

Open Book Collaborative

Founded: The Loft Literary Center was founded in 1974, Milkweed Editions in 1979 and the Minnesota Center for Book Arts in 1983.

Arrived in Downtown East/East Town: The Open Book collaborative opened in 2000.

Programs, Events and Productions + Audience Engagement:

–The Literary Loft: Each year the Loft engages more than 5,000 beginning, intermediate, and advanced writers in learning opportunities, hosts more than 250 authors in readings and dialogues that draw more than 15,000 people, connects with more than 200,000 unique visitors through digital resources on our website, collaborates with at least 30 local and national organizations to enrich the literary environment and, through contracts, awards, and grants, pays writers more than \$400,000.

–Milkweed Editions: since our founding in 1980, we've published over 350 books of literary fiction, nonfiction, and poetry and now have over four million copies in circulation.

–Minnesota Center for Book Arts: MCBA serves upwards of 82,000 patrons (including some 13,000 K-12 students) every year, working with groups in our studios as well as in school classrooms, libraries and community events across the state. MCBA is also home to a vibrant working artist community, from college students to retired lifelong learners and everyone in between, at every skill level. Our artistic and community programs include: exhibitions that are always free to the public; year-round free public programming on engaging topics in the arts and beyond; artmaking workshops for families; and a dedication to the support of working artists. MCBA offers people at every age and every walk of life the opportunity to explore and expand their understanding of contemporary art and book arts.



U.S. Bank Stadium

–U.S. Bank Stadium is owned and operated by the Minnesota Sports Facilities Authority (MSFA). The MSFA's 5 members are appointed; two board members and the chair by the Governor, and two members by the Mayor of Minneapolis.

–U.S. Bank Stadium is situated on the former site of the Hubert H. Humphrey Metrodome. The Metrodome was demolished in 2013, and U.S. Bank Stadium opened in July of 2016.

–The stadium has hosted more than 1,000 events and welcomed more than three million visitors during its first two years of operations. With six unique club spaces, we are able to host multiple events simultaneously.

–Events have included Minnesota Vikings home games, X Games, professional soccer games, youth sports - including 16 Minnesota State High School League championship games, community events, concerts, corporate meetings, weddings, birthdays and bar mitzvahs. The stadium was also selected as the venue for Super Bowl LII and the 2019 NCAA Men's Basketball Final Four.

–U.S. Bank Stadium is a Zero Waste facility and maintains a robust sustainability program. All food and beverage vessels used in the stadium are compostable. To date, the stadium has diverted 2.4 million pounds of waste from the Hennepin Energy Recovery Center (HERC) incinerator. During 2017 alone, the stadium composted more than 91 tons, and in 2018, more than 314 tons.



Arts & Entertainment in East Town

FAQ Sheet

Armory Event Center

Founded: Built in 1936, fully renovated 2016-17

Arrived in Elliot Park/East Town: December 1st, 2017 hosted its first corporate event for HCMC

Different kinds of programs: Premier concert venue, corporate events, fundraisers, trade shows, sports entertainment (boxing, wrestling).

How many events and productions do you produce a year? a LOT!

Where do your audiences come from? Primarily the 5-state area but the Super Bowl and Final Four concerts bring people from all over.

Something that the average person may not know about your organization? This was a legacy project for Swervo Development. It is privately owned and operated and was renovated with zero public money or tax credits of any kind.

Anything else you would want the East Town district businesses and residents to know about you? We love East Town!



Gamut Gallery

Arrived in Elliot Park/East Town: August of 2015 with our Grand Re-opening in November of 2015

Different kinds of programs: We range from art exhibitions to performance art with a little of something for everyone in between.

How many events and productions do you produce a year? We do about 8 -10 exhibitions with about 25 - 35 events in correlation ever year.

Where do your audiences come from? Gamut's audience comes from all over. We have a very wide demographic ranging from kids still in high school to grandparents and from emerging artist to seasoned artists with decades of experiences.

Something that the average person may not know about your organization? We are a 7-year established business that is majority woman-owned and fueled by volunteerism. The impact we get to see on our community fuels us all!

Anything else you would want the East Town district businesses and residents to know about you? We are a visual art gallery, gift shop and performance space located in the Elliot Park Neighborhood that's dedicated to bringing people together to experience art and stimulate dialogue. Our rotating exhibitions showcase the full spectrum of media, content and styles, with a focus on highlighting innovative local artists.



Good Arts Collective

Arrived in Elliot Park/East Town: Feb 2016

Different kinds of programs: Membership for artists who need access to space and resources for their work. We host Public and private events of all mediums in large and intimate settings like concerts, theatre performances, workshops, recording sessions etc...

How many events and productions do you produce a year?

10-30. A few large shows for audiences of 50-200 and many more smaller shows and events.

Where do your audiences come from? Overtime we have gained audiences who support all things under the Good Arts Collective name, but most of the audiences come from each member's communities and circles. Whatever the show is, that group/artist markets to their people which allows a huge range of guests to be in the space.

Something that the average person may not know about your organization? We are an autonomous organization, but partner with First Covenant Church where we have space. Through that partnership we are able to have flexible prices and usage options as a group, which then we offer to the members making membership viable for most working artists.

Anything else you would want the East Town district businesses and residents to know about you? We care about putting more art in the world and artists to make it. That is at the core of everything we do.



Guthrie Theater

Founded: May 1963

Arrived in Downtown East/East Town: June 2006

Different kinds of programs: Theatrical, educational, community-based

How many events and productions do you produce a year? 500+

Where do your audiences come from? Our audiences are largely concentrated in the Twin Cities, outstate Minnesota and the 5-state region, however we have patrons from all fifty states and around the world.

Something that the average person may not know about your organization? We serve nearly 400,000 patrons annually.

Anything else you would want the East Town district businesses and residents to know about you? The Guthrie Theater (Joseph Haj, artistic director) was founded by Sir Tyrone Guthrie in 1963 and is an American center for theater performance, production, education and professional training, dedicated to producing the great works of dramatic literature and cultivating the next generation of theater artists. Under Haj's leadership, the Guthrie is guided by four core values: Artistic Excellence; Community; Equity, Diversity and Inclusion; and Fiscal Responsibility. The Guthrie produces a mix of classic and contemporary plays on three stages and continues to set a national standard for excellence in theatrical production and performance, serving nearly 400,000 patrons annually. In 2006, the Guthrie opened a new home, designed by Pritzker Prize-winning architect Jean Nouvel, located on the banks of the Mississippi River in Minneapolis, Minnesota. Open to the public year-round, it houses three state-of-the-art stages, production facilities, classrooms, full-service restaurants and dramatic public lobbies.



MacPhail Center for Music

Founded: 1907 by William MacPhail, a founding member and violinist for the Minneapolis Symphony (now Minnesota Orchestra).

Arrived in Downtown East/East Town: 2008

Programs, Events and Productions + Audience Engagement:

1) The largest music school in the nation with 230 faculty members, 16,000 students and presenting over 400 concerts, recitals and clinics a year. 2) Provides lessons and programming across all life stages with students ranging from 6 weeks old to 104. 3) Internationally recognized innovator in music teaching and learning: Acclaimed Early Childhood Music program (founded in 1968): 1st Suzuki method teaching program in the U.S., and the largest Leader in Music Therapy – 650 clients facing emotional, social or physical challenges experience music designed for healing and development. "Giving Voice" Alzheimer's chorus, partnering patients and caregivers singing together (featured on NBC Nightly News) Unique live, online, supplemental music teaching for students in rural Minnesota schools where Music programs have been cut back severely over the past several years– 1000 students annually in 29 rural districts

Mill City Players

Founded: 2018 **Arrived in Downtown East/East Town:** 2018

Different kinds of programs: We provide free classes in theater, PanAfrican dance, and paint pail drumming as well as providing free tickets to a number of venues including the Guthrie, Penumbra, Mu Daiko, and the X Games

How many events and productions do you produce a year? 8-10. We do 4 10-week sessions and try to do at least 2 performances/session.

Where do your audiences come from? All over Minneapolis.

Something that the average person may not know about your organization? Our actors are recruited from young people ages 16-26 who live in the Cedar Riverside community and young people who use the services of YouthLink.

Anything else you would want the East Town district businesses and residents to know about you? We provide a meal for each of the 80 rehearsals and welcome any and all contributions from businesses who would be willing to donate a meal.

Mill City Singers

Founded: 2016 **Arrived in Downtown East/East Town:** 2016.

We began rehearsing at First Covenant and now have a permanent rehearsal spot on the 8th floor of the Guthrie

How many events and productions do you produce a year? 5-8, including singing at the Ordway, Orchestra Hall, Loring Park Music Festival, Capri Theater, MacPhail Music Matters Luncheon, Guthrie Theater (Prince tribute and before Christmas Carol), sing 'Take Me Out to the Ballgame' at at least 1 Twins game/season, carol on 2nd St., at Augustana, and at the Skyway Senior Center, Winterfest and Holidazzle.

Where do your audiences come from? All over Minneapolis.

Something that the average person may not know about your organization? It is free and open to anyone who considers themselves a 'friend' of the Mill District.

Anything else you would want the East Town district businesses and residents to know about you? Our roster is currently at 283, with an average attendance of 57 singers. We are open to everyone and make a special effort to make sure we are including people who live at or below the poverty line, most particularly people who are currently or have been homeless.

