



CULTIVATE BOTTINEAU

*Culture, Community,
Commerce At-A-Glance*

Cultivate Bottineau: Culture, Community, Commerce was a collaborative effort to activate spaces, build connections, celebrate diversity, and promote opportunity through local artist-led creative placemaking projects in the Bottineau Corridor (Minneapolis, Golden Valley, Robbinsdale, Crystal, and Brooklyn Park) where the planned Bottineau Light Rail Transit line will run.

Building connections

- Over 200 local artists were engaged, from a few hours at an information session or an art activity, to over dozens of hours to create a large commission.
- Nearly 100 local artists (approximately 50 lead artists) created 47 projects that built connections and activated places.
- Over 50% of the lead artists are artists of color.
- Nearly 100% lead artists reported gaining new connections, and some noted they already led to new projects.
- Nearly 50 collaborators – businesses, community organizations and city departments worked with local artists.
- Increased capacity of local artists, businesses, community members and community organizations to collaborate.
- Supported professional development of local artists.

Activating public spaces, creating vibrant places where people want to be

- Over 50 locations were activated temporarily to permanently. Memories of temporary experiences live on in participants' minds and in articles and media. Permanent works continue to create sense of place, community pride, wayfinding, and more.
- Media coverage made thousands more positive impressions of the corridor.
- Over 4800 community members attended, participated in, or encountered a local artist-led project activity in their community, changing or augmenting their experience of the local place. This does not include people who view permanent projects (installations, murals) as they pass by.
- Increased immediate/short-term and long-term economic opportunities for local artists contributing their skills to community building.

Supported by the McKnight Foundation, this project was coordinated by Hennepin County Bottineau Community Works and Springboard for the Arts in partnership with the cities of Minneapolis, Golden Valley, Robbinsdale, Crystal, and Brooklyn Park, and other community partners from January 2018 to October 2019.

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