

Recap of East Downtown Council's Business Forum
Thursday, February 20, 2014
11:30 a.m. – 1:00 p.m.
Guthrie Theater, 810 South 7th Street
Downtown East Neighborhood of Minneapolis

- ***Welcome and introductions***

EDC President Dan Collison introduced himself and explained that the EDC is a business association that is committed to the economic vitality of the East Downtown District that is undergoing tremendous redevelopment. He thanked the hosts: James Scott, General Manager of the Guthrie and EDC board member, and Joe Dowling, Director.

Dan explained that the EDC has been around since 1979 and has become a key collaborator with the Minneapolis Downtown Council and other business associations in the core of downtown. It is playing a growing role in the unfolding development as it focuses on three key perspectives: strengthening the vitality of East Downtown Minneapolis through private and public initiatives; being a critical source of information for our constituents; and collaborating with all of the parts of Downtown Minneapolis for the common good.

Dan announced that the EDC currently has 59 business members then welcomed its newest member that joined that week — Jeff Hahn, the owner of Day Block Brewing Company, who brought free samples of their custom beer craft to serve at the conclusion of our forum. For more information about his business, visit <https://www.dayblockbrewing.com/>. The audience then introduced themselves

Dan explained that he has a direct connection to the forum's topic because he attended the Interlochen Arts Academy in Northern Michigan and the Eastman School of Music in Rochester, New York as percussion major. He appreciates those years particularly now that he lives in a city that loves and appreciates and is being transformed by the arts. Additionally, his wife Holly is part of the education department at the Guthrie Theater.

Minneapolis is second per capital only to New York City on what it spends on the arts. We are only doing what American Urban Studies theorist Richard Florida emphasized in his books "The Rise of the Creative Class" and "Cities and the Creative Class", i.e., investing in infrastructure and catalyzing the arts and creative class in a way that develops the city.

Dan gave a biographical overview of the panelists who represent a diverse cross section of arts in education, performance and medicine and explained that they are holistically shaping the community because of the presence of their focused disciplines.

- ***MacPhail Center for Music***

Kyle Carpenter, CEO, began with a picture of William MacPhail playing a violin and explained that his father emigrated from Scotland and worked in the Pillsbury mills across the river. One morning when William was 7 he went into the family kitchen and on the table was a violin (perhaps won a church raffle or saloon raffle) and that's when he began to figure out how to play it. He went on to study under the masters in Europe particularly in Germany then returned and became the founding member of the Minneapolis Symphony (now the Minnesota Orchestra), established the MacPhail School of Violin and over the years it became the MacPhail School for the Performing Arts. In the 1960s it was taken over by the University of Minnesota for almost 30 years and back 1994 it was spun off as an independent not for profit organization. Carpenter explained that the quote on the wall size poster of MacPhail's picture is pertinent to today: "A city, a state or nation cannot live by industry alone. There must be something for the heart and soul." If you're ever going to think of Minneapolis, it's that combination of industry and innovation, heart and soul that makes this an attractive place that it is.

Carpenter then gave statistics on what MacPhail is today, e.g.: they have 12,000 racially diverse students

in various life stages from 6 weeks old to seniors who are served through three modes: physical sites, the flagship on which is right down the street; 80 community partnership locations; and live online lessons. Last year 1,400 students were added, a 14% growth; 98% student satisfaction with teachers and learning experience; \$700,00 was given out in financial aid and subsidies, 60% of the students received some form of aid or subsidy. There is a \$10 million budget split approximately 70% tuition and fees, 30% from contributions. Last year was the 11th straight year of a balanced budget, which is no easy trick, and he has been responsible for two of them.

There is more and more evidence and proof of what music education can do for children in creating skills sets that lasts a lifetime (e.g., University of Florida's study on music's impact on the brain and brain development). The proof has never been clearer that music is a key ingredient for fostering life skills that play well in the business community as well as for creativity and innovation. And the need has never been greater in Minnesota having experienced over the last 10 years a 29% reduction in school music educators so MacPhail has created an approach to address this problem to a certain degree by instituting need-based live online instruction and are recognized around the country by music centers.

Carpenter concluded by stating that he is very exciting about being a part of the community especially as many of the development initiatives are unfolding.

- ***University of Minnesota Physicians Mill City Clinic***

Dr. Jon Hallberg, Medical Director, explained that he lives right across the street at the Zenith. His wife is the high school band and orchestra director at Minnehaha Academy, his son is a trombone player and daughter a flutist. Hallberg plays the saxophone and played in the St. Olaf band where he met his wife so his life has been completely and profoundly affected by the arts.

In 2007, there was a rumor that the U of M Physicians group was looking to expand to have an off-campus presence where everything worked. That led to its location across the street where you have along South 2nd Street the metaphorical smoke rising out of the Guthrie smoke stake advertising plays and its factory of ideas, Gold Medal Park, the 35W Bridge, the MacPhail, Mill City Museum and now Izzy's. It is spectacular and community and place matters. Knowing that they were going to build a clinic in this neighborhood with the bar set high, they designed it with art as integral to the clinic.

Hallberg wanted to take it to the next level where art really became an indispensable part of the experience so in early meetings with Perkins and Will, he expressed the desire to have it be an art gallery experience so that passersby can see real art. He works with an artist who arranges the display on a rotational basis and hold quarterly art openings to break down the idea of what a clinic is about. MCC opened in 2008 with 4,000 square feet that is fully built out and 4,000 square feet of empty space along the parking lot. The empty is where magic happens, e.g., Hippocrates Café, a radio show he created using professional actors and world-class musicians to explain complicated health care issues. They worked with the College of Design on a design competition to create little free libraries and come the spring they will be on the sidewalk giving away free books to connect with the community.

They are a primary care nonprofit within a large group practice. Primary care like theirs is not a revenue generator but other parts of the group are revenue generators. They are an entry and access point and are losing less each year they've been open. They are now subleasing their rear space to the Mill City Innovation and Collaboration Center, which has been a huge benefit to them, and last night was a big opening filmed for TPT that may be aired at some point.

Last year Minnesota Communities ranked all clinics in terms of patient satisfaction and MCC was #10. They have 300 zip codes represented by patients at the MCC that speaks to the loyalty people have to what they have created. Also, consumer Report ranked them #1 in diabetic care and these metrics mean that they are meeting benchmarks for proper care and people are seeking them out.

In conclusion, Hallberg believes that we are heading toward an age where people may not be having as many face-to-face visits, more will be happening virtually. Therefore, it is incredibly important, especially in primary care, to have an image in your head of the MCC where you receive phenomenal care with phenomenal people. Architecture and design and the arts help drive this home. The design of the MCC and the infusion of the arts have been democratizing: 20% of patients have straight medical assistance, 20% are Medicare and 60% have a variety of payers. Some of his patients have never been to the Guthrie to see a play, heard the Minnesota Orchestra, Minnesota Opera or SPCO or go the MIA or Walker but they come to the MCC and its free with a free cup of coffee and are treated with dignity and respect, hear classic music playing and see art on the walls. This helps redefine what healthcare and community is all about.

- ***Guthrie Theater***

Joe Dowling, Artistic Director, welcomed the audience to the Guthrie and reminded them that it celebrated 50 years in business a year ago. Then he explained the impetus behind setting up the Guthrie here in the first place. It was the desire of very distinguished community leaders who recognized that if Minneapolis was to have the kind of reputation and impact they felt it could have it had to be a world-class organization. The theater was the most underrepresented of the arts here at the time and the invitation to Tyrone Guthrie, who was the premier theater director in the world, seemed unlikely that he would accept. Dowling then quoted what Guthrie wrote when he accepted the offer. "It was the river itself that most charmed and amazed us . . ." (for full excerpt visit <http://www.minneapolis.org/blog/50-years-guthrie-exclusive-speech-joe-dowling>).

Fifty years later here we are with the Mississippi River right behind us and in a thriving community that embraces both commerce and the arts and the environment in a real and holistic way. Here on this street where we live we have the Mill City Museum, MacPhail, the Mill City Clinic, Izzy's and Brenda's Spoonriver Restaurant.

Dowling explained that the Guthrie is an accidental resident in the area. Their initial impulse was to find a place close to the Walker Art Center and create a campus of the arts in the Loring Park district but was stymied by the City Council and MPRB who did not want the ballpark at Parade Stadium disturbed. Out of the jaws of defeat they snatched a most wonderful victory and with the help of the City Council and Mayor Sharon Sayles Belton and despite initial resistance by supporters they relocated here on the riverfront. With the help of French architect Jean Nouvel, they built three magnificent performance spaces allowing them to diversify their programming as well as meeting and public spaces and great views of the city's origins along the riverfront back toward the core to see how the city has grown.

Coming to the riverfront has been a complete regeneration and renewal of its original mission and an expansion of its opportunities. It is because they relocated here that has made it possible for the growth of retail and residential development that has occurred and it is a pleasure for the Guthrie to be such an integral part of the community.

- ***Moderated Q&A Dialogue***

Dan then posed the following questions to the panelists who responded in turn:

- "What does your organization contribute to the vitality of the Downtown Minneapolis business and residential communities?"
- "What existing and future trends do you see in the convergence of the arts and business?"
- "If you could send one particular message to the broader business community, what would it be?"

- **Conclusion**

Dan thanked the panelists for their presentations, the audience for attending, then announced the next three business forums all to be held on Thursdays at 11:30 a.m.:

- March 20th at the American Red Cross Minnesota: “Disaster Preparedness for Businesses”;
- April 17th at the Normandy Inn: “Introduction of new CEO Dr. Jon Pryor, plus update on Downtown Medical Office Building, and 5-year Strategic Plan”; and
- May 15th at 1010 Metrodome Square: “The Minnesota Vikings: The new game day experience” with Steve LaCroix, Chief Marketing Officer, and Lester Bagley, Vice President of Public Affairs.