

Applicant (GMS): Minnesota Museum of American Art, St. Paul, MN

Project: Minnesota Museum of American Art "All-American"

Attachment 2: Details of the MMAA Our Town "All American" Project Narrative

a. Budget: Funding in the amount of \$150,000 is being requested for community engagement design activities for the pre-design phase of a new home for the Minnesota Museum of American Art in St. Paul, Minnesota. Funds will support salaries and fringe for the Project Director and the Curator of Engagement. Consulting fees will be paid for pre-design workshops and charrettes. Funds will also be used for materials and supply costs associated with community engagement design activities and program analysis. Project funding will be used for Architectural fees for pre-design, planning, and schematic design drawings. We have the required nonfederal match of 1 to 1 through secured funds provided by the MMAA and in-kind and pending funding for the project through the city of St. Paul Cultural STAR grant and the Luce and F.R. Bigelow Foundations. The MMAA also has additional grants pending that can be used for the project in the event these grants are not awarded.

b. Major project activities: The Minnesota Museum of American Art "All-American" project will center on community engagement design activities. The project activities will support the planning and pre-design phase of the new museum space to be located in 45,000 square feet of street front space within the historic Pioneer-Endicott Building located in the culturally vibrant Lowertown district of St. Paul. The project is designed to strengthen the existing arts and cultural district by transforming a vacant space into a vibrant street-level art center that provides continuous programming in coordination with other artists and arts organizations in the Lowertown district. The project will provide for civic engagement through a series of community charrettes and meetings for the pre-programmatic planning of artistic, educational, and community activities and schedules for the new museum and the analysis of space usage and requirements based upon artists, community, and partner input. The community engagement workshops will be facilitated by museum leadership and project partners. The charrettes will be inclusive of diverse groups of people including artists, designers, architects, and artistic and community groups from St. Paul who will assist museum staff and leadership in defining a

programmatic action plan for the museum that artistically and physically connects the museum to the surrounding neighborhood. Charettes will take place in a 3,000 square foot space within the Pioneer-Endicott building as well as at locations coordinated with project partners throughout the Lowertown area.

The project will also provide for architectural pre-design, planning, and schematic design drawings for the space based on information from the community charettes and workshops. The pre-design will analyze space requirement issues, the constraints and opportunities of the proposed site, and the cost versus the budget. The design architect will be chosen in the summer of 2012 and included in select project charettes and workshops.

c. Outcome(s) and Measurements: The project outcome will encourage creative activity and create community identity and a sense of place by engaging artists and the public through direct planning and participation of artistic, educational, and community programming for the new MMAA. The project outcome will also be to revitalize the local economy and improve the quality of life for the people of St. Paul through a new space that will permanently house the Minnesota Museum of American Art, attracting arts and cultural tourism and encouraging creative activity and engagement between the museum and the community.

We will measure the impact the project has in the community with the following impact indicators: the sustainability of partnerships formed; the number of participants involved in charettes and workshops; the number of new partnerships created; the development of a community developed pre-programmatic plan and schedule for the museum's artistic, educational, and community needs; and the creation of architectural schematic designs for the new Minnesota Museum of American Art based on community input and needs.

d. Schedule: One Year Project from September, 1 2012 – August 31, 2013

September 2012 – February 2013: 10 – 12 community engagement charettes facilitated by project partners and museum leadership. Deliverables: Pre-programmatic plan of the museum's artistic, educational and community activities and schedule. Analysis of space requirement use issues, and the constraints and opportunities of the proposed site based upon pre-programmatic plan and schedule.

March 2013 – August 2013: Architectural schematic design drawings for the space will be produced as informed by the artistic, educational, and community pre-programmatic plan.

Deliverable: Schematic design for 45,000 square feet of museum space in the Pioneer-Endicott

Building.

e. Partners: The two primary project partners are the City of St. Paul and the Minnesota Museum of American Art, which satisfies the cultural/arts requirement for the Our Town project. Additional partners for the project are: Rich Pakonen, owner of the Pioneer-Endicott Building, who is working with the museum to secure the physical location for the new museum and provide use of the space for the project's pre-programmatic design activities. The following partners are all committed as indicated by project letters of support: Teresa Sterns, Owner's Representative museum consultant; Virajita Singh, Senior Research Fellow/Adjunct Assistant Professor at the Center for Sustainable Building Research at the College of Design University of Minnesota; Springboard for the Arts; Ann Waltner at the University of Minnesota Institute for Advanced Study; Brenda Child at the University of Minnesota Department of American Indian Studies; Christine Podas-Larson, Public Art St. Paul; and Larry Millett, a well-known local architectural historian. The responsibilities of these project partners will be to lead and facilitate pre-programmatic charrettes and community engagement workshops. Benjamin Reed is a committed partner who will provide installation and tech support for workshops and gatherings. Key project individuals who are yet to be selected: Curator of Engagement, who will lead preprogramming charrettes and analysis. A job description for this position is attached in our application. Local artists who will lead pre-programming workshops will be identified and recruited by committed project partner Springboard for the Arts through their *Irrigate* project selection process. The Architect will be selected through a competitive process and public RFP and selection will be made by museum leadership and board.

f. Target community: Saint Paul is the capital of the state of Minnesota. The city of St. Paul's population at the 2010 census was 285,068. Community engagement activities for the project will take place in the Pioneer-Endicott Building in the Lowertown neighborhood of St. Paul the proposed new site for the museum. The building is located in the heart of the city's "Cultural District," which the city of St. Paul created to promote economic growth by strengthening the arts and cultural sector and by supporting downtown as a vital cultural center. Over the last decade, the Lowertown area has been transformed from a manufacturing/warehouse area to a mixed-use/residential neighborhood with many artist live-work spaces that the project will engage through project partners. The project will actively engage the community in the planning through charrettes and workshops that will be open to the general public and accessible to a

diverse audience through invitations and connections made possible by our project partners. MMAA has a history of working with the residents, artists, community groups, and organizations in St. Paul and this project is a priority for the city's "Rebuild St. Paul" initiative. The project is also aligned with the efforts of the Capitol River Council and the Downtown Station Area Master Plan to leverage the arts to create livable, sustainable neighborhoods with enhanced quality of life, increased creative activity, distinct identities, a sense of place, and vibrant local economies.

g. **Plans for promoting and publicizing:** We want to reach artists, community groups, arts and cultural organizations, educational institutions, and a wide audience of St. Paul citizens. We will promote the project to artists, community members, and a general audience in coordination with project partners through our individual organizational websites, Facebook pages, and newsletters and email blasts. We will produce artist designed invitations, flyers, and posters and widely distribute information about workshops and charettes within the city of St. Paul through a volunteer effort coordinated by MMAA staff and project partners. We will do a full publicity campaign and press release to promote the project and work with the city of St. Paul to provide information and recruit participants through their website.

h. Plans for documenting and evaluating: Project charrette and workshop objectives will be established by the Project Director and Curator of Engagement with a focus on the exploration of programmatic options and priorities for diverse audiences for the museum's artistic, educational, and community plan and schedule. The project will measure progress of community engagement activities through monitoring of charrette and workshop attendance as indicated by sign-in sheets. The charettes and workshop results and outcomes will be documented through a combination of participant surveys, evaluations, interviews, and questionnaires administered by facilitators. Indicators and metrics for evaluating the charettes short-term success will be established and will be retained for future use by museum leadership and facilitators as long-term programmatic planning and schedules are developed. The project leadership will monitor the progress of the architect through monthly meetings during the project to ensure progress toward the deliverable of pre-design and schematic drawings.

i. Goals and impact: The project goal is to bring art and cultural activities into the very fabric of urban living and align the MMAA with St. Paul's "Most Livable City in America" priorities and strategies. The new museum is directly on the Central Corridor Light Rail line, part of the

Mayor's "Rebuild St. Paul" initiative and the impact of this project will be in strengthening the city's economy through the reestablishment of a cultural organization that will bring jobs, economic and business development, and strategically shape the physical and social character of Lowertown around arts and cultural activities.

j. Plans for making the project accessible: The project will be fully accessible to individuals with disabilities and in full compliance with federal law and regulations.