

## CHAPTER 10

# ARTS AND CULTURE

### VISION STATEMENT:

Red Wing thrives as a creative regional arts and culture hub where every resident can participate.

February 25, 2019

## Introduction

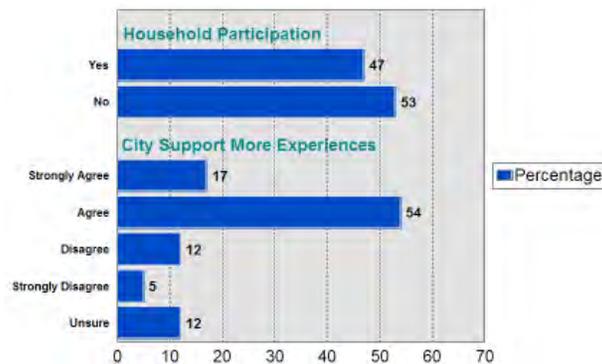
Red Wing's last *Comprehensive Plan*, which was adopted in 2007, had many references to supporting the arts through guiding principles, policy statements and a specific initiative organized around public-private partnerships. As a community, we have long understood the importance of arts and culture to maintaining and enhancing the strength and vibrancy of our community here in Red Wing. From the beginning of the effort to update the *2007 Plan* and create a new plan called the *Red Wing 2040 Community Plan*, community leaders began thinking about the main ingredients in making a healthy community and acknowledged early on that arts and culture play a central role to economic prosperity, community well-being, and livability.

For Red Wing, much of our community's identity and the identity of the surrounding region lies in the depth and breadth of the organizations, institutions, and the multitude of artists that are located in and around the city. We have a long list of arts organizations that play a significant role in making the community vibrant. These organizations include, for example, the Anderson Center at Tower View; Red Wing Arts; ArtReach; the Sheldon Theatre of Performing Arts; Treasure Island Resort and Casino; the Music Loft at Hobgoblin Music; and the Universal Music Center. In addition, the community has an unexpectedly high number of local museums including the Goodhue County Historical Society; Pottery Museum of Red Wing; Alveo Military Museum; American Ski Jumping Museum and Hall of Fame; the Red Wing Marine Museum; and the Red Wing Shoe Flagship Store and Museum. These institutions help support the many artists who live and have studios, not just

in Red Wing, but all over Goodhue County and across the Mississippi River in Pierce and Pepin Counties, in Wisconsin. These institutions also provide support and venues for providing arts and cultural education throughout the region.

The support that residents have shown for arts and cultural events, programs, activities, education, celebrations, institutions, and creative placemaking is born out in the *2017 Community Survey*, which showed 71 percent of people surveyed agreed that the city should support arts and cultural experiences. (Figure 10.1) In addition, during the community engagement process in the summer of 2017, 429 responses across all of the engagement events and surveys mentioned ideas about how arts and culture in Red Wing could be improved. Residents appreciate the resources and assets that we have, but they also have a multitude of ideas about how they could be improved, especially the expansion of entertainment options, and youth and family activities of all types.

FIGURE 10.1 2017 COMMUNITY SURVEY RESULTS, ARTS AND CULTURE



## Did You Know?

The Sheldon Theatre of Performing Arts brought in \$1.5 million to the local economy in 2017 (this means dollars patrons spent beyond the price of tickets).

Source: Arts & Economic Calculator by Americans for the Arts



# ARTS AND CULTURE

What would make Red Wing a better place to live?

# 429

responses across all 2017 community engagement events and surveys mentioned areas of Red Wing's arts and culture that could be improved. The top suggestions are shown to the right.



## Entertainment like Music, Movies, and Theatre

Shows at the Sheldon Theatre, movies in the park, and concerts in the bandshell are all popular entertainment activities in Red Wing. Participants in the 2017 Community Survey and summer engagement events all agree that they'd like to see even more of these things. 71% of 2017 Community Survey respondents said the city should support efforts to make more arts and cultural experiences available to residents.



## Youth and Family Activities/Events

A shortage of youth and family-friendly activities, including wanting more community festivals, was identified during the 2017 community engagement events. River City Days and the Red Wing Arts Festival bring the community together, are popular with all ages, and are free—all desired by participants. The parades, fireworks, and other festivities that go along with these events are highly anticipated, showcase local culture, and bring positive energy to the town.



## Evening Activities for Teens and Adults

2017 community engagement participants said that evening activities and events are lacking in Red Wing. In addition to spaces for adults to gather and spend time in the evenings, people are concerned that teens don't have enough places to hang out after school hours. "Third places" where people can gather outside of home, school, or work, are necessary components to building culture and community in cities.

## What do folks like most about living in Red Wing?

**391 / 4,160**

Responses mentioned arts and culture, including:

**114**

Historic Resources

**114**

Arts and Culture Events

**111**

Arts Institutions

**27**

Churches



### Public Art, Culture, and Education

2017 community engagement comments identified public art, cultural experiences, and arts education as things that would improve Red Wing.



### Native and Ethnic Celebrations

Red Wing is a vibrant community that should host more events celebrating the variety of cultures that inhabit it, according to respondents to the 2017 Community Survey.



### Galleries, Museums, & Historical Interpretation

Red Wing's rich history was as an aspect of the town's culture that should be preserved and highlighted through interpretation, galleries, and museums.

## COMMUNITY SURVEY SNAPSHOT

### SUPPORT FOR THE ARTS

The 2017 Community Survey asked residents about the City's efforts to support access to arts and cultural experiences in Red Wing.

**17%**

*Strongly Agree* that the City should support Arts & Culture

**54%**

*Agree* that the City should support Arts & Culture

**12%**

*Disagree* that the City should support Arts & Culture

**5%**

*Strongly Disagree* that the City should support Arts & Culture

78% of people surveyed aren't sure or don't believe anything is missing from arts, history, or cultural events in Red Wing. Those that do think something is missing mentioned:

Native American Events

Arts Events

Youth Talent Shows

Hobby Classes

Concerts

Ethnic Festivals

The importance of the arts to community health was stressed in the [Downtown Red Wing Action Plan](#):

**“Culture and Arts are a powerful economic force, and act as a magnet for tourism. Even more importantly, they help educate and inspire our citizens and stimulate creativity in the workplace and in our schools. Communities that are committed to providing opportunities for experiencing art are considered more livable because they are attractive to businesses and industry and they offer a**



### **ACTION 3**

#### **Incorporate Public Art**

**We will integrate public art into public spaces that will serve as way-finding elements and focal points that enhance the district’s identities.**

Envisioning downtown Red Wing as a bustling mixed-use center with diverse dining and entertainment options and a robust tourist economy still requires a little imagination. A busy highway isolating attractions from each other and large surface parking lots anchoring the corners of vital commercial intersections are apparent challenges yet to be met. To help overcome these and other challenges, the city of Red Wing identifies the use of public art, to enhance District identity and foster pedestrian activity, as a priority action. Public art works can include street furniture, decorations, paving and landmarks, and may take on many forms, including sculpture, decorative ironwork, mosaic flooring and murals. The primary purpose of public art is to bring art into everyday life, to energize public spaces and to arouse society’s thinking and imagination. The city will develop a plan for public art as way finding tools and recommend an implementation, funding, and phasing plan.

**higher quality of life for residents. Higher levels of art participation change the social environment of a neighborhood fostering a sense of collective efficacy.”**

Page 63, [Downtown Red Wing Action Plan](#)

One of the main actions of the [Downtown Red Wing Action Plan](#) signified the importance that the arts could play in enhancing the important core of the city (See Action 3, lower left)

In 2012, the [Red Wing Creative Economy Project](#) took a more expansive view by suggesting that Red Wing could broaden the existing “creative economy” by leveraging unique community assets. That report used this definition: “The creative economy includes those individuals, industries and businesses which value and benefit from individual creativity, skill and talent. Specifically this relates to occupations that use innovative solutions for open-ended opportunities. This typically includes employment in design, education, arts, music, entertainment, engineering, science, literature, business development, and media.” The report outlined plenty of room for growth in creative occupational areas and pointed out how Red Wing could use its “...natural and cultural community assets to create a world-class destination, for both business and recreation.”

Artistic and cultural experiences can help bring people into community conversations that haven’t always been part of the conversation in the past. With Red Wing’s growing minority population, arts and cultural activities can be a pivotal strategy to recognize our diversity and create a welcoming environment for everyone. This chapter and the action plan it outlines have been developed to show how the community can work together to

provide the fertile ground upon which cultural and artistic activities of all types can flourish.

Finally, cultural tourism is the fastest growing form of tourism, and visitors tend to spend more and stay longer than other tourists. Red Wing is an enticing cultural destination, so to capitalize on this form of tourism, we must offer multi-dimensional experiences and more depth of experience. There is a great synergy between the arts and outdoor recreation, and Red Wing has an opportunity to build on those two great assets.

## **Arts and Culture Report Card**

An effort was made with the [Red Wing Report Card](#) to develop some measurements of the impact of Arts and Culture on Red Wing community life. The [Report Card](#) focuses exclusively on a few measures of the economic impact. According to the report “*Creative Minnesota*,” the local economic activity generated annually by Arts and Culture in Red Wing was \$2.2 Million in 2015 (\$1.7 million spent by arts and cultural organizations and \$504,273 spent by attendees. (see report card data)

## **City’s Key Arts and Culture Issues**

### **Need for improved communications**

Red Wing’s large number of arts and cultural events, activities, gatherings, and programs are promoted to residents and visitors in a variety of ways, but the community would greatly benefit from a more unified and comprehensive marketing effort and from the operation of a common calendar of events that could provide information more globally about local and regional activities. The Red Wing Visitor

# 2017 Report Card

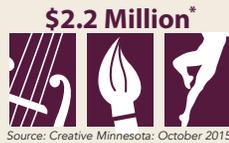
Red Wing supports all avenues of the arts, history, and culture and aims to become a more inclusive, renowned regional arts center.

What's missing in our cultural offerings that would draw more of us to participate?

## How the Arts Affect Red Wing's Economy

Local arts and culture organizations and activities are a strong economic asset.

**Total Local Economic Activity Generated Annually by Arts & Culture**

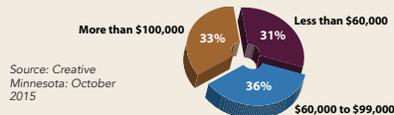


\*Includes 1.7 million spent by arts and culture organizations and \$504,273 spent by attendees.

## Income of Attendees

One-third have a household income of more than \$100,000. Statistics don't currently measure how many live at or near the poverty level.

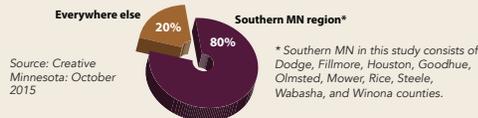
### Annual Household Income of RW's Arts and Culture Attendees



## Residence of Attendees

4 out of 5 attendees live in southern Minnesota.

### Where Attendees Live



84% of attendees outside of southern Minnesota said they came to Red Wing specifically for an arts and culture event.

### Did You Know?

RW is taking part in a 2017-2018 program where local arts organizations collaborate and plan for increased public art in the city.

and Convention Bureau does a very good job of advertising events that would be of interest to visitors, but does not cover all local activities nor those events being held outside the city but within the region. In addition, lines of communication among artists could be greatly improved.

## Need for intentional community collaboration and support of artists

Red Wing is known for the number and quality of arts and cultural organizations that support artists and make the community a more livable place for everyone. The artist community collaborates on many ventures, but regularly bringing the arts community together, formally or informally, to form partnerships and joint ventures that support the arts and creative placemaking may greatly benefit both the artistic community and the broader community of Red Wing. No matter what structure is established for this collaboration, the city and other public institutions could strive to create a private and public sector collaboration to help form public policy and assist with incorporating art and culture into the public sphere.

## Lack of funding

Arts organizations and institutions are largely non-profit organizations and are heavily supported by charitable donations. Red Wing has a history of tremendous and generous local support for the arts, but the interest in encouraging more arts and cultural activities and events creates a need to for additional funding sources. The city can assist this effort by researching other private and public funding sources that may be available for collaborative projects, and might also explore policy programs such as a percent for the arts program.



# Creative Placemaking

How can the arts and cultural diversity help shape the physical and social character of our community?



## Did You Know?

ArtReach serves more than 1,000 people each year through its community programs and partnerships with other local agencies. “Our goal at ArtReach is to break down the barriers that keep people from engaging in creative activities and to get more people making things.”

Source: Anna Ostendorf, ArtReach Program Director, 2018

### Lack of information about how to go about completing a creative placemaking project

Red Wing does not have an arts board or department in charge of guiding creative placemaking projects, so informal processes have been established, mostly based on relationships and generic permitting processes. There is a need to identify the many types of potential projects, programs, and temporary demonstrations and develop better information about the approval process.

### Demand for more culturally diverse events, activities, and educational opportunities available to all

Red Wing is known for the variety and quantity of arts and cultural related events and activities available to residents and visitors. During the public engagement efforts for the *2040 Community Plan* residents clearly voiced a desire for even more: more activities for families; more activities for teens; more activities that relate to Red Wing’s growing minority population and population of color; and more activities that are free or low cost.

### Key Arts and Culture Directions

- » Improve internal and external communications related to the arts and cultural assets of the Red Wing region.
- » Forge collaboration among arts and cultural leaders that could help build partnerships and leverage resources to expand events and activities.
- » Red Wing is in the process of making a number of large public infrastructure investments

for the future, and there is an opportunity to incorporate creative placemaking in combination with these investments to make long-term, legacy-changing impacts.

- » Every community has creative residents that are important community assets in building stronger neighborhoods and a more resilient city. Use of the arts is an important strategy in community building and in reaching out to lower income and under-represented residents that have not participated in the past.

## Goals, Strategies and Actions

### Goal 10.A: Cultivate a collaborative environment where arts and culture can flourish.

#### Strategy 10.A.1: Communicate and market Red Wing’s identity through the development of a robust arts and cultural community marketing program.

- » Identify Red Wing’s unique community brand that can be highlighted by arts and culture partners.
- » Develop arts related communication strategies that can be implemented community-wide.
- » Develop communication vehicles that can improve communication among artists and arts organizations.
- » Bring partners together to expand and develop a more comprehensive community arts calendar that can be used to communicate to residents and visitors.

**Strategy 10.A.2: Consider the establishment of an organizational structure that can interface between the city and the arts and culture community and can encourage grassroots creative partnerships to help emerging and existing artists and businesses.**

- » Develop a community arts and culture plan that explores a variety of formal and informal structures that can facilitate support for creative initiatives. This plan will establish the purpose and focus of the collaboration; determine the best organizational structure; consider organizational support needed; and lay out steps to implement.

**Strategy 10.A.3: Develop strategies to increase funding and development for the arts.**

- » Explore private and public funding opportunities for larger, collaborative projects.
- » Explore a percent for the arts funding program.
- » Work to fund a small grant program to help encourage creative ideas and projects.

**Goal 10.B: Use indoor/outdoor spaces in creative ways that support artistic experiences and strengthen our creative economy.**

**Strategy 10.B.1: Encourage creative placemaking activities by making it easier to navigate the process for approval.**

- » Learn more about what barriers exist that make creative placemaking projects difficult to move forward.
- » Communicate processes for approving temporary and long-term creative placemaking in public locations.

- » Identify ordinance or other policy changes that could make creative placemaking easier.
- » Encourage demonstration and temporary creative placemaking projects to help make decision makers more comfortable with projects.

**Strategy 10.B.2: Support and encourage the creative use of indoor and outdoor spaces for artistic activities, projects, programs, and temporary uses.**

- » Be open to the use of outdoor and indoor spaces to be used in different and creative ways.
- » Encourage commercial property owners to purchase and display local art in their businesses.
- » Support installations and exhibitions that highlight local artists and buy 'local' when possible.
- » Explore artists' live/work spaces and other creative ways to use properties in need of redevelopment or new development.

**Strategy 10.B.3: Incorporate art into public and private projects.**

- » Identify opportunities to incorporate public art into large projects.
- » Be open to temporary installations, performance art, and other creative endeavors, in addition to typical three-dimensional public art projects.

## Terminology

### Goals:

Goals are broad statements that describe a desired outcome. They are often long-term and aspirational in scope.

### Strategies:

Strategies are policies, projects, programs, and practices that support one or more of the plan's goals. They address the "who, what, when, where, and how" of reaching a goal and may involve multiple sub-strategies and actions. Strategies may be ongoing and may or may not have definitive start and completion dates.



## Goal 10.C: Boost opportunities for arts education.

**Strategy 10.C.1: Encourage more art and cultural activity and curriculum aimed at K-12 ages both within and outside of the school system.**

- » Develop partnerships between the arts and culture community, the Red Wing School District, and teachers with unique arts experiences and opportunities.

**Strategy 10.C.2: Develop more opportunities for all ages, cultures, and socio-economic groups for artistic expression and activities. This could include such activities as: arts mentoring programs; advanced arts training; pop-up events; art truck; and creativity days.**

### Online Library

You can see all of the foundational work of Red Wing 2040 on the City's website, [www.red-wing.org/red-wing-2040.html](http://www.red-wing.org/red-wing-2040.html)



### Did You Know?

The Anderson Center at Tower View has hosted more than 800 artists-in-residence from around the country and the world since being founded in 1995. Each artist does a community-service class or project as part of their stay.

Source: Anderson Center at Tower View, 2018

Strategy	SHARE Principles(s)	Who Can Help Achieve This?	Time
<b>Goal 10.A: Cultivate a collaborative environment where arts and culture can flourish.</b>			
» Strategy 10.A.1: Communicate and market Red Wing's identity through the development of a robust arts and cultural community marketing program.	Health, Equity, Access	Partnerships with government, philanthropy, artists, arts organizations, new people	Short Term
» Strategy 10.A.2: Consider the establishment of an organizational structure that can interface between the city and the arts and culture community and can encourage grassroots creative partnerships to help emerging and existing artists and businesses.	Health, Sustainability	Current organizations partnering with Port Authority and other business support organizations Seek cooperation not competition	Short Term
» Strategy 10.A.3: Develop strategies to increase funding and development for the arts.	Sustainability, Resiliency	City, Arts Organizations, Business Community, Artist	Long Term
<b>Goal 10.B: Use indoor/outdoor spaces in creative ways that support artistic experiences and strengthen our creative economy.</b>			
» Strategy 10.B.1: Encourage creative placemaking activities by making it easier to navigate the process for approval.	Access, Health	City, Community Development Department, Housing and Redevelopment Authority, Public Works Department, Planning Commission, HPC, Artist, Arts Organizations	Short Term
» Strategy 10.B.2: Support and encourage the creative use of indoor and outdoor spaces for artistic activities, projects, programs, and temporary uses.	Access, Health	City, School, County, Business Community, Non-Profit Community	Ongoing
» Strategy 10.B.3: Incorporate art into public and private projects.	Access, Health	City, County, School District, Private Business, Business organizations	Ongoing
<b>Goal 10.C: Boost opportunities for arts education.</b>			
» Strategy 10.C.1: Encourage more art and cultural activity and curriculum aimed at K-12 ages both within and outside of the school system.	Equity, Access	School District, Community Education and Recreation, Arts Organizations and Artists	Ongoing
» Strategy 10.C.2: Develop more opportunities for all ages, cultures, and socio-economic groups for artistic expression and activities. This could include such activities as: arts mentoring programs; advanced arts training; pop-up events; art truck; and creativity days.	Equity, Access	Community Education, Arts Organizations, Artists	Long Term