

Austin on the ARTS Data Sharing

City of Austin, Minnesota
Culture and Arts Commission



Housekeeping

Welcome!

We are recording.

Agenda

This Zoom is
conducted by humans.

City of Austin Culture and Arts Commission

HISTORY

A commission of the city, i.e.
Planning and Zoning Commission
or Human Rights Commission

Founded in January 2020

Access grant funding not available
others

9-member volunteer board; staff
liaisons

City of Austin Culture and Arts Commission

OUTGROWTH OF PROJECT

Austin was chosen to be part of a Forecast Public Art grant-funded project

Participating in the project resulted in creating 4th Ave Fest in 2018

Inspired creation of commission

City of Austin Culture and Arts Commission

MISSION

Supporting and growing Austin's existing and future creative and culturally diverse community.

We believe in the power of creative people and shared knowledge.

Connecting that mission to strategy and action is in process.

Community Survey

PARAMETERS

Non scientific, not statistically significant

Opt-in respondents

Survey Monkey shared via email and Facebook

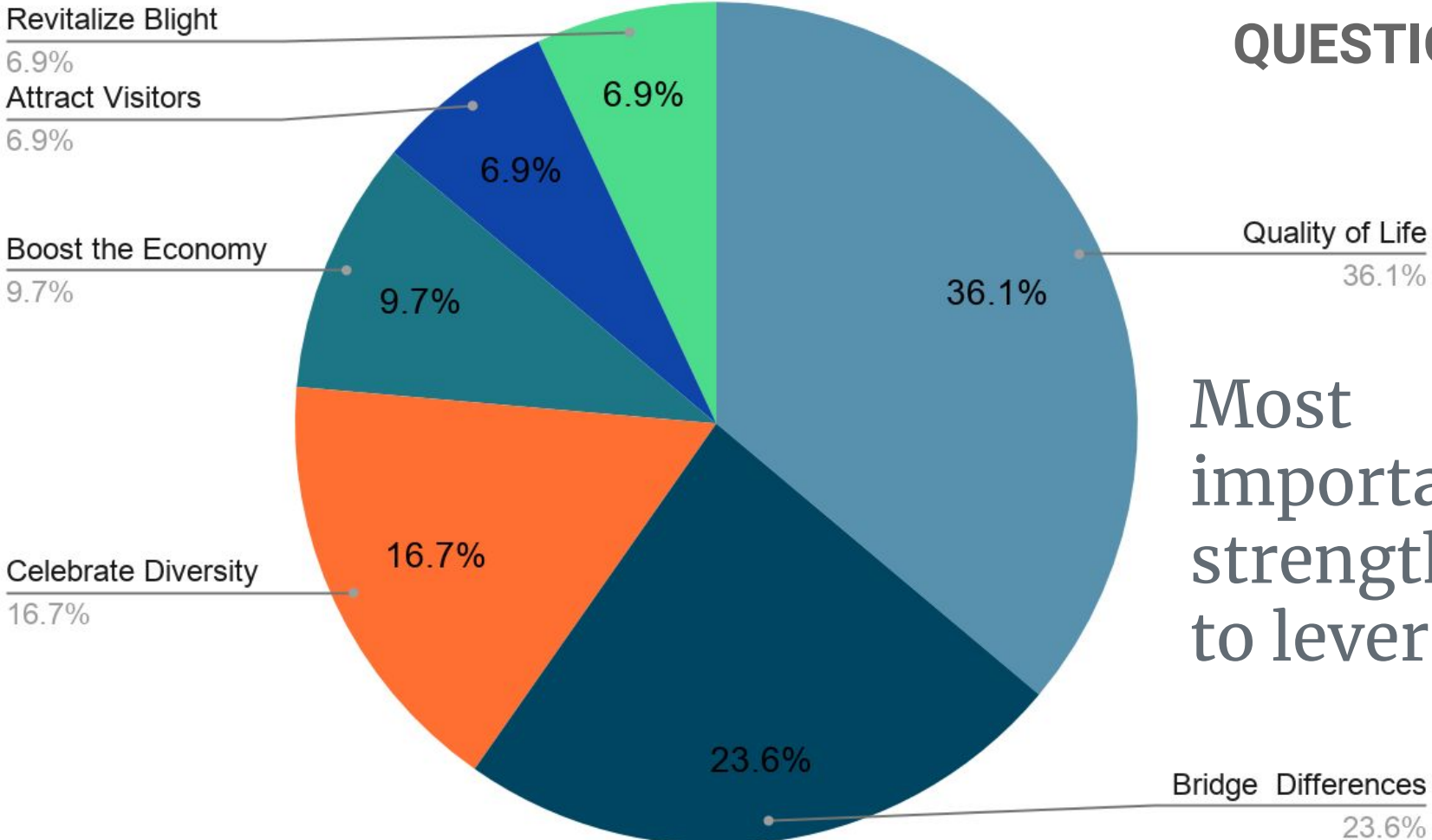
74 respondents over 2 months in late 2020

Community Survey

QUESTION 1

What strengths of culture and arts are most important to leverage in Austin? Choose one.

QUESTION 1



Most important strengths to leverage

Community Survey

QUESTION 2

Public arts and culture can be many things. Some common examples are outdoor concerts, murals and statues in parks or other public spaces or festivals.

Describe a favorite public arts and/or culture project you have experienced. It could be in Austin or any other community.

If possible, include the name of the community/location.

Art Forms Mentioned

QUESTION 2

Sculpture

4.3%

Visual Art

7.2%

Multicultural

10.1%

Nature

10.1%

Outdoor Live Music

15.9%

Festival

20.3%

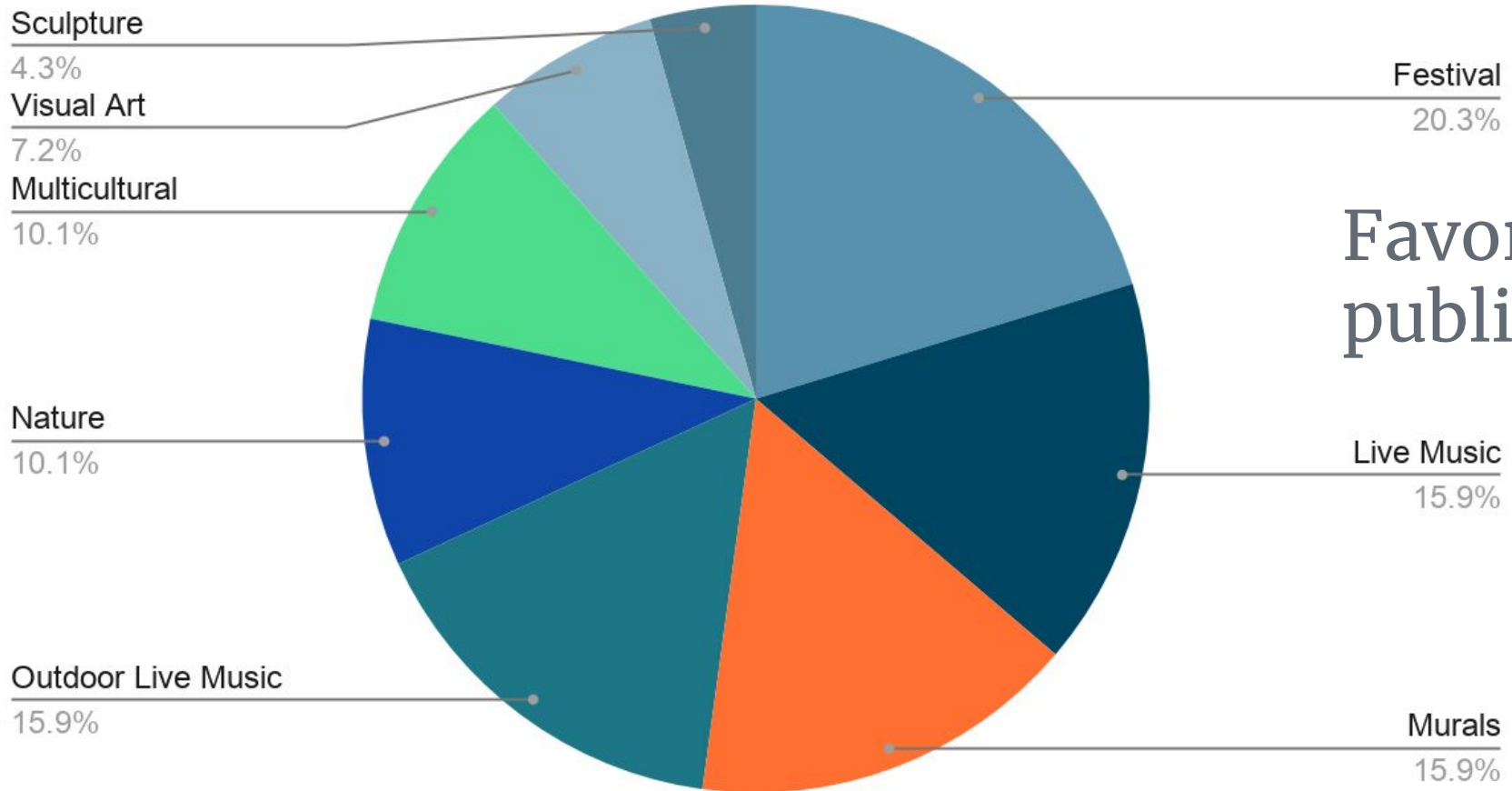
Favorite public art

Live Music

15.9%

Murals

15.9%



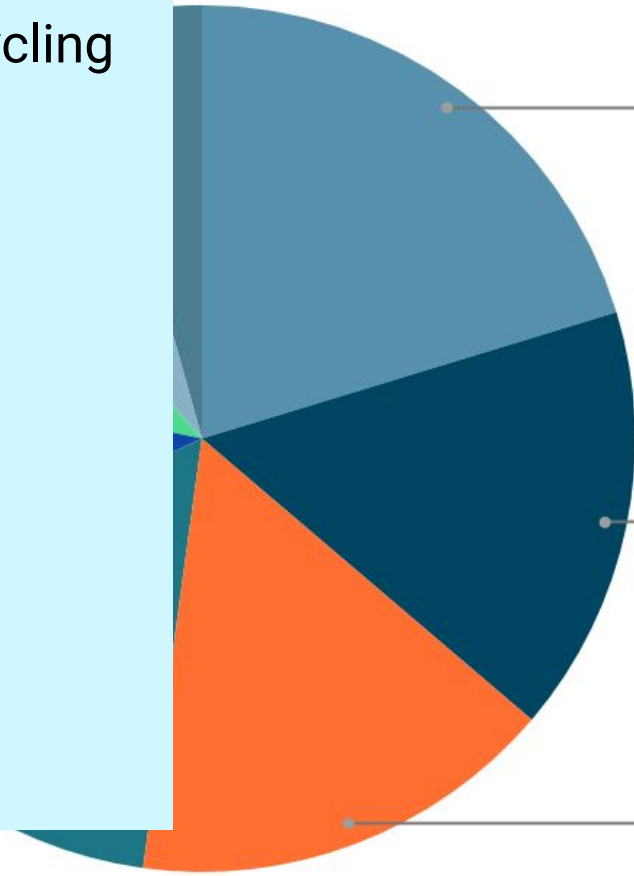
QUESTION 2

Favorite public art

Art Forms

- Sculpture 4.3%
- Visual Art 7.2%
- Multicultural 10.1%
- Nature 10.1%
- Outdoor Live Music 15.9%

- Also mentioned:
- Ecology/Recycling
 - Film
 - Food
 - History
 - Interaction
 - Live Dance
 - Live Theatre
 - Museum
 - None



Festival
20.3%

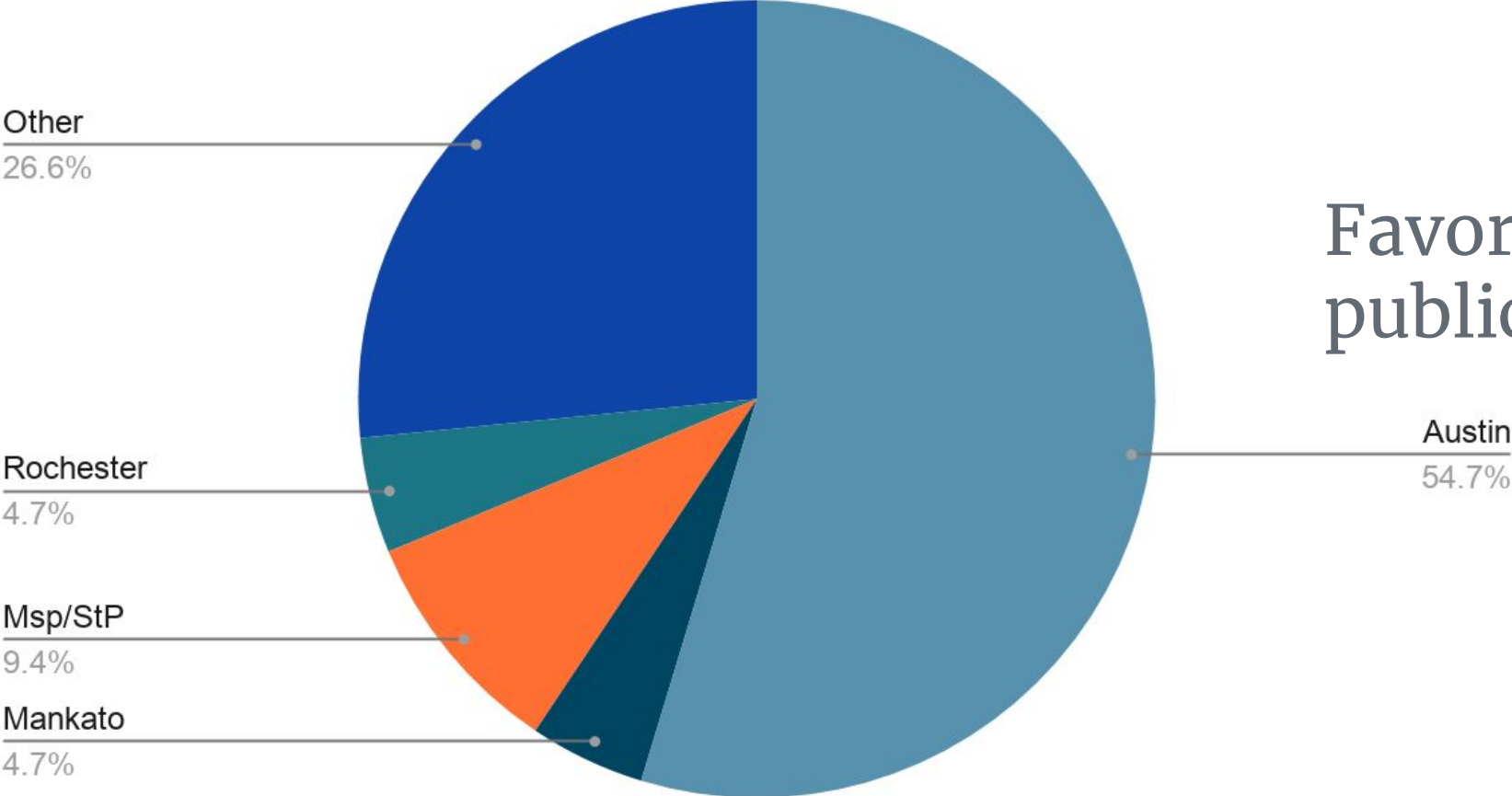
Live Music
15.9%

Murals
15.9%

Communities mentioned

QUESTION 2

Favorite public art



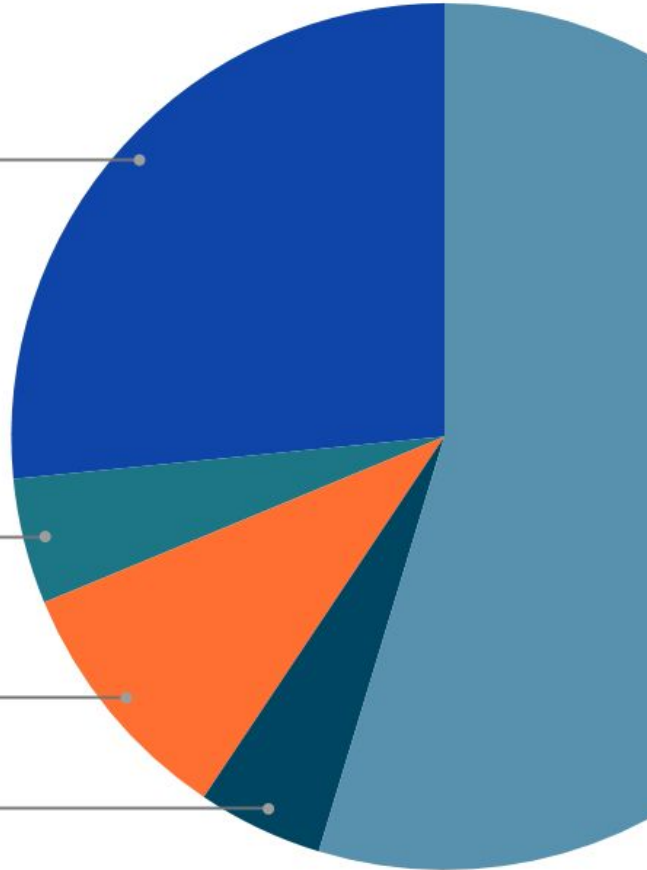
Communities mentioned

Other
26.6%

Rochester
4.7%

Msp/StP
9.4%

Mankato
4.7%



- Other Communities:
- Anchorage, AK
 - Chicago, IL
 - Clear Lake, IA
 - Denver, CO
 - Des Moines, IA
 - Fort Collins, CO
 - Mackinaw City, MI
 - Mason City, IA
 - Milwaukee, WI
 - Missoula, MT
 - Nashville, TN
 - Northfield, MN
 - Orlando, FL
 - Pella, IA
 - Phoenix, AZ
 - Rock Rapids, IA

QUESTION 2

Favorite public art

Austin
54.7%

QUESTION 2

Specific Mentions

Events

Austin ArtWorks Festival (14)
Taste of Nations (5)
\$5 Kids Studio Class
4th Ave Fest
Chinese Lantern Festival
Color the Wind Kite Festival
Ravinia
River City Sculptures on Parade
Thursday Jazz in the Park
Tulip Time
The Unity Project
World Music Series

Venues

Paramount Theatre (3)
Art Scraps
Austin ArtWorks Center
Epcot Center
Hormel Historic Home
Lyndale Park
Minnesota Landscape Arboretum
Mower County Historical Society
Oxbow Park
Rotary Park
Tamarack Nature Center
The Walker Art Center
Worlein Park

Artists

AHS Music Groups
Austin Community Band
Austin Symphony Orchestra
Cloud Cult
Jeff Anderson (sculptor)
Matchbox Children's
Theatre
Summerset Theatre
The Band Perry

Favorite
public art

Community Survey

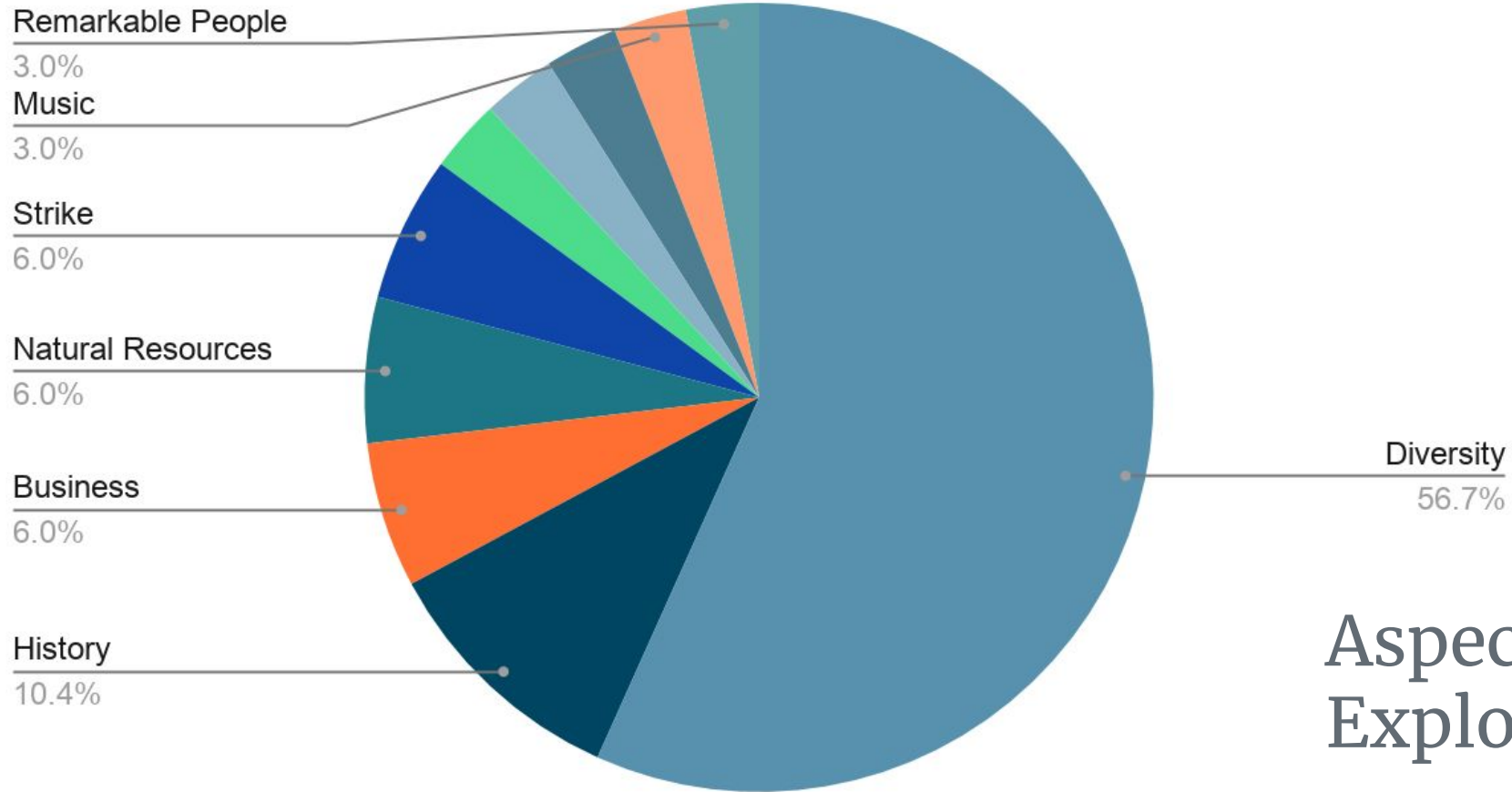
QUESTION 3

What aspects of the Austin community and Austin history would be meaningful to explore through public art and/or culture initiatives?

Some examples could be natural resources, historic events, diverse cultures, business and industry, remarkable people from Austin or education.

Aspects of Austin to Explore

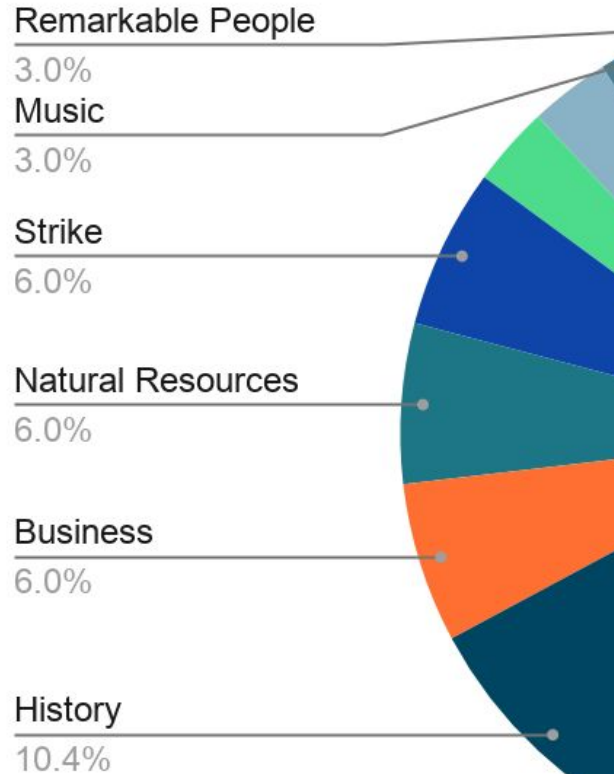
QUESTION 3



Aspects to Explore

Aspects of Austin to Explore

QUESTION 3



What does diversity mean?

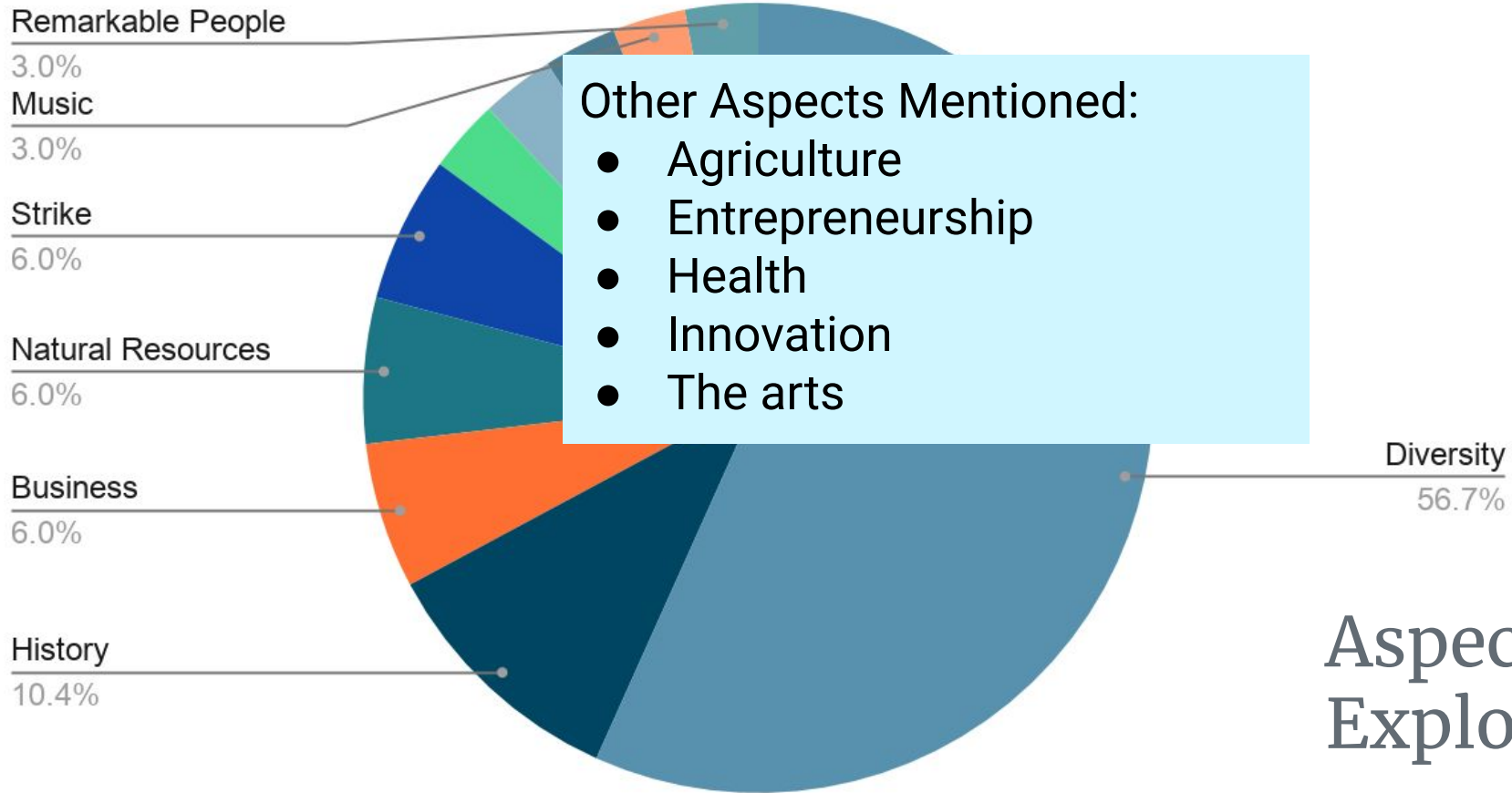
- Refugees and immigrants making Austin home
- Both the 'original' European immigrants and more recent
- Celebrating cultures including food, dance, clothing, etc.
- Multicultural perspectives
- Exploring how waves of newcomers changed our community over time
- Diversity was also mentioned in the context of history, business and the arts

Diversity
56.7%

Aspects to Explore

Aspects of Austin to Explore

QUESTION 3



Aspects to Explore

Aspects of Austin to Explore

QUESTION 3

Remarkable People

3.0%

Music

3.0%

Strike

6.0%

Natural Resources

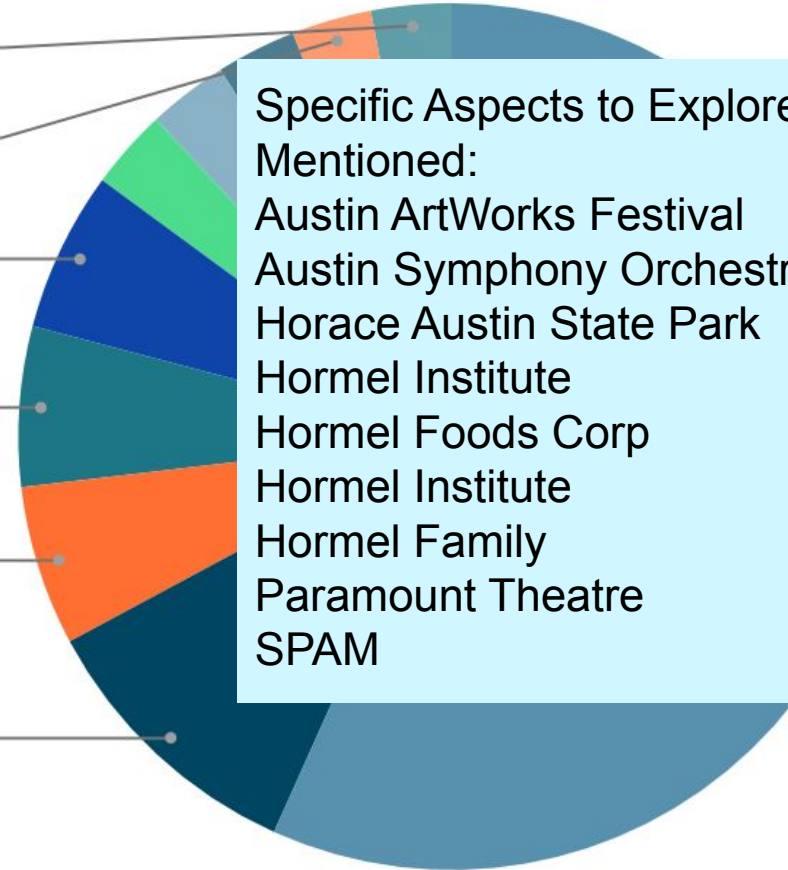
6.0%

Business

6.0%

History

10.4%



Specific Aspects to Explore Mentioned:
Austin ArtWorks Festival
Austin Symphony Orchestra
Horace Austin State Park
Hormel Institute
Hormel Foods Corp
Hormel Institute
Hormel Family
Paramount Theatre
SPAM

Diversity

56.7%

Aspects to Explore

Community Survey

QUESTION 4

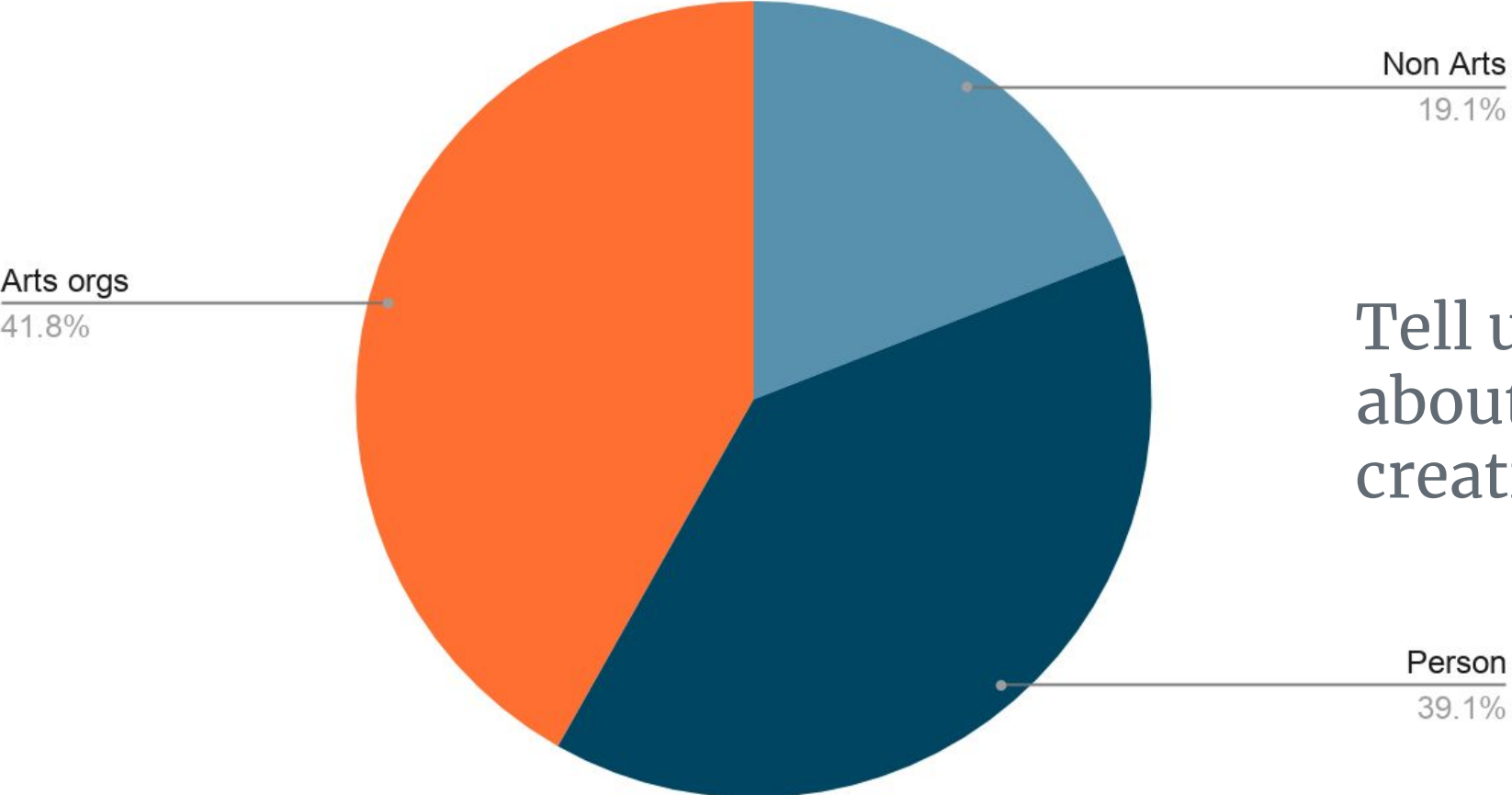
Tell us about your favorite creative people and/or organizations in Austin and what they do.

We are developing a database of artists, makers, performers and other creative people.

These do not necessarily have to be people making a living by making art.

Favorite Creators by Category

QUESTION 4



Tell us
about
creatives

QUESTION 4

Arts Organizations Mentioned:

- Austin Area Arts
- Austin ArtWorks Festival
- Austin Symphony Orchestra
- Austin Community Band
- Austin Swing Band
- Austinaires
- Austin ArtWorks Center
- Local dance schools
- MacPhail
- Matchbox Children's Theatre
- Northwestern Singers
- Paramount Theatre
- Summerset Community Theatre
- Sweet Reads

Tell us
about
creatives

QUESTION 4

Non Arts Organizations Mentioned:

- Austin Public Library
- Austin Public Schools
- Austin Area Chamber of Commerce
- Community Ed
- Cornerstone Church
- Hormel Historic Home
- Human Rights Commission
- Jay C. Hormel Nature Center
- Riverland Community College
- Mower County Senior Center
- South Central Athlete
- SPAM Museum
- The Welcome Center
- Westminster Church
- YMCA

Tell us
about
creatives

QUESTION 4

Artists Mentioned:

Alice Holst
Belita Schindler
Beth Hamilton
Bonnie Rietz
Brian Johnson
Bruce Loeschen
Deyo Family
Dylan Karcher
Elizabeth Leyk
Emily Bartley
Flor Soto
Gear Daddies
Gretchen Ramlo
Hannah Rosholt
Holly Benke
Jeff Anderson/Anderson Memorials
Just Take the Cake
Kara Page
Katie Hunerdosse

Katie Stromland
Kelsey Ritchie
Little Vintage Love
Lora and Isaac Photography
Morgan Converse/Converse Candids
Nancy Schnable
Pete Waldman
Pray Reh aka Ba Htayoo
Ryan Trytten
St Andrews Sisters
Sandy Anderson
Scott Blankenbaker
The Southern North Photography
Wendy Anderson/Little Wendy Bird
Whalen & the Willows
Whitnei Abel
William Taufic

Tell us
about
creatives

How to Add to Our Database

Type it in the chat

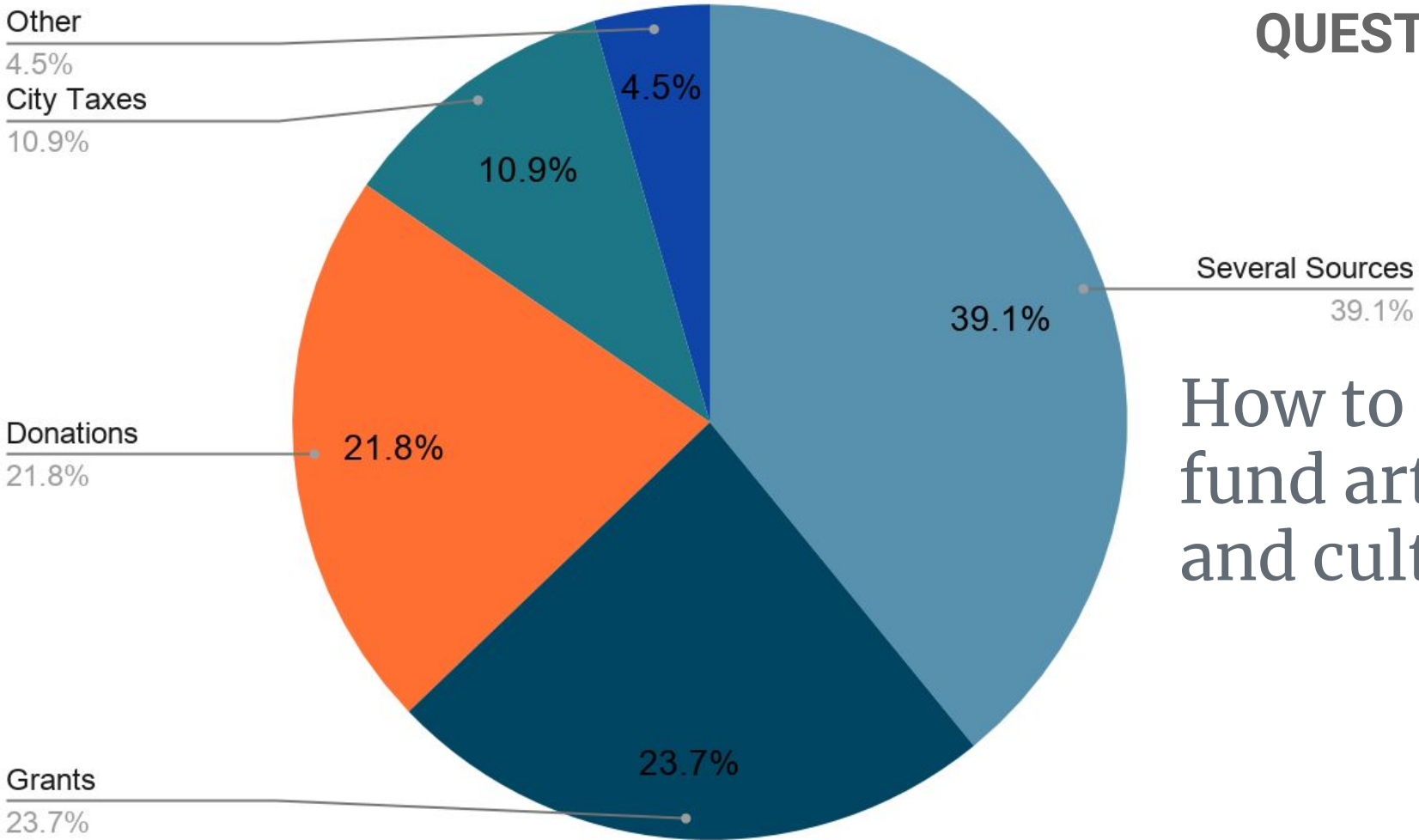
Email to Holly Wallace

<HollyW@ci.austin.mn.us>

Message on Facebook, Austin
MN Culture and Arts
Commission

QUESTION 5

How to fund arts and culture



QUESTION 5

Other
4.5%

City Taxes
10.9%

What are the “Other” ideas?

- All of the above
- Taxes should NOT be used for funding culture diversity initiatives
- Charge admission/earned revenue
- Membership to an art community with benefits of discounted tickets, etc.
- Fundraisers
- Using a small amount of tax \$ as an operating budget and leveraging other income sources is best

Donations
21.8%

Several Sources
39.1%

Grants
23.7%

23.7%

How to fund arts and culture

What else?

Enthusiasm

Culture and arts are important to individuals and the community
This effort is worthy of resources

Accessibility

Youth/young adults
Affordable/Free
Serve all populations
Address barriers

Benefits

Build bridges across differences
Support retailers
Address and heal trauma

Timing

People are looking to connect
Leverage technology

Strength

Austin is already rich in culture and arts and non arts assets (i.e. parks)

Diversity

Weave culture and arts into the diversity of the community

Being welcoming and celebrating diversity are natural culture and arts dance partners

Data Summary

Resident Quality of Life and Bridge Differences are strengths to leverage

Festivals, Live Music and Murals are most cited as favorite experiences

Over half cited a favorite experience in Austin

Nuanced, contextualized history of diverse cultures is an aspect of Austin to explore

Austin is rich in culture and arts assets

Arts and culture are best funded through a mix of sources

Weave together diversity, culture and arts programming to enhance all

C & A Commission is developing a database of assets

Make culture and arts accessible for all

Small Group Discussion

What surprised you?

What will most affect your actions going forward?

Share how this discussion has inspired ideas for culture and arts projects or events in Austin.

15 min

Return to large group and share

Let's Stay in Touch

Share contact information to be included in database

Follow us on Facebook

Talked to your elected officials about culture and arts

4th Ave Fest set for Wed June 16

THANK YOU!