



# PUBLIC FUNCTIONARY

## PROJECT SUMMARY

Key Project Goals:

- **Building economic incubation, skill building and opportunity networks for artists and creative workers.**
- **Ensure the next generation of underserved cultural workers have a visible presence in the arts economy.**
- **Creating accessible and welcoming community spaces for individuals and families across communities to engage in production of new arts and culture.**

Public Functionary (PF) focuses on cultivating the presence, growth and economic sustainability of artists who identify as underresourced, with a focus on young, emerging creatives who identify as Black, Indigenous, people of color (BIPOC). At the Northrup King Building (NKB), the largest complex of artist studios in the state of Minnesota, Public Functionary is building a diverse community of practice within the cultural economy of the Northeast Minneapolis Arts District. Public Functionary's "PF Studios" occupy 5 separate spaces in the building totaling 10,478 square feet and serving over 35 artists.

In 2019, Artspace purchased the NKB and will transform surrounding vacant buildings into a 13-acre creative sector campus. This project includes a partnership with Public Functionary to support artist leadership in the development of 2 empty buildings into creative hubs.

While PF is led by creative entrepreneurs and artists in Minneapolis, our community spans across the Twin Cities and the state, with individuals from St. Paul and suburbs in our programs, and our growing partnerships such as with Grand Marais Art Colony on the North Shore.

## PROJECT DETAILS

*Project Lead:* Public Functionary 501(c)3

*Developer:* Artspace Projects, Inc.

*Type of Project:* Hybrid business model - Nonprofit arts organization and social enterprise commercial cafe, plus 3 separate buildings to include space for art events, educational activities and work space.

*Commercial Space:* Full service kitchen, coffee bar. Market space for studio artists to sell artwork and merchandise. Economic incubator for creative entrepreneurs to test proof of concept, sell goods, host pop-up meals and events as well as develop entrepreneurial skills.

*Project Cost:* \$1,800,000 Building 8  
\$700,000 Building 11  
\$150,000 Project Space, Building 6  
\$350,000 Operations

*Construction Period:* 2022 - Phase 1  
2023 -2024 - Phase 2

*Capital Funders to Date:* Intermedia Arts  
*Program Funders:* Minneapolis Foundation, McKnight Foundation, Headwaters Foundation, Jerome Foundation, Metropolitan Regional Arts Council, First Universalist Foundation, Graves Foundation.

## Purpose of a “platform;” via Theaster Gates:

*“A community needs a platform: a foundation that creates new social possibilities, a structure that incubates new economic or artistic prospects. A platform is a mechanism to propel work forward—it creates conditions of multiplicity, compounds ideas, expands relationships, germinates opportunities, and widens access.”*



**NEED:** *The next generation of arts, culture and creative workers in Minnesota need a platform for new opportunity networks.*

- Despite there being a thriving \$5 billion creative economy in Minneapolis, gender and racial disparities hold back opportunities for some residents. Women earn only 82% of what their male counterparts earn.
- Although there was an increase in the number of people of color in creative jobs between 2014 and 2016, there is still an underrepresentation of people of color in creative jobs compared with their representation among all metropolitan area workers.
- Public Functionary is a BIPOC, woman-led non profit arts organization, addressing a disparity gap in the leadership of arts platforms.

**SOLUTION:** Creative Economic Incubator

1. Amplify the economic and social impact of a **platform** for creative workers, artists and cultural producers who are historically underserved to be successful financially and artistically through access to space and collaborations.
2. Artists and creative workers are supported through paid work opportunities as well as learning and skill-building. Since 2020, PF has paid out over \$150,000 directly to artists in new commission opportunities.
3. The creative economy in Minneapolis intersects across 40 different occupations in 72 industries including art service organizations, education, creative industries, festivals, philanthropy and civic groups. Artists in PF Studios and the broader Public Functionary network will **contribute to all of these areas of the creative ecology** of Minneapolis.

## ECONOMIC IMPACT

- Arts facilities support the entire value chain: creation, production, distribution, and consumption.
- Arts facilities encourage skills in management, networking, collaboration, partnerships, and digital skills for creation, production and distribution.
- Arts facility development also benefits the construction industry, materials and equipment suppliers – in short, the economy in general.

## SOCIAL IMPACT

- Public Functionary contributes to positioning Minnesota as an internationally renowned epicenter for diverse, innovative arts and cultural production.
- Our artist community supports the liveability for the next generation of creative workers in the State by creating a vibrant cultural hub.
- Our legacy organization contributes to the future of Twin Cities arts ecosystem, paving the way for future generations of artists.

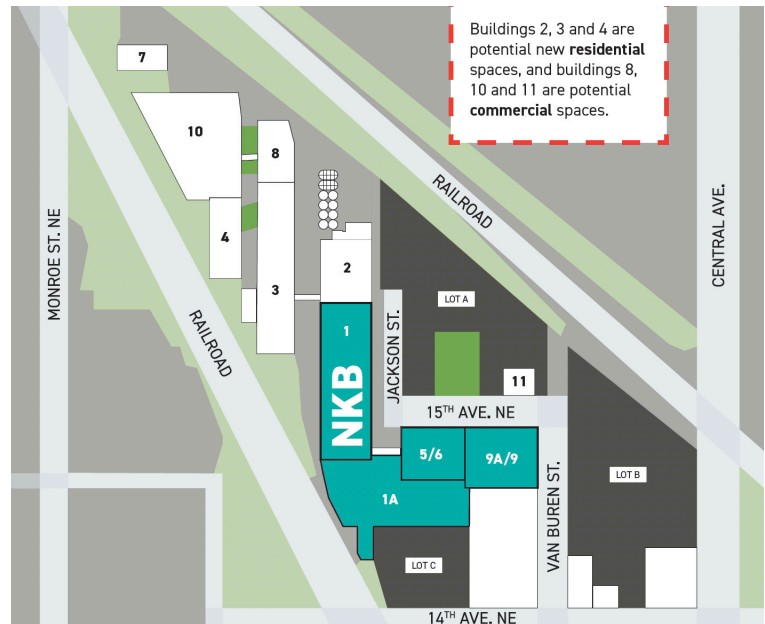


## PROJECT LOCATION: KEY FOCUS ON THE NORTHRUP KING CAMPUS / NE MPLS

Northeast Minneapolis has a trajectory of economic growth and gentrification, prior to and throughout the pandemic's economic downturn. The NE Arts District and nearby restaurants have attracted young professionals to the influx of new housing and commercial developments for over a decade.

Historically, NKB has provided artist studios and workspace in an expansive industrial space in NE Minneapolis. These spaces are highly sought after. However, young, lower-income artists rarely have had access or felt welcome in these spaces, which increases disparities in the creative sector.

Development of highly resourced facilities on the NKB property will intentionally grow space for underrepresented emerging artists in the epicenter of a neighborhood that is rapidly developing with economic and social possibilities. Our long-term strategy is centered in building generational wealth and upward mobility for young artists.



Artspace is currently leading the NKB campus redesign and renovation. Public Functionary will take on design, development and programming of 3 specific sites on the campus.

## CAPITAL FUNDING: Facilities Development

**Phase 1: Project Space: Building 5/6 renovation**  
*Community gallery & project space/ 7000 sq ft*  
Public Functionary is contributing resources earned through a grant from Intermedia Arts to build out the pop-up space for community engagement and art presentations.

**Phase 2a: Building 11**  
*Cafe, co-working & gathering space / 3000 sq ft*  
Public Functionary is contributing resources earned through a grant, as well as additional investment from our capital campaign and historic tax credits to reduce the \$1.3 million GAP financing needed for construction of Building 11 with structural repairs, gas, electricity, and water necessary for operating a community event space.

**Phase 2b: Building 8**  
*Exhibition and performance venue/ 7000 sq ft*  
After Building 11 is operational, PF will be able to earn revenue to support the studio program and development of Building 8. Additional funding is needed to ensure staff are paid, programming continues, and to finance the exhibition and performance space buildout for the last phase in Building 8.



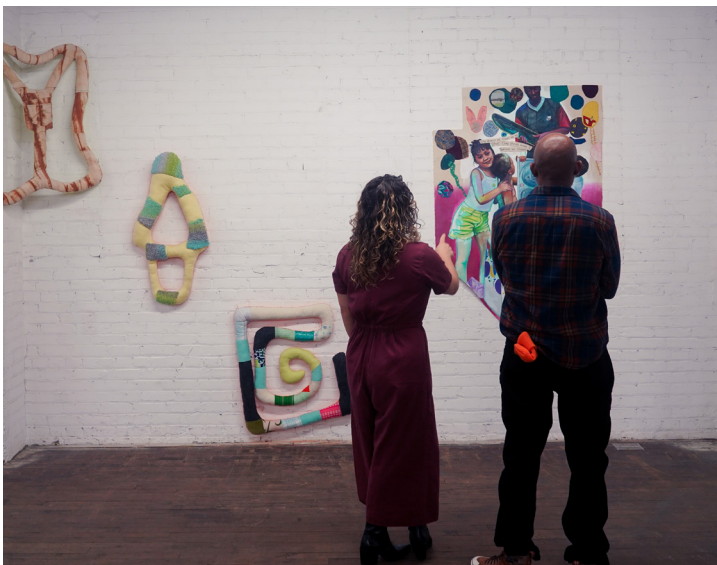
## OUTLOOK: INVESTMENT AND POTENTIAL

At a time when we are all working towards rebuilding, we advocate for the cultural and creative industries not to be left behind. As we work towards pandemic recovery, we believe creatives can play a key role in these efforts, and are already catalysts for social transformation and community-building. If suitably prepared, creatives are well-positioned to act as leaders in creative pandemic recovery efforts and build resilience among communities.

Not only are we economic drivers and a source of employment for many, especially women, BIPOC and young people, but through the diversity of content we generate, we are also conveyers of meanings and identities, which have proven to be vital throughout this time of societal change.

In 2021, Public Functionary received a \$1 million grant from Intermedia Arts. In 2017, the 44 year old nonprofit ended operations, and with additional resources left over, awarded Public Functionary through a competitive RFP process. Although the IA grant reduces risk and creates a pathway to sustainability, without additional investment, achieving our goals will not be possible.

With an established reputation for creating space for arts and culture, Public Functionary is well positioned. Through a sustainable business structure in partnership with Artspace that includes a \$3 per sq ft lease to own model, and multiple revenue streams of food, beverage, PF shop merchandise, events, and partnerships, our financial projections indicate rapid growth and a clear path to sustainability.



## PUBLIC FUNCTIONARY

Public Functionary is 501(c)3 nonprofit arts organization founded in 2012 and operating for the past decade in Northeast Minneapolis. It is a platform for the things our communities are most in need of -- space to connect and share, build artistic practices and creative communities, have open dialogue, build empathy, heal, and celebrate. These goals are built on the premise that art space can be generous, inspiring, and economically healthy.

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