



January 30, 2012

Jonathan Sage Martinson
Central Corridor Funders Collaborative
451 Lexington Parkway North
St. Paul, MN 55104

RE: Letter of Inquiry: Cultural, Creativity, and Economic Development: A Residency with Charles Landry

Dear Jonathan:

Attached please find a letter of inquiry for \$20,000 of funding from the Central Corridor Funders Collaborative Catalyst Fund to support "Cultural, Creativity, and Economic Development: A Residency with Charles Landry."

If you have any questions about this letter of inquiry please feel free to contact me at aabariotes@lisc.org or 651/265-2292, or Erik Takeshita at etakeshita@lisc.org or 651/265-2295.

Thank you in advance for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Andriana Abariotes". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Andriana Abariotes
Executive Director

**CENTRAL CORRIDOR FUNDERS COLLABORATIVE
CATALYST FUND GRANT REQUEST**

**Twin Cities LISC: Cultural Creativity and Economic Development –
A Residency with Charles Landry**

Project Name:

Cultural, Creativity, and Economic Development: A Residency with Charles Landry

Organizational name:

Twin Cities LISC

(in partnership with the Metropolitan Council, Ethnic Cultural Tourism Collaborative, Saint Paul Riverfront Corporation, City of Saint Paul, City of Minneapolis, and Hennepin Theater Trust)

Organizational legal status:

501 (c) (3)

Contact name, title, address, phone number, and email address:

Andriana Abariotes

Executive Director

Twin Cities Local Initiatives Support Corporation

570 Asbury Street, Suite 207

Saint Paul, MN 55104

651-265-2292

aabariotes@lisc.org

What amount of funding are you requesting?

\$20,000

What is the problem you are seeking to address?

There are at least ten separate cultural branding efforts underway along the Central Corridor light rail line. Each of them on their own have the potential to create a unique destination that can benefit existing residents and businesses by promoting local economic development. Taken together, these ten efforts can build a reputation for the entire Central Corridor as a cultural corridor and thereby amplify their economic development potential. A weeklong residency by Charles Landry (May 5-11) will both assist with the development of two to three individual nodes and inspire the entire Corridor to begin to see itself as a sum that is greater than its individual parts.

How does the project meet one or more of the Funders Collaborative's principles and outcomes?

This project will help to create vibrant, transit-oriented places by building upon the cultural assets of individual station areas to develop unique destinations that promote local economic development and, when taken as a whole, give an identity to the Central Corridor as a cultural destination.

The project also embodies three of the Funders Collaborative's principles: Fairness, Participation, and Comprehensive Solutions. The advancement of local cultural brands across the Central Corridor will include and benefit residents and business owners in more than a dozen neighborhoods. Its focus on Western, Victoria, and the West Bank will ensure that low income neighborhoods will benefit from the residency. Finally, the development of these cultural brands will bring together implementers from a variety of sectors and disciplines to create a comprehensive approach to local node development.

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What is your strategy to address the problem?

The Central LRT Corridor is anchored by two well-established cultural centers - in downtown Saint Paul and at Hennepin Avenue in Minneapolis - and several emerging cultural nodes. This project would involve the internationally prominent cultural consultant and urban strategist Charles Landry in a residency designed to initiate a corridor-wide strategy which will build on existing cultural resources to establish an identity for the corridor and appropriate station areas as unique and compelling places of culture, creativity and economic development.

During his residency Landry will work with the Saint Paul Riverfront Corporation and the Hennepin Theatre Trust to define the roles of downtown Saint Paul and downtown Minneapolis' core cultural corridor relative to this project, and with emerging cultural organizations in two neighborhood nodes: the Victoria-Western area, and the Cedar-Riverside Area. The Ethnic Cultural Tourism Collaborative will assist with issues of multiculturalism, interculturalism and ethnic cultural tourism potential, particularly at the neighborhood nodes. At the end of the residency, stakeholders from the entire length of the corridor will be engaged to learn from the work done earlier in the residency and establish an action plan to further develop a strategy applicable to the entire corridor and the region as a whole.

Who will be involved and what role will each partner play?

Partners for the residency include Twin Cities LISC, Metropolitan Council, Ethnic Cultural Tourism Collaborative, Saint Paul Riverfront Corporation, City of Saint Paul, City of Minneapolis, and Hennepin Theater Trust. In addition to participating in the planning for the overall event, each partner will take the lead for a different portion of the week (see schedule below).

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Attachment 1: Tentative outline of Landry Residency

Date	Time	Activity	Notes
Saturday, May 5	AM	Presentation to the Hennepin Theater Trust prior to the Trust's workshop on the Hennepin cultural corridor	Lead: Hennepin Theater Trust
Sunday, May 6	AM PM	Charles walk around Western, Victoria, and Cedar Riverside Central Corridor LRT stations and neighborhoods to get background and ideas for workshop conversations	Lead: Twin Cities LISC and Ethnic Cultural Tourism Collaborative Walk and talk with Charles in an informal setting
Monday, May 7	AM (2 hours)	Western and Victoria workshop with small group (15 people)	Lead: Twin Cities LISC and Ethnic Cultural Tourism Collaborative
Monday, May 7	PM (2 hours)	Cedar Riverside workshop with small group (15 people)	Lead: Twin Cities LISC
Monday, May 7	EVE	Intercultural tourism strategies, 10 strategies to consider, presentation to large group	Lead: Ethnic Cultural Tourism Collaborative
Tuesday, May 8	AM (3 hours)	Expanded Western, Victoria, and Cedar Riverside joint workshop with resource people to development implementation plan and next action steps (30-35 people)	Lead: Twin Cities LISC and Ethnic Cultural Tourism Collaborative
Wednesday, May 9	All Day	Focus on Saint Paul and the Twin Cities to prepare for the Thursday presentation to the Saint Paul Riverfront Corporation on an international perspective and creative city building opportunities in the Twin Cities	Lead: Saint Paul Riverfront Corporation
Thursday, May 10	AM (2 hours)	Intercultural city small group discussion	Lead: Ethnic Cultural Tourism Collaborative
Thursday, May 10	EVE	Great River Gathering Dinner Event (1,000 people)	Lead: Saint Paul Riverfront Corporation
Friday, May 11	AM or PM	Presentation to the public to wrap up the week and inspire regional partners and public	Lead: Twin Cities LISC and Ethnic Cultural Tourism Collaborative
Friday, May 11	EVE	Charles will attend a cultural event	Show off the Twin Cities

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Attachment 2: Proposed Sources and Uses:

Sources

Entity	Explanation	Source
McKnight Foundation	LOI submitted January 20, 2012	\$ 15,000
Hennepin Theatre Trust	Committed	\$ 3,000
Metropolitan Council	Committed (Corridors of Opportunity Initiative)	\$ 5,000
Central Corridor Funders Collaborative	LOI submitted January 30, 2012	\$ 20,000
TOTAL		\$ 43,000

Uses

Use	Explanation	Cost
Landry fee for residency week	For all activities outlined in schedule of events	\$ 24,000
Landry travel	In UK and to and from US	\$ 4,100
Landry per diem	Estimate \$250/day for food and local travel	\$ 1,750
Landry hotel	\$200/day contributed for six nights from Hennepin Theatre Trust \$1400	\$ 0
Event planner	To plan out and implement week logistics including local transportation venues, invites, publicity, meals and refreshments (St. Paul Riverfront will do its own event planning; Hennepin Theatre Trust will do its own event planning)	\$ 5,000 *
Miscellaneous	Facility rental, refreshments, publicity, video, PR costs	\$ 8,150*
TOTAL		\$ 43,000

* rough estimates