

**Upper Harbor Collaborative Planning Committee Meeting  
8/28/2019**

**Discussion: Decision Points for Music Venue**

**Provided by Dayna Frank, First Avenue**

**Background:**

The *Upper Harbor Terminal Concept Plan* was adopted on March 1, 2019 by unanimous consent of the City Council and Mayor. The Concept Plan approved a 4.9 acre outdoor music performance venue, tentatively named the Community Performing Arts Center (CPAC). The CPAC will be between 7,000-10,000 person capacity and hold a mix of ticketed and free public events, and provide riverfront green space that is an inclusive and welcoming environment for current Northside residents, specifically Black, Indigenous, People of Color. It will also provide a riverfront destination that attracts visitors and builds interest in the UHT site, supporting the development of housing, commercial, and retail space focused on minority business owners. The CPAC acts as the catalyst for the entire development site.

On May 17, 2019, the City Council, by way of resolution, chartered a 17-member Upper Harbor Collaborative Planning Committee (CPC), whose purpose is to refine the adopted *Upper Harbor Terminal Concept Plan* with a feasible *Coordinated Plan* based on economic fundamentals, utilizing a racial justice framework, and focused on equitable development outcomes.

Members of the CPC were briefed on August 14, 2019 on four key decisions needed to determine design principles. Members were asked to engage and consult with members of the communities they represent on their preferences among the options.

Ownership structures were introduced – the venue will either be hybrid ownership or privately owned. The public ownership option aka the Target Center model, is not being considered due to the long-term maintenance and cost implications for the City. [NOTE: Ownership models will be discussed at the Learning Table on Sept 18, 2019.]

**The three decisions are:**

- 1. *Should the venue be named in honor of Prince?***
- 2. *What is the preferred governance structure for public programming***
  - a. What is the preferred governance for public programming, i.e. what entity should program free public events?
  - b. What structure is best to ensure such events are diverse and welcoming for Black, Indigenous, People of Color?

- Who should be represented at that table for public programming? (For example: ethnic, socio-economic, cultural, age, etc. groups)
- Should leadership be provided by an existing or new not-for-profit, an individual, or advisory board?
- Should the Levitt Foundation model be considered as a potential framework for programming? *For details, see August 14 CPC presentation.*

### **3. What should be included in community benefits?**

- a. Examples of community benefits [Ideas generated from the last 3 years of engagement]:
  - Entrepreneurship opportunities for Black, Indigenous, POC-owned businesses
  - Training for entrepreneurs to be successful
  - Youth jobs on site (Step-Up)
  - Youth training in schools
  - Ownership investment opportunities for current Northside residents
  - Generating revenue for the City and anti-displacement initiatives
  - Jobs on site / Union/career-building opportunities
  - Community Preparedness Training in advance of opening
    - Food & Beverage
    - Construction
    - Merchandizing (T-Shirts, Posters, etc)
    - Production crew, Sound and Lights
    - Facilities Maintenance
  - Financial support for diverse, inclusive public programming
  - Building social capital and connections across community
  - Space for local Northside musicians and artists
  - Space for the entire Twin Cities arts community
  - Year-round spaces for local musicians, i.e. studios, black box theater, etc.
  - Youth Arts Board to help develop leadership skills and create a 3<sup>rd</sup> space for neighborhood and BIPOC youth
  - Free tickets for community members including ancillary coupons or discounts (potentially Tickets for Kids)
  - Supporting arts education in the schools
  - Open park space
  - Connection to the river
  - Welcoming environment designed for Black, Indigenous POC
  - World Class / High Design / Regional Destination
  - Greening / conservation (Cleaning the river, Clean energy, LEED, and so on)
- b. What other community benefits should be considered?
- c. What are the top five priorities to be weighted when determining design principles?