACEMAKING COMMISSION

### 2024 WORK AND PROJECTS

#### 2024 COMMISSION MEETING ACTIVITY AND DISCUSSION OVERVIEW:

- Monthly meeting updates, discussion, and development of 2024-2025 projects and events, and prioritization of 2025-2026 projects, SWOT/TOWS review in preparation for citywide Creative Placemaking Plan.
- Presentations: Community Outreach and Education Division (COED) Presentation from Erik Holthaus; South Loop District Plan Update from City Planner Thomas Ramler-Olson; Forecast Public Art citywide creative placemaking plan updates.
- Commissioners participated in: CEO Start Program; Welcoming and Connected Board and Commission connect meetings; Public Health COVID-19 artwork unveiling; Bloomington. Tomorrow. Together. Strategic Plan committee; Creative Placemaking Citywide Plan Advisory Committee, Policy and Funding Roundtable discussion, and Community Health and Wellness Center open house.
- Commissioners volunteered at events throughout year, such as Latino Nature Festival, Sunday Funday music series at Bloomington Central Station Park, Celebrando las Fiestas Patrias (Celebrating Hispanic Heritage Month), and Bloomington PRIDE to share information about Creative Placemaking efforts.



- Commissioner Rosenbush attended Codaworx Conference and presented learnings on BLINK Art Festival, public art, and art incorporating technology to Commissioners.
- Commissioners traveled to Rochester, MN for a training to learn more about Art4Trails, local arts organizations, Destination Medical, and activated public spaces in downtown Rochester.
- Year-end review and evaluation discussion of projects and activities.



*On the One Music Festival.*



*Latino Nature Fest. Photo Credit: Tomas Leal.*

## **2024 CREATIVE PLACEMAKING ACTIVITY/PROJECTS AND HIGHLIGHTS:**

### **SOUTH LOOP DISTRICT**

- Three Sunday Funday Arts in the Parks music performances at Bloomington Central Station Park (June 23, July 14, and August 4) in partnership with Parks and Recreation.
- South Loop Community Garden: finalized construction in the spring, opened 32 plots in the summer. Hosted South Loop Community Garden Opening Celebration with music, a food truck, free paletas (popsicles), and activities on June 29.
- Participated as an organizational partner of Latino Nature Fest on July 22 at the Minnesota Valley National Wildlife Refuge Visitor and Education Center.
- Installed seven new ARTBOX designs (vinyl wraps on utility boxes), throughout the South Loop.
- Supported the On the One Music Festival, August 17 at Bloomington Central Station Park in partnership with Parks and Recreation.
- Led South Loop public art tour for older adults April 27, APA MN Tour on September 19, and Creative Placemaking presentation for Creekside.
- Artwork maintenance for Street Seat art swing by Greg Mueller, a very popular art project at Bloomington Central Station Park.
- Continued private investment taking place, including the maintenance of Bloomington Kaleidoscope, an art gate by Alexander Tylevich at TownePlace Suites.
- Supported Celebrando las Fiestas Patrias (Celebrating Hispanic Heritage Month), coordinated by community member Gilberto Diaz, on September 15 at Bloomington Central Station Park.
- Tabling at events – Home Resource Fair, Latino Nature Fest, Sunday Funday at BCS Park, On the One Music Festival, Bloomington PRIDE.
- Continued promotion of South Loop Public Art Audio Tour in the Otocast App. Installed 3 artwork plaques with QR code to App.

**Economic Impact: 79% agree that arts and culture are critical to their community's businesses, economy, and local jobs (Americans for the Arts, 2023). The arts and culture sector in Bloomington has a total economic impact of 12.1 million dollars (Creative MN, 2020).**



## CITYWIDE PROJECTS AND ACTIVITY OUTSIDE SOUTH LOOP DISTRICT, (FUNDED FROM OTHER SOURCES):

- Initiated the development of a Citywide Creative Placemaking Plan. Hired consultant Forecast Public Arts. Engagement phase 1 included interviews and research, phase 2 included working with 4 local artists to lead 20 engagement activities, a public survey, a roundtable discussion with staff and local city leaders on policy and funding, and the formation of an Advisory Committee. Phase 3 included compiling and analyzing input and results, and drafting the plan for review.
  - Over 1,000 total visits to the Let's Talk Bloomington project page.
  - 4,000 people engaged with over 20 artist-led engagement activities from June – October.
  - Artists connected with about 100 people/partners during planning of activities.
- Coordinated engagement sessions for COVID-19 Art Memorial at Creekside, Hillcrest Community School, Fairview Martin Luther Campus, and Civic Plaza in April.
- Supported StoryFest at Bloomington Civic Plaza on May 4.
- Old Shakopee and Old Cedar Avenue: installed one ARTBOX project designed by local business owner Daniel 'Natural' Song of nearby business Ocean Blue Tattoo.
- Participated in Bloomington Juneteenth planning meetings, contributed to marketing and event coordination. Commissioned community mural activity with Ta-coumba Aiken at event on June 15 at Bloomington Civic Plaza.
- Supported Bloomington Street Arts Fest, coordinated by Katie Ross/The Arts Creative on July 26, 27, and 28 at Countryside Center.
- First privately funded ARTBOX designed and installed by a resident, with recommendation from Commission and approval from utility box owner.
- Reviewed the first Mural Permit application from Outback Steak House.



*Commissioner McCoy with students at the COVID-19 Art Memorial unveiling.*



*"Golden Bloom" ARTBOX by Daniel Natural, Ocean Blue Tattoo.*

## OTHER HIGHLIGHTS

- Wakpa Triennial Art Festival named #5 of 10 Best New Festivals in USA TODAY in 2024.
- Bloomington named 2nd place for college grads to live in US in a report from Realtor.com. Creative Placemaking projects featured in KARE 11 segment.
- The Beacon of Unity by Shirin Ghoraishi and Safa Sarvestani, a sculpture at Bloomington Central Station Park commissioned by Creative Placemaking, featured in 10 Minnesota Public Outdoor Artworks Worth the Road Trip article in Star Tribune.
- Minneapolis-St. Paul-Bloomington Ranked 5th Among 20 Most Arts-Vibrant Large Communities in The Nation in 2024, SMU DataArts.
- 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: 4,384 views of lenses in 2024, bringing overall views total to 47,269. Top played and favorited lens is the Timeline. We reach a younger audience with this project, 25 years is the average age.

# CREATIVE PLACEMAKING COMMISSION

## 2025 PROJECTS AND EVENTS

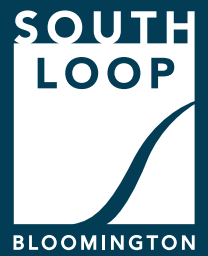
### SOUTH LOOP DISTRICT

- Install mural and indigenous garden by Tara Perron and Sandy Spieler at Old Cedar Avenue Bridge trailhead shelter, partner with Minnesota Valley National Wildlife Refuge on opening celebration.
- ARTBOXES – Install 10 artwork plaques on designs installed in 2024. Paint five Xcel Energy transformers, wrap four utility boxes.
- Bloomington Central Station Park Sunday Funday Music Series in July and August. Partnership with Parks and Recreation.
- Latino Nature Fest in partnership with Minnesota Valley National Wildlife Refuge, to take place at the Visitor and Education Center in July or September.
- Support the On the One Festival at Bloomington Central Station Park on August 16.
- Explore additional educational signage and projects at South Loop Community Garden.
- Support development of art banner project and engagement activities by Sheila Novak and Erin Genia at Minnesota Valley National Wildlife Refuge.
- Continued support for community-led events and activities, to be identified.
- Creative Sparks, develop call for art and select artists.
- Develop project scope to support artist/creative business development.
- Explore idea of a temporary installation in the vacant lot in front of SICK.
- Develop call for art for a mural next to Backstory Coffee (behind mosaic bench).
- Discuss project scope for creative wayfinding system throughout South Loop and Old Shakopee Road cultural trail elements. Identify lighting options for The Goldfinch.
- Continue developing an art database and formal artwork maintenance plan.

### CITYWIDE

- Citywide Creative Placemaking Plan: approval and celebration.
- Install vinyl mural in Bloomington Ice Garden vestibule by the end of summer, in partnership with Parks and Recreation.
- Pond Dakota-Mission Park Sculpture – partner with Parks and Recreation and Dakota Advisory Committee on artist selection process and installation.
- Develop scope and call for art focused on nature education at Bryant Park in partnership with Parks and Recreation.
- Commission contractor to work with artist on interactive installation at Tretbaugh Park in partnership with Parks and Recreation.
- Allocate resources to support community-led events and programs.
- Develop youth engagement pilot program with Parks and Recreation at Valley View Skate Park.
- Commission art projects at Civic Plaza that contribute to a welcoming, vibrant, inclusive gathering place. Collaborate with landscape renovation project.
- Hometown Poetry: stamp remaining 4 poems, repeat stamps if there is an opportunity.
- Continued efforts to build artist capacity and provide resources.
- Continued promotion of and review of mural permit applications.
- Finalize art donation policy.
- Continue to learn, research, and share indigenous history of Bloomington.
- Staff to continue to explore additional funding and revenue sources, such as grants and private investment.

A significant majority (86%) of Americans believe that arts and culture improve their community's livability (Americans for the Arts, 2023). And arts attendees are more likely to meet with friends and family weekly than non-attendees (HPS, 2024).



**BLM.MN/CPC**  
**BLM.MN/PLACEMAKING**



## Creative Placemaking Commission

### 2025 Meeting Schedule

Meetings typically take place the first Wednesdays of the month from 5:00 – 7:00 PM and are held at Bloomington Civic Plaza (1800 W Old Shakopee Rd, Bloomington) in the McLeod Conference Room, (\*unless otherwise noted).

Some members of the Commission and presenters may participate electronically as permitted by law, Minnesota Statutes, Section 13D.021.

Visit the [City's agenda management system](#) to view the agenda, staff reports, and other documents related to this meeting.

#### Regular Meetings

\*Wednesday, January 8

Wednesday, February 5

Wednesday, March 5

\*Wednesday, April 9

Wednesday, May 7

Wednesday, June 4

\*Wednesday, July 9

Wednesday, August 6

Wednesday, September 3

Wednesday, October 1

Wednesday, November 5

Wednesday, December 3