



## Call for Artist Organizer

**Deadline: April 19, 2017**

### **Background - The Lake Street Council**

The Lake Street Council is a non-profit organization that engages, serves, and advocates for the Lake Street corridor of South Minneapolis and its neighborhoods. To promote economic development, we provide assistance to local businesses, encourage visitors to come to Lake Street, and plan for the improvement of the corridor. Websites: [lakestreetcouncil.org](http://lakestreetcouncil.org) and [visitlakestreet.com](http://visitlakestreet.com). Video: <https://vimeo.com/190278268>.

### **Background – Creative placemaking initiative**

Through the Lake Street Council's creative placemaking initiative, we work with artists, cultural communities, and creative thinkers to promote equitable economic development and strengthen vibrant places. The Lake Street Council's placemaking Initiative grew out of our partnership with the Midtown Working Group, which consists of Midtown economic development organizations, including Latino Economic Development Center, Neighborhood Development Center, Corcoran Neighborhood Organization, McKnight Foundation, and Twin Cities Local Initiatives Support Corporation.

### **Summary of Contract**

The Lake Street Council will contract with an Artist Organizer (or team) to help manage the implementation of the placemaking initiative.

**Contract amount and term:** The selected Artist Organizer (or team) will receive a fee of \$35,000 for work that will occur over 16 months, from May 2017 through August 2018.

**Additional program budget:** The Artist Organizer will help the Lake Street Council manage a project budget of an additional \$57,000, consisting of:

- \$30,000 to engage local artists to design and complete projects addressing organizational priorities, in partnership with local businesses and nonprofits
- \$27,000 to implement one to two public art projects

**Geographic area:** Projects will take place in Midtown, along Lake Street (or within one block of Lake Street), between Hiawatha Avenue and Pillsbury Avenue

### **Project Priorities:**

The Artist Organizer will help the Lake Street Council creatively address community challenges and opportunities, including:

- Create a stronger sense of place along Lake Street by drawing attention to our community's significant cultural assets, including arts and cultural organizations, public art, and gathering places.
- Attract additional visits to Lake Street by residents and visitors.
- Support the success of small businesses, particularly those negatively impacted by changes in the current political environment and immigration policy.
- Develop and implement creative ideas for increasing community safety and the perception of safety.

### **Scope of Services**

1. Develop project workplan and budget in conjunction with Lake Street Council staff.
2. Form project steering committee and facilitate its meetings.
3. Develop and implement a call for local artists to implement projects addressing organizational priorities. Manage artist subcontractors. (Projects should bring together artists with business owners or other community stakeholders. Projects could include collaborative art-making events, storefront installations, performance, small-scale public art, etc.). Attend and provide assistance as needed at related events.
4. Facilitate one to two larger public art projects. Manage call for artist(s) as needed, ensure project(s) support community priorities and vision, support permitting process, and manage budget. Tentatively identified locations are:
  - On or under the bridges at the intersection of Hiawatha Avenue and Lake Street
  - The exterior of Mercado Central as part of a larger façade improvement project
5. Contractor will have the opportunity to design and implement a solo (or team) project in collaboration with host organization. The solo project will either be one of the projects described #3 or one of the public art projects described in #4.
6. Participate in check-ins, artist organizer cohort meetings, and other organizational events and meetings as needed.
7. Provide ongoing program documentation through shared technology, including log of hours, activities, photos, and a written report of outcomes.

### **Desired Qualifications**

- We are seeking experienced artist organizers, working artists, arts educators, or teams.
- Applicants must live, work, or have demonstrable personal history/experience in the Midtown area (roughly from Hiawatha Avenue to Pillsbury Avenue, between Franklin Avenue and 38th Street) or the Lake Street corridor.
- Artists of all disciplines are welcome to apply, but should have experience with artistic processes that are social, interactive, and physical. Applicants should have a focus on place, social issues, and community engagement.
- Ability to work with a non-profit and with community stakeholders, including business owners, managers, and property owners.
- Experience navigating public art processes of the City of Minneapolis, Metro Transit, MNDOT, and/or Hennepin County.
- Demonstrated experience in project management.
- Ability to recruit, orient, and manage other local artists on individual projects.
- Strong communication and interpersonal skills.
- Knowledge of and connections to local communities.
- Cultural competency and the ability to engage and work constructively with underrepresented communities.

- Somali or Spanish proficiency desired.
- Demonstrated ability to work independently and lead projects while also thriving in a collaborative environment.
- Regular availability during the project period. Availability for meetings during some business hours and availability to participate in events on some evenings and weekends.

### **Application Instructions**

Application materials should be emailed to Allison Sharkey, Executive Director of the Lake Street Council at [asharkey@lakestreetcouncil.org](mailto:asharkey@lakestreetcouncil.org) or delivered in person to 919 E. Lake Street (inside US Bank). For materials that are too large to email, please share a link to a folder in Dropbox or Google Drive.

Applications must include:

1. Resume or CV (if applying as a team, provide for each member that will work on this project)
2. Letter of interest as described below
3. Names of three professional references from past projects, with contact information
4. Work samples

**Letter of interest:** Please submit a letter of interest addressing the following:

- How has your creative work intersected with issues of economic and community development?
- Describe your connection to the Midtown community (live, work, or other), including connections with local artists and any experience working with underrepresented communities.
- What experience do you bring in coordinating complex projects, including subcontracting with or managing other artists?
- What experience do you have in navigating government agency processes for public art or events?
- As you read the Project Priorities above, describe how you might approach addressing one or more of the priorities.

**Work samples:** Provide 2 to 5 work samples that show the range of your artistic and/or community work, and that relate directly to the project opportunity. Samples could consist of images, text, video, audio, press coverage, etc. Links are preferred, but you may also submit samples directly. You may also provide a short description (optional) of each piece or project. You may also include a link to your website or other online portfolio.