

Priority	<b>ACTION PLAN FOR CREATIVE ENTERPRISE ZONE 2011-2013</b>	<i>The Vision of the (South Saint Anthony Park) area is to be a livable, mixed-use neighborhood, recognized and sustained as a center of creativity and enterprise.</i>	CEZ	D12	SAPFoundation	UU	City	Ongoing Task Force Individuals	Ad hoc group
<b>1. Stabilize &amp; advance conditions in which creative enterprises, businesses, artists, nonprofits &amp; residents flourish together</b>									
High	<b>A. Work to support and stabilize existing artist/creative enterprise buildings including the Dow, Triangle, Mattress Building, Carleton Lofts, music rehearsal spaces, and others</b>	Build case for value of creative enterprises/artists based on inventory of businesses occupying existing buildings; research ownership, zoning, other conditions of existing creative buildings; work with building owners to identify conditions for continuing creative uses; interface with City and other advocacy groups to find options		X			X	X	
High	<b>B. Create inventory of all businesses and creative enterprises in the area</b>	Work with CURA to to secure intern to assist with inventory (March 15 deadline for summer intern). Collect following data: description of business or enterprise, current rent, current size and condition, current lease terms, number of employees, location concerns, markets served, anticipated opportunities and challenges. Sort inventory by industry.		x		X	X		
High	<b>C. Determine market need for stable and affordable workspace for artists, crafts persons and creative industries</b>	Support market study and building survey proposal championed by Councilmember Stark; Through market study, identify and define types of space needed and who they suit; Compare space needs to building survey data to identify under and oversupply of space and areas of greatest demand.		x		X	X		
Med	<b>D. Identify optimally located affordable buildings that can feasibly be acquired and adapted</b>	Define criteria that make a building a good candidate for creative reuse; Use data from Market study and building survey to identify candidate buildings; Use existing catalog of buildings of historic significance (that qualify for historic tax credits) to find best candidates for creative enterprise use	X				X		X
Med	<b>E. Monitor and respond to zoning proposals</b>	Maintain dialogue with industrial study and industrial advocacy groups; work together on common ground; Consider impact of zoning (i.e. Industrial zoning has lower property taxes than Traditional Neighborhood Zoning); Meet with city to ensure that zoning modifications serve the shared interests of creative enterprises and industry in the West Midway area		X				X	
Med	<b>F. Work with city to ensure communication on parking issues and policies that serve businesses and the community</b>	Connect local businesses with UABA's parking advocacy work (include in resource packet); Send a member of CEZ to University Avenue Betterment Association (UABA) to work jointly on parking issues; Consider Parking meters, permit zones, parking improvement districts (where revenue goes back to the neighborhood), ask D12 to consider (UABA, D12, Chamber, local businesses, residents); D12 or UABA hosts a discussion; help move to solutions; craig blakely re tools/options; Seek opportunity to create new parking associated with higher density development		x					
Low	<b>G. Track shifts in businesses and industries and related land use</b>	Use and annually update baseline inventory to track shifts and trends; be sure City staff track and highlight creative sector businesses; Examine annual shifts and trends to identify sectors of growth and decline, consider reasons for shifts, and anticipate threats and opportunities.				X			X

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<b>II. Goal: Foster creative collaborations and synergy among neighborhood stakeholders</b>										
High	<b>A. Create networking opportunities for business people, creatives, and other community members to build relationships</b>	Assemble a core group of rotating hosts; Name the event and set regular schedule; Keep it low cost, regular, easy to find; Maintain information on those attending and invited; Build relationships, promote partnerships between businesses, creatives and the community - creating networking events; profiles of artists/businesses; who's in the neighborhood, tables, first of three CDI's is a neighborhood fair of sorts; finding out more about each other	X	X						X
High	<b>B. Build support system for entrepreneurial projects, creative sector start-ups and artists</b>	Organize planning meetings specifically around this topic; Convene groups such as Springboard, Giant Steps, Midway Chamber, MRAC, Women Ventures, other small business support organizations; Inventory services and identify areas for further development; Devise plan for building on existing entity or creating new entity to provide this support; promote existing innovative enterprises	X				X			
High	<b>C. Cross-fertilize and promote partnerships and new ideas across fields and industries</b>	Explore funding for artist-in-industry or similar projects; Monitor networking events for possible opportunities; Seek partnerships with area colleges, HECUA; Develop speaker/presentations to highlight successful boundary-blurring/innovative work; Develop stories of success using website or other publication	X							
High	<b>D. Participate in activities that support businesses during construction</b>	Inform CEZ artists/businesses connect to resources offered by U7 and the Midway Chamber to help businesses through construction	X	X			X			
High	<b>E. Conduct Corridor Development Initiative Workshops (Block Exercise)</b>	Identify participants; determine properties; set dates and location for exercise; promote the workshops heavily; document and disseminate results	X	X	X		X			
Med.	<b>F. Develop partnership with University of Minnesota and local colleges and schools to fulfill key tasks and expand our impact</b>	Develop relationships with key community liaisons, leaders, and faculty/students who have interest in urban design, innovation, arts	X							
Med.	<b>G. Work with DEED on work-force development for new and existing enterprises</b>	Maintain dialogue with DEED efforts to match training and workforce development with the nature of enterprises in the area;	X							

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<b>III. Goal: Improve the spaces, places and physical infrastructure that promote our vision</b>										
High	<b>A. Ensure that cultural, educational and other non-profits are supported in their efforts to remain and grow in the neighborhood</b>	Assert that such enterprises are important to bolster neighborhood identity; Support projects, such as Forecast's proposed building, MN Council of Nonprofit's effort to expand, and Bedlam Theater and Avalon Schools efforts to locate here as appropriate; network with arts groups seeking creative environment; Nurture relationships with property owners and demonstrate and advocate for the constructive role of creative enterprises in neighborhood	x	x		x				
High	<b>B. Expand options for new, stable work and live/work or work-only spaces for creative enterprises/artists</b>	Build on relationships with property owners of key buildings, seeking private and public resources to ensure continued occupancy by creative enterprises and artists; Re-engage with Artspace to seek opportunities for artist housing; Assemble market research data and available property inventory to assess opportunities; identify appropriate developers for different types of spaces; consult with local artists relocated with sale of C&E; investigate land trust options for industrial incubator space	x	x	x		x			
High	<b>C. Encourage a private nonprofit entity to develop and manage a low-cost "creative enterprise" facility in the West Midway Area</b>	Continue to consult with University United, City, other groups to find development entity and real estate opportunities; develop rationale, data, and marketing material to promote the concept; provide tours of East Hennepin incubator to help educator decision-makers	x		x	x				
Med.	<b>D. Create new pedestrian friendly corridors, greenways, pocket parks</b>	Form a subcommittee around public space infrastructure; interface with Corridor public art planners; promote benches and social seating at appropriate locations; help promote Bridging the Gap study results; Work with property owners to identify opportunities for public art; seek projects that are high profile or catalytic	x	x			x			
Med.	<b>E. Increase opportunities for locally-owned retail and services including restaurants, cafes, grocery, and retail</b>	Work with Midway Chamber, Metro IBA on cross marketing program; consider forming a Raymond Area business association that mixes retail, creative and other businesses; work with the buy local campaign that encourages cross-support of local business; identify greatest needs for local service businesses and try to match entrepreneurs with space opportunities	x	x						
Low	<b>F. Enhance the appearance and prominence of historic buildings and leverage funding through tax credits and other sources for improvement and re-purposing to serve creative enterprises</b>	Work with Councilmember Stark, city agencies, set up façade improvement program; explore setting up a historic tax credit pool for buildings in the district, establishing matching funds for building improvements	x	x			x			

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Low	<b>G. Engage with innovative architectural designers on projects to heighten area visibility while adapting for new uses</b>	Seek innovative opportunities for enhancements to existing or new buildings that will attract attention and complement creative character of neighborhood	x							
<b>IV. Goal: Promote a distinctive identity that expresses the unique nature of the district</b>										
High	<b>A. Determine a widely-accepted name for the West Midway/South Saint Anthony Park area</b>	Seek funding and/or in-kind support from branding firm; conduct naming process and develop a plan to roll out	X	X						
High	<b>B. Develop a promotional campaign including banners, murals and other prominent public artworks</b>	Establish partnerships with Midway Chamber, Saint Anthony Park Community Council, UABA, City, major businesses and nonprofits, and others to plan and launch identity campaign; Work with Corridor public art project, Forecast and others to commission public art pieces that reinforce identity	X	X						
Med.	<b>C. Document and distribute the story of creative people, innovative industries, and nonprofits in our area ("24/7" project)</b>	Establish project team with IFP, independent artists, writer; Seek funding; Document stories and establish website, stream videos; Launch with a high-profile event	X							
Med.	<b>D. Support events such as MidCity Fest and Hats Off to Central Corridor that attract visitors to our unique destination</b>	Build collaborations to produce events (i.e. partner with Midway Chamber on Hats Off to Central Corridor)	X	X						
<b>V. Goal: Advocate to implement the vision</b>										
High	<b>A. Re-formulate an ongoing partnership entity or coalition to oversee above work, advise staff, and ensure shared ownership of vision by multiple stakeholders</b>	Identify key stakeholders for ongoing involvement; Formulate scope of work for entity; Invite members to continue work; Establish monthly meeting schedule; Maintain active network of area advocacy groups, city agencies and key stakeholders - such as D-12, Midway Chamber, City, Port Authority, UABA, Funders Collaborative, others		X	X	X				

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High	<b>B. Create and fund a position through partner nonprofit to manage and implement the action items</b>	Explore options for a position with non-profit partners; Seek student interns for key project elements to advance the work; Identify partners for strategic elements; Secure funds for short-term consultants for projects requiring specific expertise	X	X	X					
High	<b>C. Develop a well-articulated case emphasizing that the vision has civic and economic value to the entire city and region</b>	Craft beginning statement; contract writer; vet drafts with key stakeholder groups	X							
High	<b>D. Create a web presence for the CEZ along with printed literature</b>	Connect people to resources; Highlight existing enterprises; State the case for this work; Advocate for resources to advance the work								