

## Interested in Creating a Spark?

### WHAT'S YOUR IDEA?

---

#### Creative Spark Projects

The City of Bloomington's Creative Placemaking Commission in partnership with Artistry seeks Creative Spark Project proposals by creative people of all kinds (artists, architects, planners, engineers, event organizers, South Loop residents, performers, etc.) who are interested and excited about activating the South Loop district of Bloomington, MN. A **Creative Spark Projects** review panel will be looking for projects that engage South Loop residents, workers, and visitors in creative ways that may be temporary, experiential, semi-permanent, or permanent. Ideas may include (but are not limited to) performances, interactive art projects, temporary art installations, special events and much more.

#### Eligibility:

Applicants must be residents of Minnesota with preference given to Bloomington and South Loop residents and those who work in the South Loop. Any artistic or creative genre is acceptable and applicants do not need to identify as artists or have previous experience in public art or creative placemaking.

### WHAT'S YOUR BUDGET?

---

**\$500 - \$5,000: You decide how much you need to make your spark**

- The City of Bloomington will support projects with stipends from **\$500 - \$5,000**.
- Four Creative Spark Projects will be selected.
- Projects will take place in 2019.

### HOW TO APPLY?

---

**Proposals Due: August 17, 2018**

**it's Simple!**

Please complete the last page of this application and submit to [rdaly@artistrymn.org](mailto:rdaly@artistrymn.org)

Or mail your proposal to: Artistry, Attn: Rachel Daly, 1800 W Old Shakopee Rd, Bloomington, MN 55431. You may include supplemental information such as visuals.

### WHERE AND WHY?

---

The South Loop is uniquely positioned and home to the Mall of America, the Minnesota Valley National Wildlife Refuge, numerous hotels, 4 light rail transit stations, a residential area, and significant new development opportunities. The City of Bloomington adopted a long-range plan to transform the area into a densely populated, walkable urban neighborhood featuring new housing, a variety of businesses, world-class recreation, entertainment options, and hospitality. In 2014 the City of Bloomington and Artistry initiated a Creative Placemaking Plan knowing that the arts and other creative activities can transform the neighborhood physically, socially, and culturally. The goals of the Plan are to create Urbanism, Animation, Involvement, Leadership, and Investment.



**Creative Spark Projects** will expand on the creative enthusiasm and enjoyment already experienced in the South Loop in small but powerful ways; enhancing neighborhoods and generating more interest, engagement and excitement.

**Creative Spark Projects can take place at these South Loop sites**

- **Bloomington Central Station Park**  
8100 33<sup>rd</sup> Ave
- **River Ridge Playlot**  
8715 River Ridge Road
- **Minnesota Valley National Wildlife Refuge** (Visitor Center and public trails)  
3815 American Blvd E
- **Old Cedar/Long Meadow Lake Bridge**  
9898 Old Cedar Ave S

## THE SELECTION PROCESS

---

**Timeline:**

**Information Sessions:** July 10, 5:00 – 7:00 p.m. or August 4, 1:00 – 3:00 p.m. (See below for locations)

**Proposals Due:** August 17, 2018

**Finalists Announced:** by September 7, 2018

**Finalists' Presentation Timeframe:** The week of September 24

**Projects Selected:** by October 15, 2018

**Projects Implemented:** Calendar year 2019 (you pick the time of year and duration of the project)

All proposals will be evaluated by a review panel. Seven finalists will be selected and will receive a \$100 stipend to present their proposal to the panel in person. Four projects will be selected by the panel to be implemented in 2019. Recipients will be contracted by the City of Bloomington and receive a stipend between \$500 - \$5,000 to execute their project. Recipients will be responsible for completing a Final Report following the conclusion of their project which will identify how their goals were achieved and their stipend used.

**What will the review panel be looking for?**

Proposed projects must support the City of Bloomington's vision for the South Loop and may include a permanent or temporary artistic installation, experience, cultural event/performance, or other creative spark idea in the South Loop. Projects should engage South Loop stakeholders including residents, workers, business owners/managers, and visitors in a way that is inclusive and inspires, excites, and encourages continued enthusiasm for Creative Placemaking in the South Loop.

*Please note: Projects must serve a public purpose. Applicant of selected project must cooperate with the City in compliance with the law in meeting reasonable insurance requirements and attaining permits or licenses. Applicants of selected projects will also be expected to cooperate with the City in advertising and marketing their project.*

*The City of Bloomington does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its services, programs, or activities. Upon request, accommodation will be provided to allow individuals with disabilities to participate in all City of Bloomington services, programs, and activities.*

*The City of Bloomington does not discriminate on the basis of race, color, creed, religion, national origin, sex, sexual orientation, disability, age, marital status or status with regard to public assistance in employment or the provision of services.*

*Upon request, this information can be provided in Braille, large print, alternate languages, audio tape and/or electronic format.*

For more information on South Loop and the Creative Placemaking Plan please visit

<https://www.bloomingtonmn.gov/pl/creative-placemaking-south-loop>

## STILL HAVE QUESTIONS?

## Float your Spark idea

Attend one of these information sessions to get detailed information on the Creative Spark Projects program and for the chance to share your Spark idea and receive feedback. Pre-registration is recommended but not required. To pre-register please contact Rachel Daly, [rdaly@artistrymn.org](mailto:rdaly@artistrymn.org) or visit [blm.mn/placemaking](http://blm.mn/placemaking)

### Information Session Dates:

- Tuesday, July 10, 5:00 – 7:00 p.m. – Evergreen Church, 2300 East 88<sup>th</sup> Street, Room 200
- Saturday, August 4, 1:00 – 3:00 p.m. - MN Valley Nat'l Wildlife Refuge Visitor Center, 3815 American Blvd E

Unable to attend an informational session but still have questions?  
Contact Rachel Daly, [rdaly@artistrymn.org](mailto:rdaly@artistrymn.org), 952-563-8570

## THE SOUTH LOOP MAP

### Possible Creative Spark Locations...

1. Minnesota National Wildlife Refuge  
3815 American Blvd E (visitor center and public trails)
2. Bloomington Central Station Park  
8100 33<sup>rd</sup> Ave S
3. River Ridge Playlot  
8715 River Ridge Road
4. Old Cedar/Long Meadow Lake Bridge  
9898 Old Cedar Ave S





## Application Page

---

Please complete this form and submit by August 17, 2018

Submit by email to [rdaly@artistrymn.org](mailto:rdaly@artistrymn.org) or by mail to: Artistry, 1800 W Old Shakopee Rd, Bloomington, MN 55431

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_  I work in South Loop at: \_\_\_\_\_

Names of team members (if any):

\_\_\_\_\_

### Creative Spark Idea Description:

---

Please describe your project idea including goals, location, preferred time of year, project duration, and visuals if applicable. Feel free to attach an additional page if necessary.

### Basic Budget:

---

Please outline general expenses and how much your project will cost (between \$500 - \$5,000, all inclusive).

### Demographics

---

We wish for Creative Sparks to be an inclusive and welcoming opportunity. To do this we need to better understand who you are. These questions are optional:

I identify my ethnicity as: \_\_\_\_\_ I identify my gender as: \_\_\_\_\_